



ಸಂಖ್ಯೆ: ಮ.ವಿ.ಮ/ಆಡಳಿತ/BOS/361/2024-25

ದಿನಾಂಕ: 11.11.2024

ರವರಿಗೆ,

ಎಲ್ಲಾ ಸಂಯೋಜಿತ ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ
ಮಂಡ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯದ, ಮಂಡ್ಯ

ಮಾನ್ಯರೇ,

ವಿಷಯ: ಮಂಡ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಅಧ್ಯಯನ ಮಂಡಳಿ ರಚಿಸಿರುವ 2024-25ನೇ ಸಾಲಿನ ಸ್ನಾತಕೋತ್ತರ ಪದವಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರಕಟಿಸುವ ಬಗ್ಗೆ.

- ಉಲ್ಲೇಖ: 1. ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳು ಸಲ್ಲಿಸಿರುವ 2024-25ನೇ ಸಾಲಿನ ಪಠ್ಯಕ್ರಮ.
2. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆಯ ದಿನಾಂಕ:

ಮೇಲಿನ ವಿಷಯ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖ(2) ರನ್ವಯ ಮಂಡ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸ್ನಾತಕೋತ್ತರ ವಿಭಾಗಗಳ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳು ಸಭೆ ನಡೆಸಿ ಸಲ್ಲಿಸಿರುವ ವಿಷಯಗಳ ಪಠ್ಯಕ್ರಮ ಮಾದರಿಯನ್ನು ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಪ್ರಕಟಿಸಲಾಗಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ಆದೇಶ ಮೇರೆಗೆ,


ಕುಲಸಚಿವರು

ಕುಲಸಚಿವರು

ಮಂಡ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಮಂಡ್ಯ - 571401

ಸೂಚನೆ:

1. ಅಧ್ಯಕ್ಷರುಗಳು ಸಲ್ಲಿಸಿರುವ ಮಾದರಿ ಪಠ್ಯಕ್ರಮದಲ್ಲಿ ವ್ಯತ್ಯಾಸ ಕಂಡುಬಂದಲ್ಲಿ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ ತಿಳಿಸಲು ಕೋರಿದೆ.

ಪ್ರತಿಗಳು:

1. ನಿರ್ದೇಶಕರು, ಸಿ.ಡಿ.ಸಿ. ಮ.ವಿ.ಮ
2. ಪ್ರಾಂಶುಪಾಲರು, ಸರ್ಕಾರಿ ಮಹಾವಿದ್ಯಾಲಯ, ಮಂಡ್ಯ.
3. ಸಂಯೋಜಕರು ಸ್ನಾತಕೋತ್ತರ ಪದವಿ, ಮ.ವಿ.ಮ.
4. ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ.
5. ಆಪ್ತ ಸಹಾಯಕರುಗಳು ಕುಲಪತಿಗಳು, ಕುಲಸಚಿವರು ಮತ್ತು ಕುಲಸಚಿವರು(ಮೌಲ್ಯಮಾಪನ), ಮ.ವಿ.ಮ.
6. ಕಛೇರಿ ಪ್ರತಿ.

MANYDA UNIVERSITY, MANDYA
DEPARTMENT OF POST GRADUATE STUDIES IN COMMERCE

CBCS/STATE EDUCATION POLICY (SEP)

M.COM. COURSE STRUCTURE AND SYLLABUS - from 2024-2025 BATCH

CREDIT PATTERN FOR M.COM PROGRAMME

**MINIMUM CREDITS REQUIRED FOR M.COM.
PROGRAMME**

I to IV Semesters	Hard Core Course		Soft Core Course		Open Elective Course		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits	Numbers	Credits
	12	48	7	28	1	4	20	80

**MINIMUM CREDITS TO BE REGISTERED BY A STUDENT IN A SEP SCHEME TO
SUCCESSFULLY COMPLETE M.COM. DEGREE IN FOUR SEMESTERS**

Semesters	Hard Core Course		Soft Core Course		Open Elective Course		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	1	4	-	-	5	20
II	3	12	1	4	1	4	5	20
III	2	08	3	12	-	-	5	20
IV	3	12	2	08	-	-	5	20
TOTAL	12	48	7	28	1	4	20	80

1 SEMESTER

Sl. No.	Title of the Course	Credits			
		L	T	P	Total
Hard Core Papers					
HC01	Accounting Theory	3	1	0	4
HC02	Corporate Governance and Business Ethics	3	1	0	4
HC03	Advanced Financial Management	3	1	0	4
HC04	Advanced Auditing	3	1	0	4
Soft Core Papers					
SC01	*Computer Applications in Business *	3	1	0	4
SC02	*Global Business Environment *	3	1	0	4
SC03	*Digital Marketing *	3	1	0	4

*A student should opt **one** soft-core paper from SC01 or SC02 or SC03

Credits earned: Hard core: 16, Soft Core: 4=20

II SEMESTER

II SEMESTER					
Sl. No.	Title of the Course	Credits			
		L	T	P	Total
Hard Core Papers					
HC05	Risk Management and Derivatives	3	1	0	4
HC06	Advanced Human Resource Management	3	1	0	4
HC07	Forensic Accounting and Auditing	3	1	0	4
Soft Core Papers					
SC04	*Organizational Behaviour*	3	1	0	4
SC05	*Strategic Management*	3	1	0	4
SC06	* Foreign Exchange Management*	3	1	0	4
Open	Open Elective Paper				
OE01	Corporate communication skills	3	1	0	4
*A student should opt one soft core paper from SC04, SC05, SC06					

*A student should opt **one** soft-core paper from SC04 or SC05 or SC06

Credits earned: Hard core: 12 +Soft Core: 4+ OE: 4=20

M.COM - SYLLABUS

HARD CORE SUBJECTS HC01: ACCOUNTING THEORY

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

The course provides the coverage of the meaning of accounting theory, its types, approaches to formulate accounting theory; conceptual framework; recognition, measurement and disclosure of elements of financial statements.

