Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time

Programme Structure
And
Curriculum & Scheme of Examination

2010

AMITY UNIVERSITY UTTAR PRADESH
GAUTAM BUDDHA NAGAR
Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

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It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2010
## PROGRAMME STRUCTURE

### FIRST YEAR

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### TERM PAPER

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### SUMMER INTERNSHIP – 8 – 10 WEEKS

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**Any four courses from following four groups (not more than two courses from a group)**

**GROUP 1**
- BCHFN 30002 BCH 306 Financial Management: 2 - - 4
- BCHFN 30003 BCH 307 Fundamentals of Investment: 2 - - 4
- BCHFN 30004 BCH 308 Financial Markets, Institutions and Financial Services: 2 - - 4
- BCHIR 30001 BCH 309 Insurance and Risk Management: 2 - - 4

**GROUP 2**
- BCHMK 30001 BCH 310 Principles of Marketing: 2 - - 4
- BCHIB 30001 BCH 311 International Business: 2 - - 4
- BCHMK 30002 BCH 312 Advertising and Personal Selling: 2 - - 4
- BCHMK 30003 BCH 313 Service Marketing: 2 - - 4

**GROUP 3**
- BCHHR 30001 BCH 314 Human Resource Management: 2 - - 4
- BCHHR 30002 BCH 315 Compensation Management: 2 - - 4
- BCHHR 30003 BCH 316 Industrial Relations and Labour Laws: 2 - - 4
- BCHHR 30004 BCH 317 Human Resource Accounting: 2 - - 4

**GROUP 4**
- BCHFN 30005 BCH 318 Corporate Tax Planning: 2 - - 4
- BCHFN 30006 BCH 319 Computerized Accounting System: 2 - - 4
- BCHIT 30001 BCH 365 Business Data Processing: 2 - - 4
- BCHFN 30007 BCH 366 Comparative Accounting Systems: 2 - - 4

**TOTAL** 59
Curriculum & Scheme of Examination

BUSINESS ORGANIZATION AND MANAGEMENT

Course Code: BCH 101  Credit Units: 06

Course Objective:
This course aims to provide students with an understanding of the principles and practices of organisation and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

Course Contents:

Module I

Module II

Module III
Business organisation - basic concepts; components; structural design - production, marketing, Human Resource Development and finance functions; differentiation and integration

Module IV: Management
Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Module V: Planning
Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making – importance & steps.

Module VI: Organising & Staffing

Module VII: Directing
Meaning and nature of directing - Leadership styles - Motivation theories (Maslow’s, Herzberg, mcgregors X & Y theory) - Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Module VIII: Controlling
Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) – Balance score card, Economic value added, Market value added, Integrated ratio analysis.

Module IX: Management in perspective
Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.

Examination Scheme:

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Text & References:
- Koontz & O’Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
• M.C. Shukla: Business Organisation & Management, S. Chand
• Rustum & Davan, Principles and practice of Management.
• Jagadish Prakash: Business Organisation & Management
• Newman, H. William Summer, Etc.: The process of Management
FINANCIAL ACCOUNTING

Course Code: BCH 102      Credit Units: 06

Course Objective:
To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

Course Contents:

Module I

Module II

Module III

Module IV
Concept of single entry vis-à-vis double entry system of accounting, their interrelationship and conversion from single entry system to double entry system.

Module V
Final accounts – Concept of capital, revenue and deferred revenue expenditure, opening entries, closing entries, adjustment entries and rectification entries, trading, manufacturing and profit and loss account and balance sheet

Module VI
Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

Module VII
Accounts of non-profit organisations - receipts and payments and income and expenditure accounts and balance sheet; accounts of professionals.

Examination Scheme:

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Text & References:
- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhashwamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal,D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi
MICROECONOMIC THEORY AND APPLICATIONS - I

Course Code: BCH 103  Credit Units: 06

Course Objective:
The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

Course Contents:

Module I

Module II: Consumer Behaviour

Module III: Theory of Production and Cost

Module IV: Market Structures
Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

Module V: Factor Pricing-I
Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent.

Module VI: Factor Pricing - II

Examination Scheme:

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</table>

Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
BUSINESS MATHEMATICS

Course Code: BCH 104 Credit Units: 06

Course Objective:
To familiarize the students with basic mathematical tools and the application of the same to business and economic situations.

