

## Proposed Structure of Undergraduate Programme CBCS - B Com

### B. Com I & II Semester Elective \Vise Structure

	Subject I	Subject II	Subject III	Skill Enhancement Course	Ability Enhancement Course	Field Project/ Internship/ Apprenticeship/ Community Engagement &	Credits	Qualification title (Credit Requirement)
S.NO	Major (6credits)	Minor (6 credits)	Generic Elective Subjects (4 credits)	Vocational Course		# Intra/ Inter Faculty		
SEMESTER 1	Financial Accounting	Business Organization	Banking & Insurance - I		I(4Credits)		6+6+4+4 = 20	(40) Undergraduate Certificate In Commerce Faculty
			Advertising & Sales Promotion - I					
			Business Economics- I					
			Business Mathematics - I					
			Data Processing & Software – I					
SEMESTER 2	Business Regulatory Framework	Business Communication for Managers	Banking & Insurance - II		I(4Credits)		6+6+4+4 = 20	
			Advertising & Sales - Promotion - II					
			Business Economics - II					
			Business Mathematics – II					
			Programming and C language - II					

# St. Aloysius' College (Autonomous), Jabalpur

## Part A – Introduction

<b>Session:</b>	2023-24
<b>Subject/ विषय:</b>	Commerce /कॉमर्स
<b>Programme/कार्यक्रम:</b>	Certificate / सर्टिफिकेट
<b>Class/कक्षा:</b>	B. Com 1 <sup>st</sup> Semester/ बी. कॉम1 <sup>st</sup> सेमेस्टर
<b>Course Code/ पाठ्यक्रम कोड:</b>	C1-COMAT
<b>Course Type/ पाठ्यक्रम का प्रकार:</b>	MAJOR
<b>Course Title/पाठ्यक्रम का शीर्षक:</b>	Financial Accounting
<b>Pre – requisite/ पूर्वापेक्षा:</b>	OPEN FOR ALL
<b>Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:</b>	<p>After completion of this course, it is expected that the student shall be able to</p> <p>CO 1- To recall basic concepts of accounting and to prepare final accounts with adjustment.</p> <p>CO 2- To describe the methods of depreciation and compute depreciation of fixed assets.</p> <p>CO 3- To Prepare accounts of royalty, investment, NPOs and consignment.</p> <p>CO 4 To understand and evaluate the complete process of accounting in a partnership firm</p> <p>CO 5 To Equip with the knowledge of computerized accounting.</p>
<b>Credit Value/ क्रेडिट मान:</b>	6 credits
<b>Total Marks/ कुल अंक:</b>	Max. Marks: (Internal 40) + (External 60) 100

## Part B – Course Content

Unit 1	Accounts: - Indian History, Definition, Objectives, Basic Concept and Principles of Double Entry System Journal Entry, Ledger, Subsidiary books, Trial Balance. Introduction of Indian Accounting Standard Final Accounts.
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इकाई 1	लेखांकन : भारतीय इतिहास परिभाषा, उद्देश्य, मूल अवधारणाएवंदोहरा प्रविष्टि प्रणालीके सिद्धांत जर्नल प्रविष्टि, बहीखातेसहायक पुस्तकें, तलपट भारतीय लेखा मानकों के परिचयका विस्तृत अध्ययन समायोजन के साथ अंतिम खाता तैयार करना।		
Unit 2	Accounting for Depreciation (According to Accounting Standard – 6), Branch Account,Departmental Accounts.		
इकाई 2	मूल्य हास क लिए लेखांकन (लेखा मानक 6 के अनुसार), शाखा लेखे, विभागीय लेखे।		
Unit 3	Royalty Accounts, Accounting of Non- Profit Organization, Investment Account, Consignment Accounts.		
इकाई 3	अधिकार शुल्क खाते, गैर लाभकारी संस्थाओं के लेखे, विनियोग लेखे, प्रेषण खाते		
Unit 4	Partnership Accounts: - Dissolution of Partnership (with Insolvency), Amalgamation of Partnership Firms, Conversion of Partnership firm in to joint stock company		
इकाई4	साझेदारीखातेसाझेदारीकाविघटनदिवाल्यासहित, साझेदारीफर्मोंकाएकीकरण, फर्मकासंयुक्तस्कंधप्रमंडलमेंपरिवर्तन		
Unit 5	Computerized Accounts by using any popular accounting software creating a company, configure and feature setting, creating accounting leaders and groups, creating stock items and groups, vouchers entry (with maintenance of vouchers), generating report– cash book, ledger accounts, trial balance, profit and loss account and balance sheet		
इकाई5	कम्प्यूटरीकृतखाते:किसीभीलोकप्रियलेखासॉफ्टवेयरकाउपयोगकरकेएककंपनीबनाना, विन्यासकरनाऔरसुविधाओंकोसेटकरना, लेखांकनबहीखाताऔरसमूहबनाना, स्टॉकमदऔरसमूहबनाना, वाउचरप्रविष्टि (प्रमाणकोकारखरखावकेसाथ), रिपोर्टतैयारकरना- कैशबुकखाता,बहीखाता, परीक्षणशेष, लाभऔरहानिखाताऔरबैलेंसशीट		
Part C – Suggested Readings			
S. No.	Author	Name of the Book	Publication
1.	S.M.Shukla	Financial Accounting	Sahitya Bhawan Agra
2.	Shukla & Grewal	Financial Accounting	S Chand & Sons New Delhi
3.	Dr Ramesh Mangal	Financial Accounting	Satish Printers and Publishers Indore
4.	Agrawal Dr Mahesh	Financial Accounting	Ram prasad and sons, Bhopal
5.	Gupta R.L. and Radhaswamy M	Advance Accounting	S Chand & Sons New Delhi

