

B.Com (Honours) Course

Paper: FNDC1 (English)

Course objective:

- To expose students to the native cultural experiences, situations and thoughts with an aim to develop human values as well as for creating social awareness.
- To develop linguistic and communicative skills of the students in English language
- To encourage students to develop writing abilities in English languages for a variety of purposes.

Learning Outcomes:

- Students will develop interest in reading literary pieces
- The will learn techniques of reading and comprehending information independently
- It will enable them to upgrade their language handling abilities.

Suggested readings:

- “A Compulsory English Course on Foundation” by BarnitaMajumder, Published by BrishtiPriyaPrakshini, Agartala
- “Oxford Practice Grammar” by John Eastwood.
- “Longman English Grammar Practice” by L.G Alexander.

Paper: C1P1 (Principles of Management)

Course objective:

- To develop capabilities and acquaintance of students to become effective business professionals.
- To orient undergraduates on recent changes and development in the field of business, management, and commerce.
- To impart knowledge on Contemporary subjects and challenges in the field of management and commerce.

Learning Outcomes:

- Students will be capable of applying the knowledge in the field of management to the real life business situation.
- This subject will enable the student to enhance their managerial, leadership and administrative ability and professional skills.

Suggested readings:

- Essentials of Management, by R. Tripathi, Himalaya Publishing House.
- Principles & Practices of Management, by R.S. Gupta; B. D. Sharma & N. S. Bhalla, Kalyani Publishers
- Essentials of Management, Koontz, H., & Weihrich, H. , McGraw Hill Publishers.

Paper: C2P1 (Business Law)

Course Objectives: This course in Legal and Regulatory Framework of Business deals with the acts which have been formed and implemented from time to time thus, ensuring the smooth functioning of businesses in the Indian commercial scene.

Learning Outcomes:

On the completion of this course, the students will be able to:

- Understand the role played by legal and regulatory acts which have evolved over a period of time.
- Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
- identify the fundamental legal principles behind contractual agreements
- examine how businesses can be held liable in tort for the actions of their employees
- Understand the legal and fiscal structure of different forms business organisations and their responsibilities as an employer.
- Get an idea about how such acts as Indian Contract Act work
- They will develop an understanding about the various nuances related to the three acts which are covered in this course

Suggested readings:

- Business Law by S.B. Mathur, Tata McGraw Hill Education Pvt. Ltd
- Commercial & Industrial Law by Sen & Mitra

Paper: H1 (Financial Accounting: Theory & Practices)**Course objective:**

A business organization needs a language to communicate its results and position to stakeholders, a language commonly understood by all. For that purpose, accounting serves as the 'language of business'. Bearing these in mind, this course aims to convey sufficient knowledge for an adequate interpretation, analysis and use of the information provided by financial accounting to the students.

Learning Outcomes:

- Ability to prepare financial statements in accordance with Generally Accepted Accounting Principles.
- Ability to understand various techniques and procedures to record, summarize and classify the financial data.
- Ability to develop knowledge to measure, demonstrate and communicate financial data.
- Ability to develop the knowledge to critically analyze and interpret published financial information.
- Ability to understand the needs of the various financial report users and able to communicate it to several stakeholders.

Suggested readings:

- Financial Accounting by S N Maheshwari (Vikas Publishers)
- Corporate Accounting by V.K Goyal & Ruchi Goyal (PHI Learning Pvt. Ltd)
- Corporate Accounting by Hanif & Mukherjee

Paper: FNDC2 (Modern Indian Language and History of Arts & Culture)**Course objective: MIL**

- To encourage students to understand and appreciate writings of English literature.

- To enable them to write grammatically accurate sentences by identifying common errors in writing.

Learning Outcomes:

- It will encourage students to prepare better for competitive exams by learning English language and literature
- It will boost self-learning of the students and better competencies in using English.

Suggested readings:

- “Longman Grammar of Spoken and Written English” by Douglas Biber, Geoffrey, Publish by Longman.
- “The McGraw-Hill Handbook of English Grammar and usage” by Mark Lester & Larry Beason.

