

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/कार्यक्रम:	Certificate / सर्टिफिकेट
Class/कक्षा:	B. Com 2 nd semester / बी. कॉम 2 nd सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	C1-COMA2T
Course Type/ पाठ्यक्रम का प्रकार:	CORE
Course Title/पाठ्यक्रमकाशीर्षक:	Business Regulatory Framework
Pre – requisite/ पूर्वापेक्षा:	(Open For all)
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	<p>The main outcome of this course are-</p> <p>CO 1- To provide the students with the practical legal knowledge of general business law issues.</p> <p>CO 2- To understand the essentials of a valid contract, the Laws of the Act, Consideration and the Various remedies for breach of a Contract.</p> <p>CO 3- To explain the various Laws with regard to the indemnity, guarantee bailment and modes of agency creation.</p> <p>CO 4- To acquaint students with law relating to Negotiable instruments act and to provide knowledge of various provisions of FEMA 2000.</p> <p>CO 5- To Familiarize the Students with the Various laws with regard to the Consumer Protection in India and the Functions of the various Consumer Forums and to Understand the Meaning and the Various Legislations with Regards to the partnership act and limited liability partnership act</p>
Credit Value/ क्रेडिटमान:	6 credits
Total Marks/ कुलअंक:	Max. Marks: (Internal 40) + (External 60) 100

Part B – Course Content

Unit 1	Historical Background of Mercantile Law in India – Scope and Characteristics, Indian Contracts Act 1872- General Laws Definition and Nature of contract, Agreement: Offer and Acceptance, Consideration, Capacities of parties to contract, Free consent, Expressly declared void agreements.
इकाई 1	भारत देश में व्यावसायिक सन्निधय की एतिहासिक पृष्ठभूमि - क्षेत्र, विशेषताएं, भारतीय अनुबंध अधिनियम 1872 - सामान्य नियम, परिभाषाएं, अनुबंध की प्रकृति, ठहराव- प्रस्ताव एवं स्वीकृति, प्रतिफल, पक्षकारों में अनुबंध करने की क्षमता, स्वतंत्र सहमति, स्पष्ट रूप से व्यर्थ घोषित ठहराव
Unit 2	Performance and Breach of contract, Contract Relating to Indemnity and Guarantee, Bailment and Pledge, Agency
इकाई 2	अनुबंधों का निष्पादन एवं अनुबंध भंग, क्षति पूर्ति एवं प्रतिभूति से सम्बंधित अनुबंध, गिरवी एवं निक्षेप , एजेंसी
Unit 3	Negotiable Instrument Act 1881–General Introduction, Negotiable instrument (Amendment) Act 2002, Definition and features (Promissory Note, Bill of Exchange and Cheques), Crossing and Dishonour of Cheques, Dishonour of Negotiable Instruments

इकाई 3	विनिमय साध्य लेखपत्र अधिनियम 1881 - सामान्य प्रस्तावना, विनिमय साध्य लेखपत्र अधिनियम (संशोधन) 2002, परिभाषा, लक्षण (प्रतिज्ञापत्र, विनिमय विपत्र एवं चैक), चैक का रेखांकन एवं अनादरण, विनिमय साध्य लेखपत्र का अनादरण
Unit 4	General Introduction to Consumer Protection Act, 1986 and 2018, Introduction and features, Redressal agencies, Penalties, Difference between Consumer Protection Act, 1986 and 2018, FEMA, 2000, Introduction and salient features – Regulation and Management of foreign exchange; Authorized Person, Contravention and Penalties, Difference between FERA & FEMA
इकाई 4	उपभोक्ता संरक्षण अधिनियम 1986 एवं 2018 का सामान्य विषय परिचय, प्रस्तावना एवं लक्षण, शिकायत प्रकोष्ठ, दंड, उपभोक्ता संरक्षण अधिनियम 1986 एवम 2018 के मध्य अंतर, फेमा, 2000, प्रस्तावना एवं विभिन्न विशेषताएं - विदेशी विनिमय का प्रबंध एवं नियंत्रण; अधिकृत व्यक्ति, नियमों का उल्लंघन एवं दंड, फेरा एवं फेमा के मध्य अंतर।
Unit 5	Indian Partnership Act 1932 – General Introduction, Elements and features, Partnership Deed, Limited Liability Partnership Act, 2008.- Introduction, Registration process, Winding up
इकाई 5	भारतीय साझेदारी अधिनियम 1932 - सामान्य परिचय, मुख्य तत्व एवम लक्षण, साझेदारी संलेख, सीमित दायित्व साझेदारी अधिनियम 2008. - प्रस्तावना, पंजीयन प्रक्रिया, साझेदारी का समापन।
Part D: Assessment & Evaluation	
Suggested Continuous Evaluation and Attainment Methods	
Internal Assessment: Attainment Methods	Unit- 1: Quiz on Indian Contract Act 1872. (CO 1) Unit- 2: Assignment on different types of contracts and breach of contract. (CO 2) Unit- 3: Presentations on Indemnity, Guarantee and bailment. (CO 3) Unit-4: Sample filling of Negotiable Instruments. (CO 4) Unit- 5: Relevant/ specific Case Studies on Consumer Protection Act. (CO5)
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions
	Total – 40 Marks
	Total - 60 marks

