St. Joseph's College of Commerce (Autonomous)

163, Brigade Road, Bengaluru - 560 025

Accredited with 'A++' Grade (4th Cycle) by the National Assessment and Accreditation Council (NAAC)

Recognized by the UGC as "COLLEGE WITH POTENTIAL FOR EXCELLENCE"



Bachelor of Commerce [Industry Integrated] Semester I & II

Syllabus as per State Education Policy 2024

Curriculum Framework w.e.f., 2024-2025

Academic Year 2025 – 2026 Batch 2025- 2028

St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 55th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2024 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce, Business Administration Arts and Science. Under Commerce Studies it offers B. Com, B. Com (Professional-International Accounting and Finance), B. Com (BPM- Industry Integrated), B. Com (Travel and Tourism), B. Com (Analytics), B. Com (Professional - Strategic Finance), M. Com (Finance & Taxation/ Marketing & Analytics), M. Com (International Business) & M. Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). Under Arts it offers BA (English, Communicative English and Psychology) and Under Science it offers B.Sc (Economics, Mathematics and Data Analytics). The college also offers five one-year Post Graduate Diploma programmes.

The B.Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics and Auditing along with a choice of Cost Accounting, Finance, Business Analytics, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions.

Objectives of the Programme

- 1. To provide conceptual knowledge and application skills in the domain of Commerce studies.
- 2. To provide knowledge in all the areas of business to be able to meet expectations of Commerce, Trade and Industry.
- 3. To sharpen the students' analytical and decision-making skills.
- 4. To provide a good foundation to students who plan to pursue professional programmes like CA, ICWAI, ACS, CFA and MBA.
- 5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
- 6. To develop entrepreneurship abilities and managerial skills in students so as to enable them to establish and manage their own business establishments effectively.
- 7. To develop ethical business professionals with a broad understanding of business from an interdisciplinary perspective.

I. Eligibility for Admission

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. Duration of the Programme

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Commerce (REGULAR) – B.COM- Regular.

I. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

II. ATTENDANCE

- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.
- A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.

III. TEACHING AND EVALUATION

M.Com/MBA/MFA/MBS/MTA graduates with B. Com, B.B.A & B.B.S as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters except languages, compulsory additional courses and core Information Technology related courses, Skill based, Value Based and Foundation courses, mentioned in this regulation. These courses shall be taught by the graduates as recognized by the respective Board of Studies.

IV. SCHEME OF EXAMINATION

ACADEMIC EVALUATION UNDER STATE EDUCATION POLICY (SEP) (EFFECTIVE FROM ACADEMIC YEAR 2024-2025)

The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment). Assessment for UG Students under SEP will be as follows:

Type of Assessment	Assessment Component	Allotted Marks		
Continuous Internal	CIA I (Test)	10 Marks		
Assessment / Formative Assessment	CIA II (Skill-based Assessment)	10 Marks		
ASSESSMEN	Mid-Term Exam	20 Marks		
Total	40 marks (scaled down to	20 marks)		
End-Semester Examination / Summative Assessment	End-Semester Examination (For three hours duration)	80 Marks		
TOTAL		100 Marks		

A. Additional Details

• Mid-Term Exam: The mid-term exam covers at least 40-50% of the syllabus

- and has duration of one hour.
- Continuous Internal Assessment (CIA) Activities: CIA activities are designed with clear objectives, modalities, assessment rubrics, and outcomes.

B. CIA improvement

There is **no provision for enhancing CIA marks** for UG students once the semester ends.

Attendance requirement for taking ESE

- The University Grants Commission (UGC) mandates a minimum of 75% attendance in each course to be eligible to write the End Semester Examinations (ESE).
- There is no provision for condonation of attendance under the UGC Act.

VII. Minimum for a pass

- Minimum Pass Marks in Final Examination: A minimum of 40 percent is required in each course in the End Semester Exams. The student must score at least 32 marks out of 80 in the End Semester Examination (ESE).
- Overall Pass Requirement: The aggregate of Continuous Internal Assessment (CIA) and End Semester Examination (ESE) should also be a minimum of 40 percent. Out of 100 marks, a student must secure at least 40 marks in each course to qualify as passed inclusive of minimum 32 marks out of 80 in End Semester Exam.

VIII. Grading System for Choice Based Credit System (CBCS)

The modalities and operational details are given below:

• **Grade Points**: The College adopts a ten-point grading system. The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

%	95 - 100	90 -	85 -	80 -	75 -	70 -	65 -	60 -	55 -	50 -	45 -	40 -	Below
Marks		94	89	84	79	74	69	64	59	54	49	44	40
Grade	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0
Point													

Credits: Credits are assigned to courses based on the following broad classification:

Courses Category	Instruction	Credits
Courses category	Hours/week	Cicuits

Languages	3 Hours	3
Major Core	4 Hours	4
Skill Enhancement Courses	1-4 Hours	1-4
Compulsory Courses	1-2 Hours	1-2

Grade point calculation

• Semester Grade Point Average (SGPA): The SGPA is calculated as the sum of the product of the credits and the grade points scored in all courses, divided by the total credits.

SGPA = Total of (Credits Earned X Grade Points) ÷ Total of Corresponding Credits

- Minimum SGPA required for a pass is 4.5.
- If a student has not passed in all courses or is absent, the SGPA is not assigned.
- Cumulative Grade Point Average (CGPA): The CGPA is the weighted average of all the courses taken by a student across all semesters of a programme.

CGPA = Σ Total Credits in the Semester × SGPA ÷ Total Credits of the Courses

Note: SGPA and CGPA will be rounded off to two decimal places.

Interpretation of SGPA/CGPA and Classification of Final Result

Grade Points	% of Marks	Grade	Result/Class Description
9.00-10.00	85 - 100	0	Outstanding
8.00-8.99	75 - 85	A+	First Class Exemplary
7.00-7.99	65 - 75	A	First Class Distinction
6.00-6.99	55 – 65	B+	First Class
5.50-5.99	50 -55	В	High Second Class
5.00-5.49	45 - 50	С	Second Class
4.50 -4.99	40 - 45	Р	Pass Class

Below 4.5 Below 40 RA To Re-Appear	
------------------------------------	--

IX. PATTERN OF ESE QUESTION PAPER UNDER SEP

The End Semester Examination (ESE) question paper under SEP will include questions that assess both Lower Order Thinking Skills (LOTS) and Higher Order Thinking Skills (HOTS). The difficulty level of the question paper will be distributed as follows: 40% easy, 30% difficult, and 30% very challenging.

Duration: 3 HoursMaximum Marks: 80

The question paper pattern will be as follows:

Sections	Marks per Question	Number of Questions	Total Marks
Section A	2 marks	5 questions (out of 7)	10 Marks
Section B	5 marks	4 questions (out of 6)	20 Marks
Section C	12 marks	3 questions (out of 5)	36 Marks
Section D	14 marks	1 question (Case Study)	14 Marks
Total			80 Marks

X. REVALUATION AND RETOTALING

Requests for **revaluation**, **retotalling**, and **photocopies of the answer book** for the End-Semester Examination (ESE) must be submitted to the Controller of Examination along with the prescribed fee within two weeks from the declaration of results.

XI. Absence during End Semester Examination

If a student misses the End Semester Examination, they will be marked as "Absent" and will be required to take the supplementary examination for that course during the next available opportunity only.

XII. Malpractice

Students will be dealt severally in case if they are found guilty of any malpractices during examination. The college has zero tolerance towards any kind of foul-means adopted to secure marks in the exams.