2. Course Objectives:

The goal of this course is to provide the knowledge of accounting theory based on conceptual framework of accounting theory and also the critical thinking skills necessary to analyze and interpret accounting related transactions in accordance with accounting theory, and the financial reports generated by the accounting system.

3. Pedagogy:

Course activities consist of lectures, case study analysis, group discussions, seminar presentation, assignment writing and tests. Reading and analysis of annual reports of companies will be the integral part of instruction.

4. Course Contents:

- Module 1: Accounting Theory:** The meaning of accounting theory; relationship with accounting research and practice. Types of accounting theories- syntactical, semantical and behavioural theories. Approaches to formulation accounting theory. Ownership theories - proprietary, entity and fund theories.
- Module 2: Recognition, Measurement and Disclosure of Elements of Income Statement:** The concept of revenue and expense; their recognition principles and processes, measurement methods and disclosure issues. Recognition, measurement and disclosure of gains and losses from extraordinary items, unusual items, discontinued operations, effects of changes in accounting principles, and prior period items. Problems. Case studies on annual reports of companies.
- Module 3: Recognition, Measurement and Disclosure of Elements of Balance Sheet:** Definition of asset, liability and owners' equity; their types and characteristics. Recognition, measurement and disclosure of long-term and short-terms assets and liabilities, owners' equity and retained earnings. Problems, Case studies of annual reports of companies.

Module 4: The Framework of Accounting Regulation and Policy: Need for and evolution of accounting regulation in India. Regulatory provisions of accounting in Indian Companies Act. Role of MCA, NFRA, NACAAS, ICAI, SEBI and RBI in framing and enforcing accounting regulation in India. Meaning and objectives of accounting policy. Economic and social consequences of accounting regulation and policies. Analysis of Significant Accounting Policy Statements disclosed by the companies in their annual reports.

References:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, *Accounting: Text and Cases*, McGraw Hill, 1999
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, *Financial Accounting Theory and Analysis: Text Readings and Cases*, John Wiley and Sons, 2005.
3. Ahmed RiahiBelkaoui, *Accounting Theory*, Quorm Books, 2000.
4. JawaharLal, *Accounting Theory and Practice*, Himalaya Publishing House, 2008.
5. L.S. Porwal, *Accounting Theory*, TMH, 2000.
6. Thomas R.Dyckman, Charles J Davis, Roland E.Dukes, *Intermidate Accounting*, Irwin McGraw- Hill.
7. Eldon S. Hendriksen, *Accounting Theory*.

HC02: CORPORATE GOVERNANCE AND BUSINESS ETHICS

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

The course provides coverage of concept of corporate governance, ethics, Corporate Social Responsibility and corporate governance in India and reforming of BOD and different Committees

2. Course Objectives: This subject aims to:

- a. Enable the student to understand the concept of corporate governance;
- b. Help students to know about corporate ethics and cultural influences;
- c. Impart knowledge of corporate social responsibility and accountability; and
- d. Give information about the corporate governance reforming committee reports in India.

3. Pedagogy:

The subject matter will be presented through lecture, class discussion, student presentation, guest lectures.

4. Course Contents:

- Module 1: Conceptual framework of corporate governance: Introduction** - importance-principle of corporate governance – Theories of Corporate governance - Agency theory and Stewardship theory – Corporate models around the world - benefits of good corporate governance-present scenario-case studies.
- Module 2: Corporate governance and Role of Committees in India:** Emergence of Corporate Governance - Need and importance of corporate governance committees – Cadbury Committee on corporate governance 1992 – Sarbanes-Oxley Act 2002, Kumar Mangalam Birla Committee 1999 - Naresh Chandra Committee 2002 - Narayana murthy committee 2003 - Dr. J. J. Irani Committee Report on Company Law, 2005, - case studies.
- Module 3: Business Ethics:** Concept, Nature Principles and Importance of business ethics – Arguments for and against business ethics. Corporate ethics: Concept and Importance – benefits of corporate ethics-techniques to improve ethical conduct of business – Ethics in functional areas of business – Accounting and Auditing – Marketing – Finance – HRM, etc, ethics and science and technology - corporate philosophy and culture - managing ethics and legal compliance-case analysis.
- Module 4: Corporate social responsibility:** CSR and Corporate Governance – Scope of social responsibility – Corporate initiatives on CSR - Corporate crimes-company and society relations-corporate social challenges-corporate accountability-business and ecology-case analysis.

References:

1. Business ethics by L.P. Hartman, Tata Mc Grawhill.
2. Business ethics by W.H.Shaw-(Thomson)
3. Corporate management and Accountability by L.C. Gupta (Mc Millan Institute for FM and Research, Chennai-1974)
4. Business and society by Keith Davis (Mc Graw Hill)

HC03: ADVANCED FINANCIAL MANAGEMENT

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course description:

Financial decision making assumes greater importance in maximizing value of an organization. This course is designed to focus on the analysis of three crucial long term financial decisions- (1) Cash flow measurement, (2) Capital budgeting, (3) Cost of capital and, (4) Capital Structure. Risk analysis of capital budgeting decision is added as a special topic.

2. Course Objectives:

To equip students with necessary skills to evaluate capital projects with a focus on advanced capital budgeting techniques like MIRR (Modified IRR) and selection of projects under conditions of risk and uncertainty. To enable students analyse the leverage and dividend decisions based on theoretical and practical framework.

3. Pedagogy:

Students to work out detailed case studies involving the application of various criteria for project selection including risk analysis of capital projects. Analysis of leverage and dividend policies should be based on a sample of leading corporate organizations such as SENSEX companies, followed by seminar presentations and group discussions.

4. Course Contents:

Module 1: Introduction to finance- Introduction to Financial Management, Meaning & Definition, Evolution, Scope, Methods, Importance, Functional Areas of Modern Financial Management. Financial Management Process, Organisation of Finance Function, Capital Structure Planning and Policy; Introduction To Capital Structure Theories: Net Income Approach, Net Operating Income Approach. Traditional Approach Modigliani & Miller Approach. Concept and Problems. Optimal Capital Structure; Meaning & Concept, Trade Off Theory v/s Pecking Order theory, EBIT- EPS Approach - Concept And Problems.