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Class/ कक्षा:	B. Com 2 nd semester / बी. कॉम 2 nd सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMA2T
Course Type/ पाठ्यक्रम का प्रकार:	MINOR
Course Title/पाठ्यक्रम का शीर्षक:	BUSINESS COMMUNICATION
Pre – requisite/ पूर्वापेक्षा:	OPEN FOR ALL
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To elucidate how communication plays an important role in modern business scenario.</p> <p>CO 2- To understand various theories of communication</p> <p>CO 3- To make them interview ready.</p> <p>CO 4- To enhance their public speaking skills.</p> <p>CO 5- To elevate their skills related with writing of business letter.</p> <p>CO 6- To know the art of demonstrating non-verbal communication.</p> <p>CO 7- To comprehend the role of social media in E-commerce.</p>
Credit Value/ क्रेडिट मान:	6 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal 40) + (External 60)

Part B – Course Content

Unit 1	COMMUNICATION: Definition, Nature, Importance, Objectives of Communication. Communication theories and process- Information theory, Interaction theory, Transaction theory, Elements of communication process.
इकाई 1	संचार: परिभाषा , स्वभाव, महत्व, उद्देश्य। संचार के सिद्धांत एवं प्रक्रिया: जानकारी का सिद्धांत, इंटरैक्शन का सिद्धांत (परस्पर क्रिया), ट्रांसेक्शन सिद्धांत, संचार प्रक्रिया के आवश्यक तत्व प्रभावी संचार को प्रमाणित करने वाले तत्व
Unit 2	Verbal communication- meaning and types. Oral Communication: Speeches for different occasions, Guidelines for effective listening, Job Interviews, Type of information.
इकाई 2	शाब्दिक सम्प्रेषण- अर्थ एवं प्रकार मौखिक संचार: विभिन्न अवसरों में दिए जाने वाले भाषण प्रभावी श्रवण हेतु दिशा निर्देश, नौकरी हेतु साक्षात्कार, जानकारियों के प्रकार
Unit 3	Written Communication: Writing techniques and Guidelines. Letter writing - Basic Principles, Purpose, Types of business letters. Report writing, types of reports, Drafting of report.
इकाई 3	लिखित संचार: लेखन तकनीक एवं निर्देश पत्र लेखन: व्यावसायिक पत्र: मूलभूत सिद्धांत आशय एवं प्रकार। रिपोर्ट लेखन एवं प्रकार।
Unit 4	Non-verbal communication- body language, sign language, para language. Delphi method of communication, Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barrier.

