

Bachelor of Commerce

**Semester -1**

<b>Paper No</b>	<b>Subject Name</b>	<b>Contents of Syllabi</b>
Paper-I	Principles of Commerce & Management - I	1. WHAT IS COMMERCE? 2. COMMERCE AND ECONOMICS 3. SCOPE OF COMMERCE 4. GROWTH OF COMMERCE 5. COMMERCE TEACHING 6. COMMERCE, TRADE AND DEVELOPMENT
Paper-II	Business Communication	SCOPE OF COMMUNICATION EFFECTIVE COMMUNICATION NON-VERBAL COMMUNICATION LISTENING SKILLS MASTERING COMMUNICATION SKILLS BUSINESS LETTERS INTERNAL COMMUNICATION
Paper-III	Financial Accounting - I	1. PRINCIPLES OF ACCOUNTING 2. THE ROLE OF Accounting THEORY 3. SCOPE OF Accounting 4. THE NATURE AND USES OF Accounting 5. CASH BOOK AND PETTY CASH BOOK
Paper-IV	Introduction to Computers - I	1. WHAT IS A COMPUTER 2. HISTORY OF COMPUTING HARDWARE 3. 1801:PUNCHED CARD TECHNOLOGY 4. HISTORY OF COMPUTING 5. COMPUTER PROGRAMMING 6. CENTRAL PROCESSING UNIT 7. MICROPROCESSOR
Paper-V	Business Ethics - I	1. MORAL PSYCHOLOGY 2. PHILOSOPHY OF BUSINESS 3. CORPORATE SOCIAL RESPONSIBILITY 4. ETHICAL BANKING 5. BUSINESS PHILOSOPHY AND POPULAR MANAGEMENT THEORIES 6. SOCIAL ACCOUNTING 7. MARKETING ETHICS 8. PRICING ETHICS
Paper-VI	Business Statistics - I	1. WHAT IS Statistics? 2. Statistical INFERENCE 3. PHILOSOPHY OF Statistics 4. LEVELS OF MEASUREMENT 5. APPLICATION ON Statistics 6. AVERAGE AND MEAN 7. MODE AND MEDIAN

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**Semester -2**

<b>Paper No</b>	<b>Subject Name</b>	<b>Contents of Syllabi</b>
Paper-I	Principles of Commerce & Management - II	1. COMMERCE, ACCOUNTING BUSINESS 2. WHAT IS MANAGEMENT 3. EVOLUTION OF MANAGEMENT THEORY 4. MANAGEMENT AND THE 21ST CENTURY 5. MANAGEMENT, ETHICS AND GOVERNMENT
Paper-II	Business Communication	INTERACTIVE COMMUNICATION MASS COMMUNICATION REPORT WRITING INTERVIEWS PREPARING A RESUME PICTORIAL PRESENTATIONS BUSINESS COMMUNICATION IN THE 21ST CENTURY
Paper-III	Financial Accounting - II	1. FUNDAMENTALS OF SINGLE & DOUBLE-ENTRY 2. BANK ACCOUNTS 3. FINANCIAL STATEMENTS (PROFIT AND LOSS ACCOUNT AND BALANCE SHEET) 4. THE BALANCE SHEET
Paper-IV	Introduction to Computers - II	1. CONTROL UNIT 2. COMPUTER DATA STORAGE 3. INPUT/OUTPUT 4. PERSONAL COMPUTER HARDWARE 5. COMPUTER SOFTWARE
Paper-V	Business Ethics - II	1. MEDIA ETHICS 2. COMPLIANCE AND ETHICS PROGRAMME 3. RELIGIOUS VIEWS ON BUSINESS ETHICS 4. ETIQUETTE 5. CORPORATE CRIME 6. POLITICAL CORRUPTION 7. ETHICAL IMPLICATIONS IN CONTRACTS 8. ETHICAL CONSUMERISM 9. ETHICAL CODE
Paper-VI	Business Statistics - II	1. Statistical DISPERSION 2. UNTERQUARTILE RANGE 3. PROBABILITY 4. CORRELATION 5. REGRESSION 6. QUANTITATIVE RESEARCH 7. QUANTITATIVE MARKETING RESEARCH