Programme Outcomes (PO's)

After the completion of the **B.Com** (**Regular**) Programme, the student will be able to:

PO1: Disciplinary and Inter - disciplinary Knowledge

Demonstrate the **understanding** of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO2: Decision making Skill

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.

PO3: Integrated problem-solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation

PO4 Critical thinking Skill

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

PO5 Creative thinking Skill

Develop, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work

PO6: Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

PO7 Leadership and team work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO8 Ethical Conduct & Sustainability Practices

Act responsibly and sustainably at local, national, and global levels

PO9 Collaboration & Networking Skill

Work collaboratively and respectfully as members and leaders of diverse teams

PO10 Self-directed and Life - Long learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

Programme Specific Outcomes (PSO's)

PO11 Redesigning the Business Process Management

Develop, report, display and alert mechanism drawn from process data from the Business Process Management Service/Software and use these data methods to adapt the process.

PO12 Business Process Management as a Career option

Apply the competencies and creativity required to undertake Business Process Management as a desirable and feasible career option.

Course Matrix

			STRY INTEGRA				
_	PROG	RAMME MAT	TRIX AS PER ST	TATE EDUCA	TION POLIC	C Y	
Course Category/ Semester	I	II	III	IV	v	VI	TOTAL
		Γ	Part A : Langu		I	1	
Language	Lang I	Lang I	Lang I	Lang I	-	-	
4 Hrs - 3 Crs Part A	Lang II	Lang II	Lang II	Lang II	_	-	
Credits	6 Crs	6 Crs	6 Crs	6 Crs	-	-	24
	T	Par	t B: Discipline Spe	cific Courses	T	I I	
	Financial Accounting	Cost Accounting	Financial Management	Costing for Business Decision	Management Accounting	Supply Chain Management	
Major Core	Principles of Management	Marketing Management	Retail and Market Research	Human Resource Management	Income Tax I	Income Tax II	
Courses 4 Hrs - 4 Crs	Business Economics	Business Law	Company Law & Secretarial Practices	Campus to Corporate	Capital Markets for BPS	Goods And Services Tax	
	Business Mathematics and Statistics	Finance and Accounting for BPS	Insurance for BPS	Banking for BPS		Managing Business Process	
Major Elective Courses 4 Hrs - 4 Crs	-				Elective I	Elective II	
Part B	16	16	16	16	16	20	100
Credits		Part C : Skill E	nhancement Cours	es/Activities			
Skill Based Courses		MOOCs / Swayam Course	Introduction to Spreadsheets	Data Visualisation through Power BI (2 Crs)	Research Methodology (4 Crs)	Social Internship (2 Crs)	
/Activities 2 Crs		(1 Cr)	(2crs)	MOOCs / Swayam Course (1 Cr)	Research Project (4Crs)	Corporate Internship (2Crs)	
Value Added Courses 1Cr	Courses			Extracurricular Activities/Asso ciation/Sports (1Cr)		Extention Activities (1 Cr)	
Part C Credits		2 Crs	2 Crs	4 Crs	8 Crs	5 Crs	21
		Part D:	Foundation/ Com	plusory Courses			
Foundation/ Compulsory	Psychological Well being (1Cr)	Constitutional	Environmental	-	-	-	
Courses	Constitutional	Value II (2 Crs)	studies (2Crs)				
2Hrs/ 2Crs	Value I (2 Crs)						
Part D Credits	Value I (2 Crs) 3 Crs	2 Crs	2 Crs				7

B. Com BPM Course

COURSE STRUCTURE

CORE SUBJECTS

SEMESTER - I

Course Code	Title of the Course	Category	Lecture Hours per week	CIA	ESE	Total Marks	Credits
C3 24 GE 101	General English	Language	3	20	80	100	3
C3 24 KN 101	Kannada					100	
C3 24 HN 101	Hindi	Language	3	20	80		3
C3 24 AE 101	Additional English	0 0					
C3 24 MC 101	Financial Accounting	Major Core	4	20	80	100	4
C3 24 MC 102	Principles Of Management	Major Core	4	20	80	100	4
C3 24 MC 103	Business Economics	Major Core	4	20	80	100	4
C3 24 MC 104	Business Statistics and Mathematics	Major Core	4	20	80	100	4
UG 24 FC 101	Psychological wellbeing	Compulsor y course	2	25	-	25	1
UG 24 CC 101	Constitutional values I	Compulsor y course	2	10	40	50	2
Total credits							25

Department of Commerce Programme: BCom [BPM]

Semester	Course Code	Course Title	Course Duration	Course Type	Teachi Hours weel	Per	Credits					
I	C3 24 MC 101	FINANCIAL ACCOUNTING	60	Practical	4		4					
Course	The course ain	The course aims to equip the students with the conceptual knowledge and skills										
Objectives:	required to p organizations.	required to prepare and evaluate financial statements of different business										
Course	After completi	on of the course, the	e students w	ill be able to	o:	T	K					
Outcomes:						Level s:	levels					
CO1		concepts, convention concepts oper the framework o			inancial	T2	K3					
CO2	Prepare Journa as per Ind AS 8	l, Ledger and trial ba and 10.	alance and re	ectification o	of errors	Т3	K4					
CO3		ancial Statements orporating all the ne			ip and	T5	K4					
CO4	112	nat of the presentation of			t as per	Т3	K4					
CO5	Prepare Cash fl	ow statements as pe	r old and ne	w methods.		Т3	K4					
CO6	Evaluate firm's and Trend Ana	Profitability and Li	iquidity by ι	using Ratio	analysis	Т6	K4					
Module 1	Conceptual Fra	J				10 Hou	rs					
accounting a Mandatory A	and Accounting Applicability - Pl	Sole proprietor, P Equation. Applica hase I, II, III and IV petence and care, cor	ability of Ir . Role of acc	nd AS – V countant – H	oluntary Ethical va	Adopti lues – Ir	on and					
Module 2	Accounting Pro		macritianty,	110103310114	1 beliavie	10 Hou	rs					
	rocess – Journal	(including transaction (including transaction)				nd sales),						
Module 3	Financial State	ments				15 Hou	rs					
Ongoing tran free sample, Interest on lo before and af	sactions- Goods Prepaid expense an, Provision fo ter charging such	ements- Profit & Los & cash withdrawn es, Outstanding exp r Bad debts and Do n commission. (Sole	by proprieto enses, Intero oubtful debts	er, goods los est on capit s, Depreciati	t by fire, al, Intere ion, Com	goods is st on dr mission	sued as awings, payable					
Module 4		ncial Statements				5 Hours						
		ts – Objectives, Fori Act, 2013 (Amended		resentation	of Financ	cial State	ment as					
Module 5	Preparation an	d Presentation of Ca	ash flow Sta	tement		10 Hou	rs					
0	identification of	fication of Activities activities under Indi	rect method)	0	nt and Fi	nancing 10 Hou	` 1					
Introduction	to Ratios - Comp	Statement Analysis outation of ratios bas n of ratios] - Trend	sed on liquid	ity, Solvenc	y, Activit							