Course Contents:

Module I
Arithmetic Progressions, Geometric progressions and Harmonic Progressions: Definition of A.P, G.P and H.P. Simples Examples

Module II: Compound Interest and Annuities
Certain different types of interest rates; Concept of present value and amount of a sum; Types of annuities; Present Value and amount of an annuity, including the case of continuous compounding; valuation of simple loans and debentures; problems relating Sinking Funds.

Module III: Set theory
Set, Subset, Types of Sets Operations on sets Venn Diagram, Demorgan’s Laws, Applications of Set theory, Laws of indices.

Module IV: Matrices and determinants
Definition of a matrix; Types of matrices; Algebra of matrices; properties of determinants; calculation of values of Determinants upto third order; Adjoint of a matrix, Finding inverse of a matrix; Rank of a matrix, Solution of system of linear equations by Cramer’s Rule and Matrix Inverse Method (including not more than three variables).

Module V
Linear Programming problem (L.P.P.): Formulation of L.P.P.; Graphical Method of solution; problems relating to two variables including the case of mixed constraints; cases having no solution, multiple solutions, unbounded Solution.

Module VI
Function of real variables, Linear, Quadratic, exponential, Logarithmic and Inverse functions and their graphs. Illustrative examples. Limit of a function; Theorems on Limit (without proof). Simple examples.

Module VII: Differentiation
Definition; Derivative using first Principle; Method of Differentiation of sum, difference, product and Quotient of two functions; Derivative if compositive, inverse, exponential, Logarithmic, parametric and Implicit functions; second order derivative.

Module VIII: Maxima and minima
Case of one variable involving Second Order derivative; Average Cost, Average revenue functions, marginal cost, marginal revenue, Elasticity of demand.

Module IX: Integration
Integration as anti-derivative process; Standard forms; Method of Integration by substitution, by parts and by use of partial fractions. Definite integral and their properties; Finding areas in simple cases; Determination of Cost, revenue and demand function; Consumer’s surplus and Producer’s surplus.

Examination Scheme:

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Text & References:
- Kumbhojkar G.V.: Business Mathematics
- Shantinarayan: Text Book of Matrics.
- Bhagwat K Pawate: Elements of Calculus.
COMPUTER APPLICATIONS IN BUSINESS

Course Code: BCH 105 Credit Units: 06

Course Objective:
To provide computer skills and knowledge for commerce students, and to make them complacent with the use of new tools of IT.

Course Contents:

Module I

Module II

Module III

Module IV
Introduction to Windows – Basics, Windows Accessories, Using File and Program Manager

Module V

Module VI

Module VII
Introduction to Power Point Presentation, & Ms-outlook

Module VIII
Introduction to Desktop publishing, Computer Viruses, security, and usage of e-mail, Designing Web Page

Module IX
Management Information System (MIS) - Concept, need and characteristics of MIS - data, information and data life cycle - Information Requirement Analysis -Flow charts, decision tables, planning MIS techniques, factors important in planning process, systems approach to management, IS, decision support systems - Steps in system analysis, design and implementation of problems - Development of personnel/marketing information system such as:
1. Order processing system
2. Material purchase system
3. Pay roll system
4. Personal record system etc

Examination Scheme:

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Text & References:
- Craig Stinson “Running Microsoft Windows-98” – Microsoft press.
- “Working with Word” – Aptech Computer Education
• “Power Point Presentation” – Aptech Computer Education.
• Malhotra, Computer Applications in Business
• Rajaraman V, Analysis and Design of Information System, Prentice Hall of India, New Delhi
• Murdick, RG and Ross, JE Information Systems for Modern Management
• Kanter, J, Management Oriented MIS, Prentice Hall of India
• Bhattacharya SK, Management Planning and Information Systems
BUSINESS AND ECONOMIC LAWS

Course Code: BCH 106      Credit Units: 06

Course Objective:
The objective of the course is to impart basic knowledge that a common person comes across in various business dealings and, make him aware of the relevant case laws.

Course Contents:

Module I: Introduction
Meaning and Scope of business law – Sources of Indian Business Law.

Module II: Indian Contract Act

Module III: Indian Sale of Goods Act
Formation of a contract, Condition and warranties, Transfer of ownership, Performance of the contract, Rights of unpaid seller.

Module IV: Negotiable Instruments Act
Definition of a negotiable instrument; instruments negotiable by law and by custom; types of negotiable instruments; parties to a negotiable instrument - duties, rights, liabilities and discharge; material alteration; crossing of cheques; payment and collection of cheques and demand drafts; presumption of law as to negotiable instruments.

Module V: Indian Partnership Act
Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm


Module VII: Foreign Exchange Management Act 1999
Objectives, Scope and salient features – offences under the Act.

