

# **NOIDA INTERNATIONAL UNIVERSITY**



## **SCHOOL OF BUSINESS MANAGEMENT**

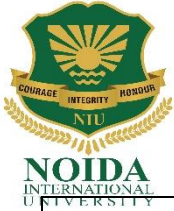
### **PROGRAMME STRUCTURE & SYLLABUS**

**of**

**Bachelor of Commerce (Hons)**

**(Three Year Full Time Programme)**

**(Academic Year 2022-23)**



## B.Com. (Hons.) – Programme Structure (Academic Year 2022-23)

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Business Management	6	0	0	6	20	20	40	60	100
Major II	Financial Accounting	6	0	0	6	20	20	40	60	100
Major III	Fundamentals of Business Economics	3	0	0	3	20	20	40	60	100
	Business Statistics	3	0	0	3	20	20	40	60	100
Minor/ Elective	Introduction of Business Environment	3	0	0	3	20	20	40	60	100
Vocational	Computer Applications in Management	2	0	2	3	20	20	40	60	100
Co-Curricular	Universal Human Values	2	0	0	2	0	0	0	100	100
					26					

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Business Organization	6	0	0	6	20	20	40	60	100
Major II	Financial Management	6	0	0	6	20	20	40	60	100
Major III	Management Information System	4	0	4	6	20	20	40	60	100
Minor/Elective	Fintech & Cryptocurrency	3	0	0	3	20	20	40	60	100
Vocational	Digital Literacy	2	0	2	3	20	20	40	60	100
Co-Curricular	Communication Skills	2	0	0	2					
					26					

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Company Law	6	0	0	6	20	20	40	60	100
Major II	Cost Accounting	6	0	0	6	20	20	40	60	100
Major III	Business Ethics & Corporate Governance	3	0	0	3	20	20	40	60	100
	Inventory Management	3	0	0	3	20	20	40	60	100
Minor/ Elective	Environmental Studies	3	0	0	3	20	20	40	60	100

Vocational	Content Writing -I	2	0	2	3	20	20	40	60	100
Co-Curricular	Professional Skills	2	0	0	2					
					26					

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Income Tax Law & Accounts	6	0	0	6	20	20	40	60	100
Major II	Fundamentals of Marketing	6	0	0	6	20	20	40	60	100
Major III	Fundamentals of Entrepreneurship	4	0	4	6	20	20	40	60	100
Minor/Elective	Human Resource Management	3	0	0	3	20	20	40	60	100
Vocational	Content Writing- II	2	0	2	3	20	20	40	60	100
Co-Curricular	Leadership & Managerial Skills	2	0	0	2					
					26					

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Corporate Accounting	5	0	0	5	20	20	40	60	100
	Financial Institutions & Markets	5	0	0	5	20	20	40	60	100
Major II	Principles & Practices of Insurance	5	0	0	5	20	20	40	60	100
	Monetary Theory & Banking in India	5	0	0	5	20	20	40	60	100
Discipline Specific Electives*	Advanced Accounting/ Marketing of Services/ Personnel Management	3	0	0	3	20	20	40	60	100
	Security Analysis & Portfolio Management/ Rural Marketing/ Fundamentals of Industrial Relations	3	0	0	3	20	20	40	60	100
Industrial Training/ Project	Summer Internship	0	0	0	3					
Co-Curricular	Problem Solving & Decision Making	2	0	0	2					
					31					

Subject Description	Subject Name	Credit Units				Evaluation Scheme				
		L	T	P	Total	Internal			External	Total
						MT	TA	Total	ESE	
Major I	Management Accounting	5	0	0	5	20	20	40	60	100
	Auditing	5	0	0	5	20	20	40	60	100
Major II	Goods & Services Tax	5	0	0	5	20	20	40	60	100
	International Financial Management	5	0	0	5	20	20	40	60	100
Discipline Specific Electives*	Advanced Corporate Accounting/Advertising & Sales Management / Organizational Behaviour	3	0	0	3	20	20	40	60	100
	Advanced Cost & Management Accounting/Tourism Marketing / Labour Law	3	0	0	3	20	20	40	60	100
Industrial Training/ Project	Research Project & Viva Voce	0	0	0	3					
Co-Curricular	Communication Skills & Personality Development	2	0	0	2					
					31					

**Note: \*Choose any one discipline from the list of Discipline Specific Electives (Applicable in 5th and 6th Semester)**

**B.Com. (Hons.)**  
**Detailed Syllabus**  
(Academic Year 2022-23)

**B.Com (Hons.)-1<sup>st</sup> Year**  
**SEMESTER –I**  
**Business Management**

**Course Description:** An introduction to the Business Management concepts, principles, and techniques used in decision making and implementing of business ideas. The accounting cycle, various codes of conduct to be followed by the management, reporting of financial position and results of operations for business enterprise are explored.