इकाई 4	अशाब्दिक सम्प्रेषण: दैहिक भाषा, सांकेतिक भाषा, पार्श्व भाषा, सम्प्रेषण की डेल्फी विधि सम्प्रेषण की बाधाएं: भाषायी बाधाएं, मनोवैज्ञानिक बाधाएं, अन्तरव्यक्तिक बाधाएं, सांस्कृतिक बाधाएं, भौतिक बाधाएं, एवं संगठनात्मक बाधाएं।
Unit 5	Modern forms of communication E-mail, Video Conferencing. International Communication for Global Business. Information Technology: Form of technology, uses in modern communication system. Role of social media in modern business.
इकाई 5	संचार के आधुनिक आयाम: ई-मेल, वीडियो कॉन्फ्रेंसिंग, विश्व व्यापार हेतु अंतर्राष्ट्रीय संचारासूचना प्रौद्योगिकी। प्रौद्योगिकी का रूप, आधुनिक संचार प्रणाली में उपयोग आधुनिक व्यवसाय में सोशल मीडिया की भूमिका

Part C – Suggested Readings

S. No.	Author	Name of the Book	Publication
1	T N. Chaabra,	Business communication	Himalaya publishing house
2	K K. Sinha	Essentials of Business communication	VK Global publications
3	Dr. Ramesh Mangal	Business communication	Universal publication Agra
4.	Dr S C Saxena	Business Organization and Communication	Sahitya Bhawan Publications
5.	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: Continuous Comprehensive Evaluation (CCE): Marks	Unit 1- Models on process/theory of communication. (CO1 & CO2) Unit 2- Speeches on various topics/mock interview. (CO3 & CO4) Unit 3- Case study related letter writing. (CO5) Unit 4- Assignment/ Presentations on non-verbal communication. (CO6) Unit 5- Presentation on role of social media in E-commerce. (CO7)	Total – 40 Marks
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions	Total - 60 marks

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Class/ कक्षा:	B. Com 2 nd Semester/ बी. कॉम 2 nd सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMC1T
Course Type/ पाठ्यक्रम का प्रकार:	Elective
Course Title/पाठ्यक्रम का शीर्षक:	Business Economics – II
Pre – requisite/ पूर्वापेक्षा:	OPEN FOR ALL
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To identify the factors of production and production possibilities.</p> <p>CO 2- To learn the population theory and equilibrium and to know the applications of the theory of population.</p> <p>CO 3- To Understand the basics of the production function.</p> <p>CO 4- To Identify and differentiate various market structures.</p> <p>CO 5- To Analyze operation of markets under varying competitive conditions.</p> <p>CO 6- To Understand the concept of Pricing.</p> <p>CO 7 - To Evaluate theories of rent, profit and wages.</p>
Credit Value/ क्रेडिट मान:	4 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal 40) + (External 60)

Part B – Course Content

Unit 1	Factors of Production – Land, Labour, Division of Labour, Efficiency of Labour, Capital, Organization and Enterprises, The scale of production, Theories of population.
इकाई 1	उत्पत्ति के साधन - भूमि, श्रम, श्रम विभाजन, श्रम की कार्यकुशलता, पूंजी, संगठन और साहस, उत्पादन का पैमाना, जनसंख्या के सिद्धांत।
Unit 2	Production Function - Short Run and Long Run - Single variable- average and marginal product - Law of Variable Proportions – Two variables, Return to scale. ISO-Quant Curve.
इकाई 2	उत्पादन फलन - चर अनुपात का नियम - औसत और सीमांत उत्पाद एकल चर - अल्पावधि और दीर्घावधि - दो चरपैमाने का प्रतिफल, समोत्पाद वक्र विश्लेषण।
Unit 3	Price determination under perfect competition and Equilibrium of the firm, Monopoly- price and output determination and monopoly control, Price determination under monopoly, Imperfect and monopolistic competition – price determination.
इकाई 3	पूर्ण प्रतियोगिता में कीमत निर्धारण और फर्म का साम्य, एकाधिकार - कीमत और उत्पादन निर्धारण और एकाधिकार नियंत्रण, एकाधिकार के तहत कीमत विभेद, अपूर्ण और एकाधिकृत प्रतियोगिता कीमत निर्धारण।
Unit 4	Rent-concept, Ricardian and modern theories of Rent, Quasi Rent, Wage- concept, nominal and real wages, theories of wages determination, Profit – nature, concept and Theories of profit. Theories of Interest.