Examination Scheme:

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Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- M.C. Kuchhal, Business Law.
ENVIRONMENT STUDIES

Course Code: BCH 107
Credit Units: 04

Course Objective:
The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies
Definition, scope and importance
Need for public awareness

Module II: Natural Resources
Renewable and non-renewable resources:
Natural resources and associated problems
Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
− Role of an individual in conservation of natural resources.
− Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems
Concept of an ecosystem
Structure and function of an ecosystem
Producers, consumers and decomposers
Energy flow in the ecosystem
Ecological succession
Food chains, food webs and ecological pyramids
Introduction, types, characteristic features, structure and function of the following ecosystem:
  a. Forest ecosystem
  b. Grassland ecosystem
  c. Desert ecosystem
  d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation
Introduction – Definition: genetic, species and ecosystem diversity
Biogeographical classification of India
Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
Biodiversity at global, national and local levels
India as a mega-diversity nation
Hot-spots of biodiversity
Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
Endangered and endemic species of India
Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution
Definition
• Causes, effects and control measures of:
  a. Air pollution
b. Water pollution
c. Soil pollution
d. Marine pollution
e. Noise pollution
f. Thermal pollution
g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

**Module VI: Social Issues and the Environment**

From unsustainable to sustainable development
Urban problems and related to energy
Water conservation, rain water harvesting, watershed management
Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation
Consumerism and waste products
Environmental Protection Act
Air (Prevention and Control of Pollution) Act
Water (Prevention and control of Pollution) Act
Wildlife Protection Act
Forest Conservation Act

Issues involved in enforcement of environmental legislation
Public awareness

**Module VII: Human Population and the Environment**

Population growth, variation among nations
Population explosion – Family Welfare Programmes
Environment and human health
Human Rights
Value Education
HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

**Module VIII: Field Work**

Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain.
Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds
Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

**Examination Scheme:**

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**Text & References:**

- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email: mapin@icenet.net (R)
- Clark R.S., Marine Pollution, Claderson Press Oxford (TB)
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
• Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
• Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
• Survey of the Environment, The Hindu (M)
• Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
• Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
• Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
Course Objective:
This module briefly surveys the history of India. After a short sketch of pre-modern history of India, it will examine the arrival of the Europeans in India. The transformation of Indian polity, economy and society during the colonial period, the rise of nationalism and the consequent freedom struggle will be studied.

Course Contents:

Module I
Physical features - Pre-historic Age - Indus Valley Civilization - Vedic Age - Jainism - Buddhism.

Module II
Alexander's Invasion - It's effects - Mauryan Empire Administration - Asoka's Service to Buddhism Kushans - Kanishka - The Guptas - Golden Age - Harshavardhana and Buddhism.

Module III
Sangam Age - Social, economic, religious and cultural conditions - The Pallavas - Their contribution to Art and Architecture - The Imperial Cholas - Their administration - Growth of religion and culture.

Module IV

Module V
Bahmini Kindgoms - Vijayanagar Kingdom - Krishna Devaraya - Their contributions to Art and Architecture, religion and literature - Bakthi cult.

Module VI
The Mughals - Babur - Humayun - Shershah - Akbar to Aurangazeb - Mughal Administration - Art and Architecture under the Mughals. Shivaji - His administration - The Sikhs.

Module VII
Coming of the Europeans - Anglo - French rivalry Robert Clive to Dalhousie.

Module VIII

Module IX

Module X
Impact of British rule on India - Services of Nehru and Patel - Five year Plans - India's role in world affairs - Growth of Education from the 19th century to the present day - films and press in the post independence period - Human Rights in India.

Examination Scheme:

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Text & References:

- Bipinchandra, India's struggle of Independence (1857-1947)
- Mahajan, V.D., India since 1526.
- Majumdar, R.C. (Edi), Struggle for Freedom (Bhartiya Vidhya Bhavan, Mumbai)
- Majumdar, R.C. (Edi). British Paramouncy and Indian Renaissance, Part-I and Part-II. (Bhartiya Vidhya Bhavan, Mumbai)
- Majumdar, Raichaudhari and Dutt., An Advanced History of India, Part-II
- Rao, M.S.A., Social Movements in India Vol-I and Vol-II.
- Robert, P.E., History of India (Hindi Edition also available)
- Sarkar, Smodule, Modern India (1885-1947)
- Sharma, M.L., History of India
- Razvi, S.A.A., The Wonder that was India, vol-2.
- Satish chandra, Medieval India from sultanate to the Mughals.
- Stein, Burton, Peasant, State and Society in Medieval South India.
- Shrivastav, A.L. Delhi Sultanate.
- Ishvari Prasad, Medieval India
- Sharma, S.R., The Crescent in India
- Tripathi, R.P., Rise and fall of the Mughal Empire
- Mahajan V.D., India Sine 1526
- Sardesa, G.S., The New History of Marathas vol-I & II.
- Robert, P.E., History of British India (Relevant Chapters)
- Majumdar, R.C., The Delhi Sultanate (Bhartiya Vidhya Bhavan)
- Majumdar, R.C., The Mughal Empire
- Majumdar, R.C., The Maratha Supremacy.
Course Objective:
The objective of this course is to impart basic and fundamental mathematical knowledge to students who are from non-mathematic background.