**Course Objectives:**

- To understand the concept of Business Management along with the basic laws and norms of Business Management.
- To understand the terminologies associated with the field of Business Management and control along with their relevance.
- To identify the appropriate method and techniques of Business Management for solving different problems.
- To apply basic Business Management principles to solve business and industry related problems.

**Course Content:**

**Unit I: Introduction**

Discuss the Management Practices in Indian “Vedas”. Introduction: Concept, Characteristics, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An overview of functional areas of Management; Development of Management Thought; Classical and Neo Classical System; Contingency Approach, System Approach.

**Unit II: Planning & Decision Making**

Planning: Concept, Characteristics, Process, Importance and Types, Criteria of effective planning. Decision Making: Concept, Process, Types and Importance. Management by Objectives. Organisation: Concept, Nature, Process and Significance. Authority and Responsibility Relationships. Centralization and Decentralization. Departmentation. Organizational Structure- Forms.

**Unit III: Organizing and Staffing**

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.

**Unit IV: Direction**

Direction: Concept and Techniques, Coordination as an Essence of Management, Communication- Nature, Process, Importance, Types, Networks and Barriers. Effective Communication. Management of Change: Concept, Nature , Types of Changes and Process of Planned Change, Resistance to Change and methods of reducing resistance to change.

## **Unit V: Controlling**

Controlling: Meaning, Importance and Process, Effective Control System. Techniques of Control. Motivation- Concept, Types, Importance, Theories-Maslow, Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives. Leadership: Meaning, Concept, Functions and Leadership styles, Likert's Four System of Leadership.

### **Course Outcomes (COs):**

CO1. Understand the concept of Business Management along with the basic laws and norms of Business Management.

CO2. Understand the terminologies associated with the field of Business Management and control along with their relevance.

CO3. Identify the appropriate method and techniques of Business Management for solving different problems.

CO4. Ability to apply basic Business Management principles to solve business and industry related problems.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. and Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons, (1970).
5. Jagdish Prakash, "Business Organization and Management", Kitab Mahal publishers, (1997).
6. Agarwal K.K., "Business Organisation and Management".
7. Joshi, G.L., "Vyavasayik Sanghathan Evam Prabandha".

**B.Com. (Hons.)-1<sup>st</sup> Year**  
**SEMESTER –I**

**FINANCIAL ACCOUNTING**

**Course Description:** An introduction to the financial accounting concepts, principles, and techniques used in recording and business transactions. The accounting cycle, the measurement of income and valuation problems, reporting of financial position and results of operations for business enterprise are explored.

**Course Objectives:**

- To familiarize students with the mechanics of preparation of financial statements.
- To enable students understand, analyze and interpret corporate financial statements.

**Course Content:**

**Unit I: Introduction to Financial Accounting**

Shri Kalyan Subramani Aiyar (K.S. Aiyar) 1859-1940 known as father of Accountancy in India. Accounting as an information system; importance, nature, scope, and limitations; users of Accounting information; Accounting Equations.

Generally Accepted Accounting Principles: Concepts and Conventions, Indian and International Accounting Standards.

**Unit II: Accounting Process & Final Accounts**

Nature of Accounts and rule debit and credit; recording transactions in journal; Ledger; cash book; special purpose subsidiary book; purchase & Purchase return book; sales & sales return book; Journal Proper.

Preparation of Final Accounts: Trading Account; profit and loss account; Balance sheet; classification of assets; classification of liabilities; Trial balance and balance sheet; preparation of final accounts with adjustment.

**Unit III: Depreciation**

Depreciation: feature; causes; need and factors determining depreciation; methods of depreciation- straight line method and written down value method.

**Unit IV: Analyzing financial statements**

Objectives of financial analysis; sources of information; standards of comparison; Techniques of financial statement analysis- horizontal analysis; vertical analysis and ratio analysis-Profitability Ratios, Solvency Ratios, Liquidity Ratios and Turnover.

**Unit V: Various Accounts**

Hire Purchase Account - Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense



Account, Payment of Premium, Default in Payment and Partial Returns of Goods.

Installment Payment System - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account.

Branch Accounts - Meaning and Objectives of Branch Account, Importance and Advantages, Classification of Branches, Accounting of Branch Accounts under various Methods.

Insolvency Accounts- Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency, Preparation of Statement of Affairs and Deficiency Account.

### **Course Outcomes (COs):**

CO1. Describe, explain, and integrate fundamental concepts of accounting and finance.

CO2. Analyze and interpret the financial statements.

CO3. Able to report financial position and results of operations for business enterprise.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

- Modern Accountancy: Hanif and Mukherjee Part I & II, Tata McGraw-Hill
- Financial Accounting: Jwaharlal, Himalaya Publishing House
- R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
- Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
- Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.