Paper: C1P2 (Business Economics and Business Mathematics)

Course objective:

- To provide a strong theoretical base of micro and macroeconomic principles and concepts applied in the field of management.
- To provide a strong understanding of the challenges of modern managers in the decision making process.

Learning Outcomes:

After completion of this course, students will be able:

- To understand various terminologies, concepts, theories and laws
- To understand various microeconomic variables that helps to take business decisions.
- To apply various concepts and knowledge in real time situation in business.

Suggested readings:

- Managerial Economics by Arun Kumar & Rachana Sharma, Atlantic Publishers and Distributors Pvt Ltd.
- Managerial Economics by D.N. Dwivedi, Vikas Publishing House Pvt. Ltd.

Paper: C2P2 (Corporate Laws)**Course Objectives:**

This course in Legal and Regulatory Framework of Business deals with the acts which have been formed and implemented from time to time thus, ensuring the smooth functioning of businesses in the Indian commercial scene.

Learning Outcomes:

On the completion of this course, the students will be able to:

- Understand the role played by legal and regulatory acts which have evolved over a period of time.
- Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
- identify the fundamental legal principles behind contractual agreements
- examine how businesses can be held liable in tort for the actions of their employees
- Understand the legal and fiscal structure of different forms business organisations and their responsibilities as an employer.
- Get an idea about how such acts as Indian Contract Act work
- They will develop an understanding about the various nuances related to the three acts which are covered in this course

Suggested readings:

- Business Law By S.B. Mathur, Tata McGraw Hill Education Pvt Ltd

Paper: H2 (Cost Accounting)**Course objective:**

To develop an understanding various concepts of cost and management accounting such as, cost classification, cost allocation, cost absorption, etc. and

how the various costing techniques are useful in the process of managerial decision-making. This subject is very important and useful for optimum utilization of existing resources.

Learning Outcomes:

To familiarize the students with costing terminology.

- To understand how cost accounting arises out of the need to make business decision.
- To gain knowledge regarding various techniques of costing.
- To develop skills in using various techniques of costing and their implementation for decision making.

Suggested readings:

- 1) Jain, Khandelwal, Pareek— Cost Accounting (Ajmera Book depot, Jaipur)
- 2) Oswal, Managal, Bidawat— Cost Accounting (RBD, Jaipur)
- 3) Saxena and Vashistha— Advanced Cost Accounts (Sultan Chand & Sons)

Paper: FNDC 3 (Environmental Studies)

Course objective:

Learning Outcomes:

Suggested readings:

Paper: C1P3 (Indian Financial System)

Course Objectives:

The objective of the course is to provide to the students an understanding of financial markets, the major institutions involved and the services offered within this framework. In this course the students will learn the concept of financial system and the financial markets and will also know about classification of financial market, functions of financial market and differences between money market and capital market.

Learning Outcomes:

After going through this course, the students will be able to:

- explain the financial system and its importance
- explain the components and the functions of a financial system
- explain the functions and classifications of the financial market
- distinguish between capital market and money market
- explain the functions of the regulatory institutions in the financial system
describe the institutions providing long-term finance

Suggested readings:

- Indian Financial System, By H.R. Machiraju, Vikash Publishing House.
- Indian Financial System, by Nayak and Sana
- Indian Financial System, by Khan

Paper: C2P3 (Entrepreneurship Development)

Course Objectives:

This course in entrepreneurship development has been designed to develop entrepreneurship skills in the students. The students will get a basic idea about how enterprises are formed and what is required to develop them in the right direction.

Learning Outcomes:

- It also covers the varied facts of financial analysis of projects, assesses the sources of finance available to entrepreneurs.
- It explains the Operations of small scale enterprise, Issues in financial management, Operations management. Marketing management, Organizational; relations, Performance assessment
- Ability to recognize a business opportunity regarding attractive market.
- Ability to understand and create business model & plan.
- Ability to understand the global and local business environment.
- Ability to analyze the internal/external factors affecting a business/organization to evaluate business opportunities.