<b>Part D: Assessment &amp; Evaluation</b>		
<p>Suggested Continuous Evaluation Method</p> <p>Maximum Marks:</p> <p>Continuous Comprehensive Evaluation (CCE): <b>Marks 40</b></p> <p>External Exam: <b>Marks 60</b></p>		
<p><b>Internal Assessment:</b></p> <p>Attainment Methods</p>	<p>Unit 1- Preparation of final accounts of local sole traders and firms (CO1)</p> <p>Unit 2- Calculate depreciation of industrial machineries based on industrial visits. (CO2)</p> <p>Unit 3- Solution of questions based on different accounts of Royalty, Consignment and Non-Profit Organization (CO3)</p> <p>Unit 4- Case Study on accounts of Partnership Firm (CO4)</p> <p>Unit 5- Lab practical / Assignment on account creation of sole trade using Tally 9 (CO 5)</p>	<p>Total – 40 marks</p>
<p><b>External Assessment:</b></p> <p>University/ Autonomous College</p> <p>Exam Section: marks</p> <p>Time: 3:00 hours</p>	<p>Section A: Objective type Questions</p> <p>Section B: Short Questions</p> <p>Section C: Long Questions</p>	<p>Total – 60 marks</p>

St. Aloysius' College (Autonomous), Jabalpur	
Part A – Introduction	
Session:	2023-24
Subject/ विषय:	Commerce /कॉमर्स
Programme/कार्यक्रम:	Certificate / सर्टिफिकेट
Class/कक्षा:	B. Com 1 <sup>st</sup> Semester/ बी. कॉम1 <sup>st</sup> सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	C1-COMA2T
Course Type/ पाठ्यक्रमकाप्रकार:	MINOR
Course Title/पाठ्यक्रमकाशीर्षक:	BUSINESS ORGANISATION
Pre – requisite/ पूर्वापेक्षा:	OPEN FOR ALL
Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:	<p>After completion of this course, it is expected that the student will be able</p> <p>CO 1- To state the process of starting a new business.</p> <p>CO 2- To compare the structure and working of sole proprietorship and partnership businesses in India.</p> <p>CO 3- To illustrate the difference between public and private companies.</p> <p>CO 4- To sketch the functioning of cooperative societies.</p> <p>CO 5- To analyze various business combinations.</p>
Credit Value/ क्रेडिटमान:	6 credits
Total Marks/ कुलअंक:	Max. Marks: (Internal 40) + (External 60) 100
Part B – Course Content	
Unit 1	Indian traditional businesses and their organizational structures. Concepts of Business, Trade, Industry and Commerce Classification Relationship between Trade, Industry and Commerce. Business Organization – Concept, Characteristics Importance, and Objectives Functions of Business and Steps to Start an Enterprise.