**B.Com (Hons.)-1<sup>st</sup> Year**  
**SEMESTER –I**

**FUNDAMENTALS OF BUSINESS ECONOMICS**

**Course Description:** This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

**Course Objectives:**

- To familiarize students with the mechanics of Economic environment.
- To enable the students to understand, analyze and interpret economical tools.

**Course Content:**

**Unit I: Introduction**

Famous Economist of India like- Kautilya, Gopal Krishna Gokhale, D.R. Gadgil, Dr. Ram Manohar Lohia, Jawaharlal Nehru and Dr. B.R. Ambedkar etc. Introduction: Nature And Scope Of Business Economics, Meaning, Kinds, Law Of Demand, Law Of Marginal Diminishing Utility, Elasticity Of Demand, Concept And Measurement Of Elasticity Of Demand Price, Incoming Cross, Elasticity Determinants Of Elasticity Of Demand Importance Of Elasticity Of Demand.

**Unit II: Producer and optimal production choice**

Optimizing behaviour in short-run (product curves, law of diminishing marginal productivity, three stages of production), optimizing behaviour in long-run Returns to Scale (isoquants, iso-cost line, optimal combination of inputs). Costs and scale: cost concepts, cost in the short-run, Cost in the long- run

**Unit III: Theory of Cost**

Theory of Cost: Short Run and Long Run Cost Curve Traditional and Modern Approaches. Production Function: Law of Variable Proportion; Properties Ride Line, Optimum Factor Combination And Expansion Path; Return To Scale; Internal And External Economics And Diseconomies.

**Unit IV: Types of Market Structure**

Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market. Perfect Competition: Meaning, Price And Output Determination. B. Monopoly: Meaning And Determination Of Price Under Monopoly; Equilibrium Of A Firm/Industry. C. Monopolistic Competition: Meaning And Characteristics; Price And Output Determination Under Monopolistic Competition.

**Unit V: Business Cycle**

Business Cycle: Various Phases And Its Causes; Theory Of Distribution: Marginal Productivity Theory Of Modern Theory, Wage- Meaning, Determination Of Wage Rate Under Perfect Competition And Monopoly, Rent Concept: Modern Theories Of Rent: Interest Concept- And Theories Of Interest Profit- Concept And Theories Of Profit.

**Course Outcomes (COs):**

CO1. Provide non-specialists economics student with a good introduction to the fundamental principles of Managerial economics.

CO2. Familiarize students to use the concepts to which they are introduced to facilitate analysis of the functioning of the business economy.

CO3. To give students a thorough understanding of the principles of economics that applies to the decisions of individuals--both consumers and producers--within the larger economic system.

#### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

#### **Suggested Readings:**

- Geetika, “Managerial Economics”, McGraw-Hill Education 2nd Ed.
- Thomas & Maurice, “Managerial Economics: Concepts and Applications” (SIE), , McGraw Hill Education, 9th Ed
- Ahuja, H.L, “Managerial Economics”, S.Chand, 8th Ed
- Dwivedi, D.N., “Managerial Economics”, Vikas Publication, 7th Ed
- Mithani, D.M., “Managerial Economics- Theory and Applications”, Himalaya Publications
- Gupta, G., “Managerial Economics”, McGraw-Hill Education (India)Pvt Limited
- Seth, M.L., “Principles of Economics”, Lakshmi Narain Agrawal Educational Publishers, Agra
- Vaish & Sunderm, “Principles of Economics”, Ratan Prakashan Mandir
- Jhingan, M.L., “Managerial Economics -1E”, Vrinda Pub
- Jhingan,M.L., Vyashthi Arthashastra, Vrinda Pub 11. Mishra, J.P., Vyashthi Arthashastra

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –I**

**BUSINESS STATISTICS**

**Course Description:** This course intends to introduce students to business statistics, or the application of statistics in the workplace. Statistics is how we gather, analyze, and interpret data. The course emphasizes understanding the process associated with statistical decisions, defining and formulating problems, analyzing the data, and using the results in decision making.

**Course Objectives:**

- To understand the different basic concept of business statistics.
- To know the concept of Probability and its usage in various business applications.
- To comprehend the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
- To evaluate the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

**Course Content:**

**UNIT I: Descriptive Statistics**

Meaning, Scope, types, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

**UNIT II: Time Series & Index Number**

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. Index Numbers:- Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

**UNIT III: Correlation & Regression Analysis**

Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

**UNIT IV: Probability Theory & Distribution**

Probability: Theory of Probability, Addition and Multiplication Law, Baye's Theorem Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

**UNIT V: Hypothesis Testing& Business Analytics:** Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test) Concept of Business Analytics-

Meaning types and application of Business Analytics, Use of Spread Sheet to analyze data- Descriptive analytics and Predictive analytics.