इकाई 4	लगान अवधारणा, रिकार्डों का लगान सिद्धांत, लगान का आधुनिक सिद्धांत, आभास लगान , मजदूरी अवधारणा, नगद और वास्तविक मजदूरी, मजदूरी निर्धारण के सिद्धांत, लाभ - प्रकृति, अवधारणा और लाभ के सिद्धांत। ब्याज के सिद्धांत ।		
Part C – Suggested Readings			
S. No.	Author	Name of the Book	Publication
1.	Sinha Dr. V.C.& Dr. Pushpa	Business Economics	SBPD Publication Agra
2.	मिश्र डा जे. पी.	व्यावसायिक अर्थशास्त्र	साहित्य भवन पब्लिकेशन आगरा
Part D: Assessment & Evaluation			
Suggested Continuous Evaluation Method Maximum Marks: Continuous Comprehensive Evaluation (CCE): 40 Marks External Exam: 60 Marks			
Internal Assessment: Attainment Methods	Unit 1- Chart/Poster Making on Factors of Production. (CO1) Assignment on Malthusian and Optimum theory of Population. (CO2) Unit 2- Diagrammatic presentation of Law of Variable Proportions. (CO3) Unit3-Presentations on Price determination of different market conditions (CO4, CO5 and CO6) Unit 4- Assignment on theories of rent, profit and wages. (CO7)		Total – 40 Marks
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions		Total - 60 Marks

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Class/कक्षा:	B. Com 2 nd Semester / बी. कॉम 2 nd सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	C1-COMB1T
Course Type/ पाठ्यक्रमकाप्रकार:	CORE 1 (PAPER 2)
Course Title/पाठ्यक्रमकाशीर्षक:	Business Mathematics /व्यवसायिक गणित
Pre – requisite/ पूर्वापेक्षा:	open for all/सभी के लिए उपलब्ध
Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:	<p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To know the Practical Application of Ratio and Proportion in business through word Problems.</p> <p>CO 2- To understand the utility of Average, Percentage, Discount in business deals.</p> <p>CO 3-To discuss effects of various types and methods of interest account.</p> <p>CO 4-To make calculation faster through Vedic mathematics.</p>
Credit Value/ क्रेडिटमान:	4 Credits
Total Marks/ कुलअंक:	Max. Marks: (internal 40) + (external 60) 100

Part B – Course Content

Unit 1	Ratio, Partnership - gaining and sacrificing ratios , Proportion.
इकाई 1	अनुपात, साझेदारी- त्याग एवं लाभालाभ अनुपात, समानुपात
Unit 2	Average, Percentage, Discount
इकाई 2	औसत , प्रतिशत , अपहार,(बट्टा)
Unit 3	Simple interest, Compound interest
इकाई 3	साधारण ब्याज,चक्रवृद्धि ब्याज
Unit 4	Brief history of Vedic mathematics in Indian knowledge tradition, methods and practice of quick calculation of addition, multiplication, division, square and square root of numbers through Vedic mathematics, method of quick verification of answers from Digit Sum.
इकाई 4	भारतीय ज्ञान परंपरा में वैदिक गणित का संक्षिप्त इतिहास, वैदिक गणित के माध्यम से,संख्याओं के जोड़, गुणा,भाग,वर्ग और वर्गमूल की त्वरित गणना की विधियाँ एवं भाग अभ्यास, योगांक से उत्तर के त्वरित सत्यापन की विधि।

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.	गुप्ता डआलोक	व्यावसायिक गणित	एसबीपीडी पब्लिकेशन, आगरा
9.	मंगल डॉ रमेश	व्यावसायिक गणित	यूनिवर्सल पब्लिकेशन इंदौर
10.	अग्रवाल डॉ महेश	व्यावसायिक गणित	रामप्रसाद एंड संस, भोपाल

Disciplined Digital Platforms Web Link

1. <https://www.geeksforgeeks.org/ratio-and-proportion-gg/>
2. <https://www.geeksforgeeks.org/program-to-find-the-discount-percentage/>
3. <https://www.faceprep.in/quantitative-aptitude/simple-interest-and-compound-interest/>
4. <https://www.saralstudy.com/blog/vedic-maths/>