Module 2: Investment Decisions- Introduction to Investment Decisions, Meaning, Need & Factors, Efficient Investment Analysis, Introduction to Capital Budgeting Decisions: Meaning, Features, Process and Factors. Capital Budgeting Techniques: NPV Vs IRR, Incremental IRR, Modified Internal Rate of Return (MIRR), Concept Evaluation Criteria & Problems, Fisher's Rate And Aggregate Capital Needs in Investment Decisions, Project Selection

Under Capital Rationing; Meaning, Types, Problems On Divisible & Indivisible Projects, Multi-Period Capital Rationing, Capital Budgeting Under Inflationary Conditions.

Module 3: Risk Analysis In Capital Budgeting- Risk analysis in capital budgeting- Meaning, Analysis of Risk And Uncertainty, Sources And Perspectives of Risk, Measurement of Risk, Nature of Risk In Capital Budgeting Decisions, Techniques for Risk Analysis: Risk Adjusted Discount Rate, Certainty Equivalent Method, Probability Method, Sensitivity Analysis, Scenario Analysis, Simulation Analysis, Hiller Model, Decision Tree Analysis, Sequential Investment Decisions, Market Risk Analysis, (Concept & Problems). Backward Induction Method- Utility Theory and Capital Budgeting.

Module 4: Corporate Restructuring: Introduction to Corporate Restructuring: Mergers, Acquisitions, Takeovers, Spinoff, Synergies, Strategic Alliance, Joint Venture, Leveraged Buyouts, Management Buyouts (MBO) & Buy-In (MBI) Franchising, Intellectual Property Rights (IPRs), sell-Off, Demerger Disinvestment v/s Divestment, Slump Sale Reverse Merger, Equity Carveout- Concept & Types, Valuation Under Mergers & Acquisition, Price-Earnings Ratio, (P/E Ratio) EPS Approach, Enterprise Value To Sale Ratio, (EV/sales) Replacement Cost Method Concept And Problems.

References:

1. Financial Management and Policy: Van Horn; Prentice Hall of India.
2. Fundamentals of Financial Management: Brigham & Houston, Thomson Learning, Bombay.
3. Principles of Corporate Finance: Richard Brealey and Stewart Myers, Tata McGraw Hill, 2000.
4. Financial Management and Policy: Text and Cases: V K Bhalla, Annual Publishers, 2002.
5. Financial Management: Chandra, Prasanna; TMH, New Delhi.
6. Capital Budgeting: Dr. G. Kotreshwar, Chandana Publications (2014), Mysore

HC04: ADVANCED AUDITING

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

This paper is to educate the students about present auditing practices, conceptual understanding, different terminologies, International Auditing practices, comparison with Indian Auditing practices. To know leading & Top Auditing Firms and its importance, to learn Auditing and Digitalization, Indian Standards on Auditing (SA), major scams in India and its impact on economy of the Country.

2. Course Objectives:

After completion of the course the students should be capable with:

- To understand the conceptual ideology of auditing and its practices.
- To know the importance of auditing with different accounting practices.
- To compare the national auditing practices with international auditing principles.
- To have a detailed knowledge on Auditing Standards and its uses.
- To evaluate impact of auditing on the Indian & global economy and its contribution for the economic development.

3. Pedagogy:

The course content is covered class room lecture, students' interaction/seminar, case discussion, major scams and work out the practical insight of auditing issues, challenges as an auditor and also visiting companies for practical exposure. Practical Works: Auditing, Standards, Practice Manuals, Leading and pending cases on auditing issues, on-line auditing methods, proper scrutiny and verification of accounting for best auditing practices.

4. Course Contents:

Module 1: Introduction to Auditing and Auditing Standards -. Objectives of Auditing, different types of auditing, auditor- qualification, qualities, auditing & digitalization, Government Accounting, Professional Accounting, Auditing Boards - GAAS, CAG, PCAOB.
Auditing Standards - Generally Accepted Auditing Standards, Introductory Matters SA 100-199, General Principles and Responsibilities SA 200-299, General Activities SA 1200, Auditor Communications SA 260, Quality Control for an Audit of Financial Statements, Statements SA 220 and Guidance Notes -Case studies.

Module 2: Audit Procedures - Audit Planning and Risk Assessment SA 300-499, Auditing Internal Control Over Financial Reporting, Audit Procedures in Response to Risks—Nature, Timing, and Extent, Auditor's Responsibilities Regarding Supplemental and Other Information, Concluding Audit Procedures, Post-Audit Matters. Case Studies.

Module-3: Audit Reports - Auditor Reporting SA 700-799, Reporting on Audits of Financial Statements, Other Reporting Topics, Matters Relating to Filings Under Federal Securities Laws, Other Matters Associated with Audits (SA 6101, SA 6105, SA 6110, SA 6115). Standards on Quality Control (SQC), Standards on Auditing (SAs), Audit Committee and Corporate Governance, Audit of Limited Companies Schedule III of Companies Act 2013, Environmental Auditing, Audit Data Analytics, Case Studies - Leading & Top Auditing Firms -Case studies.

Module: 4: Audit Regulation and Laws - CAG Recommendations, Hierarchy of Audit regulations in India, Investigation, Forensic Audit, Peer and Quality Review, Auditing Softwares - Winman, SAP, Audit related Penalties, Prosecution and Imprisonment. International Auditing Practices, Comparison with Indian Auditing practices. Indian Standards on Auditing (SA), Major Scams in India and its Impact on Economy of the Country- Case Studies.