इकाई 1	परिचय: भारतके पारम्परिक व्यवसाय और उनकी संगठनात्मक संरचनाएं, व्यापार, उद्योग और वाणिज्य की अवधारणा व्यवसाय उद्योग और वाणिज्य का सम्बंध और वर्गीकरण, व्यवसायिक संगठन: अवधारणा विशेषताएं एवं उद्देश्य व्यवसाय के कार्य एवं नवप्रवर्तन हेतु आवश्यक कदम।	व्यवसाय,	
Unit 2	FORMS OF BUSINESS ORGANIZATION: Business Organization - Classification - Factors Influencing the Choice of Suitable Form of Organization - Sole Proprietorship and Partnership - Meaning, Definition - Characteristics – Advantages, Limited liability Partnership.		
इकाई 2	व्यवसायिक संगठन के प्रकार: व्यावसायिक संगठन: वर्गीकरण उपयुक्त संगठन के चयन को प्रमाणित करने वाले तत्व   एकल व्यवसाय- एवं- साझेदारी व्यवसाय: अर्थ, परिभाषा, विशेषताएं लाभ, सीमित दायित्व साझेदारी।		
Unit 3	ORGANIZATION OF COMPANIES: Concepts, Meaning, Formation, Characteristics and Significance of Private Company and Public Company.		
इकाई 3	कम्पनी का संगठन: निजी कम्पनी और सार्वजनिक कम्पनी की अवधारणा, अर्थ निर्माण, विशेषताएं एवं औचित्य।		
Unit 4	Co-Operative Organization- Meaning Functions and Limitations of Co-operatives Societies. Social Responsibility of a business, Business Ethics- meaning, concept, role of ethics in business. Case Study on Co-operative Organization in Jabalpur.		
इकाई 4	कोऑपरेटिव-संगठन: अर्थ-कार्य एवं सीमाएं सामाजिक दायित्व, व्यवसायिक नैतिकता- अवधारणा, अर्थ , व्यापार में नैतिकता की भूमिका। जबलपुर में सहकारी संगठन पर केस स्टडी।		
Unit 5	Multinational Companies (MNC'S) and the Challenges of their organization in India, Business Combination- meaning and its types.		
इकाई 5	बहुराष्ट्रीय कम्पनीयां का कार्य और भारत में इनके संगठन में आने वाली चुनौतियां। व्यापार संयोजन- अर्थ एवं प्रकार		
Part C – Suggested Readings			
S. No.	Author	Name of the Book	Publication
1.	Dr S C Saxena	Business Organization and Communication	Sahitya Bhawan Publications
2.	Sanjay Gupta	Business Organization and Communication	SBPD Publication
Part D: Assessment & Evaluation			
Suggested Continuous Evaluation Method			
Maximum Marks:			
Continuous Comprehensive Evaluation (CCE): 40 Marks			
External Exam: 60 marks			
Internal Assessment:		Unit 1- Role play on steps to start a new business. (CO1)	
Attainment Methods			

	<p>Unit 2- Report on Comparative study between sole proprietorship and partnership business in India (CO2)</p> <p>Unit 3- Conduct a debate between groups stating the merits and demerits of public and private companies. (CO3)</p> <p>Unit 4- Project on Co-operative societies in Jabalpur. (CO4)</p> <p>Unit 5- Prepare a Report/Case Studies on MNC's and types of combination. (CO5)</p>	Total – 40 marks
<p><b>External Assessment:</b></p> <p>University/ Autonomous College Exam Section:marks</p> <p>Time: 3:00 hours</p>	<p>Section A: Objective Type Questions</p> <p>Section B: Short Questions</p> <p>Section C: Long Questions</p>	Total – 60 marks

