

Proposed Structure of Undergraduate Programme CBCS - B Com

B. Com I & II Semester Elective Wise Structure

		Subject I	Subject II	Subject III	Skill Enhancement Course	Ability Enhancement Course	Field Project/ Internship/ Apprenticeship/ Community Engagement & Service	Credits	Qualification title (Credit Requirement)
Level	S. No	Major (6 credits)	Minor (6 credits)	Generic Elective Subjects (4 credits)	Vocational Course		# Intra/ Inter Faculty		
Level 5	Semester 1	Financial Accounting	Business Organisation	Banking & Insurance - I		1 (4 Credit)		6+6+4+4 = 20	(40) Undergraduate Certificate in Commerce Faculty
				Advertising & Sales Promotion - I					
				Business Economics - I					
				Business & Vedic Mathematics - I					
				Data Processing & Software - I					
	Semester 2	Business Regulatory Framework	Business Communication	Banking & Insurance - II		1 (4 Credit)		6+6+4+4 = 20	
				Advertising & Sales Promotion - II					
				Business Economics - II					
				Business & Vedic Mathematics - II					
				Programming and C language - II					

St. Aloysius' College (Autonomous), Jabalpur	
Part A – Introduction	
Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/ कार्यक्रम:	Certificate / सर्टिफिकेट
Class/ कक्षा:	B. Com 1 st Semester/ बी. कॉम 1 st सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMA1T
Course Type/ पाठ्यक्रम का प्रकार:	MAJOR
Course Title/पाठ्यक्रम का शीर्षक:	Financial Accounting
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 to</p> <p>CO 1- Acquire conceptual knowledge of basics of accounting</p> <p>CO 2- Identify events that need to be recorded in the accounting records</p> <p>CO 3- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP</p> <p>CO 4- Describe the role of accounting information and its Limitations</p> <p>CO 5- Equip with the knowledge of accounting process and preparation off in a accounts of sole trader</p> <p>CO 6- Recognize circumstances providing for increased exposure to errors and frauds</p>
Credit Value/ क्रेडिट मान:	6 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal) + (External) 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.
इकाई 1	लेखांकन : भारतीय इतिहास परिभाषा, उद्देश्य, मूल अवधारणा एवं दोहरा प्रविष्टि प्रणाली के सिद्धांत जर्नल प्रविष्टि, बहीखाते सहायक पुस्तकें, तलपट भारतीय लेखा मानकों के परिचय का विस्तृत अध्ययन समायोजन के साथ अंतिम खाता तैयार

	करना		
Unit 2	Accounting for Depreciation (According to Accounting Standard – 6), Branch Account		
इकाई 2	मूल्य हास क लिए लेखांकन (लेखा मानक 6 के अनुसार), शाखा लेखे		
Unit 3	Royalty Accounts, Departmental Accounts, Accounting of Non- Profit Organization, Investment Account Consignment Accounts		
इकाई 3	अधिकार शुल्क खाते, विभागीय लेखे, गैर लाभकारी संस्थाओं के लेखे प्रेषण खाते, विनियोग लेखे		
Unit 4	Partnership Accounts:- Dissolution of Partnership (with Insolvency), Amalgamation of Partnership Firms, Conversion of Partnership firm in to joint stock company		
इकाई 4	साझेदारी खाते साझेदारी का विघटन दिवालिया सहित, साझेदारी फर्मों का एकीकरण, फर्म का संयुक्त स्कंध प्रमंडल में परिवर्तन		
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		
इकाई 5	कम्प्यूटरीकृत खाते: किसी भी लोकप्रिय लेखा सॉफ्टवेयर का उपयोग करके एक कंपनी बनाना, विन्यास करना और सुविधाओं को सेट करना, लेखांकन बहीखाता और समूह बनाना, स्टॉक मद और समूह बनाना, वाउचर प्रविष्टि (प्रमाणको का रखरखाव के साथ), रिपोर्ट तैयार करना- कैश बुक खाता, बही खाता, परीक्षण शेष, लाभ और हानि खाता और बैलेंस शीट		
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
Part D: Assessment & Evaluation			
Suggested Continuous Evaluation Method			
Maximum Marks:			

Continuous Comprehensive Evaluation (CCE): Marks		
External Exam: marks		
Internal Assessment: Attainment Methods	Unit 1- Preparation of Journal, Ledger & Subsidiary books. (CO1 & CO6) Unit 2- Assignment on various methods of Depreciation (CO3) Unit 3- Tutorial on Branch & Departmental Accounting (CO2) Unit 4- Presentations on Investment Accounting (CO4) Unit 5 – Case Study on Non-profit Organization Institutions (CO5)	Total – 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 – marks