Suggested readings:

- Entrepreneurship Development by Vasant Desai
- Entrepreneurship Development and Small Business Enterprise by Poornima M. Charantimath, Pearson
- Entrepreneurship Development by S. S. Khanka

Paper: H3 (Corporate Accounting)

Course objective:

The application of accounting in the business sector has become an indispensable factor. Company secretary has to provide the complete and accurate information about the financial operations of the company to management for decision making. Thus this course will enable the B.Com.(Hons) student to understand accounts for issue and redemption of shares, issue and redemption of debentures and preparation of final accounts of company, valuation of shares and goodwill, calculation of profit prior to incorporation, Consolidation Accounts, Accounts for Banking and Insurance Business. To acquire knowledge and understanding of the concepts, principles and practices of company accounts in accordance with statutory requirements.

Learning Outcomes:

After completion of the course the students will be able:

- To develop knowledge of relevant accounting standards and the ability to apply them to solve practical problems that arise from inter-entity relationships.
- To select the appropriate accounting techniques, as prescribed by the relevant accounting standards, and perform the accounting treatment for each type of inter-entity relationship (including preparing consolidated financial statements).
- To form a solid foundation in accounting and reporting requirements of the Companies Act 2013.

Suggested readings:

- Advanced Accountancy: R.L. Gupta and Radhaswamy, Sultan Chand & sons
- Accountancy - III S.P. Jain & K.L. Narang Kalyani Publishers
- Financial Accounting Dr. V.K. Goyal Excel Books
- Introduction to Accountancy T.S. Grewal S. Chand and Co.
- Advanced Accountancy: Shukla and Grewal, S. Chand & Co.

Paper: FNDC 4 (Computer Skills)

Course Objective:

This course is designed to familiarize students with the computer world. It will emphasize on the knowledge of fundamentals of computers, its hardware and softwares. It will concentrate on the use of computers and technology throughout the college, and future careers of the students. Also it includes the concepts to use popular software applications to produce documents, spread-sheets, databases, and multimedia presentations. Other objectives include creating and managing files and folders and retrieving data. Students will be able to use Internet-based applications, working with email and will learn how to browse the web for searching information. It also includes activities that explore social and ethical issues related to computers. Overall, the student will be able to understand a computer system and to use its applications with confidence and this will increase awareness of opportunities provided to individuals with computer skills.

Learning outcomes:

- It will help the students to gain literacy in the underlying principles and basic vocabulary and terminology related to computers.
- Basic understanding of a computer system, its working, its peripheral devices and their functions.
- Understanding of computer hardware and software applications.
- Understanding of file management.
- Ability to apply application software that are used commonly in academic and professional environments.
- Performing basic binary arithmetic and calculations related to computers.
- Learn to organize information efficiently in the forms of outlines, charts, etc. using appropriate software in research work.
- Help to gain exposure of the social, political and economic issues related to computers.

Suggestive Readings:

- A. Goel, Computer Fundamentals, Pearson Education.
- P.K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers.
- Fundamentals of Computers, V. Rajaraman, PHI Learning Private Limited.

- Fundamentals of Computers, E Balagurusamy, Tata McGraw Hill Education Private Limited.
- P. Aksoy, L.DeNardis, Introduction to Information Technology, Cengage Learning.
- Computer Skills, AbhijitChakraborty, SolankiPrakashani.
- <http://www.javatpoint.com/computer-fundamentals-tutorial>
- http://www.tutorialspoint.com/computer_fundamentals/

Paper:C1P4 (Business Economics and Business Statistics)

Course objective: Business Economics

- To provide a strong theoretical base of micro and macroeconomic principles and concepts applied in the field of management.
- To provide a strong understanding of the challenges of modern managers in the decision making process.

Learning Outcomes:

This course intends to provide the students an understanding of the various economic theories and micro-economic variables that have an impact in the business decision making.

Suggested readings:

- Managerial Economics ByArun Kumar, Rachana Sharma, Atlantic Publishers and Distributors Pvt. Ltd.
- Managerial Economics By D.N. Dwivedi, Vikas Publishing House Pvt. Ltd.