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**Semester -3**

Paper No	Subject Name	Contents of Syllabi
Paper-I	English - I	<ol style="list-style-type: none"> <li>1. TRUTH AND NON-VIOLENCE</li> <li>2. THE SOUL OF ALL RELIGIONS IS ONE</li> <li>3. DARIDRANARAYAN</li> <li>4. WHAT INDIA STANDS FOR</li> <li>5. DEMOCRACY</li> <li>6. TO STUDENTS</li> <li>7. FOR THE GOOD OF THE INDIVIDUAL</li> <li>8. ASSIGNMENTS</li> <li>9. ESSAY WRITING</li> <li>10. COMPREHENSION</li> </ol>
Paper-II	Business Economics - I	THE NATURE AND SCOPE OF MANEGERIAL ECONOMICS ANALYSIS OF INDIVIDUAL DEMAND ANALYSIS OF MARKET DEMAND AND DEMAND ELASTICITIES DEMAND FORECASTING THEORY OF PRODUCTION THEORY OF COST MARKET STRUCTURE AND PRICING DECISIONS PRICING STRATEGIES AND PRACTICES
Paper-III	Human Resource Management - I	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT HR PLANNING, RECRUITMENT, SELECTION, PLACEMENT AND INDUCTION PERSONNEL DEVELOPMENT PROGRAMME JOB COMPENSATION
Paper-IV	Marketing Management - I	FUNDAMENTALS OF MARKETING MARKETING ENVIRONMENT AND MARKETING SYSTEM MARKETING PLANNING AND CONTROL ORGANIZING AND MARKETING MARKETING INFORMATION SYSTEM
Paper-V	Financila Management - I	<ol style="list-style-type: none"> <li>1. NATURE OF FINANCIAL MANAGEMENT</li> <li>2. CAPITAL BUDGETING DECISIONS</li> <li>3. LONG-TERM FINANCE: SHARES, DEBENTURES AND TERM LOANS</li> <li>4. LEASE FINANCE</li> <li>5. CAPITAL STRUCTURE THEORY AND POLICY</li> <li>6. THE COST OF CAPITAL</li> </ol>
Paper-VI	Business Laws - I	<ol style="list-style-type: none"> <li>1. NATURE AND KINDS OF CONTRACTS</li> <li>2. OFFER AND ACCEPTANCE</li> <li>3. CONSIDERATION</li> <li>4. CAPACITY OF PARTIES</li> <li>5. FREE CONSENT</li> <li>6. LEGALITY OF OBJECT AND CONSIDERATION</li> <li>7. VOID AGREEMENTS</li> <li>8. CONTIGENT CONTRACTS</li> <li>9. PERFORMANCE OF CONTRACTS</li> <li>10. DISCHARGE OF CONTRACTS</li> <li>11. QUASI-CONTRACTS</li> <li>12. REMEDIES FOR BREACH OF CONTRACT</li> <li>13. INDEMNITY AND GUARANTEE</li> <li>14. BAILMENT AND PLEDGE</li> <li>15. AGENCY</li> <li>16. CONTRACT OF SALE OF GOODS</li> <li>17. CONDITIONS AND WARRANTIES</li> <li>18. TRANSFER OF PROPERTY</li> <li>19. PERFORMANCE OF CONTRACT OF SALE</li> </ol>