References:

1. A Hand Book of Practical Auditing – by B.N. Tandon, S. Sundharabahu & S Sudharsnam, Publisher: S.Chand Publishing, New Delhi.
2. Advanced Auditing and Professional Ethics – ICAI, [https://www.icaai.org/Auditing Standard](https://www.icaai.org/AuditingStandard)
3. Internal Audit Practice from A to Z, Patrick Onwura Nzechukwu, Book Store, <https://bookstore.theiia.org/>
4. Advanced Auditing & Professional Ethics, By CA Panakj Garg,
5. Simplified Approach to Advanced Auditing and Professional Ethics by Vikas Oswal

SC01: COMPUTER APPLICATIONS IN COMMERCE

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

This course is designed to provide computer basics and computer applications in commerce. It focuses on computer applications in Accounting, Finance, Taxation and Statistics.

2. Course Objectives:

The objective of the course is to enable to students to understand online trading, online banking, and online submission of income tax and indirect tax returns. Tally and XBRL applications in Accounting. SPSS applications in statistical analysis.

3. Pedagogy:

Lectures, assignments, presentation, case analysis, online demonstrations and computer Practical's.

4. Course Contents:

Module 1: Computer Applications in Financial Accounting: Features of Tally ERP.9. Setting up a new company and creating Masters in Tally.ERP9. Data Management, security levels and controls. Technological advantages of Tally.ERP9. Evolution and features of extensible Business Reporting Language (XBRL).XBRL Taxonomy of Ministry of Corporate Affairs. Filing of Financial statements using XBRL Software.

Module 2: Computer Applications in Financial Management and Taxation: Using MS Excel to solve financial management problems- Present Value, Future Value, NPV etc. Online Trading of Securities. Online Banking. Filing of Online Application for PAN and TAN. Online submission of Income Tax Returns and TDS Return. E-filing of indirect taxes return.

Module 3: Computer Applications in Statistical Analysis: Features of SPSS. Creating files and data entry in SPSS. Preparation of frequency tables and graphs. Computation and interpretation of Mean, Standard Deviation, Standard Error, Simple and multiple correlation, regression. Analysis of variance. T-Test, Chi-Square Test.

Module 4: Computer Applications in Operations Research: Mathematical formulation of Linear Programming and Integer Programming problems and solving them is using computer software.

Computer Lab Practical's:

1. Computation of Present value, future value, Net Present Value using MS Excel.
2. Filing of online application for PAN, TAN.
3. Online submission of Income Tax Returns and Indirect Tax Returns.
4. Online Banking
5. Online Trading.

6. Completing accounting cycle using Tally ERP 9.
7. Online submission of Financial Statements using XBRL
8. Computation of descriptive statistics, correlation, regression using SPSS.
9. Solving Linear Programming and Integer Programming problems.

References:

1. Tally.ERP 9 Essentials, 2009, Tally Solutions Pvt. Ltd.
2. Mastering Financial Modeling-Alastair Day
3. www.xbrl.org.
4. www.iasb.org.
5. www.spss.org
6. www.rbi.org.
7. www.incometax.india.gov.in.
8. www.xbrl.icai.org.
9. www.mca.gov.in
10. www.icai.org.
11. www.bse.org. [nse.org](http://www.nse.org). [sebi.org](http://www.sebi.org).

Computer Lab Practical's:

1. Computation of Present value, future value, Net Present Value using MS Excel.
2. Filing of online application for PAN, TAN.
3. Online submission of Income Tax Returns and Indirect Tax Returns.
4. Online Banking AND Online Trading.
5. Completing accounting cycle using TALLY.
6. Online submission of Financial Statements using XBRL
7. Computation of descriptive statistics, correlation, regression using SPSS.

SC02: GLOBAL BUSINESS ENVIRONMENT

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

On successful completion of the course, the Students will be able to learn nature, scope and structure of Global Business Environment, and understand the influence of various environmental factors on global business operations.

2. Course Objectives:

The objective of this course is to provide student the knowledge about global business and its significance.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course contents field survey.

4. Course Contents

Module 1: Global Business & Environment: Importance, nature and scope of global business; Modes of entry into global Business; globalization process and managerial implications; multinational corporations and their involvement in global Business: Issues in foreign investments, technology transfer, pricing and regulations. Introduction to Economic environment - political and regulatory environment - demographic environment - social, cultural and technological environment.

Module 2: Global Economic Environment: Regional integration and trade blocks - Types of integration - theory of customs union, European union - regional groupings - integration of developing countries - SAARC, SAPTA, global commodity agreements - quota agreements - Cartels - Bi-lateral & Multi-lateral contracts - Economic institutions - International Monetary Funds (IMF) - World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATT, CATS, TRIM, TRIPS.

Module 3: Global Trade and Investment Environment: Government Influence on Trade: Trade in merchandise - Trade in services - Global sourcing - degree of dependence - balance of payments - trade and BOP of India. Cultural contacts of global management - Understanding the role of culture - communicating across cultures - cross cultural negotiations and decision making. Types and significance of foreign investments - factors affecting global investment - growth and dispersion of FDI - cross border mergers and acquisitions - foreign investment in India - The New Policy - EURO/ADR issues - M & A - Indian companies going global.

Module 4: Multi National Corporation: Definition and Meaning - Importance and dominance of MNCs - Code of conduct - MNCs in India - Transfer of Technology - global competitiveness - indicators of competitiveness - competitive advantage of nations - Technology and Global competitiveness. Global Operations - Global supply chain management - global manufacturing strategies - factors affecting global HRM and staffing policy - global negotiations - global asset protection - Protection of IPRs.