Course Contents:

Module I: Number system
Irrational number; Decimal representation of irrational number; Surds ; Type of surds; Comparison of surds; Rationalisation of surds; Real numbers; Field properties of real numbers; order properties of real numbers; Inequalities; Real numbers are dense; Absolute value of real numbers; Fundamental properties; Archimedean property.

Module II: Polynomials
Degree of a polynomial; Special names of Polynomials; Factors of a Polynomial; Factors of ax^2 + bx + c; H.C.F. and L.C.M. of polynomials; H.C.F. of monomials; H.C.F. of polynomials by factorisation; L.C.M. of monomials; L.C.M. of polynomials which can be factorised.

Module III: Rational Expression
Rational expressions in lowest term; Addition of rational expressions; Subtraction of Rational algebraic expressions; Multiplication of rational algebraic expressions; Division of rational algebraic expressions; Properties of rational algebraic expressions.

Module IV: Ratio and Proportion
Extremes and Means; Continued proportion; Rules of proportion.

Module V: Equation
Linear Equation in one variable; Application of Linear Equations; Linear Equation in two variable; Algebraic Method; Graphs of Linear Equation in one and two variables.

Module VI: Logarithms
Laws of Logarithms; Approximation; Significant figures. The Common Logarithm; Determination of Mantissa; Logarithms Applications; Depreciation of values.

Module VII: Trigonometry
Angles; Positive and Negative Angles; Different measures of an Angle; Sexa desimal System (Scale of Sixty); Centesimal System (Scale of Hundred); Relation (pi); Circular System; Relation among the three systems; number system; Relation between the Arc, Angle and radius; Trigonometric ratio; Some useful identities. Trigonometric ratios of some standard angles. Trigonometric ratios of 30°; Trigonometric ratio of 45°; Concept of Infinity (α).

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Text & References:

- Kumbhojkar G.V. : Business Mathematics
- Shantinarayan: Text Book of Matrics.
- Bhagwat K Pawate: Elements of Calculus.
Course Objective:
The objective of this course is to impart basic and fundamental knowledge of Indian Democracy and Governance systems to students in order to educate them about the political and regulatory environment of business.

Course Contents:

Module I: Structure and Process of Governance
Indian Model of Democracy, Parliament, Party Politics and Electoral behaviour, Federalism, The Supreme Court and Judicial Activism, Units of Local Governance (Grassroots Democracy).

Module II: Ideas, Interests and Institutions in Public Policy
b. Regulatory Institutions – SEBI, TRAI, Competition Commission of India, etc.
c. Lobbying Institutions: Chambers of Commerce and Industries, Trade Unions, Farmers Associations, etc.

Module III: Contemporary Political Economy of Development in India
Policy Debates over Models of Development in India, Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance.

Module IV: Dynamics of Civil Society
New Social Movements and Various interests, Role of NGO’s, Understanding the political significance of Media and Popular Culture.

Examination Scheme:

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Text & References:

- Atul Kohli (ed.), The Success of India’s Democracy, Cambridge University Press.
- Corbridge, Stuart and John Harris, Reinventing India: Liberalisation, Hindu Nationalism and Popular Democracy OUP.
- Jagdish Bhagwati, India in Transition: Freeing the Economy.
- Patel, I.G., Glimpses of Indian Economic Policy: An Insider View, OUP.
PSYCHOLOGY AND ETHICS

Course Code: BCH 111       Credit Units: 06

Course Objective:
To enable students to understand the nature and characteristics of psychology.
To enable the student identify the variables involved in human process so as to infer their role in running business organization
To understand the needs of humans as an individual and a member of an organization.
To sensitize them to proper ideals and norms within which they should perform their roles.
To empower them to cultivate professional norms and ethics.