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## Part A – Introduction

<b>Session:</b>	2023-24
<b>Subject/ विषय:</b>	Commerce /कॉमर्स
<b>Programme/कार्यक्रम:</b>	Certificate / सर्टिफिकेट
<b>Class/कक्षा:</b>	B. Com 1 <sup>st</sup> Semester/ बी. कॉम 1 <sup>st</sup> सेमेस्टर
<b>Course Code/ पाठ्यक्रमकोड:</b>	C1-COMC1T
<b>Course Type/ पाठ्यक्रमकाप्रकार:</b>	GENERAL ELECTIVE
<b>Course Title/पाठ्यक्रमकाशीर्षक:</b>	BUSINESS ECONOMICS
<b>Pre-requisite/ पूर्वापेक्षा:</b>	OPEN FOR ALL
<b>Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:</b>	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To understand the use of economic theory in business decision-making problems.</p> <p>CO 2- To analyze traditional and modern definitions of economics.</p> <p>CO 3- To demonstrate an understanding, usage, and application of basic economic principles or laws.</p> <p>CO 4- To understand the law of demand and how equilibrium price and quantity are determined.</p> <p>CO 5- To perform demand analysis to analyze the impact of economic events on Markets.</p> <p>CO 6- To derive demand curves from utility functions and identify income and substitution effects.</p> <p>CO 7- To demonstrate the measurement of demand and elasticity relative to changes in price, income, and price of substitute goods.</p> <p>CO 8- To interpret the relation between a price change and elasticity.</p> <p>CO 9- To understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability. To learn</p>



	the Cost theory and equilibrium to Analyze the Cost and Revenue of a firm.  CO 10- To understand the major characteristics of different market structures.
<b>Credit Value/ क्रेडिटमान:</b>	4 credits
<b>Total Marks/ कुलअंक:</b>	Max. Marks: (Internal 40) + (External 60) 100

### Part B – Course Content

Unit 1	Historical background of economics in India with special reference to Kautilya, Amartya Sen, and Nobel laureate Abhijeet Banerjee, Definition of Economics, Economics Law and their nature, Significance of Economics, Basics problems. Concept of Micro and Macro Economics, Methods of Economics study.
इकाई 1	भारतमें अर्थशास्त्रकी ऐतिहासिक पृष्ठभूमि कोटिल्य, अमर्त्य सेन एवं नोबेल पुरस्कार विजेता अभिजीत बनर्जी के विशेष संदर्भ में, अर्थशास्त्र की परिभाषा, अर्थशास्त्र के नियम और उनकी प्रकृति, अर्थशास्त्र का महत्व, अर्थशास्त्र की आधारभूत समस्याएं, सूक्ष्म और व्यापक अर्थशास्त्र की अवधारणा, आर्थिक अध्ययन की रीतियाँ।
Unit 2	Law of Demand- Meaning and Definition, Characteristics, Types of demand, Determinants of Law of Demand, Demand Function – determinants of individual demand – Market v/s Individual demand - Consumer Equilibrium Exceptions of Law of Demand.
इकाई 2	मांग का नियम- अर्थ एवं परिभाषाएं, विशेषताएं, मांग के प्रकार, मांग के नियम के निर्धारक तत्व, मांग फलन-व्यक्तिगत मांग के निर्धारक-बाजार बनाम व्यक्तिगत मांग-उपभोक्ता संतुलन, मांग के नियम के अपवाद मांग फलन-व्यक्तिगत मांग के निर्धारक-बाजार बनाम व्यक्तिगत मांग-उपभोक्ता संतुलन।
Unit 3	Elasticity of Demand, Concept and measurement of Elasticity of Demand, Price, Income and cross elasticity and Elasticity of Demand, Determination of Elasticity of Demand, Importance of Elasticity of Demand.
इकाई 3	मांग की लोच, मांग की लोच की अवधारणा और मांग की कीमत, आय और आड़ी लोच, औसत आगम, सीमांत आगम और मांग की लोच, मांग की लोच का निर्धारण, मांग की मूल्य सापेक्षता का महत्व।
Unit 4	Cost and Revenue Analysis: Short Run and Long Run, Average and Marginal Cost, Average and Marginal Revenue, Theory of cost. Market Concept and their classification.
इकाई 4	लागत और आगम विश्लेषण: अल्पावधि और दीर्घावधि - औसत और सीमांत लागत औसत और सीमांत आगम, लागत का सिद्धांत। बाजार संकल्पना और उनका वर्गीकरण।