References:

1. P Subba Rao, International Business, Himalaya Publications
2. O P Agarwal, International Business, Himalaya Publications
3. Aswathappa. K., International Business, Tata McGraw Hill
4. Darrell Mahoriy, etal, International Business, Longman.
5. Charles W.L. Hill, International Business, McGraw - Hill.
6. John D. Daniels, etal, International Business, Pearson Education.
7. Don Ball and Wendell McCulloch, International Business, McGraw - Hill.
8. A.V. Vedipurishwar, The Global CEO, Vision Books.
9. Dr. Ansarul Hague, Dr. S. Porkodi, International Business Environment, Global Academic Publishers & Distributors, 2nd Edition, 2015

10. J. Stewart Black Anant K. Sundaram, The International Business Environment 1st Edition, Pearson, 2015
11. Aniket Shonak, International Business Environment, Straight Forward Publishers (P) Ltd., 2011
12. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London.
13. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
14. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth
15. Hill, C., Cronk, T., & Wickramasekera, R. (2011). Global Business Today: An Asia Pacific Perspective. 2nd Edition. McGraw-Hill
16. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, Addison Wesley, Readings.
17. HILL Charles W.L. (2011), International Business: Competing in the Global Marketplace (8/E.), McGraw-Hill.

SC03: DIGITAL MARKETING

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. **Course Description:** On successful completion of the course, the students will gain industry background knowledge to navigate Internet Marketing tools including online advertising, search, social media, and online privacy.
2. **Course Objectives:**
The objective of this course is to provide student the knowledge about Digital Marketing and its significance.
3. **Pedagogy:**
Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course contents field survey.

4. Course Contents

Module 1: Introduction to Digital Marketing: Introduction, Meaning, Definition, History, Objectives, Features, Scope, Benefits and Problems, Techniques, Digital Marketing vis Real Marketing. Landscape - Past - Today - Future; Internet Infrastructure Stack Business Models Strategies: Strategic Planning - Strategy to Electronic Planning - Strategic Drivers of the Internet Economy - Business Models to Digital Business Models - F-Business Models- Performance Metrics - The Balanced Scorecard.

Module 2: Digital Marketing Environment: Product - Products on Internet - Creating Customer Value Online - Product Benefits - E-Marketing Enhanced Product Development -Price - Change in Pricing Strategies - Buyer and Seller Perspectives - Payment Options - Pricing Strategies - Distribution- Online Channel Intermediaries - Distribution Channel Length and Functions - Channel Management and Power - Distribution Channel Metrics - Promotion -Integrated Marketing Communication (IMC) - Internet Advertising - Marketing Public Relations - Sales Promotion Offers - Direct Marketing - Personal Selling - [MC Metrics. Search Engine Optimization (SEO) - Contents, Tools Optimization. Content Management - SWOC.

Module 3: Research & Environment: Data Drive Strategy - Marketing Knowledge Management - Monitoring Social Media - Technology-Enabled Approaches - Real-Space Approaches -Marketing Databases and Data Warehouses - Data Analysis and Distribution - Knowledge Management Metrics - Consumer Behaviour Online - Segmentation - Targeting - Differentiation - Positioning Strategies, Online Marketing Research Tools, Affiliated Marketing - Concept. Overview of Global E-Marketing Issues - Country and Market Opportunity Analysis -Technological Readiness Influences Marketing - Wireless Internet.

Module 4:Customer Acquisition and Retention: Profile of Consumers - Browsing Behaviour Model - Elements of Social Media - Social Media Strategies - Social Media Performance Metrics - Building Customer Relationships - Relationship Marketing - Stakeholders - Three Pillars of Relationship Marketing - Customer Relationship Management (CRM) - CRM Building Blocks -Ten rules for CRM Success - CRM Platforms, Strategies, Models. E-CRM System: Uses, Website Solution Method, Web Analytics, Use of Google Analytics - Reports.

References:

1. KAUSHIK, A. (2010). Web Analytics 2.0 (1st Ed.). Wiley Publishing, Inc.TK 5105.88817 K38i
2. KRUG, S. (2014). Don't make me think, revisited (3rd Ed.). New Riders Press TK 5105.888 K78 2014
3. HUNT, B. (2011). Convert! Designing websites to increase traffic and conversion (1st ed.). Wiley Publishing.TK 5105.888 H85
4. BAILEY, M (2011). Internet Marketing: An Hour a Day (1st ed.). Wiley Publishing. HF 5415.1265 B29
5. KERPEN, D. (2011). Likeable Social Media (1st ed.). McGraw-Hill HF 5415.1265 K47
6. RYAN, D. & JONES, C. (2012). Understanding Digital Marketing (2nd ed.). Kogan Page Publishers. HF 5415.1265 R93 2012

7. STOKES, R. (2014). E-Marketing. The essential guide to marketing in a digital world (5th. ed.). Retrieved from [http:// www.reclandyellow.co.za product/textbook-digital/](http://www.reclandyellow.co.za/product/textbook-digital/)
8. P E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
9. Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013
10. Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis-Chadwick, 5th Edition, F., Pearson, 2012.
11. E Marketing - The essential guide to online marketing, Rob Stokes, Flat world knowledge, 2010.
12. E-marketing in Developed and Developing Countries: Emerging Practices, Hatern El-Gohary and Riyadh Ed, IGI Global, 2013.
13. The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323 14. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases.

2ND SEMESTER

HC05: RISK MANAGEMENT AND DERIVATIVES

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

On successful completion of the course, the students will be able to understand the basic knowledge of risk, type of risks and tools of risk management. They can understand the role of derivatives as financial instruments to mitigate the risks in Business.

2. Course Objectives:

The course intended to equip students an opportunity to understand:

1. Comprehend the role of capital markets
2. Evaluate the various capital markets instruments like Stock, bonds, etc.
3. The basics of new instruments like futures and options.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course content. Tutorials include writing of assignments, Case study discussions, seminar presentations.

4. Course Contents:

Module 1: Introduction to Risks: Introduction to Risks: Meaning, Definition, Evolution, Types, Classification, Sources, Scope, Challenges of Risks to Business. Introduction To Risk Management: Meaning & Definition, Steps in Risk Management, Objectives, Process, Role of Risk Management in Business, Finance - Risk Management Techniques, Risk and Uncertainty, Perils, Causes and Risk Covers. Risk Management Practices in Business, Insurance, Banks and Finance.