Skill Devel	opment:
1	Generate financial statements using Tally.
2	Prepare and present a summary on a company's published annual report which includes profitability analysis, financial position, cash position and accounting policies.
3	Compute the profitability ratios, turnover ratios and solvency ratios on the published financial statement of a company of your choice.
4	Compare and analyse the profitability ratios, solvency ratios between two companies using published financial statements.
5	Analyse a cash flow statement with from published annual report.
Book for Re	eference:
1	Jain, S. P., & Narang, K. L. (2022). Advanced Accounts (12th ed.). Kalyani Publishers
2	Maheshwari, S. N. (2022). Advanced Accountancy (5th ed.). Vikas Publishing House.
3	Sehgal, A., & Sehgal, D. (2022). Advanced Accounting (2nd ed.). Taxmann.
4	Shukla, M., & Grewal, T. (2022). Advanced Accountancy (11th ed.). Sultan Chand & Sons.
5	Banka, A. (2022). Comprehensive guide to IND AS Implementation (2nd ed.). Taxmann.
6	International Accounting Standards Board (IASB). (2023). IFRS publications. IASB.
Mapping o	f CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	Н	M	M	L			L				L
CO2	L	M		L	Н	Н					M	L
CO3	L	M		L	Н	Н					M	L
CO4	M	Н	Н	M		L					L	L
CO5	L	M		L	Н	Н					М	L
CO6	L			Н	Н	M				L	M	L

Department of Commerce Programme: BCom [BPM]

Semester	Course Code	Course Title	Course Duration	Course Type	Teachi Hours weel	Per	Credits		
I	C3 24 MC 102	PRINCIPLES OF MANAGEMENT	60	Practical	4		4		
Course	To familiarize t	he students with the	Concepts ar	nd Principles	s of Mana	agement	and to		
Objectives:		ractical and Manage:							
Course Outcomes:	After completi	on of the course, the	students w	ill be able to	0:	T Level s:	K levels		
CO1	Explain the pr manager.	inciples of Manage	ment and r	ole and ski	lls of a	T2	K2		
CO2	Integrate the pl	anning, forecasting ation.	with decision	n making pr	ocess of	T5	K3		
CO3	Relate the fund	tion of organizing v	vith staffing	in consider	ation of	T4	К3		
CO4	Identify the rar	nge of leadership the in the management.	eories, Direct	ing and cor	ntrolling	T4	K3		
CO5	Illustrate the	lustrate the range of motivation theories and methods of T4 K3 pordination available for the management practices.							
CO6	Describe the f social responsi	Describe the factors affecting ethical practices in Business and social responsibilities of management towards all the stakeholders and identify the recent trends in the application of technology in							
Module 1		Management and l	History of M	anagement		10 Hou	rs		
of Manageme - Principles o Evolution of	ent – Managemer of Management -	ure and Characterist nt as an Art, Science Roles and skills of m hought: Pre-scientifi n management	or Professionanagers.	n - Manage	ment and	l Admini	istration		
Module 2		easting and Decision	Making			10 Hou	rs		
Forecasting: quantitative. Decision Ma	Meaning and pro-	Process - Objectives urpose of forecastin - Types of decisions ciples of delegation.	g - Techniq	ues of fore	casting -	Qualitat	ive and		
Module 3	Organizing an					15 Hou	rs		
structure and Authority – S	Nature and Purpose of Organization – Principles of Organization – Organization l types – Departmentation – Committees – Centralization vs. Decentralization of pan of Control – Meaning - Factors affecting span. ure and Process of Staffing.								
Module 4		recting and Control	ling			5 Hours	s		
Directing: Mo Controlling:	eaning – Principl Meaning and de	rship styles - Theori es and techniques of finition - Features - lling - Budgetary an	directing. Steps in cor	ntrolling and	d method	ls of esta	blishing		
Module 5		iques of controlling – Budgetary and non-budgetary. Co-Ordination and Motivation 10 Hours							

Co-ordination: Meaning – steps and methods of co-ordination. Motivation: Meaning - Theories of motivation - Carrot & Stick approach - Maslow's - Mc Gregor's - Herzberg's - ERG - Mc Clelland's - Vroom's Expectancy - William Ouchi's theory Z. Module 6 **Business Ethics** 10 Hours Meaning - Need and importance - Principles of ethics -profits and ethics - Factors affecting ethical practices in Business Social Responsibilities of Management - Meaning, Social responsibilities of business towards various groups. Recent Trends in Management - Continuing digitization in the business world, Artificial Intelligence in various functions of management, importance of data and analytics in management **Skill Development:** 1 Evaluate the innovative concepts of Principles of Management laid on Henry Fayol in different industries. 2 Examine the impact of strategic partnerships with market research firms. 3 Analyze the impact of expansion from product to channel & customer profitability Application of Predictive accounting & business intelligence on Enterprise 4 Performance Management. **Book for Reference:** 1 Vasishth, N., & Vasishth, V. (2019). Principles of Management: Text & Cases (5th ed.). Taxmann Publications. 2 Robbins, S. P., Coulter, M., & Fernandez, A. (2019). Management (14th ed.). Pearson Education. 3 Durai, P. (2018). Principles of Management (2nd ed.). Pearson India. 4 McShane, S. L., & Von Glinow, M. A. (2007). Principles of Management (1st ed.). McGraw-Hill Education. Mapping of CO and PO CO/PO PO1 PO₂ PO₃ PO4 PO₅ PO₆ PO7 PO8 PO9 **PO10** PO11 PO12 CO1 Н Н L L M L M CO₂ Η Н L L L M M CO3 Н M Н M T. T. L CO₄ Н L Н L L M M

CO₅

M

Η

M

L

Η

L

L

П	CO6	M	M	Н	M	Н	L	L		L	
ľ				1		ı					

Department of Commerce Programme: B. Com (BPM)

Semester	Course Code	Course Title	Course Duration	Course Type	Teachi Hours weel	Per	Credits		
I	C3 24 MC 204	Business Economics	60	Practical	4		4		
Course Objectives:	Economics and	The course aims to familiarize the students with the fundamental concepts of conomics and its applicability to Business environment. To relate macroeconomic addicators in business operations							
Course		on of the course, the	students wi	ill be able to):	Т	K		
Outcomes:	Titter compress	on or the course, the	o ottained with		. .	Level	levels		
						s:			
CO1		Describe the meaning, scope of business economics and role of T2 K2							
		mists in the context							
CO2		nge of approaches to nplications on Busin			ehavior	T3	K3		
CO3		w of demand and price elasticities for	-			T4	K3		
CO4	Describe the lanction and or	aw of supply and atput decision.	its implication	ons on pro	duction	T4	K3		
CO5		pe of market structu tput decisions of you		-	tions on	T4	K3		
CO6	Relate dynamics of Business cycles, changes in monetary and fiscal policies and other macro-economic variables with the corresponding impact on managerial decisions and its operations.								
Module 1	Business Economics 4 Hours								
Meaning- De	efinitions - Cha	racteristics-Scope o	f Business E	conomics -	Uses ar	nd Objec	tives of		

Meaning – Definitions – Characteristics–Scope of Business Economics – Uses and Objectives of Business Economics–goals of business - Micro & Macro Economics.

Module 2 | Consumer Behaviour

15 Hours

Approaches to the Study of Consumer Behaviour – Cardinal Approach – Law of Diminishing marginal utility-Law of Equi-Marginal Utility – Ordinal Approach – Indifference Curve Analysis – Properties – Consumer Surplus: Meaning – Analysis – Limitations- Consumer Sovereignty – meaning -significance Limitations.

Module 3 Theory of Demand and Analysis

15 Hours

Demand - Demand Determinants - Law of Demand - analysis- Exceptions-Elasticity of Demand - Price Elasticity - Types- Determining Factors - Change in Demand and Elasticity of Demand - Business Applications of Price Elasticity - Concepts of Income and Cross Elasticity of Demand - Price Elasticity of Demand

Measurement by Total Outlay Method including mathematical problems- Survey of buyer's intention – Collective opinion – Trend projection –Economic Indicator. Demand forecasting methods for a new product including mathematical problems.

