

Reaccredited 'A+ 'Grade by NAAC(CGPA:3.68/4.00)
College with Potential for Excellence by UGC
DST-FIST Supported & STAR College Scheme by DBT

Session – 2024 -2025

SUBJECT: COMMERCE

B. Com-IV Semester

Paper- Core

Cost Accounting

CO. No.	Course Outcomes	Cognitive Level
	After completing of this course; the student will be able to -	
CO1	Identify the utility and application of Cost Accounting.	Understanding
CO 2	Comparisons of cost and profit of products among industries	Analyze
CO 3	Estimation of Quotation Price or Tender Price	Create
CO 4	Calculate profit under contract costing.	Apply
CO 5	Comparison of profit under financial and cost accounting.	Analyze
CO 6	Analyze the managerial decisions based on marginal costing.	Analyze

Credit and Marking Scheme

	Credits	Ma	rks	Total Marks
	Credits	Internal	External	Total Marks
Theory	6	40	60	100
Total	6		100	

	Marks		
	Internal	External	
Theory	3 Internal Exams of 20 Marks	1 External Exams	
	(During the Semester)	(At the End of the Semester)	
	(Best 2 will be taken)		





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Content of the Course

Theory

No. of Lectures (in hours per week): 9 Classes, per week

Total No. of Lectures: 90 Hrs. Maximum Marks: 60

Units	Topics	No. of Lectures
I	Cost: Meaning, Concept and Classification, Element of Cost, Nature and Importance, Material Costing: Methods of valuation of material issued, Concept, and material control and its Techniques. Labour Costing, Methods of Wages Payment.	20
I	लागत:- अर्थ, अवधारणा एवं वर्गीकरण लागत के तत्व, प्रकृति एवं महत्व, सामग्री लागत लेखांकन, सामग्री निर्गमन के मूल्यांकन की विधियां, सामग्री नियंत्रण अवधारणा एवं इसकी तकनीके, श्रम लागत लेखांकन, मजदूरी भुगतान की पद्धतियां.	
II	Unit Costing: Preparation of Cost Sheet and Statement of Cost (Including calculation of Tender Price), Overhead Costing: Overhead costing (including Calculation of machine hour rate)	20
II	इकाई लागत लेखांकन, लागत पत्र एवं लागत विवरण का निर्माण (निविदा मूल्य की गणना सहित) उपरिव्यय लेखांकन (मशीन घंटा दर की गणना सहितI	
III	Contract and Job Costing. Operating Costing (Transport Costing),	15
III	ठेका एवं उपकार्य लागत लेखांकन, परिचालन लागत लेखांकन (परिवहन लागत)	
IV	Process Costing (Including Inter Process Profit and Reserve), Reconciliation of Cost and Financial Accounts.	15
IV	प्रक्रिया लेखांकन (अन्तर प्रक्रिया लाभ एवं संचय सहित) , लागत लेखों का वित्तीय लेखों से मिलान ।	
V	Marginal Costing-Profit-Volume Ratio, Break-even Point, Margin of Safety, Application of Break-even Analysis. Standard costing and Variance Analysis (Material and Labour only)	20
V	सीमांत लागत लेखांकन - लाभ - मात्र अनुपात, समविच्छेद बिन्दु, सुरक्षा सीमा, समविच्छेद विश्लेषण के प्रयोग। प्रमाप लेखे एवं विचरण विश्लेषण (केवल सामग्री एवं श्रम)	





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References

Text Books:

- "Cost Accounting," by Dr. S.P Gupta And Dr. K.L Gupta, Sahitya Bhawan Publications
- "Cost Accounting" by Dr. R.N. Khandelwal, SBPD Publication Agra.

Reference Books:

- "Problem And Solution In Cost Accounting by S. Chand, Maheshwari S.N. Advance
- Practical Costing by Tulsian P.C., Vikas Publishers
- M.N. Cost And Management Accounting by Arora, Himalya Pub.
- Cost Accounting by Monash Dutta, Pearson Education Pvt.
- Ltd.
- Cost Accounting by Dr Mahesh Agrawal ,Ramprasad & Sons
- Cost Accounting by Dr Sanjay Mehta / Pro. Mukesh Bramhabhdatta, Devi Ahilya Prakashan

Web Links:

- https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf
- https://drive.google.com/file/d/1zSNsq0AN5BfCkvEfcMV0gxZCwso0QUC/view?showad= true
- http://www.universityofcalicut.info/SDE/BCom Core Cost Accounting on09 March 2016.pdf
- http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Accounting%20and%20Taxation/Cost%20Accounting%20class%20XI.pdf
- https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Advanced%20Cost%20Accounting-Final.pdf