Module 2: Credit Risk Management: Credit Risk and Risk Management Models: Introduction to Credit Risk, Meaning, Definition, Sources, Components, Classification of Credit Risk, Factors affecting Credit Risk. Introduction to Credit Risk Management - Meaning, Principles, Prudential Norms, Process, Tools of Credit Risk Management, Functionality of Good Credit. Concept & Problems on Credit Risk Management Models: Altman's Z Score Model, RAROC Model, KMV Model, VAR Model, Credit Metrics Model, Credit Risk Rating Model, Credit Risk Score by CIBIL - Mechanism.

Module 3: Basics of Derivatives: Introduction to Derivatives, Evolution of Derivatives, Meaning & Definition, Characteristics, Functions, Participants, Economic Benefits of Derivatives, Factor Contributing to the growth of Derivatives Market in India, Types of Derivatives - Concept, Meaning & Definition. Recent Trends in Derivatives.

Module 4: Futures, Options & Swaps: Introduction to Futures Market: Meaning & Definition, Evolution, Types, Features, Terminologies, Advantages & Disadvantages, Forwards v/s Futures, Margin & Types of Margin, Cost of Carry Model - Concept & Problems, Clearing & Settlement of Future Contract. Introduction to Options Contract: Meaning & Definition, Evolution, Types, Features, Terminologies, Advantages & Disadvantages, Options Market Trading Mechanism, Futures v/s Options, Option Valuation: Binomial Option Pricing Model, Black-Scholes, Option Pricing - Concept & Problems. Introduction to Swaps: Meaning & Definition, Types, Features, Pricing of Swaps: Concept & Problems.

References:

1. Capital Market Instruments – By G.Kotreshwar, Chandana Publications (2014), Mysore
2. Financial Derivatives – By G.Kotreshwar, Chandana Publications(2014), Mysore
3. Financial Derivatives – By Gupta (PHI)
4. Introduction to Futures and Options Markets – By John Hull (PHI)
5. Derivatives – By D.A.Dubofsky and T.W.Miller (Oxford)
6. Futures and Options – By Edwards and Ma (Mc Graw Hill)

**HC06: ADVANCED HUMAN RESOURCE
MANAGEMENT**

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

This course provides the coverage of concept of HRM, Human resources planning and procurement, human resource development and compensational and rewards system.

2. Course Objectives:

The objective of this course is to provide students the knowledge about human resources, their significance and managing them in organizations.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course content.

4. Course Contents:

Module 1: Human resource management- Meaning and definition – Objectives - Scope and functions-Operational Functions - Perspective of HRM: linking corporate strategies and policies with HRM department.

Module 2: Human Resources Planning and Procurement: Job analysis and evaluation- job description-job specification -job rotation and job enrichment. Human resource planning importance- objectives and problems. Recruitment-meaning-recruitment policy, sources – factors affecting selection decision-selection procedure Types of Interviews - Induction programmes. Human resource information system and e-recruitment.

Module 3: Human Resource development: Meaning-concepts of HRD-objectives of training-organisation of training programmes-methods-advantages and limitations of training. Evaluation of training programme - HRD for total quality management. Transfer policy Promotion policy-Demotion and Discipline- consequences of indiscipline –disciplinary procedure.

Module 4: Compensation management: Significance of compensation system in business organisation. Compensation system in practice-systems of promoting -factors determining employee compensation and rewards-dearness allowance, employee benefits-bonus-laws on wages, bonus and social security-managerial compensation. Performance Appraisal: concepts, objectives philosophy and types of performance appraisal- process of performance appraisal system- counseling.- career planning and management.

References:

1. Human Resource Management: Strategies and Action -Armstrong
2. Human Resource Management -Dr.Ashwathappa
3. Personnel and Human Resource Management -D.A. Deonz and F.P. Robins
4. Personnel Management - Edwin Phillip
5. Human Resources Management—L.M. Prasad

HC07: FORENSIC ACCOUNTING AND AUDITING

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

On successful completion of the course, the Students will be able to identify, analyze and interpret indicators of financially fraudulent activity and to explain investigative processes and the nature and range of investigative techniques, and identify situations for their application

2. Course Objectives:

The course is intended to equip students with an opportunity to understand:

1. Comprehend the role of Forensic Accounting and Auditing.
2. Evaluate the various Fraud detection techniques.
3. The basics of elements of Forensic Audit.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course content. Tutorials include writing of assignments, Case study discussions, and seminar presentations.

4. Course Contents:

Module 1: Forensic Accounting: Forensic Accounting: Meaning, Concept, Role of the professional forensic accountant, Requirements of professional forensic accountant, Responsibilities of accounting investigators and auditors. Fraud - Introduction, Types of fraud, Reasons of fraud, Fraud cycle, Bank Fraud, Corporate Fraud, Insurance Fraud, Cyber Frauds, Securities Fraud, Consumer Frauds, Traits & behaviors of fraudsters, Targets of fraudsters, case studies.

Module 2: Fraud Detection Techniques: Fraud detection techniques, Effective Information gathering methods, Fraud risk factors, Professional analytical procedures and techniques. Financial statement fraud - Meaning, Introduction, revenue recognition detection, ratio analysis, horizontal analysis, vertical analysis, cash flow analysis, case studies.

Module 3: Fraud Risk Assessment: Profiling Fraudsters, Organizational profiling, Risk analysis & assessment, variety of risk assessment factors, best practices. Fraud risk prevention - meaning, importance, combatting actual instances of fraud, case studies.

Module 4: Forensic Audit: Meaning and Significance - Meaning of Audit - Audit: An Adhering Significance - Stages of Audit - Meaning of Forensic Audit - Significance of Forensic Audit - Key Benefits of Forensic Audit - Need and Objectives: Forensic Audit -Fraud and Forensic Audit: An Introspect - Forensic Audit vis-à-vis Audit.