### Part C – Suggested Readings

S. No.	Author	Name of the Book	Publication
1.	Kennedy John	Fundamentals of Business Economics	Himalaya Pub. Nagpur

2.	Singh Dr. S.K.	Business Economics	Sahitya Bhavan Publication Agra
3.	Bhatiya H.L.	Micro Economics	Modern Publisher New Delhi.
4.	Sinha Dr. V.C.& Dr. Pushpa	Business Economics	SBPD Publication Agra
5.	मिश्रडाजे. पी.	व्यावसायिकअर्थशास्त्र	साहित्यभवनपब्लिकेशनआगरा
6.	H.L.Ahuja	Business Economics	S.Chand Publication

**Part D: Assessment & Evaluation**

Suggested Continuous Evaluation Method

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks

External Exam: 60 Marks

<p><b>Internal Assessment:</b> Attainment Methods</p>	<p>Unit 1- Presentation on Comparison between Traditional and Modern Definitions of Economics. (CO1) Discussion on Basic Problems of Economics and their Solutions (CO2) Assignment on Usage and Application of Economics Laws. (CO3)</p> <p>Unit 2- Quiz on Law of Demand. (CO4) Diagrammatic presentation on Demand Analysis &amp; Shifting of Demand Curve. (CO5) Role Play on Income and Substitution Effect. (CO6)</p> <p>Unit 3- Tutorial on Measurement of Elasticity of Demand. (CO 7 &amp; CO8)</p> <p>Unit 4- Quiz on different types of cost and revenue. Assignment on the theory of Cost. (CO9) Chart/Poster Making on Market Structure. (CO10)</p>	<p align="center">Total – 40 marks</p>
<p><b>External Assessment:</b> University/ Autonomous College Exam Section: marks  Time: 3:00 hours</p>	<p>Section A: Objective Type Questions</p> <p>Section B: Short Questions</p> <p>Section C: Long Questions</p>	<p align="center">Total – 60 marks</p>

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Class/कक्षा:	B. Com 1 <sup>st</sup> Semester / बी. कॉम प्रथम सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	C1-COMB1T
Course Type/ पाठ्यक्रमका प्रकार:	Elective (PAPER 2)
Course Title/पाठ्यक्रमकाशीर्षक:	Business Mathematics /व्यवसायिकगणित
Pre – requisite/ पूर्वापेक्षा:	open for all/सभीकेलिएउपलब्ध
Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1-To recall the basic concepts of algebra and BODMAS.</p> <p>CO 2-To solve simultaneous equation related with business problems.</p> <p>CO 3-To describe the concept of logarithms and antilogarithms.</p> <p>CO 4- To apply concept of commission, brokerage, profit and loss in business</p>
Credit Value/ क्रेडिटमान:	4 Credits
Total Marks/ कुलअंक:	Max. Marks: (internal 40) + (external 60) 100
Part B – Course Content	
Unit 1	Rules for sign in Algebra and practice, Rules for calculation (BODMAS) and practice
इकाई 1	बीजगणितमेंचिन्होंसंबंधीनियमएवंअभ्यास, गणनासंबंधीनियमएवंBODMAS
Unit 2	Simultaneous Equations – Meaning, Characteristic, types calculations (with word problems)
इकाई 2	युगपतसमीकरण:अर्थ, विशेषताएं, प्रकारएवंगणनाएं (इबारतीप्रश्नसहित)
Unit 3	Theory of indices (preliminary knowledge only formulae, Logarithms and Antilogarithms –principles and calculations

इकाई 3	घातांककेसिद्धांत (प्रारंभिकज्ञान) लघुगणकएवंप्रतिलघुगणकसिद्धांतएवंगणनाए
Unit 4	Commission, Brokerage, profit and loss
इकाई4	कमीशन, दलाली,लाभएवंहानि