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Session – 2024 - 2025

SUBJECT: COMMERCE

B.com-IV Semester

Paper-Minor

Goods and Service Tax

CO. No.	Course Outcomes	Cognitive Level
	After completing of this course; the student will be able to -	
CO1	Identify the various terminologies of GST	U
CO 2	Apply the procedure of registration.	Apply
CO 3	Comparison of composition and normal tax system of GST	Analyze
CO 4	Calculate the Input Tax Credit.	Apply
CO 5	Evaluate the GST	Evaluate

Credit and Marking Scheme

	Cuadita	Marks		Total Marks
	Credits	Internal	External	Total Marks
Theory	6	40	60	100
Total	6		100	

	Marks				
	Internal External				
Theory	3 Internal Exams of 20 Marks	1 External Exams			
	(During the Semester)	(At the End of the Semester)			
	(Best 2 will be taken)				





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Content of the Course

Theory

No. of Lectures (in hours per week): 9 Classes, per week

Total No. of Lectures: 90 Hrs. Maximum Marks: 60

Units	Topics	No. of Lectures
I	Goods and service tax - Introduction, meaning, features, and basic Elements. Important Terms and Definitions Regarding GST. Background and implementation of GST in India. Structure and Classification of GST.	20
	वस्तु एवं सेवा कर - परिचय, अर्थ, विशेषताएं, एवं आधारभूत तत्व। जीएसटी संबंधी महत्वपूर्ण परिभाषाएं एवं शब्दावली। भारत में जीएसटी की पृष्ठभूमि एवं क्रियान्वयन। माल एवं सेवा कर की संरचना एवं वर्गीकरण।	
II	Meaning and scope of Supply, Tax Liability on composite and mixed supply, Levy and Collection of Tax, Registration under GST.	20
	वस्तुओं एवं सेवाओं की प्रदाय का अर्थ एवं क्षेत्र, संयुक्त एवं मिश्रित प्रदायों पर कर दायित्व। कर उद्वहण एवं संग्रहण। माल एवं सेवाकर जीएसटी के अन्तर्गत पंजीयन।	
III	List of exempt goods under GST. Determination of value of Taxable supply. practical problems, Preparation of Tax invoice and rules and proforma.	15
	माल एवं सेवाकर के अन्तर्गत करमुक्त माल की सूची। करयोग्य प्रदाय का मूल्य निर्धारण, व्यावहारिक समस्याएँ, कर बीजक तैयार करना - नियम एवं प्रारूप।	
IV	Rules Provisions and procedure for Input tax Credit, Provisions regarding jobwork and Practical Problems.	15
	इनपुट टैक्स क्रेडिट सम्बन्धी प्रावधान, नियम एवं प्रक्रिया। जॉब वर्क सम्बन्धी प्रावधान। करयोग्य माल एवं व्यावहारिक समस्याएँ।	
V	Composition Levy- Person eligible to opt for composition, intermating for composition option. Condition and restriction for composition.	20
	कंपोजीशन लेवी- कंपोजीशन चुनने के लिए पात्र व्यक्ति, कंपोजीशन विकल्प के लिए अंतरण। कंपोजीशन के लिए शर्तें एवं प्रतिबंधा	





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References

Text Books:

- "Goods and Service Tax" by Malhotra and Goyal, Sahitya Bhawan Publications
- "Goods and Service Tax" by Shripal Saklecha, Satish Printers
- िस्तु एां सेिा कर तर्ा सीमा शुलक , सीए अनूप मोदी, सीए महेश गुप्ता, SBPD.

Reference Books:

- "GST & Customs Law," by Singhania V.K, Taxmann Publication
- "GST Law" by Sisodia Pushpendra, Bharat Law House.

Web Links:

- https://www.cbic.gov.in/resources//htdocsConcept%20and%20Status0107201 9n.pdf
- https://www.bankbazaar.com/tax/custom-duty.html
- https://cbic-gst.gov.in/pdf/ovw-short.pdf
- https://www.recmindore.com/wp-content/uploads/2020/12/Goods-Severvice-Tax-Costom-duty-1.pdf
- https://www.eshiksha.mp.gov.in





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Session – 2024 - 2025

SUBJECT: COMMERCE

B.com-IV Semester

Paper- Elective

Applied Economics

CO. No.	Course Outcomes	Cognitive Level
	After completing of this course; the student will be able to -	
CO1	Define the concept and determinants of the value of money.	U
CO 2	Explain the various theories of Money.	U & EV
CO 3	Identify economic and Non-Economic Factors affecting economic Growth.	AN & EV
CO 4	Analyze the stages of Economic Development	U & EV
CO 5	Illustrate the meaning of inflation, deflation, and stagflation, identify	U & EV
	different kinds of inflation, causes and effects of inflation on different	
	sectors of the economy, and describe different measures to control inflation.	