References:

1. Ibrahim Kabir (2016), Forensic Audit, Forensic Tools and Techniques for Internal Auditors.
2. Pickett K I-1 (2010), The Internal Auditing Handbook, 3rd Edition, John Wiley and Sons.
3. Shah Bhavesh (2014), Basics about Forensic Accounting and Auditing, The LinkecIn
4. Study on Forensic Accounting and Fraud Prevention, ICAI ,NEW Delhi
5. George A. Manning (2010), Financial Investigation and Forensic Accounting, 3rd Edition, CRC Press.
6. Gupta and Gupta (2015), Corporates Frauds in India - Perceptions and Emerging Issues, Journal of Financial Crime, 22(1): 79 -103.
7. ICSI Study Material on Forensic Audit.
8. Forensic Accounting and Fraud Examination by William Hopwood, Jay Leiner and George Young, McGraw-Hill Companies, Inc. (2011)
9. Forensic Accounting for Dummies, Frirnette Kass-Shraibman and Vijay Sampath, Wiley Publishers 5. A Guide to Forensic Accounting Investigation, Thomas Golden, Steven Skalak and Mona Clayton, Wiley Publishers
10. Forensic Accounting and Fraud Examination, Mary-Jo Kranacher, Richard Riley and Joseph Wells, Wiley Publishers
11. Bologana and Robert (2013), Fraud Auditing and Forensic Accounting: New Tools and techniques, 2nd Edition.
12. Gangully Jagdish (2015), Lecture Notes on Forensic Accounting Investigations, Acc 551 at SUNY Albany.
13. Silverstone and Pedneault (2013), Forensic Accounting and Fraud Investigation for Non-Experts, 3rd Edition, ISBN-13: 978-0470879597.

SC04: ORGANIZATIONAL BEHAVIOUR

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course description:

The course provides the coverage of scope of OB, different contributing discipline to OB, foundation of individual behaviour, motivational theories and foundations of group behaviour.

2. Course Objectives:

The objective of this course is to provide students the knowledge about organizations, their Constitution and the behaviour of people in organizations.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on Providing conceptual understanding and analytical setting for select aspects of the course content.

4. Course Contents

Module1: Introduction: Meaning-Definitions and scope of organizational behaviour – Fundamental Concepts of OB – Key elements of OB: people-Organizational structure-technology and environment - Contributing Disciplines to OB-Psychology-Sociology-social psychology-Anthropology- Political science-OB and Management-Comparative roles in organization- Formal and Informal organization - Case studies.

Module 2: Foundations of Individual Behaviour: Biological Characteristics-Age-Sex-Marital Status- Number of Dependents-Tenure-Ability-Intellectual Abilities- Physical Abilities-The Ability-Job fit - Personality - Personality determinants-Theories of Personality – Personality Traits-Major Personality Attributes influencing OB-Matching personality and Jobs-Learning– Theories of learning shaping-Values, Attitudes, and Job satisfaction: Importance of Values-Sources of Value system-Sources and types of Attitudes-Case studies.

Module 3: Motivation: The concept of Motivation-Early Theories of Motivation-Hierarchy of Needs theory-theory X and Theory Y-Hygiene theory-contemporary theories of motivation-ERG Theory- three needs theory- cognitive evaluation theory and others. Work Stress- sources of stress, stress management. Case Studies.

Module 4: Foundations of Group Behaviour: Defining and classifying groups-group process-group tasks-cohesive groups-group dynamics-Leadership-nature and importance-functions styles- Communication: Nature and Types-Effective Communication-Roles of Formal and Informal Communication-Conflict management-The process of conflict-Types of conflict –Functional and Dysfunctional Conflict-Resolution of conflict-Case studies.

Reference:

1. Organizational Behaviour: Concept, Theory and Practice-Nirmal Singh
2. Organizational Behaviour - Fred Luthans
3. Organization Theory and Behaviour - V S P Rao and PS Narayana
4. Organizational Behaviour - Niraj Kumar
5. Organizational Behaviour – K. Aswathappa
6. Management of organizational change –Harigopal
7. Greenberg Jerald and Baron A Robert (2009), **Behaviour in Organisations**, 9th Edition, New Delhi, Prentice Hall of India Learning Private Limited.
8. Sarma V S Veluri (2009), **Organisational Behaviour - An Interactive Learning Approach (Text and Cases)**, Mumbai, Jaico Publishing House.
9. Robbins P Stephen, Judge A Timothy, Sanghi Seema (2009), **Organizational Behavior**, 13th Edition, New Delhi, Pearson Education.

SC05: STRATEGIC MANAGEMENT

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

This course is designed to provide knowledge about the Concept of strategic management, implementations, Strategic analysis and Strategies at various levels

2. Course objective:

Apart from general management, strategic management is acquiring importance in the business due to the increased competition. Students of commerce will have to have the knowledge of strategic management. With this objective of this course is introduced to the students at post-graduate level.

2. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course content.

3. Course Contents:

Module 1: Strategic Management - An Introduction - Concept of strategic management - Characteristics of strategic management - Defining strategy, Strategy formulation - Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies, Tailoring strategy to fit specific industry.

- Module 2:** **Strategic analysis and choice** - Environmental Threat and Opportunity Profile(ETOP) - Organizational Capability Profile - Strategic Advantage Profile – Corporate Portfolio Analysis - SWOT Analysis - Synergy and Dysergy – GAP Analysis - Porter's Five Forces Model of competition - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix
- Module 3:** **Strategy implementation** - Issues in implementation - Project implementation – Procedural implementation - Resource Allocation - Budgets - Organization Structure - Matching structure and strategy - Behavioural issues - Leadership style - Corporate culture - Values - Power - Social responsibilities – Ethics.
- Module 4:** **Strategies at various levels:** Functional strategies, business level strategies, global strategies and corporate strategies. Functional strategies: Marketing strategies, production strategies, financial strategies, HR strategy. Business level strategies, generic strategy choices, global strategies, corporate strategies, growth strategies, retrenchment strategies and combination strategies.