Demand - Demand Determinants - Law of Demand - analysis - Exceptions-Elasticity of Demand - Types- price-cross-income elasticity-

Methods of measuring price elasticity - Total Outlay Method and point method including mathematical problems- Demand Forecasting -Meaning-types of forecasting -survey and statistical method. Demand forecasting methods for a new product including mathematical problems.

Module 4 Production Function 8 Hours

Production Function: Equilibrium Though Isoquants and Isocosts -Types of Cost- relationship between different types of costs and breakeven analysis. Law of Supply- Meaning - Determinants

of Supply.												
Module 5	Ma	rket St	ructure								12 Hou	irs
Price and Or Price Outpu	utput t Dete	etition – Features – Price and Output Determination - Influence of Time Element on put – Monopoly – Features – Price and Output Determination– Price Discrimination– Determination Under Discriminating Monopoly. Monopolistic Competition–Features put Determination in Short Run and long run – Features of Duopoly and Oligopoly.										
Module 6		cro Eco									6 Hour	
Business Cy	cles - cle - M	me -meaning-concepts of National income-methods of measuring National Income. es - Phases of Business cycle - Effects of Business Cycle - Measures to control the - Monetary and fiscal policy- Inflation- Causes and Measures. ment:										
1						itation	of infla	ation ra	ites for	specific	produc	ts using
2	Ana	ondary alyse a king in	nd rep	ort the		tudies	that w	ill have	e impa	ct on bu	ısiness o	lecision-
3	Cor	nduct a	survey	report	on the	deman	d forec	asting f	or a pro	oduct.		
4	Cho	ose a p	roduct	and ap	ply pri	ce elas	ticity in	real ma	arket co	onditions	S.	
5		nduct <i>a</i> demic c			y und	erstand	consu	ımer b	ehavio	ar in si	tuations	like an
6		nduct m sumers				stand t	he cons	umptic	on and	saving p	attern of	
Book for Re	feren	ce:										
1	Mit Hot		D. M. (2	2021). I	Busines	ss Ecor	nomics	(2nd e	d.). Hir	nalaya P	Publishin	8
2	(2)	ddy, P. nd ed.). ram In					2021). I	Essenti	als of	Busines	s Econo	mics
3	Agu	irwal, S	5. (2022	2). Bus	iness E	conon	nics (3r	'd ed.). '	Taxmai	ın Publi	cations.	
4	Su	irshney Itan ind & S		, & M	aheshw	vari, K.	(2021)). Man	ageria	l Econo	mics (2	nd ed.).
5	Pul	olication	<i>1</i> S.					J		d.). Char		
6	Pu Hoi	Reddy, G. S., & Reddy, M. S. (2021). Business Economics (2nd ed.). Vikas Publishing House.										
Mapping of	CO a	na PO										
СО/РО	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	H M M L L										

CO2

Н

Н

M

M

L

L

L

CO3	Н	L	M	M	L	Н			L	
604	T.T.	-	2.6	2.6	-	-				
CO4	H	L	M	M	L	L				
CO5	Н	Н	M	M	L	L			Т	
	11	11	IVI	IVI	L	L			L	
CO6	Н	Н		M	L	L			L	

Department of Commerce Programme: BCom [BPM]

Semester	Course Code	Course Title	Course Duration	Course Type	Teachi Hours weel	Per	Credits		
I	C3 24 MC 202	Business Mathematics and Statistics	60	Practical	4		4		
Course		ns to enable studen				ical cond	cepts for		
Objectives:		asic statistical concep				•			
Course	After completi	fter completion of the course, the students will be able to:							
Outcomes:		Level level s:							
CO1	theory of equa	Tustify the suitability and applicability of the basic concepts such as theory of equations, ratios, proportions, profit and loss, and their applications in managerial decision making.							
CO2	Apply the cor	ncept of Interest ar ture value of single	nd Annuity			Т3	К3		
CO3	Illustrate the si problems.	gnificance of statistic	es in analysir	ng business		T4	К3		
CO4	Use the concep decision makin	t of measures of cent g.	tral tendency	and dispers	sion for	T4	К3		
CO5	Apply the conc data.	Apply the concept of Correlation and Regression to analyse the data.							
CO6	Analyse the tin square method	Analyse the time series data using moving averages and least T4 K4 square methods.							
Module 1	Basic Mathema	atical Concepts				10 Hou	ırs		
						· .			

Theory of equations -Linear, Quadratic, and system of Simultaneous linear equations - Application of concept of equations to business and commerce. Ratios and Proportions - Basic laws of ratios, proportions - continued, direct, inverse, compound, and mixed proportions - applications. Percentage - profit & loss, and simple discount -Applications in business and commerce.

Module 2 Interest & Annuities 12 Hours

Concept of Time value of money – Simple Interest & Compound Interest PV and FV of single principal amount, PV & FV of uneven series of interest rates (single principal amount), doubling period (Rule of 72 & Rule of 69), effective & nominal rates of interest and depreciation. Annuity – Annuity Immediate & Annuity Due - FV of Annuity – Applications, PV of Annuity – Applications, Deferred Annuity, loan amortization table, PV of perpetuity, and Intra-year compounding and discounting.

Module 3 Introduction to Statistics 8 Hours

Definition of Statistics, Characteristic of Statistics, Scope and Limitations of Statistics. Classification and Tabulation of Data. Diagrammatic and Graphical representation of data using Excel.

Module 4 Measures of Central Tendency and Dispersion 12 Hours

Central Tendency -Arithmetic Mean, Combined Mean, Weighted Mean, Median and Mode (Direct method only). Dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation (Direct method only) and their Coefficients - Applications.

Module 5 | Correlation and Regression | 12 Hours

Correlation: definition, scatter diagram, Karl Pearson's Coefficient of Correlation (Direct method only) and Spearman's Correlation Coefficient. Regression: Concept, simple linear regression analysis (Direct method only) - Applications.

Module 6	Time series	6 Hours
	to time series, Components of time series, Trend analysis by Movin	g Averages and
	Methods - Applications.	
Skill Develo	pment:	
1	Preparation of Loan Amortization Table - EMI Calculation on Excel	
2	Preparation of Future value of Annuity Table on Excel.	
3	Correlation and Regression Analysis on Excel.	
4	Diagrammatic and Graphical representation of data using Excel.	
5	Trend Analysis of Stock Market data on Excel.	
Book for Ref	erence:	
1	Akhilesh, K. B., & Balasubrahmanyam, S. (2023). Mathematics and St Management (1st ed.). Vikas Publishing.	atistics for
2	Gupta, S. P. (2021). Statistical Methods (43rd ed.). Sultan Chand & So	ns.
3	Soni, R. S. (2021). Business Mathematics (1st ed.). Ane Books Pvt. Ltd	
4	Chandra, P. (2022). Financial Management (10th ed.). McGraw-Hill E	ducation.
5	Sharma, J. K. (2022). Business Statistics (4th ed.). McGraw-Hill Educa	tion.
6	Dorai Raj. (2021). Business Mathematics. United Publishers	
Mapping of	CO and PO	

СО/РО	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	Н	M	M	L	L					L	Н
CO2	L	Н	M	Н	L	M					L	L
CO3	Н	Н	M	M	L	L					L	Н
CO4	Н	Н	M	M	L	L					L	Н
CO5	Н	Н	M	M	L	L					L	Н
CO6	Н	Н	M	M	L						L	Н

Semester	Co	urse Co	ode	Cours	se Title		Course Duration		urse ype	Teaching Hours Per week		Credi	ts
I	U	G 24 F 101	C	-	ological being	1	60	Pra	ctical	4		4	
Course	Th:	0 001111	a ai	me to no	intiino o	201f	211724242	and	maani	naful voi	lation	chin cle	:110