Course Contents:

Module I: Concept of Psychology
Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

Module II: Motivation
Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

Module III: Personality
Meaning and Definition, Determinants of Personality, Types of Personality

Module IV: Group Dynamics
Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

Module V: Ethics
Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.
Strategic Planning & Corporate Social Responsibility.
Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

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Text & References:

- Best Internet Source for Ethics, http://www.josephsoninstitute.org/jilinks.htm
ENGLISH

Course Code: BCH 140      Credit Units: 03

Course Objective:
The course is intended to give a foundation of English Language. The literary texts are intended to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond from different perspectives.

Course Contents:

Module I: Vocabulary
Use of Dictionary
Use of Words: Diminutives, Homonyms & Homophones

Module II: Essentials of Grammar - I
Articles
Parts of Speech
Tenses

Module III: Essentials of Grammar - II
Sentence Structure
Subject -Verb agreement
Punctuation

Module IV: Communication
The process and importance
Principles & benefits of Effective Communication

Module V: Spoken English Communication
Speech Drills
Pronunciation and accent
Stress and Intonation

Module VI: Communication Skills-I
Developing listening skills
Developing speaking skills

Module VII: Communication Skills-II
Developing Reading Skills
Developing writing Skills

Module VIII: Written English communication
Progression of Thought/ideas
Structure of Paragraph
Structure of Essays

Module IX: Short Stories
Of Studies, by Francis Bacon
Dream Children, by Charles Lamb
The Necklace, by Guy de Maupassant
A Shadow, by R.K.Narayan
Glory at Twilight, Bhabani Bhattacharya

Module X: Poems
All the Worlds a Stage      Shakespeare
To Autumn              Keats
O! Captain My Captain,      Walt Whitman
Where the Mind is Without Fear   Rabindranath Tagore
Psalm of Life            H.W. Longfellow

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</table>
Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

* 30 hrs Programme to be continued for Full year*
BEHAVIOURAL SCIENCE – I & II

Course Code: BCH 143 Credit Units: 02

BEHAVIOURAL SCIENCE - I
(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Objective:
This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude
Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence
Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Dressler, David and Cans, Donald: The Study of Human Interaction

BEHAVIOURAL SCIENCE - II
(PROBLEM SOLVING AND CREATIVE THINKING)

Course Objective:
To enable the students:
Understand the process of problem solving and creative thinking.
Facilitation and enhancement of skills required for decision-making.
Course Contents:

Module I: Thinking as a tool for Problem Solving
What is thinking: The Mind/Brain/Behaviour
Thinking skills
Critical Thinking and Learning:
Making Predictions and Reasoning
Memory and Critical Thinking
Emotions and Critical Thinking

Module II: Hindrances to Problem Solving
Perception
Expression
Emotion
Intellect
Work environment

Module III: Problem Solving Process
Recognizing and Defining a problem
Analyzing the problem (potential causes)
Developing possible alternatives
Evaluating Solutions
Resolution of problem
Implementation

Module IV: Plan of Action
Construction of POA
Monitoring
Reviewing and analyzing the outcome

Module V: Creative Thinking
Definition and meaning of creativity
The nature of creative thinking
Convergent and Divergent thinking
Idea generation and evaluation (Brain Storming)
Image generation and evaluation
Debating
The six-phase model of Creative Thinking: ICEDIP model

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
FRENCH – I & II

Course Code: BCH 144 Credit Units: 04

FRENCH - I

Course Objective:
To familiarize the students with the French language
• with the phonetic system
• with the syntax
• with the manners
• with the cultural aspects

Course Contents:
Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2
Only grammar of Unité 3: object if 3, 4 and 5

Contenu lexical: Unité 1: Découvrir la langue française: (oral et écrit)
1. se présenter, présenter quelqu’un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance
1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps
1. dire la date et l’heure

Contenu grammatical:
1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjecitif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu’est-ce que, où, quand, comment, quel(s), quelle(s)
   Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Text & References:
• le livre à suivre : Campus: Tome 1

FRENCH - II

Course Objective:
• To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
• To make them learn the basic rules of French Grammar.