**Course Outcomes (CO):**

CO1. Compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.

CO2. Evaluate basic concepts of probability and perform probability theoretical distributions.

CO3. Apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test

CO4. Demonstrate understanding of statistical thinking and data analysis techniques for decision-making under uncertainty.

**Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

**Suggested Readings:**

- G C Beri – Business Statistics, 3rd ed, Tata McGrawHill.
- Chandrasekaran & Umavathi-Statistics for Managers, 1st edition, PHI Learning
- Davis , Pecar – Business Statistics using Excel, Oxford
- Ken Black – Business Statistics, 5th ed., Wiley India
- Levin and Rubin – statistics for Management, 7th ed., Pearson
- Lind, Marchal, Wathen – Statistical techniques in business and economics, 13th ed, McGrawHill
- Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson

**B.Com (Hon.)-1<sup>st</sup> Year**  
**SEMESTER –I**

**INTRODUCTION OF BUSINESS ENVIRONMENT**

**Course Description:** The course describes the business environment of different nations, the legal, economic, political, sociocultural, technological environment of India and other nations globally and how they affect the economy and business environment.

**Course Objectives:**

- To develop understanding and provide knowledge about business environment to the management students.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- To provide knowledge about the Indian and International business environment

**Course Content:**

**UNIT I: Introduction**

Meaning, Definition, Nature & Scope, Objectives of Business: Economic&Social, Types of Business Organizations, Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment. Introduction to Micro-Environment – InternalEnvironment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, External Environment: Firm, customers, suppliers, distributors, Competitors, Society, Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal; Difference between macro and microenvironment.

**UNIT II: Economic, Political and Legal environment Role of government in Business, Legal framework in India**

Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Competition Act and FEMA, Monetary and fiscal policies RBI-Role and functions, Regulations related to Capital Markets, Role of SEBI and working of stock Exchanges.

**UNIT III: Social and Cultural Environment**

Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit and Social Responsibility of Business Competitive Environment – Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies.

**UNIT IV: Technological Environment**

Innovation, technological leadership and followership impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

**UNIT V: International Environment**

International forces in Business Environment, SEZ, EPZ, GATT/ WTO, Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market

entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India, FDI Policy.

### **Course Outcomes (CO):**

CO1. Develop understanding and fundamental knowledge about business environment

CO2. Analyze various categories that constitute the business environment and apply various approaches that are helpful to manage both the internal and external environment of the business.

CO3. Apply the various types of policies in the economic environment and analyze the impact on organization structures.

CO4. Develop the understanding of technological, demographic social, and cultural factors that play an important part in an organization's functioning and to evaluate the recent trends in the environment of the firm.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

- Francis Cherunilam- Business Environment, Himalaya Publishing House.
- V. Neelamegam – Business Environment (Vrinda Publications, 2nd Edition)
- Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
- Ian Brooks, Jamie Weatherstom and Graham Wilkinson- International Business Environment.

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –I**

**COMPUTER APPLICATIONS IN MANAGEMENT**

**Course Description:** The objective of this course is to make the students familiarize with computer and its applications in the relevant fields and expose them other related fields of management

**Course Objectives:**

- To explain the importance of computer in the business, practices of different applications.
- To understand how knowledge of computer application Supports the business processes and operations of an organization and help decision-making by employees and managers.

**Course Contents**

**Unit I: Introduction to computers in business**

Computer: An Introduction- Computer in Business, Elements of Computer System Set-up; Indian computing Environment, components of a computer system, Generations of computer and computer languages; Software PC- Software packages- An introduction, Disk Operating system and windows: Number systems and codes.

**Unit II: Data Base Management**

Relevance of Data Base Management Systems and Interpretations of Applications; DBMS system Network, Hierarchical and relational database, application of DBMS systems

**Unit III: Data processing**

Data Base Language, dbase package, Basics of data processing; Data Hierarchy and Data file structure, Data files organizations; Master and Transaction file. Programme development cycle, Management of data, processing systems in Business organization.

**Unit IV: Word Processing**

Word processing: Meaning and role of word processing in creating of document, Editing, formatting and printing document using tools such as spelling checks, Data Communication Networking-LAN& WANS.



## **Unit V: Computer Network**

Types of Network; Network Topologies; Network Protocol; OSI and TCP/IP model ; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines.