Credit and Marking Scheme

	Cuadita	Marks		Total Marks	
	Credits	Internal	External	1 Otal Marks	
Theory	4	40	60	100	
Total	4	100		_	

	Marks			
	Internal External			
Theory	3 Internal Exams of 20 Marks	1 External Exams		
	(During the Semester)	(At the End of the Semester)		
	(Best 2 will be taken)			





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Content of the Course

Theory

No. of Lectures (in hours per week): 6 Classes, per week

Total No. of Lectures: 60 Hrs. Maximum Marks: 60

Units	Topics	No. of Lectures
I	Value of money-Concept and determinants of the value of money, the quantity theory of money, Theory of Fisher and Cambridge, Theory of demand and supply of money, Theory of value of money, Theory of liquidity of money, Keynes's Money income theory. मुद्रा का मूल्य- मुद्रा के मूल्य की अवधारणा और निर्धारक, मुद्रा का मात्रात्मक सिद्धांत, फिशर और कैम्ब्रिज का सिद्धांत, मुद्रा की मांग और आपूर्ति का सिद्धांत, मुद्रा के मूल्य का सिद्धांत, मुद्रा की तरलता का सिद्धांत, कीन्स	15
	का धन आय सिद्धांत।	
II	Concept of Economic Development and Economic Growth, Economic Development and its Determining Factors, Economic and non-economic factors affecting economic growth. Classical and modern theories of economic development, stages of economic development of Keynes and Rostow, and strategy of balanced and unbalanced development.	20
	आर्थिक विकास एवं आर्थिक संवृद्धि की अवधारणा, आर्थिक विकास एवं उसके निर्धारक तत्व, आर्थिक संवृद्धि को प्रभावित करने वाले आर्थिक एवं गैर आर्थिक घटक। आर्थिक विकास के शास्त्रीय एवं आधुनिक सिद्धांत, कीन्स एवं रोस्टो के आर्थिक विकास के चरण एवं संतुलित एवं असंतुलित विकास की रणनीति।	
III	Foreign Exchange Rate: Fixed and flexible rates and managed floating. Determination of flexible exchange rate. Factors influencing foreign exchange rate Balance of Payments: Meaning and Components.	15
	विदेशी विनिमय दर: निश्चित और लचीली दरें और प्रबंधित फ्लोटिंग। लचीली विनिमय दर का निर्धारण. विदेशी विनिमय दर को प्रभावित करने वाले कारक भुगतान संतुलन: अर्थ और घटक।	
IV	Changes in the Value of Money- Money Inflation, Money deflation, inflation and narrative inflation, demand-driven inflation, cost growth inflation, stagflation, effects of Money Inflation & Money deflation in the Indian economy.	10
	मुद्रा के मूल्य में परिवर्तन- मुद्रा मुद्रास्फीति, धन अपस्फीति, मुद्रास्फीति और कथा मुद्रास्फीति, मांग-संचालित मुद्रास्फीति, लागत वृद्धि मुद्रास्फीति, स्टैग मुद्रास्फीति, भारतीय अर्थव्यवस्था में मुद्रा मुद्रास्फीति और धन अपस्फीति के प्रभाव।	





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References

Text Books:

- Applied Economics by Sinha V.C. Sahitya Bhavan Publication, Agra
- Applied Economics by Jhigan ML Brinda Publications, New Delhi

Reference Books:

- Principle of Micro Economics by Sachdeva S.K., Laxmi Narayan Publishers Agra
- Applied Economics by Sethi T.T., Laxmi Narayan Publishers Agra





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Session – 2024 - 2025

SUBJECT: COMMERCE

B.com-IV Semester

Paper- Elective Corporate Law

CO. No.	Course Outcomes	Cognitive Level
	After completing of this course; the student will be able to -	
CO1	Explain various categories of company meetings;	AP
CO 2	Illustrate about auditor and its roles and responsibilities	U & EV
CO 3	Preparation of Audit Report;	C & AP
CO 4	Evaluate corporate problems;	U & AN
CO 5	Describe the role of NCLT in the provisions of company law.	AN &AP