Course objective: Business Statistics

The objective of this course is to make the students aware of various statistical techniques to be used for critical appraisal of Business Information.

Learning Outcomes:

- To be able to identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.
- To able to understanding of different mathematical techniques and applications.

- To be able to translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving.
- Able to employ appropriate mathematical tools to solve problems.
- To develop skills to calculate and interpret numerous statistical values and appreciate their value to the business manager
- To develop skills to carry out a simple sample survey, analyze the results and present the findings to the class.

Suggested readings:

- Fundamentals of statistics: D. V. Elhance & Veena Elhance
- Statistics: V. K. Kapoor – S. Chand & Sons
- Statistics: B. New Gupta – Sahitya Bhavan Agra
- Statistics Methods: S.P. Gupta – S. Chand & Sons

Paper: C2P4 (Business Ethics & Communication)

Course objective:

- Train students in communication, grammar skills and proficiency in reading, paragraph writing and essay writing
- Expose students to visual text as a means to learn language and the issues concerning social and economic stratification.

Learning Outcomes:

- Improved grammar skills.
- Increased proficiency in reading, paragraph writing and essay writing.

Suggested readings:

- Business Communication By M. K. Sehgal, Excel Books
- Organisation & Management and Business Communication By Sampat Mukherjee, New Age International Publication

Paper: H4 (Auditing and Assurance)

Course Objective:

This course is designed to provide an introduction to auditing. The objectives include principles and practices used by public accountants and internal auditors in examining financial statements and supporting data. Special emphasis is given to assets and liabilities. This course is a study of techniques available for

gathering, summarizing, analyzing and interpreting the data presented in financial statements and procedures used in verifying the fairness of the information. Also emphasizes ethical and legal aspects and considerations.

Learning Outcomes:

After completion of the subjects the students will be able:

- To understand various concepts& terminologies of Auditing and its characteristics.
- To know about the duties of auditors and other assurance providers.
- To develop the skills of understanding the implication of Auditing
- To know the contemporary changes in Auditing laws and assurance providers.

Suggested readings:

- Auditing: Principles and Practice by R Kumar
- Auditing: Principles and Techniques by S. K. Basu
- A Hand Book of Practical Auditing by B.N. Tandon

Paper: FNDC5 (Constitution of India and Planning)

Course Objective:

- To provide students with intellectual insights, critical perspective, professional competence and analytical tools crucial to their understanding of the field of Public Administration.
- To promote understanding of political, social and economic environment in which public organizations operate.
- To provide understanding of, and insight into, the nature of administrative process and bureaucratic behaviour, leadership and decision making.
- To foster and understanding of values and ethics of Public Administration in general and public policy particular.
- To make them aware about new approaches to the study of Public Administration such as Public Choice Approach, New Public Management Paradigm etc.

Learning Outcomes

This course will make the students familiar with the social forces that affect the creation of public policies. The students will also be familiar with the mechanism

operating in the major political institutions and agencies for the creation and implementation of public policies.

Special Needs

The students with special needs(differently abled) who requires special guidance and attention need to inform the concern authority in college at the time of admission so that their special need should be taken care of.

Assignments and Project Presentation

Assignment will be given on topics decided by department. All assignment given will be compulsory for them.

Academic Integrity:

Academic integrity is expected from the student to pursue original thinking, and writing assignments and their examinations.

Number of Lectures to be delivered on this course: 80-85

Additional Readings

- Basu, Rumki, *Public Administration Concepts and Theories*, Sterling Publishers Pvt. Ltd., Delhi, 2010
- Laxmikanth, M, *Public Administration*, Tata McGraw Hill Education Pvt. Ltd., New Delhi, 2011
- Bhagwan, Dr. Vishnoo&Bhushan, Dr. Vidya, *Indian Administration*, S. Chand & Company Ltd., New Delhi, 2011

Paper: C1P5 (Information Technology & e-Commerce)

Course Objectives:

This course is designed to familiarize the students with the world of information Technology, its innovations and its impact on the business environment. A deep understanding of these technologies will enable the students to understand the important aspects and the practical details of e-commerce. This course will also include the fundamentals of IT, its components and their interrelationships. It will emphasize on the knowledge of fundamentals of computers, its hard-wares and soft-wares. It will focus on creating and storing of files and folders and retrieving data. Also it includes the concepts to use popular business software applications

to produce documents, spread-sheets, databases, and multimedia presentations. The course will also cover the basics of Internet, its protocols, its working and its applications in business and education. The underlying concept of the course is that information technology is a key source of solutions to business problems and it can create opportunities for business. So the students must have a solid understanding of the concepts of information technology and its solutions to business problems and opportunities it offers. It will also address the basics of e-commerce, its models, scope, legal issues and threats of E-commerce. Overall the main objective of the course is to provide basic literacy of Information Technology and its technologies and how these technologies can be applied in business.

Learning outcomes:

- It will help the students to gain literacy in the underlying principles and concepts of Information Technology.
- Basic understanding of a computer system, its working, its peripheral devices and their functions.
- Understanding of computer hardware and business software applications.
- Understanding of file storage management.
- Able to analyse the concept of electronic market and market place.
- Able to understand the various e-commerce business models, business standards.
- Able to understand the legal and security issues of e-commerce.
- Able to assess the impact of the Internet and Internet technology on electronic commerce and electronic business.
- Understanding the role of databases in business systems.
- Able to evaluate the business value impacts of information technologies and systems.
- Able to use technologies for improving decision making and competitive advantage.
- Assess the implications for the change in markets and organizations due to advancement in information technologies and e-commerce.

Suggested readings:

- A. Goel, Computer Fundamentals, Pearson Education.
- P.K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers.
- Fundamentals of Computers, V. Rajaraman, PHI Learning Private Limited.
- Fundamentals of Computers, E Balagurusamy, Tata McGraw Hill Education Private Limited.
- P. Aksoy, L.DeNardis, Introduction to Information Technology, Cengage Learning.

- Computer Skills, AbhijitChakraborty, SolankiPrakashani.
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Paper: C2P5 (Marketing Management & HRM)

Course Objective: Marketing Management

This course in marketing management has been designed to give insights into the subject so as to prepare the students about the various concepts related to it. The course has inputs about how marketing is integral to the overall business strategy of any firm.

Learning Outcomes:

- To acquaint the students with the nuances of marketing concepts, theories and techniques for analysing a variety of marketing situations.
- To understand the role and functions of marketing within a range of organizations.
- To understand the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- Will be able to apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
- Able to synthesize ideas into a marketing plan.

Suggested readings:

- Marketing Management ByRajanSaxena, The McGraw Hill Company
- Marketing Management By Philip Kotler

Course objective: HRM

This course in human resource management will give insights to the students so as to make them understand the concept underlying this subject. It will be helpful for them to develop a broad view of the subject.

Learning Outcomes:

- To acquaint the students with the basic and theories of human resource management.
- To understandvarious design of training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.

- To understand and able to interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- Able to demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- Able to align Human Resource systems with the strategic business objectives of a firm.

Suggested readings

- Human Resource Management By Durai, Pearson

Paper: H5 (Direct Taxation)

Course Objectives:

- To provide an in-depth knowledge of the detailed procedure and documentation involved in tax management, both, direct and indirect.
- To understand the basic concept of direct and indirect taxes in managerial decision making

Learning outcomes

1. The Syllabus aims to test the abilities of the students to compare and contrast the managerial decision with regards to taxation.
2. The students at the end of the course will be able to prepare tax planning for the business concerned as well as for the individuals.

Suggested readings:

- Practical Approach to Direct and Indirect Tax By G. Ahuja and R Gupta, Bharat Law House Pvt. Ltd.

Paper: H6 (Accounting Theory & Management Accounting)

Course Objective:

The objective of this course is to provide a various theories of accounting and the use of accounting information from a practical standpoint. Accounting education because it provides a sense of “realness” to what one really does with accounting information. An anticipated outcome is that a student will gain more insight about

the use of accounting and as a consequence, will be able to use this insight in two ways.