### **Course Outcomes (COs):**

CO1. Understand the importance of computer application in management in the day-to-day working of organizations

CO2. Learning and applying computer learning and understanding in managerial decision making.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

1. Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, New Delhi
2. Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay
3. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay
4. Computer Fundamentals by B.Ram, New Age Int.
5. Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition,

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –I**

**UNIVERSAL HUMAN VALUES**

<b>Course objective:</b>		
The present course deals with the meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potential.		
Credits: 2	Co-curricular	
Max. Marks: 100	Min. Passing Marks: 40	
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<p><b>Love and Compassion</b></p> <p>Introduction: What is love? Forms of love — for self, parents, family, friend, spouse, community, nation, humanity and other beings — the living and the non-living.</p> <p>Love and compassion and inter-relatedness.</p> <p>Love, compassion, empathy, sympathy and non-violence.</p> <p>Individuals who are remembered in story and literature including local folklore.</p> <p>Practicing love and compassion: What will learners gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?</p> <p>Sharing learner's individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p> <p><b>Truth</b></p> <p>Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others)</p> <p>Individuals who are remembered in history for practicing this value.</p>	8

	<p>Narratives and anecdotes from history and literature including local folklore.</p> <p>Practicing Truth: What will learners learn or gain if they practice truth? What will learners lose if they don't practice it?</p> <p>Individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	
<p><b>II</b></p>	<p><b>Non-violence</b></p> <p>Introduction: What is non-violence? Its need. Love, compassion, empathy, sympathy for others as prerequisites for non-violence.</p> <p>Ahimsa as non-violence and non-killing.</p> <p>Individuals and organizations that are known for their commitment to non-violence.</p> <p>Narratives and anecdotes about non-violence from history and literature, including local folklore.</p> <p>Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it?</p> <p>Sharing individual and/or group experience(s) about non-violence.</p> <p>Simulated situations.</p> <p>Case studies.</p> <p><b>Righteousness</b></p> <p>Introduction: What is righteousness?</p> <p>Righteousness and dharma, righteousness and propriety.</p> <p>Individuals who are remembered in history for practicing righteousness.</p> <p>Narratives and anecdotes from history and literature, including local folklore.</p> <p>Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?</p>	<p>7</p>

	<p>Sharing learners' individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	
<b>III</b>	<p><b>Peace</b></p> <p>Introduction: What is peace? Its need, relation with harmony, and balance.</p> <p>Individuals and organizations that are known for their commitment to peace.</p> <p>Narratives and anecdotes about peace from history and literature, including local folklore.</p> <p>Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it?</p> <p>Sharing learner's individual and/or group experience(s) about peace.</p> <p>Simulated situations.</p> <p>Case studies.</p> <p><b>Service</b></p> <p>Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings — living and nonliving, persons in distress or disaster.</p> <p>Individuals who are remembered in history for practicing this value.</p> <p>Narratives and anecdotes dealing with instances of service from history and literature, including local folklore.</p> <p>Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it?</p> <p>Sharing learners' individual and/or group experience(s) regarding service.</p> <p>Simulated situations.</p> <p>Case studies.</p>	9
<b>IV</b>	<p><b>Renunciation (Sacrifice)</b></p>	7

	<p>Introduction: What is renunciation? Renunciation and sacrifice. Self-restraint and Ways of overcoming greed. Renunciation with action as true renunciation.</p> <p>Individuals who are remembered in history for practicing this value.</p> <p>Narratives and anecdotes from history and literature, including local folklore.</p> <p>Practicing renunciation and sacrifice: What will learners learn/gain if they practice renunciation and sacrifice? What will learners lose if they don't practice it?</p> <p>Sharing learners' individual and/or group experience(s).</p> <p>Simulated situations.</p> <p>Case studies.</p>	
<p><b>V</b></p>	<p><b>Constitutional Values, Justice and Human Rights</b></p> <p>Part A: Fundamental Values</p> <p>Part B: Fundamental Rights</p> <p>Part C :Fundamental Duties</p>	<p>9</p>
<p><b>Suggested Readings:</b></p> <p>Basham, A.L. 1954. First edition. The Wonder That Was India. London: Picador Press.</p> <p>Ghosh, Shantikumar. 2004. Universal Values. Kolkata: The Ramakrishna Mission.</p> <p>Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram.</p> <p>Joshi, Kireet. 1997 Education for Character Development. Delhi: Dharma Hinduja Centre of Indic Studies.</p> <p>Joshi, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.</p> <p>Mookerji, Radha K. 1989 Ancient Indian Education. Delhi: Motilal Banarsidass</p> <p>Patra, Avinash. 2012. The Spiritual Life and Culture of India. London: Oxford University Press.</p> <p>Saraswati, Swami Satyananda. 2008. Asana Pranayama Mudra Bandha. Munger: Bihar School of Yoga</p>		

**Course Outcome:**

The learners will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualization.
3. Become conscious practitioners of human values.
4. Realize their potential as human beings and conduct themselves properly in the ways of the world

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –II**

**BUSINESS ORGANISATION**

**Course Description:** An introduction to the concept of Sole Proprietorship, Partnership and Joint Stock Company etc. The Business Organisation principles to solve business and industry related problems, reporting of financial position and results of operations for business enterprise are explored.