Credit and Marking Scheme

	Cradita	Marks		Total Marks
	Credits	Internal	External	1 Otal Marks
Theory	4	40	60	100
Total	4	100		

	Marks		
	Internal External		
Theory	3 Internal Exams of 20 Marks	1 External Exams	
	(During the Semester)	(At the End of the Semester)	
	(Best 2 will be taken)		





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Content of the Course

Theory

No. of Lectures (in hours per week): 6 Classes, per week

Total No. of Lectures: 60 Hrs. Maximum Marks: 60

	Lectures
Company Meetings- Types, Quorum, Voting, Resolution, and Minutes. Auditor: Appointment, Qualification, Duties, Responsibilities, Audit Report.	10
कंपनी की बैठकें- प्रकार, कार्यवाहक संख्या, मतदान, प्रस्ताव और कार्यवृत्त। अंकेक्षक: नियुक्ति, योग्यता, कर्तव्य, जिम्मेदारियां, ऑडिट रिपोर्ट।	
Shares - Share, Share Capital - Definition and Types, Share Certificate, Transfer and Transmission of shares. Debentures – Definition and Types.	15
शेयर्स - शेयर्स, शेयर कैपिटल - परिभाषा और प्रकार, शेयर सर्टिफिकेट, शेयरों का स्थानांतरण और प्रसारण। डिबेंचर - परिभाषा और प्रकार।	
Company Secretary: Definition, Appointment, Qualities, Position and duties.	15
कंपनी सचिव: परिभाषा, नियुक्ति, गुण, स्थिति और कर्तव्य।	
Oppression & Mismanagement- Restructuring & Winding up: Prevention of oppression & mismanagement provisions related to compromises & Amalgamation. National Company Law Tribunal: Definitions, Constitution of NCLT, Constitution	20
Appellate Tribunal, Provisions regarding appeal and punishment. Emerging issues in company law.	
उत्पीड़न और कुप्रबंधन- पुनर्गठन एवं समापन: उत्पीड़न एवं कुप्रबंधन की रोकथाम, समझौते एवं एकीकरण से	
गठन, अपीलीय अधिकरण का गठन, अपील और सजा के संबंध में प्रावधान। निगमीय विधान में उभरते मुद्दे।	
	कंपनी की बैठकें- प्रकार, कार्यवाहक संख्या, मतदान, प्रस्ताव और कार्यवृत्ता अंकेक्षक: नियुक्ति, योग्यता, कर्तव्य, जिम्मेदारियां, ऑडिट रिपोर्ट। Shares - Share, Share Capital - Definition and Types, Share Certificate, Transfer and Transmission of shares. Debentures – Definition and Types. शेयर्स - शेयर्स, शेयर कैपिटल - परिभाषा और प्रकार, शेयर सर्टिफिकेट, शेयरों का स्थानांतरण और प्रसारण। डिबेंचर - परिभाषा और प्रकार। Company Secretary: Definition, Appointment, Qualities, Position and duties. कंपनी सचिव: परिभाषा, नियुक्ति, गुण, स्थिति और कर्तव्य। Oppression & Mismanagement- Restructuring & Winding up: Prevention of oppression & mismanagement provisions related to compromises & Amalgamation. National Company Law Tribunal: Definitions, Constitution of NCLT, Constitution Appellate Tribunal, Provisions regarding appeal and punishment. Emerging issues in company law.

References

Text Books:

Company law by Avtar Singh, ABC Publication Company Law by Bloomsbury, Procedures Corporate Law Adviser **Reference Books:**

Company Law by Brenda Hannigan, Eastern Publishers

Company Law by M.C.Kuchhal ,Mahaveer Publications

Introduction to Company Law by Paul Davies, Oxford University Press





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Session – 2024 - 2025

SUBJECT: COMMERCE

B.com-IV Semester

Paper- Elective

Financial Market Operation

CO. No.	Course Outcomes	Cognitive	
	After completing of this course; the student will be able to -		
CO1	Describe the Concepts relevant to Indian financial markets and financial institutions.	AP	
CO 2	Understand and analyze the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated.	U & EV	
CO 3	Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.	C & AP	
CO 4	Research and analyze specific problems or issues related to financial markets and institutions.	U & AN	

Credit and Marking Scheme

	Credits	Ma	rks	Total Marks
	Credits	Internal	External	Total Marks
Theory	4	40	60	100
Total	Total 4 100			