This course aims to nurture self-awareness and meaningful relationship skills Course and to help in the development of emotional quotient and inter-personal skills. Objectives:

Course	After completion of the course, the students will be able to:	T	K
Outcomes:		Level	levels
		s:	
CO1	Develop a better emotional quotient.	T5	K2
CO2	Devise a healthier sense of self through self-awareness.	T5	K2
CO3	Build more meaningful relationships.	T4	K2
CO4	Display an improvement in inter-personal skills.	T4	K2
CO5	Modify thought and belief patterns.	T4	K2
CO6	Understand the grieving process	Т3	K2
Module 1	Introduction	3 Hour	S
3.5	10 364 15 1.1. 10 5 1.		1 . 1

Meaning of counselling – Myths and Facts related to counselling – Breaking stigmas related to seeking counselling – Normalizing seeking help – Self-reflection through concentric circles

Module 2 | Intra-personal and Inter-personal Awareness

Meaning of self-esteem – Factors that influence self-esteem – Importance of self- esteem – Effects of low self-esteem – Qualities seen in people with high vs. low self- esteem – How to improve self-esteem – Self-awareness activity

Meaning of peer pressure - Different kinds of peer pressure - Resisting peer pressure - Confronting peer pressure - Group sharing activity

 $Meaning\ of\ relationships\ -\ Types\ of\ relationships\ -\ Healthy\ relationship\ dynamics\ -$

Personal Rights in a relationship – Components of a healthy relationship – Types of abuse in a relationship – Intimacy and understanding our needs – Boundaries

Module 3 Understanding Emotions

4 Hours

10 Hours

Meaning of emotions - Role of emotions in our lives - Beliefs regarding emotions - Harmful effects of suppressing emotions - Signs of emotional suppression - Handling emotions in a healthy manner - Self-assessment activity

Module 4 | Anger management

5 Hours

Meaning of anger - Physical and Emotional symptoms of anger - Different ways that people express anger - Expression and experience of anger - What makes us angry and what it means when we're angry - Dealing with anger - Guided visualization and art activity

Module 5 Managing Anxiety/Fear

4 Hours

Meaning of fear – Types of fear – Physical and Emotional symptoms of fear – Different reactions to fear – Overcoming fear – Art work followed by group sharing activity

Module 6 | Dealing with Loss and Grief

Hour

Understanding loss and grief – Form of loss – Stages of grief – Dangers of not grieving-Dealing with grief – Ways to help others in grief

Skill Development:

011111 2 0 1 010	F
1	Maintaining Daily or weekly journal to record the emotions felt, triggers etc.
2	Guided mindfulness session and reflection on focus and acceptance.
3	Act out a scenario involving a cognitive distortion (e.g., catastrophizing, black-and-white thinking).
4	Discuss different types of boundaries (emotional, physical, time, etc.) and

	Role-play scenarios: Saying no, requesting space, asking for support.
5	Reflect on values using a list (e.g., honesty, creativity, family).
6	
Book for	
Reference:	
1	Jones, R. N. (2023). Theory and Practice of Counselling and Therapy (5th ed.).
	SAGE South Asia
2	Ryff, C. D., & Singer, B. (2008). Know thyself and become what you are: A
	Eudaimonic approach to psychological well-being. In J. D. Wright (Ed.),
	International Encyclopaedia of the social sciences (2nd ed., Vol. 8, pp. 143-148).
	Macmillan.
3	Seligman, M. E. P. (2011). Flourish: A New Understanding of Happiness and Well-
	being – and how to achieve them. Free Press
4	Lyubomirsky, S. (2007). The How of Happiness: A Scientific Approach to getting
	the life you want. Penguin Press.
5	Neff, K. D. (2011). Self-Compassion: The proven power of being kind to yourself.
	William Morrow.
6	

Semester	Course Code	Course Title	Course	Course	Teaching	Credits
			Duration	Type	Hours Per week	
I	UG 24 CC 101	Constitutional Values I	60	Practical	4	4
Course	This course aims to provide a comprehensive understanding of					

Objectives:	constitutional values in India, focusing on the foundational principles, evolution, and practical application of the Constitution. It seeks to analyze				
	the interplay between constitutional rigidity and flexibili	ty in sl	haping		
	democratic governance and the role of constitutionalism	in uph	olding		
	democratic ideals.	_	_		
Course	After completion of the course, the students will be able to:	T	K		
Outcomes:		Level	levels		
		s:			
CO1	Analyze and explain the significance of constitutional	T4	K2		
	rigidity and flexibility in the context of democratic values.				
CO2	Evaluate the contributions of key figures like Dr. B.R.	T5	K2		
	Ambedkar, Nehru, and Patel in the making of the Indian				
	Constitution.				
CO3	Demonstrate the impact of Fundamental Rights, Directive	T3	K2		
	Principles, and Fundamental Duties in promoting social				
	justice, unity, and integrity in India				
Module 1	Introduction - Constitution of India, Constituent	10 Hou	rs		
	Assembly, Preamble				
i The Malei	na of the Constitution of India, Evolution Nationalist Mayon	2012			

i.The Making of the Constitution of India: Evolution, Nationalist Movement, Composition of the Constituent Assembly, Committees of the Constituent Assembly, Enactment of the Constitution.

ii. Constituent Assembly: Role of Dr B.R. Ambedkar, Javaharlal Nehru, Sardar Vallababhai Patel

iii. Preamble of the Indian Constitution – Values enshrined in the Preamble; Sovereign, Secular, Socialistic, Democratic, Republic, Justice, Liberty, Equality and Fraternity.

Module 2 | Fundamental Rights and Duties

10 Hours

i. Salient Features of Indian Constitution and Basic Structure

ii.Fundamental Rights and how these Rights are safeguarding individual liberties iii.Directive Principles of the State Policy; Socialist, Gandhian, and Liberal-Intellectual.

iv. Fundamental Duties

Module 3 Union Legislature, Executive and Judiciary

10 Hours

- i.Union Legislature Parliament; Lok Sabha, Rajya Sabha Composition, powers, functions
- ii.Union Executive President, Vice President, Prime Minister, Union Council of Ministry, powers and functions, Leadership and collective responsibility
- iii.Judiciary Supreme Court, High Courts, powers and functions and Judicial Activism in India

Skill Development:

1	Make a chart of evolution of Constitution of India and the Preamble.
2	Identify a case/scenario and analyse the fundamental rights and duties of the parties involved.
3	Make a chart of the powers and functions of Union legislature, executive and the judiciary.