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/ कार्यक्रम:	Certificate / सर्टिफिकेट
Class/ कक्षा:	B. Com 1 st Semester/ बी. कॉम 1 st सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMA2T
Course Type/ पाठ्यक्रम का प्रकार:	MINOR
Course Title/पाठ्यक्रम का शीर्षक:	BUSINESS ORGANISATION
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 understand the basics of the business</p> <p>CO 2- To understand the process to start a new business.</p> <p>CO 3- To comprehend the structure and working of sole proprietorship and partnership business in India</p> <p>CO 4- To develop their analytical knowledge (through SWOT) related with company assessment.</p> <p>CO 5- To enhance their knowledge related with CSR regulations and applicability on companies.</p> <p>CO 6- To elevate their knowledge related with international business collaborations.</p>
Credit Value/ क्रेडिट मान:	6 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal) + (External) 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: भारत के पारम्परिक व्यवसाय और उनकी संगठनात्मक संरचनाएं, व्यापार, व्यवसाय, 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।
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.
इकाई 4	कोऑपरेटिव-संगठन: अर्थ-कार्य एवं सीमाएं। सामाजिक दायित्व , व्यवसायिक नैतिकता-अवधारणा, अर्थ , व्यापार में नैतिकता की भूमिका
Unit 5	Multinational Companies (MNC'S) and the Challenges of their organization in India, Business Combination- meaning and its types.
इकाई 5	बहुराष्ट्रीय कम्पनीयां 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): Marks

External Exam: marks

Internal Assessment: Attainment Methods	Unit 1- Diagrammatic presentation of steps to start a new business. (CO1 & CO2) Unit 2- Assignment on Comparative study between sole proprietorship and partnership business in India (CO3) Unit 3- SWOT Analysis of Companies (CO4) Unit 4- Presentations on Corporate Social Responsibility. (CO5) Unit 5- Case Studies on MNC's and types of combination. (CO6)	Total – 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 – marks

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/ कार्यक्रम:	Certificate / सर्टिफिकेट
Class/ कक्षा:	B. Com 1 st Semester/ बी. कॉम 1 st सेमेस्टर
Course Code/ पाठ्यक्रम कोड:	C1-COMC1T
Course Type/ पाठ्यक्रम का प्रकार:	GENERAL ELECTIVE
Course Title/पाठ्यक्रम का शीर्षक:	BUSINESS ECONOMICS
Pre-requisite/ पूर्वपिक्षा:	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 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 the Cost theory and equilibrium to Analyze the Cost and Revenue of a firm.</p> <p>CO 10- To understand the major characteristics of different market structures.</p>
Credit Value/ क्रेडिट मान:	4 credits
Total Marks/ कुल अंक:	Max. Marks: (Internal) + (External) 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 of Economics. Concept of Micro and Macro Economics, Methods of Economics study.		
इकाई 1	भारत में अर्थशास्त्र की ऐतिहासिक पृष्ठभूमि कौटिल्य, 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 रीतियां।।		
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.	मिश्र डा जे. पी.	व्यावसायिक अर्थशास्त्र	साहित्य भवन पब्लिकेशन आगरा
6.	H.L. Ahuja	Business Economics	S. Chand Publication
Part D: Assessment & Evaluation			
Suggested Continuous Evaluation Method Maximum Marks: 100 Continuous Comprehensive Evaluation (CCE): Marks External Exam: Marks			
Internal Assessment: Attainment Methods	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) Unit 2- Quiz on Law of Demand. (CO4) Diagrammatic presentation on Demand Analysis & Shifting of Demand Curve. (CO5) Role Play on Income and Substitution Effect. (CO6) Unit 3- Tutorial on Measurement of Elasticity of Demand. (CO 7 & CO8) Unit 4- Quiz on different types of cost and revenue. Assignment on the theory of Cost. (CO9) Chart/Poster Making on Market Structure. (CO10)	Total – 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 – marks	

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/कार्यक्रम:	Certificate / सर्टिफिकेट
Class/कक्षा:	B. Com 1 st Semester / बी. कॉम प्रथम सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	C1-COMB1T
Course Type/ पाठ्यक्रमकाप्रकार:	Elective (PAPER 2)
Course Title/पाठ्यक्रमकाशीर्षक:	Business Mathematics /व्यवसायिक गणित
Pre – requisite/ पूर्वपिक्षा:	open for all/सभी के लिए उपलब्ध
Course Learning Outcome/ पाठ्यक्रमअध्ययनकीपरिलब्धियां:	After completion of this course, it is expected that the student shall be able CO 1-To understand the basic concepts of algebra and BODMAS. CO 2-To learn different methods of solving simultaneous equation related with business problems. CO 3-To understand the concept of logarithms and antilogarithms. CO 4-Connect acquired knowledge and skills with practical problems in commission, brokerage, profit and loss.
Credit Value/ क्रेडिटमान:	4 Credits
Total Marks/ कुलअंक:	Max. Marks: (internal) + (external) 100

Part B – Course Content

Unit 1	Rules for sign in Algebra and practice, Rules for calculation (BODMAS) and practice
इकाई 1	बीज गणित में चिन्हों संबंधी नियम एवं अभ्यास, गणना संबंधी नियम एवं BODMAS
Unit 2	Simultaneous Equations – Meaning, Characteristic, types, calculations (with word problems)
इकाई 2	युगपत समीकरण: अर्थ, विशेषताएं, प्रकार एवं गणनाएं (इबारती प्रश्न सहित)
Unit 3	Theory of indices (preliminary knowledge only formulae, Logarithms and Antilogarithms –principles and calculations