	Marks		
	Internal External		
Theory	3 Internal Exams of 20 Marks	1 External Exams	
	(During the Semester)	(At the End of Semester)	
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Content of the Course

Theory

No. of Lectures (in hours per week): 6 Class, per week

Total No. of Lectures: 60 Hrs. Maximum Marks: 60

Units	Topics	No. of Lectures
I	Money Market- Definition, Functions, Significance and Structure of Money Market. Acceptance house, Discount house, Call money market, New trends in the Indian money market. Role of RBI and Commercial Bank in Indian Money Market. मनी मार्केट- मुद्रा बाजार की परिभाषा, कार्य, महत्व और संरचना। स्वीकृति घर, डिस्काउंट हाउस, कॉल मुद्रा बाजार, भारतीय मुद्रा बाजार में नए रुझान। भारतीय मुद्रा बाजार में भारतीय रिजर्व बैंक और वाणिज्यिक बैंक की भिमका।	15
II	Capital Market- Meaning and Components of Capital market, Primary and Secondary market, Securities market, Cash Markets Equity and Debts, Depositories. The function of Stock market, Stockbrokers, Margin trading, Forward trading. Stock Exchange:-NSE,BSE, NIFTY, SENSEX, OTCEI, Functionaries on Stock Exchange-Brokers, Sub Brokers, पूंजी बाजार- पूंजी बाजार का अर्थ और घटक, प्राथमिक और द्वितीयक बाजार, प्रतिभूति बाजार, नकद बाजार इक्विटी और ऋण, डिपॉजिटरी। शेयर बाजार का कार्य, शेयर दलालों, मार्जिन ट्रेडिंग, अगाऊ सौदे। शेयर बाजार:- एनएसई, बीएसई, निफ्टी, सेंसेक्स, ओटीसीईआई, स्टॉक एक्सचेंज के पदाधिकारी - दलाल, उप दलाल, बाजार निर्माता, नौकरीपेशा, पोर्टफोलियो सलाहकार, संस्थागत निवेशक।	20
III	Investor's protection - Grievances, Dealing and their removal, Grievance cells in Stock exchange, SEBI, Company law board, Press, Remedy through courts. Banking Services- Types of Banking Institutions, Regulatory Framework and Calculation of EMI, Provision for NPA, Credit Principles, KYC, Basel Norms and Recent Developments in Banking System. निवेशक की सुरक्षा, शिकायतें, व्यवहार और उनका निराकरण, स्टॉक एक्सचेंज में शिकायत प्रकोष्ठ, सेबी, कंपनी लॉ बोर्ड, प्रेस, अदालतों के माध्यम से उपाय में शिकायत प्रकोष्ठ। बैंकिंग सेवाएं- बैंकिंग संस्थानों के	15
	प्रकार, नियामक ढांचा और ईएमआई की गणना, एनपीए के लिए प्रावधान, क्रेडिट सिद्धांत, केवाईसी, बेसल मानदंड और बैंकिंग प्रणाली में विकास।	





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Mutual funds: Concept of mutual funds, Structure and constituents of mutual	10
funds, Various types of mutual fund scheme.	
Non-Banking Financial Companies- Role of NBFCs in Economic Development,	
Objectives, Functioning, Regulations and Recent Developments.	
म्यूचुअल फंड: म्यूचुअल फंड की अवधारणा, म्यूचुअल फंड की संरचना और घटक विभिन्न प्रकार की म्यूचुअल फंड योजना।	
गैर-बैंकिंग वित्तीय कंपनियां- आर्थिक विकास, उद्देश्य, कार्यप्रणाली, विनियम और हाल के विकास में	
एनबीएफसी की भूमिका।	
	funds, Various types of mutual fund scheme. Non-Banking Financial Companies- Role of NBFCs in Economic Development, Objectives, Functioning, Regulations and Recent Developments. म्यूचुअल फंड: म्यूचुअल फंड की अवधारणा, म्यूचुअल फंड की संरचना और घटक विभिन्न प्रकार की म्यूचुअल फंड योजना। गैर-बैंकिंग वित्तीय कंपनियां- आर्थिक विकास, उद्देश्य, कार्यप्रणाली, विनियम और हाल के विकास में

References

Text Books:

Financial Markets and Operation by E. Gordan, K. Natarajan, Himalaya Publishing House, New Delhi.

Financial Markets Operation by Alok Goyal, Mridula Goyal ,V K Global publications, Pvt. ltd Faridabad

Financial Markets Operation by Dr. F.C Sharma, SBPD Publication, Agra .