Learning Outcomes:

On successful completion of this course students will be able to:

- Understand various concepts, standards, terminology and principles of accounting.
- Apply knowledge of accounting techniques, concepts, principles and theories
- Apply a structured decision model to exercise judgment in the application of accounting standards and knowledge.
- Work in teams to design and undertake a research project.

Suggested readings:

- Management Accounting by I M Pandey.
- Accounting Theory and Management Theory by Debasish Banerjee
- Accounting Theory by L. S. Porwal

FNDC 6: Project

Paper: H7 (Indirect Taxation)

Course Objectives:

1. To provide an in-depth knowledge of the detailed procedure and documentation involved in tax management, both, direct and indirect.
2. To understand the basic concept of direct and indirect taxes in managerial decision making

Learning outcomes

1. The Syllabus aims to test the abilities of the students to compare and contrast the managerial decision with regards to taxation.
2. The students at the end of the course will be able to prepare tax planning for the business concerned as well as for the individuals.

Suggested readings:

- Practical Approach to Direct and Indirect Tax By G. Ahuja and R Gupta, Bharat Law House Pvt. Ltd.

Paper: H8 (Financial Management)

Courses Objectives:

This course in financial management has been designed keeping in mind the factor that the students should develop a basic understanding about financial management and the role it plays in the overall performance of a firm. This course will help them in grasping the nuances of the subject.

Learning Outcomes:

- Understand both the theoretical and practical role of Financial Management in business corporations
- Able to analyze the finances of individual corporations both in terms of their performance and capital requirements
- To acquaint the students with the basics of the field of financial management
- To develop skill to access financial information from a wide variety of sources and use this information to research and assess corporations.
- To make them understand the concepts such as cost of capital and investment decisions etc.
- To make them aware of the fundamentals of working capital management and how decisions are taken vis-à-vis dividend policy of a firm.

Suggested readings:

- Financial Management by C. Paramasivan, T. Subramanian.
- Financial Management by P.C. Tulsian
- Financial Management by Khan & Jain
- Financial Management by I. M. Pandey
- Financial Management by Ravi Kishore

Optional Group –I: Marketing Management Group

Paper: Retail Management

There is an increased need of organized retail in India. Retail Management examines one of the most important and dynamic sectors in contemporary industrial nations. Therefore, it becomes important to make students understand the concepts related to retail management.

Course Objectives:

Share of organized retail is increasing at a great pace in India, therefore, it becomes important to make management understood the concepts related to retail management.

Learning Outcomes:

- To introduce the basic concepts of retail management and the latest developments in retailing in the Indian context.
- To provide a strategic perspective of the retailing industry
- To introduce to the framework of Retail mix and each of its elements.
- Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry
- Evaluate the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management - to improve the total customer experience and retailer market competitiveness.
- Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

Suggested readings:

- Retail Management By S.C. Bhatia, Atlantic Publishers.
- Retail Management, by Chetan Bajaj, RajnishTuli, NidhVermaSrivastava,Oxford University press.
- Retail Management BySudarshanSeshanna, McGraw Hill India Publication Pvt. Ltd., New Delhi
- Retail Management, by Sajal Gupta and GurpreetRandhawa, Atlantic Publishers and Distributors (p) Ltd.

Paper: Sales & Distribution Management

This course is designed to be a hands-on introduction to selling and sales management. Sales management and personal selling are critical to organisational success, especially in highly competitive markets. Good personal selling skills guide sales professionals toward alignment with buyers, by helping them overcome their problems and challenges, and creating value for both the customer and seller. Sales management skills are critical in developing compensation packages, and in training and motivation programs to make the organization's selling efforts more efficient and effective. The course focuses on the principles of creating and managing customer relationships both by face-to-face seller-buyer interactions, and through technology-mediated environments.

Objectives:

- To provide the students an introduction to personal selling as a systematic process.
- To provide them an insight into how people are motivated - both salespeople and prospective buyers.
- To provide an introduction to the basic activities of sales management: evaluation, compensation, and forecasting, budgeting, time and territory management.
- To prepare the students to become effective and ethical sales managers in today's highly competitive, global economy by integrating current technology, research, and strategic thinking.