Course Contents:
Module A: pp.38 – 47: Unité 3: Object if 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical: Unité 3: Organiser son temps
1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour …
i) prendre un rendez-vous/ accepter et confirmer/ annuler
ii) inviter/accepter/refuser

3. Faire un programme d’activités
   imaginer une conversation téléphonique/un dialogue
   Propositions- interroger, répondre

Unité 4: Découvrir son environnement
   1. situer un lieu
   2. s’orienter, s’informer sur un itinéraire.
   3. Chercher, décrire un logement
   4. connaître les rythmes de la vie

Unité 5: s’informer
   1. demander/donner des informations sur un emploi du temps passé.
   2. donner une explication, exprimer le doute ou la certitude.
   3. découvrir les relations entre les mots
   4. savoir s’informer

Contenu grammatical:
   1. Adjectifs démonstratifs
   2. Adjectifs possessifs/exprimer la possession à l’aide de :
      i. « de » ii. A+nom/pronom disjoint
   3. Conjugaison pronominale – négative, interrogative -
      construction à l’infinitif
   4. Impératif/exprimer l’obligation/l’interdiction à l’aide de « il
      faut… »/ «il ne faut pas… »
   5. passé composé
   6. Questions directes/indirectes

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1
GERMAN – I & II

GERMAN - I

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction
Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht’s?: Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel
To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics
Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.

Module V: Articles
The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb “to have”

Module VIII: Colours
All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”
The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.
“Wie viel kostet das?”

Module X: Revision list of Question pronouns
W – Questions like who, what, where, when, which, how, how many, how much, etc.

Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs
GERMAN – II

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods
Time and times of the day.
Weekdays, months, seasons.
Adverbs of time and time related prepositions

Module II: Irregular verbs
Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lernen, schlafen, sprechen und ähnliche).

Module III: Separable verbs
To comprehend the change in meaning that the verbs undergo when used as such
Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension
Reading and deciphering railway schedules/school time table
Usage of separable verbs in the above context

Module V: Accusative case
Accusative case with the relevant articles
Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns
Nominative and accusative in comparison
Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions
Accusative propositions with their use
Both theoretical and figurative use

Module VIII: Dialogues
Dialogue reading: ‘In the market place’
‘At the Hotel’

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C – Project + Presentation
I – Interaction/Conversation Practice

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- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs
SPANISH – I

Course Objective:
To enable students acquire the relevance of the Spanish language in today’s global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary.

Course Contents:

Module I
A brief history of Spain, Latin America, the language, the culture…and the relevance of Spanish language in today’s global context.
Introduction to alphabets

Module II
Introduction to ‘Saludos’ (How to greet each other. How to present / introduce each other).
Goodbyes (despedidas)
The verb llamarse and practice of it.

Module III
Concept of Gender and Number
Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV
Introduction to SER and ESTAR (both of which mean To Be).Revision of ‘Saludos’ and ‘Llamarse’. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of Ser and Estar.

Module V
Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI
Introduction to some key AR/ER/IR ending regular verbs.

Text & References:
- Español, En Directo I A
- Español Sin Fronteras

SPANISH – II

Course Objective:
To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I
Revision of earlier modules.

Module II
Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III
More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (bueno/malo, muy, mucho, bastante, poco). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV
Possessive pronouns
Module V
Writing/speaking essays like my friend, my house, my school/institution, myself…descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras
JAPANESE – I & II

Course Code: BCH 147      Credit Units: 04

JAPANESE - I

Course Objective:
To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

Course Contents:

Module I: Salutations
Self introduction, Asking and answering to small general questions

Module II: Cardinal Numbers
Numerals, Expression of time and period, Days, months

Module III: Tenses
Present Tense, Future tense

Module IV: Prepositions
Particles, possession, Forming questions

Module V: Demonstratives
Interrogatives, pronoun and adjectives

Module VI: Description
Common phrases, Adjectives to describe a person

Module VII: Schedule
Time Table, everyday routine etc.

Module VIII: Outings
Going to see a movie, party, friend’s house etc.

Learning Outcome
➢ Students can speak the basic language describing above mentioned topics

Methods of Private study /Self help
➢ Handouts, audio-aids, and self-do assignments and role-plays will support classroom teaching

Text & References:

Text:
• Teach yourself Japanese

References:
• Shin Nihongo no kiso 1

JAPANESE - II

Course Objective:
To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

Course Contents:

Module I: Verbs
Transitive verbs, intransitive verbs

Module II: More prepositions
More particles, articles and likes and dislikes.
Module III: Terms used for instructions
No parking, no smoking etc.

Module IV: Adverbs
Different adverbial expression.

Module V: Invitations and celebrations
Giving and receiving presents,
Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

Module VI: Comprehension’s
Short essay on Family, Friend etc.

Module VII: Conversations
Situational conversations like asking the way, At a post office, family

Module VIII: Illness
Going to the doctor, hospital etc.