Book for Reference:

1	B. K. Sharma, Introduction to the Constitution of India, Prentice Hall of India, New
	Delhi, 2002.
2	Austin, G. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford
	University Press.
3	P. M Bakshi, Constitution of India, Universal Law Publishing House, New Delhi,
	1999
4	D. D. Basu, Introduction to the Constitution of India, Prentice Hall of India, New
	Delhi, 1982.
5	D. C. Gupta, Indian Government and Politics, Vikas publishing House, New Delhi,
	1975
6	S. N. Jha, Indian Political System, Historical Developments, Ganga Kaveri
	Publishing House, Varanasi, 2005

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	L	Н	L	M		M			L	Н	L
CO2	Н		Н	L	M		M	L		L	Н	
CO3	Н	L	Н	L	M		M			L	H	$\mid L \mid$

B. Com BPM Course
COURSE STRUCTURE
CORE SUBJECTS
SEMESTER - II

Course Code	Title of the Course	Category	Lecture Hours per week	Credits
C3 24 GE 201	General English	Language	3	3
C3 24 KN 201	Kannada			
C3 24 HN 201	Hindi	Language	3	3
C3 24 AE 201	Additional English			
C3 24 MC 201	Cost Accounting	Major Core	4	4
C3 24 MC 202	Marketing Management	Major Core	4	4
C3 24 MC 203	Business Law	Major Core	4	4
C3 24 MC 204	Finance and Accounting for BPS	Major Core	4	4
UG 24 SBXXX	MOOCs/ Certificate Courses	Skill Enhancement course		1
U 24 VBXXX	Extracurricular Activities	Value Based Activities		1
UG 24 CC 201	Constitutional Values II	Compulsory course	2	2
Total credits				26

		Department o Programme: F				
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
II	C3 21 MC 201	COST ACCOUNTING	60	Practical	4	4

Course	The course aims to familiarize the students with adequate knowledge.		asic cost
Objectives:	concepts and costing techniques required for effective cost control.	•	
Course	After completion of the course, the students will be able to:	T	K
Outcomes:		Levels	Levels:
CO1	Explain the Concepts, Methods and Techniques of Cost	T2	K2
	accounting.		
CO2	Prepare a Cost statement/Cost sheet in accordance with cost	T5	K3
	behavior (changes in output or activity or volume).		
CO3	Prepare store ledger using FIFO, LIFO, Simple and weighted	T5	K3
	average method as tool of material control.		
CO4	Discover method for calculation of cost of labour using Time and	Т3	K2
	Piece rate system-Halsey and Rowan premium system - Taylor		
	and Merricks differential piece rate system as tool of Labour		
	control.		
CO5	Compute statement showing allocation and apportionment of	T3	K2
	overheads of service department to Producing Departments by		
	using Repeated and simultaneous equation Methods.		
CO6	Prepare statement showing the reconciliation of cost and	T4	K3
	financial accounts.		
Module 1	Basic Concepts	5 Hours	
Module 1	Basic Concepts	5 Hours	
	_	I	

Meaning – Cost accounting – Cost accounting – Cost accounting and management – Objectives of Cost Accounting – Cost accounting v/s Financial Accounting – Cost Accounting v/s Management Accounting–Advantages of cost accounting–Methods of costing – Techniques (types) of costing – Cost centers (Meaning and purpose) – Cost units (Meaning and importance) – Cost accounting departments–Brief note on Cost Audit Records and Report Rules.

Module 2	Cost Concepts and Classification	12 Hours

Cost – Expenses – Losses – Classification of costs – Natural classification of costs–Cost behaviour (in relation to changes in output or activity or volume – Degree of traceability to the product

- Association with the product Functional classification of costs
- Costs of control other costs Cost statement or cost sheet Tender and quotation Job and Batch Costing.

Module 3	Material Control and Material Costing	10 Hours

Materials–Concepts and objectives of material control–Organization for material control – Purchasing and receiving procedure – Some issues in materials procurement – stores organization – Inventory system – Inventory shortages (losses) and overages – Inventory control. Calculations of Stock levels and EOQ with or without discount.

Costing material received – Costing material issues (FIFO, LIFO, simple and weighted average method only)

- Pricing of materials returned to vendor
- Pricing of materials returned to storeroom.
- Selection of a material pricing method, Material cost control for business sustainability.

Module 4 Labour Costs - Accounting and Control 10 Hours	Module 4	Labour Costs - Accounting and Control	10 Hours
---	----------	---------------------------------------	----------

Introduction – Direct labour and indirect labour – Organization for labour control – Wage systems – Incentives wage plans – Work study – Job evaluation and merit rating – Time and motion study –

Labour turnover–Treatment of labour cost related items–Methods of remunerating labour – Time and piece rate system – Halsey and Rowan premium systems – Taylor and Merrick's differential piece rate system, Labour cost control for business sustainability.

Module 5	Overhead Distribution	15 Hours

Concept - Classification of overheads - Factory overhead - Fixed - Semi variable and variable - Factory overheads - Accounting and distribution - Collection and codification of factory overheads - Allocation and apportionment of factory overheads-Apportionment of service departments overheads to producing departments (repeated and simultaneous equation method) - Absorption of factory overhead (Machine hour rate) Over and under absorption - Selecting an absorption rate, Overhead cost control for business sustainability.

Module 6	Reconciliation of Cost and Financial Accounts	8 Hours

Need for reconciliation–Reasons for differences in profits–Problem on preparation of reconciliation statement and memorandum reconciliation accounts.

Skill Development:

1	Visit 3 factories in your locality and analyse the various methods of costing adopted
	by them.
2	Identify the materials consumed in any two organizations of your choice and collect
	different formats - materials requisition, purchase requisition, bin card, stores
	ledger.
3	Prepare and present a wage sheet / pay roll with imaginary figures.
4	Identify variable, fixed and semi-variable costs of two companies and prepare the
	cost sheet.

Book for Reference:

1	Singh, S. P., & Gupta, R. (2021). Cost accounting: Principles and practices (1st ed.).
	Gullybaba Publishing House.
2	Jain, S. P., & Narang, K. L. (2021). Cost and management accounting (8th ed.). Kalyani
	Publishers.
3	Maheshwari, S. N., & Maheshwari, S. K. (2021). Cost accounting (16th ed.). Vikas
	Publishing House.
4	Horngren, C. T., Datar, S. M., & Rajan, M. (2021). Cost accounting: A managerial
	emphasis (16th ed.). Pearson.
5	Arora, M. N. (2022). Cost accounting (2nd ed.). Himalaya Publishing House.

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	M	L	Н		L		L			M	
CO2	Н	M		Н	L			L		L	M	

CO3	Н	M		Н	L		L	L	M	
CO4	Н	M	L	Н		L	L		M	
CO5	Н	M	L	L				L	M	
CO6	Н		M	M		Н	L	L	L	

Department of Commerce Programme: BCom [BPM]										
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits				
II	C3 24 MC 202	MARKETING MANAGEMENT	60 Hours	Theory	4	4				
Course Objectives:		The course is designed with a view to familiarize the students with the concepts of marketing and application skills needed for the various components of marketing								

	practices.		
Course Outcomes:	After completion of the course, the students will be able to:	T Levels	K Levels:
CO1	Describe the concept of marketing in theory and practice.	T2	K2
CO2	Examine segmentation and learn different ways of selecting the appropriate target and positioning the product in the market.	T4	К3
CO3	Analyze the factors that determines the consumer behavior in buying decision.	T4	K3
CO4	Prepare business plans by understanding the process and principle of new product development, product-mix, branding, pricing strategies and packaging.	Т6	K3
CO5	Interpret the factors affecting channel distribution decisions and factors affecting promotion.	T2	K2
CO6	Apply ethical practices in marketing and explain the recent trends in marketing	Т3	K3
Module 1	Introduction to Marketing	8 Hours	1

Marketing: Meaning-Definition – Nature – Scope – Importance – Concepts – Functions -Micro and Macro environment – Responding to the Marketing Environment- Marketing Management – Marketing Management Philosophies- Marketing Challenges into the digital era.

Module 2	Market Segmentation, Targeting & Positioning	8 Hours
----------	--	---------

Marketing Mix - Basis of segmentation, Pre-requisites for segmentation - Target marketing strategies - Product positioning, meaning and steps- Designing a Customer-Driven Marketing Strategy (Case study approach).

Module 3	Consumer Behaviour	10 Hours

Meaning of consumer behaviour – Factors influencing Consumer behaviour – Buying decision process and stages.

Module 4	Product and Pricing Strategies	13 Hours

Product mix - Product Life Cycle - Product Life Cycle Strategies-Innovation and New-Product Development- New-Product Development Process- Branding and Packaging- Price Mix-Meaning-Objective of pricing - Factors influencing pricing decisions - Methods of pricing strategies: New-Product Pricing Strategies- Product-Mix Pricing Strategies- Price-Adjustment Strategies.