Learning Outcomes:

On successful completion of this course students will be able to:

- Develop knowledge of selling activities that create, communicate, and deliver value to customers.
- Understand the basics of sales management.
- Design and deliver sales presentations and better understanding of personal selling skills.

Suggested Readings:

1. Sales Management: Keys to Effective Sales By Pundrik Mishra, Global India Publications.

Optional Group –II: Financial Management Group

Paper: (Micro Finance)

Course Objective:

The course Microfinance dealt with understanding of various reasons and challenges faced by the marginalized section of the society. This course unearths the various factors and also the services such as credit, savings, and insurance. The course focuses on two major issues: the impact of microfinance on the well-being of clients and the problems confronting managers of MFIs.

Learning Outcomes:

- To develop the understanding of students about microfinance and its impact on poor and poverty,
- To give students necessary skills to undertake Impact assessment of micro finance in poverty reduction.

Suggestive Readings:

- Banker to the Poor: Micro-Lending and the Battle against World Poverty by Muhammad Yunus.

Optional Group –III: Banking & Insurance Group

Paper: Banking Laws & Practices

Course objective:

The course attempts to provide a conceptual view and comprehensive insights into the basics of Banking and Insurance services.

Learning Outcomes:

After going through this course, students will be able to understand the roles of Banking and Insurance Sector, will be able to identify the features of banking and its services, will be able to differentiate the banking and insurance products, will be able to identify the role of Banks and Insurance companies in the development of the economy.

Suggested readings:

- Elements of Banking and Insurance by JyotsnaSethi, Nishwan Bhatia, PHI.
- Banking and Insurance by Shakti R. Mohapatra, DebiduttaAcharya, Pearson.

Paper: Principles & Practices of Insurance

Course objective:

The course attempts to provide a conceptual view and comprehensive insights into the basics of Insurance services.

Learning Outcomes:

After completion of this course, students will be able:

- To understand basics terminologies, and concepts
- To understand various laws of Insurance and its market.

Suggested readings:

- Elements of Banking and Insurance by JyotsnaSethi, Nishwan Bhatia, PHI.
- Banking and Insurance by Shakti R. Mohapatra, DebiduttaAcharya, Pearson.

Optional Group –IV: Human Resource Management Group

Paper: Human Resource Planning

Course Objective

This course examines the impact of corporate and business strategy on human resources management. It stresses the importance of aligning human resources management policies and practices with organizational strategy. Strategic human resources planning model is introduced and includes the following elements: organizational strategy, HRM strategy, environmental influences on HRM, job analysis, HR management systems, forecasting supply and demand. Various corporate strategies in today's workplaces are examined in conjunction with their significant affect on human resources planning.

Learning Outcomes:

1. Analyze the theory and concepts of human resource planning.
2. Identify the evolution of HRP throughout the organization.
3. Relate and apply models and methods used in forecasting.

4. Describe the applications of a Human Resources Information System.
5. Evaluate the organization's planning program.

Suggested readings:

- Human Resource Planning By D K Bhattacharyya, [Excel Books India](#)

Paper: Human Resource Development

Course objective:

The aim of this course is to facilitate the learning of concepts and practices related to human resource development (HRD). The course will emphasise the role of HRD in operationalizing corporate strategy and in the creation and management of organisational knowledge. Students will learn the HRD theories and how to integrate the knowledge to analyze, design and develop effective HRD interventions in organisations.

Learning Outcomes:

On successful completion of this course students will be able to:

1. Differentiate between human resource development and other human resource management functions.
2. Critically analyse significant concepts and theories underpinning strategic Human Resource Development.
3. Identify issues that should be considered during the design, delivery, implementation and evaluation of HRD programs.
4. Explain the strategic importance of Human Resource Development and its contribution to organisational effectiveness, productivity and quality of work-life.
5. Analyse and evaluate contemporary HRD policies and practices.

Suggested readings:

- Readings in Human Resource Development By T. V. Rao, Published by Oxford and IBH Publishing