Part D: Assessment & Evaluation

Suggested Continuous Evaluation Method

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks

External Exam: 60 marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE): Marks	Unit 1 Assignments on practical problems of Ratio, Proportion (CO - 1) Unit 2 Chart Making – formulas of Average and Percentage. (CO - 2) Unit 3 Activity based on practical knowledge of Simple interest and Compound Interest. (CO-3) Unit 4 Quiz for testing speed of calculation using tricks of Vedic Mathematics	Total – 40 marks
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions	Total – 60 marks

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Class/ कक्षा:	B. Com 2 nd Semester / बी. कॉम 2nd सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMAIT
Course Type/ पाठ्यक्रम का प्रकार:	CORE
Course Title/पाठ्यक्रम का शीर्षक:	Banking and Insurance
Pre – requisite/ पूर्वापेक्षा:	(Open for all)
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	<p>CO1: To impart an understanding of the Insurance system and functions of IRDAI.</p> <p>CO2: To Impart an Understanding of Life Insurance, its policies and procedures</p> <p>CO3: To impart knowledge of General Insurance, various policies and filing of claims.</p> <p>CO4: To impart knowledge of LIC and GICI.</p>
Credit Value/ क्रेडिट मान:	4 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal 40) + (External 60) 100

Part B – Course Content

Unit 1	Insurance: Historical background of Insurance. Meaning, elements, basic principles and importance of insurance. Kinds of insurance. Regulation of insurance in India. IRDA: Functions and role to regulate insurance in India
इकाई-1	बीमा बीमा की ऐतिहासिक पृष्ठभूमि, बीमा का अर्थ, तत्व, आधारभूत सिद्धांत तथा महत्व, बीमा के प्रकार भारत में बीमा का नियमन, आई.आर.डी.ए.: कार्य तथा भारत में बीमा नियमन में भूमिका ।
Unit 2	Life Insurance: Historical background, meaning, objectives, importance, essential elements. Life insurance policy and its types.' Insurance proposal to policy' Procedure. Conditions of Life insurance policies. Claim filing procedure and settlement of claims.
इकाई-2	जीवन बीमा: ऐतिहासिक पृष्ठभूमि, उद्देश्य, महत्व, आवश्यक तत्व, जीवन बीमा पत्र तथा उसके प्रकार, बीमा प्रस्ताव से बीमा पत्र प्रक्रिया जीवन बीमा पत्रों की शर्तें दावा प्रस्तुत करने की प्रक्रिया तथा दावों का निपटारा।
Unit 3	General Insurance: Meaning, objectives & importance. Kinds of general insurance and its features. Basic principles of general insurance. Procedure to apply general insurance policies. Claim filing procedure and settlement of claims.
इकाई-3	सामान्य बीमा: अर्थ, उद्देश्य, तथा महत्व, सामान्य बीमा के प्रकार तथा उनकी विशेषतायें, सामान्य बीमा के आधारभूत सिद्धांत सामान्य बीमा पत्रों की आवेदन प्रक्रिया, दावा प्रस्तुत करने की प्रक्रिया तथा दावों का निपटारा ।
Unit 4	Life Insurance Corporation of India: Functions, progress and Evaluation. General Insurance Corporation of India: Functions, progress and structure. Performance of private sector companies in general insurance sector.

इकाई-4	भारतीय जीवन बीमा निगम: कार्य प्रगति तथा मूल्यांकन। भारतीय सामान्य बीमा निगम: कार्य प्रगति एवं संरचना, बीमा क्षेत्र में निजी क्षेत्र की कंपनियों का प्रदर्शन।		
Part C – Suggested Readings			
S. No.	Author	Name of the Book	Publication
1.	M. Eswari Karthikeyan	Fundamental principles of Insurance	Himalaya Publication. Nagpur
2.	Hargovind Dayal	The fundamentals of Insurance	Sahitya Bhawan Publication Agra
3.	Dr. A. Murthy	Principles and practice of Insurance	Modern Publisher New Delhi
4.	S. Chand	Insurance – Principle and practice	SBPD Publication Agra
Part D: Assessment & Evaluation			
Suggested Continuous Evaluation Method Maximum Marks: 100 Continuous Comprehensive Evaluation (CCE): 40 Marks External Exam: 60 marks			
Internal Assessment: Attainment	Unit 1: Review and Group Discussion (CO1) Unit 2: Field survey on LIC and presentation on its policies and procedure (CO2) Unit 3: Practically filing for claims under general insurance through online and offline mode. (CO3) Unit4: Case study Presentation on LIC & GIC. (C04)		Total – 40 Marks
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions		Total – 60 Marks