### Part C – Suggested Readings

S.No.	Author	Name of the Book	Publication
1.	Shukla Dr. S.M.	Business Mathematics	Sahitya Bhawan Publications
2.	Magar Dr. Abhilasha	Business Mathematics	Himalaya publication, Mumbai
3.	Sancheti & Kapoor	Business Mathematics	Sultan Chand and sons, New Delhi
4.	Sharma J.K.	Business Mathematics	IK International Pvt. Ltd., New Delhi
5.	Kumar Mrityunjay	Business Mathematics	S.Chand Publishing, New Delhi
6.	Agrawal Dr Mahesh	Business Mathematics	Ramprasad and sons, Bhopal
7.	Gourav Tekriwal	Maths Sutra	Penguin Books, Gudgao
8.	गुमाडआलोक	व्यावसायिकगणित	एसबीपीडीपब्लिकेशन, आगरा
9.	मंगलडॉरमेश	व्यावसायिकगणित	यूनिवर्सलपब्लिकेशनइंदौर
10.	अग्रवालडॉरमेश	व्यावसायिकगणित	रामप्रसादएंडसंस, भोपाल

### Part D: Assessment & Evaluation

#### Suggested Continuous Evaluation Method

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks

External Exam: 60 marks

<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE): Marks	Unit 1 Chart Making – explaining basic terms of algebra and BODMAS (CO - 1)  Unit 2 – Project on practical problems of simultaneous equations (CO - 2)  Unit 3 – Presentations on basic rules of finding log and antilog using table (CO - 3)	Total – 40 marks
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	Unit 4 – Solution of questions based on practical knowledge of Commission, Brokerage, profit and loss. (CO-4)	
<b>External</b> <b>Assessment:</b> University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Objective Type Questions Section B: Short Questions Section C: Long Questions	Total – 60 marks

# St. Aloysius' College (Autonomous), Jabalpur

## Part A – Introduction

<b>Session:</b>	2023-24
<b>Subject/ विषय:</b>	Commerce / कॉमर्स
<b>Programme/कार्यक्रम:</b>	Certificate / सर्टिफिकेट
<b>Class/कक्षा:</b>	B. Com 1 <sup>st</sup> Semester / बी. कॉम
<b>Course Code/ पाठ्यक्रमकोड:</b>	C1-COMC2T
<b>Course Type/ पाठ्यक्रमकाप्रकार:</b>	ELECTIVE
<b>Course Title/पाठ्यक्रम का शीर्षक:</b>	Banking and Insurance
<b>Pre – requisite/ पूर्वापेक्षा:</b>	open for all/सभीकेलिएउपलब्ध
<b>Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:</b>	<p>CO1: To list functions and importance of Indian commercial banks.</p> <p>CO2: To identify important events in the history of Indian banking system.</p> <p>CO3: To analyze functions performed by RBI and their impact on day-to-day life.</p> <p>CO4: To differentiate amongst various account facilities provided by banks.</p> <p>CO5: To Develop an understanding on the procedure and essential conditions to apply for different loans and advances.</p>
<b>Credit Value/ क्रेडिटमान:</b>	4 Credits
<b>Total Marks/ कुलअंक:</b>	Max. Marks: (Internal 40) + (External 60) 100

## Part B – Course Content

Unit 1	Introduction to Banking: Historical background of banking, Definition, principles and importance of bank. Classification of bank. Functions of commercial bank. Structure of commercial banking in India. Features of Indian banking system, Modern Banking Practices in India- Mobile Banking.
इकाई-1	अधिकोषणकापरिचय:अधिकोषणकीऐतिहासिकपृष्ठभूमिबैंककीपरिभाषा, सिद्धान्तएवंमहत्वबैंककावर्गीकरण, बैंको का वर्गीकरण, वाणिज्यिकबैंककेकार्य, भारतमेंवाणिज्यिकअधिकोषणकीसंरचना, भारतीयअधिकोषणव्यवस्थाकीविशेषतायें भारत में आधुनिक बैंकिंग व्यवहार- मोबाइल बैंकिंग।