इकाई 3	घातांक के सिद्धांत (प्रारंभिक ज्ञान) लघुगणक एवं प्रतिलघुगणक सिद्धांत एवं गणनाएँ
Unit 4	Commission, Brokerage, profit and loss
इकाई 4	कमीशन, दलाली, लाभ एवं हानि

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

Part D: Assessment & Evaluation

Suggested Continuous Evaluation Method

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): Marks

External Exam: marks

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

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / कॉमर्स
Programme/ कार्यक्रम:	Certificate / सर्टिफिकेट
Class/ कक्षा:	B. Com 1 st Semester / बी. कॉम
Course Code/ पाठ्यक्रम कोड:	C1-COMC2T
Course Type/ पाठ्यक्रम का प्रकार:	ELECTIVE
Course Title/पाठ्यक्रम का शीर्षक:	Banking and Insurance
Pre – requisite/ पूर्वापेक्षा:	open for all/सभी के लिए उपलब्ध
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	CO1: To impart knowledge of Indian Central bank and commercial banks and their functions and importance. CO2: To impart practical knowledge of banking procedure and practice in India. CO3: To provide sufficient knowledge on the difference between Banks and NBFC. CO4: To inculcate an understanding on the procedure and essential conditions to apply for different loans and advances.
Credit Value/ क्रेडिट मान:	4 Credits
Total Marks/ कुल अंक:	Max. Marks: (Internal) + (External) 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.
इकाई-1	अधिकोषण का परिचय: अधिकोषण की ऐतिहासिक पृष्ठभूमि बैंक की परिभाषा, सिद्धान्त एवं महत्व बैंक का वर्गीकरण, बांको का वर्गीकरण, वाणिज्यिक बैंक के कार्य, भारत में वाणिज्यिक अधिकोषण की संरचना, भारतीय अधिकोषण व्यवस्था की विशेषतायें भारत में आधुनिक बैंकिंग व्यवहार।
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. 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	बैंक जमा: अर्थ एवं प्रकार, बैंक खातों की विशेषताएँ बैंक खाते खोलने एवं बंद करने की प्रक्रिया (ऑनलाईन 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.
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	आर डी हाऊस
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		
Internal Assessment: Continuous Comprehensive	Unit 1 Review and Group Discussion (CO1) Unit 2 Bank visit - Practically filling of saving bank account (CO2)	

<p>Evaluation (CCE): Marks</p>	<p>Unit 3 Case study on NBFCs structure and functions (CO3) Unit 4 Presentation on procedures and qualification criteria for applying for different types of loan (CO4)</p>	<p>Total – marks</p>
<p>External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours</p>	<p>Section A: Very Short Questions Section B: Short Questions Section C: Long Questions</p>	<p>Total – marks</p>

St. Aloysius' College (Autonomous), Jabalpur

Part A – Introduction

Session:	2022-23
Subject/ विषय:	Commerce / वाणिज्य
Programme/कार्यक्रम:	Certificate / सर्टिफिकेट
Class/कक्षा:	B. Com 1 st Semester/ बी. कॉम 1 st सेमेस्टर
Course Code/ पाठ्यक्रमकोड:	M1-ASPM2T
Course Type/ पाठ्यक्रम का प्रकार:	ELECTIVE
Course Title/पाठ्यक्रमकाशीर्षक:	Advertising & sales Promotion/ विज्ञापन एवं विक्रय प्रबंध
Pre – requisite/ पूर्वपिक्षा:	open for all/सभी के लिए उपलब्ध
Course Learning Outcome/ पाठ्यक्रम अध्ययन की परिलब्धियां:	<p>After completion of this course, it is expected that the student shall be able</p> <p>After completion of this course, it is expected that the student shall be able</p> <p>CO 1- To understand the basic concepts of advertisement.</p> <p>CO 2- To understand the different media of Advertisement</p> <p>CO 3- To explain the role of advertisement and sales promotion in marketing.</p> <p>CO 4- To explain importance of advertisement and their effect on sales.</p> <p>CO 5- To provide awareness of all the new means of advertisement,</p>
Credit Value/ क्रेडिटमान:	4 credits
Total Marks/ कुलअंक:	Max. Marks: (Internal) + (External) 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.
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 ।
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 श्रोता ग्राहकों 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 एजेन्सी 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 विज्ञापन : अवधारणा, 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. ए सी जैन व नीरज सिंह.	विक्रय एवं विज्ञापन	एस बी पी डी 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):30 Marks

External Exam : 70 Marks

<p>Internal Assessment: Attainment Methods</p>	<p>Unit- 1: Quiz on basic concept of advertisement. (CO 1) Unit- 2: Model and Chart Making on different media of Advertisement (CO 2) Unit- 3: Case Studies of companies to know how advertisement effects sales. (CO 3 and CO 4) Unit-4: Role Play to increase sales using new means of advertisement. (CO 5)</p>	<p>Total – marks</p>
<p>External Assessment: University/ Autonomous College Exam Section: marks Time: 3:00 hours</p>	<p>Section A: Very Short questions Section B: Short Questions Section C: Long Questions</p>	<p>Total – marks</p>