Learning Outcome
➢ Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help
➢ Handouts, audio-aids, and self-do assignments.
➢ Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

Text:
➢ Teach yourself Japanese

References:
➢ Shin Nihongo no kiso 1
Course Code: BCH 148  
Credit Units: 04

CHINESE – I

Course Objective:
There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I
Show pictures, dialogue and retell.
Getting to know each other.
Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)
Practicing of Tones as it is a tonal language.
Changes in 3rd tone and Neutral Tone.

Module II
Greetings
Let me Introduce
The modal particle “ne”.
Use of Please ‘qing” – sit, have tea …………… etc.
A brief self introduction – Ni hao ma? Zaijian!
Use of “bu” negative.

Module III
Attributives showing possession
How is your Health? Thank you
Where are you from?
A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.
Are you busy with your work?
May I know your name?

Module IV
Use of “How many” – People in your family?
Use of “zhe” and “na”.
Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.
How to make interrogative sentences ending with “ma”.
Structural particle “de”.
Use of “Nin” when and where to use and with whom. Use of guixing.
Use of verb “zuo” and how to make sentences with it.

Module V
Family structure and Relations.
Use of “you” – “mei you”.
Measure words
Days and Weekdays.
Numbers.
Maps, different languages and Countries.

Text & References:
• “Elementary Chinese Reader Part I” Lesson 1-10

CHINESE – II

Course Objective:
Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third
taste, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

**Course Contents:**

**Module I**
- Drills
- Practice reading aloud
- Observe Picture and answer the question.
- Tone practice.
- Practice using the language both by speaking and by taking notes.
- Introduction of basic sentence patterns.
- Measure words.
- Glad to meet you.

**Module II**
- Where do you live?
- Learning different colors.
- Tones of “bu”
- Buying things and how much it costs?
- Dialogue on change of Money.
- More sentence patterns on Days and Weekdays.
- How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end … etc.
- Morning, Afternoon, Evening, Night.

**Module III**
- Use of words of location like-li, wais hang, xia
- Furniture – table, chair, bed, bookshelf, etc.
- Description of room, house or hostel room. eg what is placed where and how many things are there in it?
- Review Lessons – Preview Lessons.
- Expression ‘yao”, “xiang” and “yaoshi” (if).
- Days of week, months in a year etc.
- I am learning Chinese. Is Chinese difficult?

**Module IV**
- Counting from 1-1000
- Use of “chang-chang”.
- Making an Inquiry – What time is it now? Where is the Post Office?
- Days of the week. Months in a year.
- Use of Preposition – “zai”, “gen”.
- Use of interrogative pronoun – “duoshao” and “ji”.
- “Whose”?? Sweater etc is it?
- Different Games and going out for exercise in the morning.

**Module V**
- The verb “qu”
- Going to the library issuing a book from the library
- Going to the cinema hall, buying tickets
- Going to the post office, buying stamps
- Going to the market to buy things.. etc
- Going to the buy clothes …. Etc.
- Hobby. I also like swimming.
- Comprehension and answer questions based on it.

**Examination Scheme:**

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C – Project + Presentation
I – Interaction/Conversation Practice

**Text & References:**

- “Elementary Chinese Reader Part I” Lesson 11-20
CORPORATE ACCOUNTING

Course Code: BCH 201      Credit Units: 06

Course Objective:
This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies’ Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Contents:

Module I
Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

Module II
Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

Module III
Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

Module IV

Module V
Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

Module VI
Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

Module VII
Holding and subsidiary companies - accounting treatment and disclosures; consolidation of accounts.

Module VIII
Valuation of goodwill and shares

Module IX
Final accounts of banking companies, insurance companies and electricity companies.

Module X: Liquidation

Examination Scheme:

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Text & References:

• S.N. Maheswari, Financial Accounting
• Narayanaswamy, Financial Accounting
• SP Iyengar, Advanced Accountancy
• RL Gupta, Advanced Accountancy
• Jain and Narang, Corporate Accounting
• Tulsian, Advanced Accounting
COST ACCOUNTING

Course Code: BCH 202  Credit Units: 06

Course Objective:
To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

Course Contents:

Module I: Cost Accounting

Module II: Material Costing

Module III: Labour Costing

Module IV: Overhead Costing

Module V

Module VI
Reconciliation of Cost and Financial Accounts - Need for reconciliation – Reasons for difference in profits – Problems on preparation of Reconciliation statements including Memorandum Reconciliation account.