Unit 2	Central banking: RBI and its functions. Credit control. Nationalization and Merger of banks: General Introduction to Nationalization of Banks, Objective and Introduction to Private Banks Functioning and Usefulness or Importance and its effects. Evaluation of nationalization and merger of Indian banks.
इकाई-2	केन्द्रीय अधिकोषण: भारतीय रिजर्व बैंक एवं उसके कार्य, साख नियंत्रण। बैंकों का राष्ट्रीयकरण एवं विलय: बैंकों के राष्ट्रीयकरण का सामान्य परिचय, उद्देश्य, निजी बैंकों के कामकाज का परिचय और उपयोगिता या महत्व और इसके प्रभाव। भारत में राष्ट्रीयकरण एवं विलय का मूल्यांकन।
Unit 3	Bank Deposits: Meaning and types. Features of bank accounts. Auto Sweep Account. Procedure to open and close bank accounts (Including online procedure). Non-Banking Financial Institution: Introduction, Function and Significance, Types of NBFCs, Difference between Banks & NBFCs
इकाई-3	बैंकजमा: अर्थ एवं प्रकार, बैंकखातों की विशेषताएँ। ऑटो स्वीप खाता। बैंकखाते खोलने एवं बंद करने की प्रक्रिया (ऑनलाइन प्रक्रिया सहित)। गैर-बैंकिंग वित्तीय संस्थान: परिचय, कार्य और महत्व, एनबीएफसी के प्रकार, बैंकों और एनबीएफसी के बीच अंतर।
Unit 4	Loans and Advances: Principles to sanction loans and advances. Classification of loans and advances. Procedure to apply for house loan, personal loan, education loan and commercial loan. Introduction to Micro Finance.
इकाई - 4	ऋण एवं अग्रिम: ऋण एवं अग्रिम स्वीकृति के सिद्धान्त, ऋण एवं अग्रिम का वर्गीकरण, गृह ऋण व्यक्तिगत ऋण, शिक्षा ऋण एवं वाणिज्यिक ऋण हेतु आवेदन प्रक्रिया।

### Part C – Suggested Readings

S. No.	Author	Name of the Book	Publication
1.	Gordon Natrajan,	Banking Law and Practice,	Himalaya Pub. Mumbai
2.	S.N. Maheshwari	Banking Law and Practice,	Kalyana Publishers, New Delhi (Bath
3.	Shekar,	Banking Law and Practice	Vikash Publishing House, New Delhi
4.	ओझा बी.एल	भारत में बैंकिंग विधि	आरडीहाउस
5.	शर्मा एच. सी.	भारत में बैंकिंग विधि एवं व्यवहार	साहित्य भवन पब्लिकेशन

### Part D: Assessment & Evaluation

Suggested Continuous Evaluation Method
Maximum Marks: 100
Continuous Comprehensive Evaluation (CCE): Marks

External Exam: marks		
<b>Internal Assessment:</b>  Continuous Comprehensive Evaluation (CCE): Marks	Unit1: Reading and collection of Magazines and newspaper articles related to banks (CO1)  Unit2: Reading events that help understand the history of the Indian Banking System. (CO2)  Prepare a report on 'How the Functioning of the central bank impacts the Indian Economy.' (CO3)  Unit3: Compare the facilities provided by the banks to different types of accounts. (CO4)  Unit4: Prepare a report on the procedures and qualification criteria for applying for different types of loans. (CO5)	Total – 40 marks
<b>External Assessment:</b>  University/ Autonomous College Exam Section: marks  Time: 3:00 hours	Section A: Objective Types Questions  Section B: Short Questions  Section C: Long Questions	Total – 60 marks



# St. Aloysius' College (Autonomous), Jabalpur

## Part A – Introduction

<b>Session:</b>	2023-24
<b>Subject/ विषय:</b>	Commerce / वाणिज्य
<b>Programme/कार्यक्रम:</b>	Certificate / सर्टिफिकेट
<b>Class/कक्षा:</b>	B. Com 1 <sup>st</sup> Semester/ बी. कॉम 1 <sup>st</sup> सेमेस्टर
<b>Course Code/ पाठ्यक्रमकोड:</b>	M1-ASPM2T
<b>Course Type/ पाठ्यक्रमकाप्रकार:</b>	ELECTIVE
<b>Course Title/पाठ्यक्रमकाशीर्षक:</b>	Advertising & Sales Promotion/ विज्ञापन एवं विक्रय प्रबंध
<b>Pre – requisite/ पूर्वापेक्षा:</b>	open for all/सभीकेलिएउपलब्ध
<b>Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:</b>	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To describe the basic concepts of advertisement.</p> <p>CO 2- To evaluate the different media of Advertisement.</p> <p>CO 3- To explain the role of advertisement agencies and their selection.</p> <p>CO 4- To apply various means of advertisement in real business.</p>
<b>Credit Value/ क्रेडिटमान:</b>	4 credits
<b>Total Marks/ कुलअंक:</b>	Max. Marks: (Internal 40) + (External 60) 100