Module 5	Channel of Distribution and Promotion Strategies	13 Hours

Place Mix-Channels of Distribution-Factors affecting choice of channel - Channel design decision -

Channel Management-Channel Conflict-Promotion – Meaning – Promotion mix –Integrated Marketing Communication (IMC)- Selection of media – Advertisement copy – Evaluation of advertising – Personal selling – Sales Promotion-Public Relations-Direct Marketing.

Marketing Ethics ar Product, Pricing, I marketing –Sustain Social Media Marke	Packaging as	Rights	Recent	Trends	in Mai	keting		Q	Hours	
Product, Pricing, I marketing -Sustain	Packaging as					0		6	iiouis	
Skill Development			elling-l	Ethics a	and su	stainab	le cons	umptior	1 - Rela	ntionship
1 Io	Identify the p life cycle it is		-	r choic	e and d	escribe	in whic	h stage (of the pro	oduct
2 S	Suggest strate	egies for	develo	pment	of a pro	oduct				
	Select a produintroduction	icer and	d descri	be an a	dvertisi	ng end	eavor fo	or it, sinc	ce its	
4 S	Study the Co	nsumer	Behavi	our for	a produ	act of y	our cho	ice		
5 Γ	Develop an A	dvertis	ement o	copy for	r a prod	uct				
6 P	Prepare chart	s for dis	stributio	on netw	ork for	differe	nt prod	ucts		
Book for Reference	e:									
	Kotler, P., Bur Pearson Highe				n, L., &	Armstr	ong, G.	(2015). <i>N</i>	Marketing	
	C S V Murthy ethics5020117		ss Ethic	s.https://	/ebooks.l	himpub.	com/pdf	reader/bu	siness-	
	Dholakia, N., & Gandhi New D Marketing, 4, (elhi: Ta				_	_			
4 K	Kotler, P. (201	2). Kotla	er on ma	irketing	Simon	and Sch	uster.			
	Sherlekar, S. A based integrate						0	0		r value-
6 S	Sontakatti: Ma	rketing	Manage	ment, K	alyani F	Publisher	rs			
7 P	Porral, C. C., &	Stanto	m, J. L. ((2017).	Principl	es of ma	rketing.	ESIC Ed	litorial.	
Mapping of CO and	nd PO									
CO/PO PO1 I	PO2 PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

CO1	Н	Н				M		L	L	L	M	
CO2	L	M	Н	L	Н	L					M	
CO3		M	Н	Н	L					L	M	L
CO4	L		M	Н	Н	M		L			L	
CO5			M	Н	Н	L			L		M	L
CO6	L	M		M	Н		L	Н			L	

Department of Commerce								
	Programme: BCom [Industry Integrated-BPM]							
Semester	Course Course Course Course Teaching Code Title Duration Type Hours Perweek					' I	redits	
II	C3 24	BUSINESS	60	Theory	4	4		
	MC 203	LAW						
Course Objectives:		e is designed ke laws and their			wledge leve	l require	ment for	
Course	After com	pletion of the	course, the st	udents wi	ll be able	T	K	
Outcomes:	to:					Levels	Levels:	
CO1	Identify the different legislations pertaining to the Company, business and individual.							
CO2	Define the	e legal framew	ork of India	n Contrac	ct Act and	T2	K2	

	identify loopholes in the system.		
CO3	Apply the provisions of sale of goods Act 1935 for	T3	K3
	effecting sale of goods transaction.		
CO4	Explain the procedure in getting copy /Patent rights	T2	K2
	under Intellectual Property Legislation.		
CO5	Discuss the procedure to seek redressal against disputes	T2	K2
	under consumer protection Act		
CO6	Describe the provisions to be observed in FEMA Act.	T2	K2
	Objective of Cyber Laws in compliance with Foreign		
	Exchange Management Act 1999 and Cyber Laws 1999.		
Module 1	Jurisprudence and Scope	6 Hours	}

Introduction to Law - Classification of law - Hierarchy of Courts

- Brief of procedure in Courts. Meaning and Scope of business law
- Sources of Indian business law.

Module 2 Indian Contract Act of 1872 22 Hours

Definition – Types of contracts – Essentials – Offer – Acceptance – Consideration capacity of parties – Free consent– Legality of object and consideration – Various modes of discharge of a contract – Remedies for breach of contract.

Module 3 Sale of Goods Act 1930 8 Hours

Law of sale of Goods – Conditions and warranties – Transfer of ownership – Performance of contracts – Remedial measures.

Module 4 Intellectual Property Legislations 8 Hours

Meaning and scope of Intellectual Properties - Patent Act of 1970 and amendments as per WTO agreements: Background - Objects

 Definition - Inventions - Patentee - True and first inventor - Procedure for grant of Process and Product Patents - WTO rules as to Patents (in brief) - Rights to patentee - Infringement -Remedies.

Module 5	Consumer Protection Act [COPRA]	8 Hours

Background - Definition of Consumer; Consumer Dispute; Complaint; Deficiency; Service - Consumer Protection.

Council - Consumer Redressal Agencies - District Forum - State Commission and National Commission.

Key highlights of the Consumer Protection Act, 2019.

Under COPRA- Impact of unethical practices in selling and consumption like adulteration, hoarding, black marketing, on the achievement of SDG-3(good health and well-being) and SDG-12(Responsible consumption and production).

Module 6	Foreign Exchange Management Act 1999, Cyber Laws	8 Hours
	1999 and Behavioural Ethics	

Objectives of FEMA – Scope and salient features – Offences under the FEMA Act – differences between FEMA and FERA.

Objective of Cyber Laws - Information Technology Act, 2000 - Definitions and salient features - Provisions pertaining to Piracy & related Offences & Penalties.

Behavioural ethics and justice: Relationship between justice perceptions in employees and comparison of ethical and unethical behaviors like violation of conscience, failure to honor commitments, unlawful conduct, disregard of company law.

Skill Developm	ent:
1	Prepare an assignment on the importance of Bankruptcy law.
2	Draft a 'rent agreement' incorporating all the essential features of a valid agreement.
3	Draft an agreement to repay a loan borrowed from a bank on installment basis.
4	Prepare case laws 'involving points of law of contracts'.
5	Draft a complaint against 'unfair trade practice' adopted by a businessman, to the consumer forum.
6	List out the latest cases of both High Court and Supreme Court on Environmental issues with both facts and judgements [at least 2 cases].
7	Quote examples of violation of Cyber Laws.
8	Make a visit to the nearby Civil court, and present your observations of a case attended to the class.
9	Develop Mock Court scenario in the class to present a latest popular case from the consumer court.
10	Prepare and discuss the role and importance of Limited Liability Partnership in class.
Book for Refere	nce:
1	Aswathappa, K., & Ramachandra, A. (2022). Business law. HPH.
2	Garg, R., Sareen, A., Sharma, P., & Chawla, N. (2021). Business law. Nabhi Publications.
3	Kumar, S. (2023). Business law: An introduction. Kalyani Publishers.
4	Sankaran, V. (2022). Business law: Text and cases. Tata McGraw-Hill Education.
5	Mishra, R. (2021). Business law in India. Himalaya Publishing House.
6	Tulsian, P. C. (2020). Business law. Tata McGraw-Hill Education.