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**Semester -4**

<b>Paper No</b>	<b>Subject Name</b>	<b>Contents of Syllabi</b>
Paper-I	English - II	1. PRECIS WRITING 2. LETTER WRITING 3. PREPOSITIONS 4. FIXED PREPARATION WITH VERBS 5. IDIOMS 6. SUBSTITUTION OF WORDS 7. ONE WORD SUBSTITUTIONS 8. COMMON ERRORS 9. HISTORY OF ENGLISH LANGUAGE 10. FOREIGN LANGUAGE EDUCATION
Paper-II	Business Economics - II	PROFIT AS BUSINESS OBJECTIVE AND PROFIT PLANNING NATIONAL INCOME: CONCEPT AND MEASUREMENT BUSINESS CYCLES: CAUSES AND CURES INFLATION: MEANING, MEASURE AND EFFECTS THEORIES OF INFLATION AND CONTROL MEASURES FISCAL POLICY MONETARY POLICY
Paper-III	Human Resource Management - II	PROMOTIONS, DEMOTIONS, TRANSFERS, SEPERATION, ABSENTEEISM AND TURNOVER QUALITY OF WORK LIFE COUNSELLING FOR EFFECTIVE HR DEVELOPMENT HUMAN RELATIONS
Paper-IV	Marketing Management - II	CONSUMER BEHAVIOUR SEGMENTATION AND TARGETING PRODUCT BRAND MANAGEMENT PRICING CHANNEL MANAGEMENT AND DISTRIBUTION MARKETING COMMUNICATION AND SALES PROMOTION
Paper-V	Financial Management - II	1. FINANCIAL AND OPERATING LEVERAGE 2. PRINCIPLES OF WORKING CAPITAL MANAGEMENT 3. DIVIDEND THEORY 4. DIVIDEND POLICY 5. CORPORATE RESTRUCTURING, MERGERS AND ACQUISITIONS 6. RETURN, RISK AND SHAREHOLDER VALUE
Paper-VI	Business Laws - II	1. REMEDIAL MEASURES 2. NEGOTIABLE INSTRUMENTS 3. PARTIES TO NEGOTIABLE INSTRUMENTS 4. PRESENTMENT OF NEGOTIABLE INSTRUMENTS 5. NEGOTIATION OF NEGOTIABLE INSTRUMENTS 6. DISHONOUR AND DISCHARGE OF NEGOTIABLE INSTRUMENTS 7. BANKER AND CUSTOMER 8. CONSUMER PROTECTION ACT, 1986 9. GENERAL PROVISIONS REGARDING ARBITRATION 10. ARBITRAL TRIBUNAL 11. ARBITRATION PROCEEDINGS 12. CONCILIATION 13. ENFORCEMENT OF CERTAIN FOREIGN AWARDS 14. INFORMATION TECHNOLOGY ACT, 2000 15. THE COMPANY 16. KINDS OF COMPANIES 17. MEMORANDUM OF ASSOCIATION 18. ARTICLES OF ASSOCIATION

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**Semester -5**

<b>Paper No</b>	<b>Subject Name</b>	<b>Contents of Syllabi</b>
Paper-I	E-Commerce - I	1. WHAT IS E-COMMERCE? 2. FACTORS EFFECTING E-COMMERCE 3. DIGITAL SIGNATURE AND ITS APPLICATION IN E-COMMERCE
Paper-II	Call Centre Management - I	1. WHAT IS CALL-CENTER MANAGEMENT 2. TYPES OF CALL CENTERS 3. CRITICAL ISSUES IN CALL CENTRE MANAGEMENT 4. STRATEGIS MANAGEMENT OF CALL CENTERS
Paper-III	Business Environment - I	1. INTRODUCTION TO BUSINESS 2. ECONOMIC ENVIRONMENT 3. NEW ECONOMIC ENVIRONMENT 4. POLITICAL ENVIRONMENT 5. LEGAL ENVIRONMENT
Paper-IV	Project Management - I	1. PROJECT – MEANING AND DEFINATION 2. INTRODUCTION TO PROJECT MANGEMENT 3. PROJECT APPRAISAL 4. TECHNICAL APPRAISAL 5. MARKET APPRAISAL
Paper-V	Entrepreneurship - I	1. PHILOSOPHY AND ORIGINS 2. THEORIES AND PRACTICE OF Entrepreneurship 3. Entrepreneurial ORGANISATION AND PERFORMANCE 4. MOTIVATION FACTORS OF Entrepreneurship 5. FACTORS AND SITUATIONS INFLUENCING Entrepreneurship

**Semester -6**

<b>Paper No</b>	<b>Subject Name</b>	<b>Contents of Syllabi</b>
Paper-I	E-Commerce - II	1. SUPPLY CHAIN MANAGEMENT IN E-COMMERCE 2. LEGAL FRAMEWORK FOR E-COMMERCE 3. CASE STUDIES IN E-COMMERCE
Paper-II	Call Centre Management - II	TECHNOLOGIES ADOPTED IN CALL CENTERS 2. FUTURE OF CALL CENTERS 3. LEGAL IMPLICATIONS FOR CALL CENTER INDUSTRY 4. CASE STUDIES IN CALL CENTER MANAGEMENT
Paper-III	Business Environment - II	1. INDIAN ECONOMY: SECTORAL DIVISIONS 2. SOCIAL ENVIRONMENT 3. TECHNOLOGICAL ENVIRONMENT 4. INTERNATIONAL ENVIRONMENT
Paper-IV	Project Management - II	1. FINANCIAL APPRAISAL 2. ECONOMIC APPRAISAL 3. SOCIAL COST BENEFIT ANALYSIS 4. PROJECT SCHEDULING AND CONTROL
Paper-V	Entrepreneurship - II	1. Entrepreneurial BARGAINING 2. RURAL WOMEN Entrepreneurship 3. INNOVATIONS IN Entrepreneurship
Paper-VI	Dissertation	