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / वाणिज्य
Programme/कार्यक्रम:	Certificate / सर्टिफिकेट
Class/कक्षा:	B. Com 2 nd Semester/ बी. कॉम 2 nd सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	M1-ASPM2T
Course Type/ पाठ्यक्रम का प्रकार:	ELECTIVE
Course Title/पाठ्यक्रमकाशीर्षक:	Advertising & sales Promotion/ विज्ञापन एवं विक्रय प्रबंध
Pre – requisite/ पूर्वापेक्षा:	Not required (Open For all)/ Not Required (open for all) / सभी के लिए उपलब्ध
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	After completion of this course, it is expected that the student shall be able CO 1- To understand the basic concepts of sales promotion. CO 2- To Familiarize the Students with the meaning and importance of sales promotion. CO 3- To explain the role of sales promotion in marketing. CO 4- To provide the students with the practical knowledge of tools and programme of sales promotion. CO 5 - To understand how Sales promotion result to increase sales of organization
Credit Value/ क्रेडिटमान:	4 credits
Total Marks/ कुलअंक:	Max. Marks: (Internal 40) + (External 60) 100

Part B – Course Content

Unit 1	Historical Background of Sales Promotion in India. Nature and importance of sales promotion - Definition, Functions and limitations, Objectives, Sales Promotion Budget, Role in marketing.
इकाई 1	भारत में बिक्री संवर्धन की ऐतिहासिक पृष्ठभूमि, विक्रय संवर्धन की प्रकृति और महत्व - परिभाषा, कार्य एवं सीमाएं, उद्देश्य विक्रय संवर्धन बजट, विपणन में भूमिका
Unit 2	Forms of sales promotion - Consumer Oriented, Trade Oriented, Sales Force Oriented. Major tools of sales promotion - Samples, Display and Demonstration, Fashion Shows, Sales contest, lotteries, gift offers, rebates, rewards
इकाई 2	विक्रय संवर्धन के रूप उपभोक्ता उन्मुख, व्यापार उन्मुख, विक्रय विभाग उन्मुख विक्रय संवर्धन के प्रमुख साधन नमूने प्रदर्शन एवं क्रियात्मक प्रदर्शन, फैशन शो, विक्रय प्रतियोगिता, लॉटरी, उपहार, छूट, पुरस्कार
Unit 3	Sales promotion. Requirement identification, designing of sales promotion campaign, Involvement of salesmen and dealers, Outsourcing sales promotion, National and International promotion strategies, Coordination within the various promotion techniques.
इकाई 3	विक्रय संवर्धन आवश्यकता की पहचान, विक्रम संवर्धन अभियान की डिजाइनिंग, विक्रेता व डीलर की भागीदारी, आउट सोर्सिंग विक्रय संवर्धन, राष्ट्रीय एवं अंतर्राष्ट्रीय प्रचार रणनीतियाँ, विभिन्न प्रचार तकनीकों में समन्वय

Unit 4	Developing sales promotional programme, pre- testing implementing, evaluation of results and making necessary modifications.
इकाई 4	विक्रय प्रचार कार्यक्रम विकसित करना, परीक्षण के पूर्व कार्यान्वयन, परिणामों का मूल्यांकन और आवश्यक संशोधन करना।

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. ए सी जैन व नीरज सिंह.	विक्रय एवं विज्ञापन	एसबीपीडी पब्लिकेशन ए आगरा
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): 40 Marks

External Exam: 60 Marks

Internal Assessment: Attainment Methods	Unit- 1: Quiz on basic concept of sales and promotion, meaning and importance. (CO 1 and CO2) Unit- 2: Assignment on role of sales promotion in marketing. (CO-3) Unit- 3: Case Studies on company's strategies adopted for sales promotion. (CO 4) Unit-4: Role Play using new tools of sales promotion for increasing sales. (CO - 5)	Total – 40 marks
External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours	Section A: Very Short Questions Section B: Short Questions Section C: Long Questions	Total – 60 marks