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	Н		M	L			L		L	M	
CO2	Н	Н		L	L			M		L	M	
CO3	L	M	Н	Н				L		L	M	
CO4	L	M	Н			L		M		L	M	
CO5	L	M	Н			L		M		L	M	

CO6	L	Н	Н	L	M	L	M

	Department of Commerce						
	Programme: BCom [Industry Integrated -BPM]						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Per week	·	Credits
II	C3 24 MC 204	FINANCE AND ACCOUNTING FOR BPS	60 Hours	Theory	4		4
Course Objectives:		To prepare students to gain working knowledge of Finance and Accounting concepts related to business process services.					
Course Outcomes:	After completion of the course, the students will be able to: T Levels Levels:						

Module 1	Basics of Businesses, Outsourcing Need and its Current Trend	4 Hours	
CO6	Examine the overall operating model of Business Process Services in the context of transaction flows, process documents and Governance model.	T4	K3
CO5	Examine the various Control and compliances in BPS industry.	T4	K3
CO4	Examine the emerging trends in Finance & Accounting technology and the basic accounting standards in the context of Business Process services.	T4	K3
CO3	Generate Final Accounts and statutory reports of Business Process services.	T5	К3
CO2	Demonstrate the maintenance of accounts payable and accounts receivable incorporating all credit transactions of Suppliers and customers.	Т3	K3
CO1	Explain the importance and types of Business Process services.	T2	K2

Types of Business Organizations; Business Partnerships, Types of BPSs, Merits and De-Merits on various BPS options, Accounting Business Process Cycle, Evolving of Outsourcing, Need for outsourcing Horizontal Services, Current Trend in F&A Outsourcing.

Module 2Accounts Receivable and Accounts Payable16 Hours

Accounts payable: Various Activities in Accounts Payable and Accounting Impact, Types of Invoice Matching and resolving issues, Payment, Procedures and Mode of payment, Employee Payment (T&E and Various Cards), Debit Balance, write back, Discount adjustments and various actions, Help desk and support Activities, Vendor Account Reconciliation, Latest developments (Vendor Portal, EDI, E-Invoicing, Tools etc.,).

Accounts receivables: Various Activities in Accounts Receivable and Accounting Impact, Background check for Customers (D&B Report, Credit Rating) Credit Limit, Customer Contract / Order Management) Mode of receiving Payment, Actions for non-receipt, Netting off, Revenue Recognition, Collection, Cash Applications, Adjustment of Discounts, Rebate, QPS discount Write off etc., Disputes Handling procedures, Customer Help desk and support Activities, Customer Account Reconciliation, Latest Developments.

(Customer Portal, E-Invoicing, Tools etc.,) Effective management of AR leads to working Capital improvement.

Module 3 General ledger 10 Hours

Activities in General Ledger, Subsidiary and Control Accounts, Chart of Accounts and maintenance, Cost Centre, Profit Centre, Cost Allocation etc. Adjustment journals, Bank Reconciliation, Fixed Asset Maintenance, Inter Company - Accounting and Reconciliation, Tax Accounting - Transactional Element, Generation of Final Accounts, Various Reports (Statutory Reports, Schedules, Variance Analysis).

Module 4	Emerging trend in F&A Technology and Accounting Standards	10 Hours

Modules and usage of ERPs, Basic Screens required to be understood for F&A process, Report generation, XBRL, Platform, Counting, Data Privacy Law etc.

Basics of Accounting Standard and Differences between various GAAPs (US, UK, Indian and IFRS), Role of BPS in Accounting Standard Compliance.

Module 5	Controls and Compliance	10 Hours
Principles of C	orporate Governance, COSO, Internal Controls & Audit, ISO Standa	irds (applicable to

BPS) / CMMI Certification etc., PCI Data Security Standard / Security Audit / Data Privacy and Protection, SOX Compliance / SSAE 16 / ISAE 3402, SOD, Access, Incident Management, BCP etc. Module 6 **Operating model of Business Process services** 10 Hours Understanding Transaction flows, BPS Terminologies, Importance of Process Documents, Service Level Measurements, Contractual elements, Governance model, Internal Reporting, Delivery Excellence, Integration of support functions, Future Challenges. **Skill Development:** 1 Explore different types of Business Process Services 2 Analyse the working of different BPOs and examine how they differ from one another. 3 Explore the technological innovations in the field of Finance and Accounting **Business Processes** Analyse software that are used in Finance and Accounting industry **Book for Reference:**

1

TCS reference Material for Accounting and Finance for BPS

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	Н	L		M			L		L	M	
CO2	L	М	Н	Н				L		L	M	
CO3	L	M	Н	Н				L		L	M	
CO4		L	M	Н	Н		L			L	M	
CO5		L	M	Н	L			Н		L	M	
CO6		L	M	Н	L			Н		L	М	

Department of Commerce									
Programme: B. Com (Industry Integrated -BPM)									
Semester	Course	Course Title	Course	Course	Teachin	g Cr	edits		
	Code		Duration	Type	Hours				
					Per wee	ek			
II	UG 24 CC	UG 24 CC Constitutional 30 Hours Theory 2							
	201	Values II							
Course	This course aims to provide an proper understanding of state legislature,								
Objectives:	executive and High Court. Students will explore key constitutional								
	provisions, debates, and contemporary issues to critically analyze the impact								
	of constitution on governance and social equity.								
Course	After completion of the course, the students will be able T K								
Outcomes	to: Levels Levels								
	CO1 Analyze the role of decentralization and T4 K3								
	cooperative federalism in strengthening the Indian								
	political system.								
	CO2 Disc	Discuss the effectiveness of constitutional T2 K2							
	prov	provisions and affirmative actions in promoting							
	soci	social welfare, equality, and protection of							
	vulr	vulnerable groups.							

		CO3					s and	functio	ns of E	lection	T2	K2
Modu	101	Ctata		mmissi			111170			1	ОНоим	
Module 1 State Legislature and State Executive 10 Hours												
State Legi State Exec Centre-Sta	cutive -	- Gover	nor, C	hief Mi	nister,	State C	Council	of Mir	nistry, j			
Modu	le 2	Dem	ocratic	Decen	tralisat	ion				1	0 Hours	
Democrat Constituti in India; Constituti	onal ar Simple,	nendm , Specia	ents, co al and	ontemp Special	orary o	challeng Concur	ges - Corrence o	onstitu of State	tional <i>I</i> es - Bas	Amendr	nent Pro	cedure
Modu	le 3	Elect	ion Co	mmissi	ion of l	India				1	0 Hours	
Election Commissi SC/ST(23	ons; U	PSC an	d State	Public	Service	e Comr	nission	- Affi	rmative	e Action	; Reserva	ation for
Skill Dev	elopmo	ent:		,		,				,		
1			e a cha rent pro		tate Le	gislatuı	e struc	cture a	nd ider	ntify the	e people	holding
2		Analyse any of the election process conducted in the previous years and present your observations.										
3			y the K with y				and ma	ike a re	eport a	nd also	present	it in the
Book for 1	Refere	nce:										
1		Ambe	edkar, B	. R. (19	48), The	Consti	tution o	f India,	Govern	ment of	India.	
2		Basu, D. D. (2018). Introduction to the Constitution of India, LexisNexis.										
3		Austin, G. (1999). The Indian Constitution: Cornerstone of a Nation, Oxford University Press.										
4		Sharma, B. K. (2021). Introduction to the Constitution of India. Prentice Hall.										
5		Singh, M. P., & Saxena, R. (2008). Indian Politics: Constitutional Foundations and Institutional Functioning. PHI Learning.										
6		Khosla, M. (2012). The Indian Constitution, Oxford University Press										
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Н	L	Н	L			M			L	M	
COI		L	11	L			141			L	141	
	T T		Н	L			M	L		L	M	
CO2	H											