**Course Objectives:**

After completing this course a student will have:

- Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation.
- Ability to understand the terminologies associated with the field of Business Organisation along with their relevance.
- Ability to identify the appropriate types and functioning of Business Organisation for solving different problems.
- Ability to apply basic Business Organisation principles to solve business and industry related problems.

**Course Content:**

**Unit I: Introduction to Business organisation**

Business: Concept, Meaning, Features, Stages of development of business and importance of business; Classification of Business Activities; Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organisation; Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics.

**Unit II: Promotion of Business**

Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman; Forms of Business Organisation: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

**Unit III: Plant Layout and Location**

Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location; Plant Layout –: Meaning, Objectives, Importance, Types and Principles of Layout; Factors Affecting Layout. Size of Business Unit–: Criteria for Measuring the Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size

**Unit IV: Business Combination and Rationalisation**

Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation.

### **Unit V: Organization Process**

Organization Process: Importance, Principles, Types of Organization Structure, Centralization and Decentralization, Committees, Departmentation, Delegation of Authority.

### **Course Outcomes (COs):**

CO1: Understanding the concept of Business Organisation along with the basic laws and norms of Business Organisation.

CO2: Identification of the appropriate types and functioning of Business Organisation for solving different problems

CO3: Application of basic Business Organisation principles to solve business and industry related problems.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

- Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
- Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
- Sherlekar, S.A. & Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
- Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
- Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers



**B.Com (Hons.)-1<sup>st</sup> Year**  
**SEMESTER –II**

**FINANCIAL MANAGEMENT**

**Course Description:** This course introduces current financial concepts and tools towards money management in organizations participating in the local and global economies. The course covers the current best practices in financial analysis and planning through the application of financial concepts. These include financial performance ratios, time value of money, financial markets and institutions, securities and valuation of firms, cost of capital, risks and return, long-term financial budgeting and working capital management.

**Course Objectives:**

- To develop adequate level of knowledge of broad areas of financial decisions.
- To introduce the students the basic techniques and methods of Financial Management of Organizations.
- To evaluate various capital structure techniques and selecting best source of finance.
- To analyze various dividend models and its applicability.
- To acquaint students about corporate valuation in mergers and acquisitions.

**Course Content:**

**Unit I: Introduction**

Nature And Scope, Finance Function, Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Finance Decisions, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function. Concept of Time Value of Money, present value, future value, and annuity Risk & Return: Concept of Risk - Systematic & unsystematic risk – their sources and measures.

**Unit II: Capital Budgeting:**

Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

**Unit III: Financing Decision**

Capital Structure, Relevance and Irrelevancy theory; Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference.

**Unit IV: Dividend Decision**

Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.

### **Unit V: Mergers and Acquisition**

Introduction, Exchange Ratio, Synergy Benefits, Post Merger EPS, Post Merger Price of share, Required rate of return of merged company, De-Merger.

### **Course Outcomes (CO):**

CO1. Understand the different basic concept / Models of Corporate Finance and Governance.

CO2. Understand the practical application of time value of money and evaluating long term investment decisions.

CO3. Develop analytical skills to select the best source of capital, structure and leverage.

CO4. Understand the use and application of different models for firm's optimum dividend pay-out.

CO5. Understand the recent trends of mergers and acquisition and its valuation.

### **Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

### **Suggested Readings:**

- Pandey, I.M: Financial Management. 9th Ed. Vikas Publishing.
- Khan and Jain: Financial Management. McGraw Hill.
- Prasanna Chandra: Financial Management. McGraw Hill.
- Breabley R.A. and S.C. Myers: Principles of Corporate Finance, McGraw Hill, 6th Ed.
- V.Saran, Financial Management, PHI.

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –II**

**MANAGEMENT INFORMATION SYSTEM**

**Course Description:** This course introduces students to information systems. It provides comprehensive knowledge to students as to why information systems are so important for business and management; evaluate the role of various types of information systems and their relation with each other.

**Course Objectives:**

- To help the students understand the importance of information management in business and management
- To provide understanding about different types of information systems in business
- To understand various security and ethical issues with Information Systems

**Course Content:**

**Unit-I:**

**Management Information System:** Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon's Model in Information System – Major Trends in Information Technology.

**Unit-II:**

**Managerial Decision Making:** Decision Making Process – Relationship between Decision-Making and MIS –Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. System and Design; Systems Development Initiate

**Unit-III:**

**Different Methodologies:** System Life Cycle Design - Prototype Approach - System Implementation.

**Unit-IV:**

**Decision Support System:** Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS.

**Unit-V:**

**Database Management System:** Sources of Data – Architecture of Database Management System - Data Models – Implementation - DGMS.

**Course Outcomes (COs):**

CO1. Understand basic concepts of MIS and business functions.