References:

1. A concept of corporate planning-, Russel Ackoff, Newyork wiley
2. Business policy and strategic management- Tokyo, McGraw hill
3. Strategic Management-Text and Cases- V.S.P. Rao and V. Harikrishna
4. Strategic Management-Azar Kazmi
5. Strategic Management-Francis Cherunillam
6. Strategic Management-Subba Rao
7. Strategic Planning Formulation of Corporate Strategy - Ramaswamy
8. 8. Strategic Management, 12th Ed. - Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland
9. Management Policy and Strategic Management (Concepts, Skills and Practices) - R.M.Shrivastava
10. Strategic Management – Pearce
11. Strategy & Business Landscape - Pankaj Ghemawat

SC06: FOREIGN EXCHANGE MANAGEMENT

1. Course Description:

This course focuses on international financial environment, foreign exchange flows, foreign exchange markets and payments.

2. Course Objectives:

The objective of this course is understanding the nature and functioning of foreign exchange markets, determination of exchange rates and their forecasting in Indian context. The course enables the students to learn the basic skills required to be part of a foreign exchange division of any financial institution or state department.

3. Pedagogy:

The course is taught through the lecture and discussion mode. Practical exercises including actual calculation of exchange rates as well as interaction with foreign exchange divisions of banks would be part of the learning exercises.

4. Course Contents:

Module 1: International Monetary System: International Financial Markets-Currency basket, Currency convertibility –on capital account and current account. Foreign exchange reserve, Balance of payments, balance of trade, current account deficit, Need for effective forex management.

Module 2: Foreign Exchange Markets and Foreign Exchange Rates: Spot and Forward Foreign Exchange Markets, Quotations and Market Rules, direct and indirect quotes, Hedging tools - Currency Forwards, Currency Options, Currency Futures, Currency Swaps

Module 3: Foreign Exchange Rate Determination: Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Covered Interest Parity, Forecasting Exchange Rates - Technical Forecasting, Time Series Modeling, Fundamental Forecasting.

Module 4: Foreign Exchange Management in India – Forex reserve and its composition, Main provisions of FEMA and FCRA, Conservation of foreign exchange reserves, Rupee payment agreements.

References:

1. Foreign Exchange: Concepts, Practice and Control, C. Jeevanandam, Sulthan Chand and Sons, 2016
2. Foreign Exchange Arithmetic, C.Jeevanandam, Sulthan Chand and Company, 2009
3. Foreign Exchange Management, Esha Sharma, Prime Student, 2015
4. Foreign Exchange Management, Subbulakshmi v, Seethapathi K, Institute of Chartered Financial Analyst, 2004
5. Foreign Trade and Foreign Exchange, O.P. Agarwal and P.K. Chaudhury, Himalaya Publishing House, 2015

6. Practitioner's Guide to Foreign Exchange Management, C.A. Sudha and G. Bhushan, Wolters Kluwer, 2016

OE01: CORPORATE COMMUNICATION SKILLS

Course Credits	No. of Hours per Week
4 Credits	5 Hrs

1. Course Description:

This course provides the coverage and concept of Communication skills - Employment Communication, Written Communication and Group Communication.

2. Course Objective

This course intends to develop good communication skills in students for their future jobs and Endeavors in the corporate word so that they can gain a cutting edge over their other counterparts within the country and across the globe.

3. Pedagogy:

Teaching method comprises of lecture sessions and tutorials. Lecture sessions focus on providing conceptual understanding and analytical setting for select aspects of the course content.

4. Course Contents:

Module1: Introduction: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 Cs of communication, Impact of cross-cultural communication.

Module 2: Employment Communication: Writing CVs & Application Letter, Group discussions, interview, types of interviews, candidates' preparation, Interviewer's preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing. Oral communication: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, and Para language.

Module 3: Written Communication: Purpose of writing, pros & cons of written communication, clarity in writing, principles of effective writing, writing technique. Business letters and

reports: Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition & purpose, types of business reports, reports writing.

Module 4: Group Communication: Meetings: need, importance & planning of Meetings, drafting of notice, Agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes – netiquettes, telephonic & table etiquettes. Presentation skills: What is a presentation: elements of presentation, designing a presentation Advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Reference:

1. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application (Tata Mc GrowHill, 10th Edition).
2. Bisen & Priya – Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta - Business Communication (Orient Blackswan)
4. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
5. P.D. Chaturvedi – Business Communication (Pearson Education, 3rd Edition 2006).
6. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).
7. Rajendra Pal - Business Communication (Sultanchand & Sons Publication).

COURSE STRUCTURE DETAILS
FIRST and SECOND SEMESTER -2024-25

Semester	Sl. No.	Title of the paper	Teaching Hours/ weeks	Semester end exam marks	Internal assessment Marks	Total marks	Credits	Duration of the exam
I	1	HC01	5	70	30	100	4	3
	2	HC02	5	70	30	100	4	3
	3	HC03	5	70	30	100	4	3
	4	HC04	5	70	30	100	4	3
	5	SC	5	70	30	100	4	3
	Total	5 papers	25	350	150	500	20	-
II	1	HC05	5	70	30	100	4	3
	2	HC06	5	70	30	100	4	3
	3	HC07	5	70	30	100	4	3
	4	SC	5	70	30	100	4	3
	5	Open Elective Paper	5	70	30	100	4	3
	Total	5 papers	25	350	150	500	20	-

DISTRIBUTION OF MARKS FOR INTERNAL ASSESSMENT – 30 MARKS

01	Component - 1	15 Marks
02	Component - 2	15 Marks
03	Component - 3	70 Marks
	Total	100

QUESTION PAPER PATTERN FOR BOTH PROBLEM PAPER AND THEORY PAPER

PART-A

Answer any SIX of the following. Each question carries 5 marks

5x6=30

- 1-----
- 2-----
- 3-----
- 4-----
- 5-----
- 6-----
- 7-----
- 8-----

PART-B

Answer any THREE of the following. Each question carries 10 marks

10x3=30

- 9-----
- 10-----
- 11-----
- 12-----
- 13-----

PART-C

10x1=10

14. Case Study (Compulsory)

Note: Problem and theory papers to be given only in English version