Web Links:

- 1. http://ncert.nic.in/textbook/pdf/Ihb5202.pdf
- 2. https://www.aisectfi.com/user/download/iibf/TTBF%20BOOK-2.pdf





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Session – 2024 - 2025

SUBJECT: COMMERCE

B.com-IV Semester

Paper- Elective

Principles of Management

CO. No.	Course Outcomes	Cognitive Level
	After completing of this course; the student will be able to -	
CO1	Explain the significance of Coordination in the organization	U
CO 2	Apply the various theories of leadership and motivation in a business organization.	U & AP
CO 3	Evaluate the methods and techniques of controlling businesses	U & AP
CO 4	Evaluate the emerging trends in Management.	

Credit and Marking Scheme

	Credits	Ma	rks	Total Marks
	Credits	Internal	External	Total Marks
Theory	4	40	60	100
Total	4		100	

	Marks		
	Internal External		
Theory	3 Internal Exams of 20 Marks	1 External Exams	
	(During the Semester)	(At the End of the Semester)	
	(Best 2 will be taken)		





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Content of the Course

Theory

No. of Lectures (in hours per week): 6 Classes, per week

Total No. of Lectures: 60 Hrs. Maximum Marks: 60

Units	Topics	No. of Lectures
I	Controlling- Definition, meaning, elements, Importance, controlling procedure, Types of control, control techniques, and requirements of a good control system. Responsibility accounting. PERT and CPM, use of Computers and IT in Management control.	15
	नियंत्रण -परिभाषा, अर्थ, तत्व, महत्व, नियंत्रण प्रक्रिया, नियंत्रण के प्रकार, नियंत्रण तकनीक, अच्छे नियंत्रण	
	प्रणाली की आवश्यकताएं। उत्तरदायित्व लेखांकन । PERT और CPM, प्रबंधन नियंत्रण में कंप्यूटर और IT का उपयोग ।	
II	Motivation and Leadership - Motivation: Concept, Forms of Employee motivation, Need for motivation. Theories of motivation. Meaning and Functions of a Leader, Characteristics of Effective Leadership, types, and Theories of Leadership and Leadership Styles. Emerging trends in Management — Basic concept of -Total Quality Management, Crisis Management, Global Practices, Change Management, and Logistic Management.	20
	अभिप्रेरण और नेतृत्व -अभिप्रेरणअवधारणा:, कर्मचारी प्रेरणा के रूप अभिप्रेरण की आवश्यकता। अभिप्रेरण के सिद्धांत। नेतृत्व : एक नेता का अर्थ और कार्य, प्रभावी नेतृत्व के लक्षण, नेतृत्व के प्रकार और सिद्धांत और नेतृत्व शैली।	
	प्रबंधन में उभरती प्रवृत्तियाँ- मूल अवधारणा - कुल गुणवत्ता प्रबंधन, संकट /आपदा) प्रबंधन, वैश्विक व्यवहार, परिवर्तन प्रबंधन, संभार-तंत्र प्रबंधन.	
III	Human Resource Management- Introduction HRM: Concept and Functions, Role, Status and Competencies of HR Manager, HR Policies.	10
	मानव संसाधन प्रबंधन- परिचय एचआरएम: अवधारणा और कार्य, भूमिका, स्थिति और मानव संसाधन प्रबंधक की योग्यता, मानव संसाधन नीतियां।	
IV	Marketing Management- Introduction, Nature and Scope of Marketing, Importance of Marketing, Marketing Concept: Traditional and Modern, Selling v/s Marketing, Marketing Mix, Marketing Environment.	15
	विपणन प्रबंधन- परिचय, विपणन की प्रकृति और क्षेत्र, विपणन का महत्व, विपणन अवधारणा: पारंपरिक और आधुनिक, विक्रय बनाम विपणन, विपणन मिश्रण, विपणन वातावरण।	





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References

Text Books:

- Principles of Management by Dr. S.K. Saxena, Sahitya Bhawan Publications
- Principles of Management by R. C. Agrawal, Sahitya Bhawan Publications

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Reference Books:

- Essentials of management by Koontz Harold & Weihrich, Tata McGraw Hill New Delhi.
- Principles of Management by Ramasamy, T. ,Himalaya Publishing House Pvt. Ltd.
 Nagpur
- Principles of Management, Text, and Cases by Durai, P, Pearson Education New Delhi
- Principles and Practice of Management by Prasad, L.M ,S. Chand & Company Ltd New Delhi