CO2. Evaluate effectiveness of decision making and its relation with MIS.

CO3. Understand characteristics and capabilities of DSS.

CO4. Analyze different methodologies of MIS.

**Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

**Assessment 1 -05%**

**Assessment 2 -05%**

**Mid-term exam -20%**

**Assessment 3 -05%**

**Assessment 4 -05%**

**Total Internal Assessment -40%**

**Suggested Readings:**

- Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
- Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
- C.S.V. Murthy, Management Information System, Himalaya Publishing House

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –II**

**FINTECH & CRYPTOCURRENCY**

**Course Description:** Financial technology (FinTech) is revolutionary and rapidly changing the financial service industries. This course introduces various concepts of FinTech such as blockchain, cryptocurrencies (e.g., Bitcoin and Ethereum), alternative lendings, etc.

**Course Objectives:**

- To develop a broad understanding of the recent FinTech development and its impact in the financial industries.
- To understand how cryptocurrency (mainly Bitcoin and Ethereum) works.
- To analyze the working of Smart Contracts

**Course Content:**

**Unit -I:**

**Introduction to FinTech:** Recent developments, Major areas in FinTech, Future prospects and potential issues with FinTech

**Unit -II:**

**Digital Finance and Alternative Finance:** A Brief History of Financial, Innovation, Digitization of Financial Services, FinTech & Fund; Alternative Finance, Alternative lending, Crowdfunding - Regards, Charity and Equity, P2P and Marketplace Lending.

**Unit -III:**

**BitCoin and Cryptocurrency:** What is Bitcoin, The Bitcoin Network, The Bitcoin Mining Process, Mining Developments, Bitcoin Wallets, Decentralization and Hard Forks, Introduction to Ethereum and Ethereum Virtual Machine (EVM), Merkle Tree, Double-Spend Problem, Blockchain And Digital Currency, Transactional Blocks, Impact of Blockchain Technology on Cryptocurrency

**Unit -IV:**

**Cryptocurrency Regulation:** Stakeholders, Roots of Bit coin, Legal Aspects-Cryptocurrency Exchange, Black Market and Global Economy. Applications: Internet of Things, Medical Record Management System, Domain Name Service and future of Blockchain.

**Unit -V:**

**FinTech Regulation and RegTech:** FinTech Regulations, Evolution of RegTech, RegTech Ecosystem: Financial Institutions, RegTech Ecosystem: Startups, RegTech Startups: Challenges, RegTech Ecosystem: Regulators

**Course Outcomes (COs):**

CO1. Understand recent FinTech developments and analyze their impact on the

financial service industries

CO2. Describe the technologies underlying cryptocurrencies

CO3. Understand alternative lending, P2P technologies, and assess their impact on traditional banking and payment industries

**Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

<b>Assessment 1</b>	<b>-05%</b>
<b>Assessment 2</b>	<b>-05%</b>
<b>Mid-term exam</b>	<b>-20%</b>
<b>Assessment 3</b>	<b>-05%</b>
<b>Assessment 4</b>	<b>-05%</b>
<b>Total Internal Assessment</b>	<b>-40%</b>

**Suggested Readings:**

- Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction, Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, Princeton University Press, ISBN-13: 978-0691171692.
- Ethereum: Blockchains, Digital Assets, Smart Contracts, Decentralized Autonomous Organizations, Henning Diedrich, CreateSpace Independent Publishing Platform, ISBN-13: 978-1523930470.
- Blockchain Applications: A Hands-on Approach, Arshdeep Bahga and Vijay Madisetti, Vpt, ISBN-13

**B.Com (Hons.)-1<sup>st</sup> Year  
SEMESTER –II**

**DIGITAL LITERACY**

**Course Description:** This course introduces students to the practical aspects of information technology in terms of awareness about digital world. It provides comprehensive knowledge to students about IT regulatory frameworks for business and management. It will equip learners with the competencies in the use of digital technology.

**Course Objectives:**

- To help the students understand the importance Cyber security
- To provide understanding about different types of IECT.
- To understand various concepts like E-governance, Digital signatures.
- 

**Course Content:**

**Unit-I:**

**Cyber Security:** Basic concepts of threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies; security mechanisms;

Data Security and protection: concept, creating strong passwords; “In private Browsing”, identifying secure website, clear cookies.

Secure web site: https, lock symbol; Security Considerations: Security threats from web sites like: viruses, worms, Trojan horses, spyware. malware;

Netiquettes; – Netiquettes; Awareness about receiving fraudulent and unsolicited e-mail; phishing, Recognize attempted phishing; – Basics of Software Licensing , Overview and understanding of IT Act 2000

**Unit-II:**

**PC Maintenance, Security and Troubleshooting:** Inbuilt PC Security, tools, Securing documents, Antivirus, Upgrading Operating System and Application software. security; Cleaning the monitor, keyboard, CPU; – Deleting unnecessary programs and files: Disk cleanup, deleting toolbars; defrag hard drive; – Computer Maintenance Programs: Ccleaner, myDefrag, Spinrite etc.; – Basic troubleshooting: restart computer, checking cables, uninstalling a software, start windows in safe mode etc.