## Part B – Course Content

Unit 1	Introduction- Concept, Scope, Objectives and Functions of advertising. Types of advertisement, Role of advertising in the marketing mix and the advertising process. Advertising and sales: the relationship and the difference, Approaches to Advertising -DAGMAR & AIDA Model.
इकाई 1	परिचय - विज्ञापन की अवधारणा, क्षेत्र उद्देश्य एवं कार्य, विज्ञापन के प्रकार, विज्ञापन में विपणन मिश्रण एवं प्रक्रिया की भूमिका, विज्ञापन और बिक्री संबंध और अंतर : विज्ञापन के दृष्टिकोण -DAGMAR और AIDA मॉडल।
Unit 2	Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice. Advertising Message: Preparing an effective advertising copy, Elements of a print copy- Headlines, body copy, slogan, logo, a seal of approval, Elements of a broadcast copy.

इकाई 2	विज्ञापन निर्णयन पूर्व प्रदर्शन - लक्षित श्रोताग्राहकों का निर्धारण, विज्ञापन माध्यम एवं उनका चयन (मीडिया), विज्ञापन संदेश: एक प्रभावी विज्ञापन प्रति तैयार करना, एक प्रिंट कॉपी के तत्व- हेडलाइंस, बॉडी कॉपी, स्लोगन, लोगो, अनुमोदन की मुहर, प्रसारण प्रति के तत्व।
Unit 3	Promotional Management: Advertising department, Role of advertising agencies and their selection, Advertising budget, and Evaluation of Advertising effectiveness.
इकाई 3	प्रचार प्रबंधन- प्रबंध विज्ञापन विभाग, विज्ञापन एजेंसी का योगदान एवं उसका चयन, विज्ञापन बजट, विज्ञापन की प्रभावशीलता का मूल्यांकन।
Unit 4	Legal, ethical and social aspects of advertising. Advertisement Scene in India, Means of advertising- Social Media Advertising & Digital Advertising. Digital Advertising: Concept, Effects, Digital Advertising in India.
इकाई 4	विज्ञापन के नैतिक, विधिक एवं सामाजिक पहलू। भारत में विज्ञापन दृश्य, विज्ञापन के साधनसोशल मीडिया और विज्ञापन -डिजिटल विज्ञापन, डिजिटल विज्ञापनअवधारणा :, प्रभाव, भारत में डिजिटल विज्ञापन, डिजिटल विज्ञापन एजेंसियां संरचना और कार्य -।

### Part C – Suggested Readings

S. No.	Author	Name of the Book	Publication
1.	S H H Kazmi, Satish K Batra	Advertising And Sales Promotion	McGraw Hill
2.	Belch & Belch -	Advertising & Promotion -	Tata Mc Graw Hill
3.	डा. एसीजैनवनीरजसिंह.	विक्रयएवंविज्ञापन	एसबीपीडीपब्लिकेशनएआगरा
4.	Sanjay	Advertising And Sales Promotion-	SBPD Agra

Suggestive digital platforms and web links:

<https://raventools.com/blog/8-link-marketing-techniques-for-smbs/>

### Part D: Assessment & Evaluation

Suggested Continuous Evaluation and Attainment Methods

Maximum Marks: 100 Marks

Continuous Comprehensive Evaluation (CCE):30 Marks

External Exam : 70 Marks

<p><b>Internal Assessment:</b></p> <p>Attainment Methods</p>	<p>Unit- 1: Role play on advertising of a product. (CO 1)</p> <p>Unit- 2: Survey to find the effectiveness of different media of Advertisement. (CO 2)</p> <p>Unit- 3: Compare the role of online and offline advertising agencies. (CO 3)</p> <p>Unit-4: Diagramatic presentation of Social and Digital media of advertisement. (CO 4)</p>	<p>Total – 40 marks</p>
<p><b>External Assessment:</b></p> <p>University/ Autonomous College Exam Section: <b>marks</b></p> <p>Time: 3:00 hours</p>	<p>Section A: Objective Type Questions</p> <p>Section B: Short Questions</p> <p>Section C: Long Questions</p>	<p>Total – 60 marks</p>