### **Unit-III:**

**Latest Trends in IECT:** E-governance, Multimedia and Entertainment; → Project Management using IT tools & related applications → Introduction to Cloud Computing: What is cloud computing, Properties & Characteristics, Service models, Deployment models; Concepts of: IaaS (Infrastructure as a Service), PaaS (Platform as a Service), SaaS (Software as a service), DaaS (Desktop as a Service). → Introduction to Mobile Computing, its components and characteristics. → Digital signature: definition as per ITA 2000, Digital signature; role of certifying authorities: Digital Certificates and their uses, Certifying Authority regulation in India, Obtaining a trial version of a Digital Certificate; legal aspect covering digital signatures in India

### **Unit-IV:**

**E-Governance: Applications of IECT:** Definition of e-Governance, Pillars of e-Governance, Infrastructure for eGovernance, Mission Mode Projects (At least 5), Familiarization with terminology like change management, processing engineering, Govt. Processing engineering and Governance, eGovernance project life cycle, electronically delivery of services, messaging system and case study of any 5 public utility portal related with the Department (especially, public grievance redressal system, RTI, Vigilance, Department working and financial inclusion, linkage with Aadhar etc.)

### **Unit-V:**

**Application of Digital Financial Services:** Banking products-ATM card, Rupay Card, Banking Instruments-Cheque, Demand Draft (DD), Currency Notes, Banking Services Delivery Channels, Know Your Customer (KYC), Opening of bank account and documents required, Types of bank accounts, Bank's services including remittances, loan, mobile banking, Overdraft, Pension etc. Pradhan Mantri Jan Dhan Yojana (PMJDY), Social Security Schemes-Atal Pension Yojana (APY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Mudra Yojana (PMMY).

### **Course Outcomes (COs):**

- CO1. Understand basic concepts of cyber security and functions.
- CO2. Evaluate effectiveness of decision making and its relation Digital finance.
- CO3. Understand characteristics and capabilities of IECT .
- CO4. Analyze different methodologies of Digital Signatures.



**Assessment Method:**

**(Continuous Internal Assessment =40%, End Semester Examination =60%)**

**Assessment 1            -05%**

**Assessment 2            -05%**

**Mid-term exam        -20%**

**Assessment 3            -05%**

**Assessment 4            -05**

**Total Internal Assessment   -40%**

**Suggested Readings:**

- Aiken Mary, The Cyber effects, 1<sup>st</sup> Edition.
- C.S.V. Murthy, Management Information System, Himalaya Publishing House
- Sinha R.P. , E-governance in India , 2006

**BCOM-1<sup>st</sup> Year  
SEMESTER –II**

**COMMUNICATION SKILLS**

<b>Course objectives:</b>		
1. Identify common communication problems that may be holding learners back.		
2. Identify what their nonverbal messages are communicating to others.		
3. Understand the role of communication in the teaching-learning process.		
Credits: 2		Co-curricular
Max. Marks:100(60+40)		Min. Passing Marks: 40
Total No. of Lectures-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	<ul style="list-style-type: none"> <li>• Communication - Definition, importance, objectives</li> <li>• 7 Cs of Communication</li> <li>• Influence of barriers in the process of communication</li> <li>• Importance of cross-cultural awareness in communication</li> <li>• Influence of non-verbal cues in the process of communication</li> </ul>	6
II	<ul style="list-style-type: none"> <li>• Techniques of Effective Listening</li> <li>• Listening and Comprehension</li> <li>• Probing Questions</li> <li>• Barriers to Listening</li> </ul>	6
III	<ul style="list-style-type: none"> <li>• Pronunciation</li> <li>• Enunciation</li> <li>• Vocabulary</li> <li>• Fluency</li> <li>• Common Errors</li> </ul>	6
IV	<ul style="list-style-type: none"> <li>• Techniques of Effective Reading</li> <li>• Evaluating These Ideas and Information</li> <li>• Interpret the Text</li> </ul>	6
V	<ul style="list-style-type: none"> <li>• Clearly State the Claims</li> <li>• Avoid Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues</li> <li>• Provide Background Information</li> <li>• Effectively Argue the Claim</li> </ul>	6
<b>Suggested Readings:</b>		
Pedagogy: Instructor-led Training, Supplemented by Online Platform (SWAYAM)		
Materials: Teaching and Learning		
Assessment: Paper-based or Online Assessment		

**Course Learning Outcome:**

1. Participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.