Examination Scheme:

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Text & References:

- N.K. Prasad : Cost Accounting
- Nigam & Sharma : Cost Accounting
- Khanna Pandey & Ahuja : Practical Costing
- M.L. Agarwal : Cost Accounting
- Jain & Narang : Cost Accounting
- S.P. Iyengar : Cost Accounting
- S.N. Maheshwari : Cost Accounting
- Horngren : Cost Accounting : A Managerial Emphasis
- M. N. Arora : Cost Accounting
- Dutta : Cost Accounting
Course Objective:
The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long–term decision-making and market efficiency.

Course Contents:

Module I: Monopoly Market Structure

Module II: Monopolistic Competition and Oligopoly
Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot’s duopoly model, Kinked demand model. Prisoner’s dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

Module III: Market for factor Inputs

Module IV: Inter-temporal Analysis and Choice under Uncertainty
Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

Module V: General Equilibrium and Marketing Failure

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</table>

Text & References:

- H.L. Ahuja, Microeconomics
- Gould, J.P., & E.P Lazer, “Microeconomics Theory”, All India Traveller Bookseller, New Delhi
Course Objective:
To provide basic understanding of quantitative tools and their elementary application to business problems.

Course Contents:

Module I: Introduction to Statistics
Basic concepts; Population, sample, parameter, Frequency Distribution, Cumulative frequency: Graphics and diagrammatic representation of data, Techniques of data collection; sampling vs. Population, primary and secondary data.

Module II: Central Tendency and Dispersion
Measures of central tendency; Mean Median Mode Geometric mean and Harmonic mean. Measures of dispersion; Range, Mean Deviation, Standard deviation, coefficient of variation, Quartile. Deviation, skewness and kurtosis.

Module III: Correlation and Regression
Correlation: simple, coefficient of correlation-Karl Pearson and Rank correlation partial and Multiple correlation Analysis, Regression analysis Estimation of regression line in a bivariate distribution - Least squares method, interpretation of regression coefficients.

Module IV: Time Series and index Numbers
Time series analysis-concept and components Determination of regular, trend and seasonal indices; index number’s - concept, price relative, quantity relative, value relative; Lapeer’s Paasche’s and Fisher, Family budget method; problems in the construction and limitations of index numbers Tests for ideal index number.

Module V
Probability Theory (including normal, poison and binomial distribution)

Module VI
Decision Tree Analysis

Examination Scheme:

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Text & References:

Course Objective:
To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

Course Contents:

Module I: Introduction
Meaning, characteristics & Types of companies

Module II
Promotion & incorporation of companies

Module III
Memorandum of Association, articles of association, Prospectus, Borrowing Power, Mortgages & charges

Module IV
Directors- appointment, powers & legal position\ Company Meetings-kinds, quorum, voting, resolutions & minutes.

Module V
Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

Module VI
Audit of Limited Companies-Company Auditor-appointment,powers,duties & liabilities,auditors repot..

Module VII: Winding up of Company
Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator , Manner of voluntary winding up, Consequences & types of voluntary winding up

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Text & References:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
Course Objective:
To prepare the students with the concepts and theory of income tax accounting and to give a practical exposure to them.

Course Contents:

Module I

Module II

Module III
Income from House Property – Introduction – Annual value under different situations – deductions problems.

Module IV
Preparation of return of income – manually and through software Form No. 49A (PAN) and 49B. Filling of Income Tax Returns. List of enclosures to be made along with IT returns (with reference to salary & H.P). Preparation of Form 16. Computation of Income Tax and the Slab Rates. Computation of Gratuity. Chart on perquisites. List of enclosures to be made along with IT returns (with reference to salary and house property Incomes)

Examination Scheme:

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</table>

Text & References:
- Dr. Vinod K. Singania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
Course Objective:
The subject will provide students with the knowledge to cover wide-ranging aspects of conducting business on the Internet.

Course Contents:

Module I: E-Commerce Concept
Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services.

Module II: Electronic Data Interchange
Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control.

Module III: Types of E-Commerce

Module IV: Internet
Concept of Internet, use of Internet, Requirements of Internet, Internet Domain, Internet server, establishing connectivity on the Internet, Types of Internet provides, Constituents of Internet Protocol, browsing the internet, tools and service on Internet, Procedure of Opening E-mail Account on Internet.

Module V: E-Marketing
Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets, Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

Module VI: E-Finance

Module VII: E-Payment
Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cyberecash, smart cards.

Module VIII: E-Commerce in India
State of E-Commerce in India, Problems and opportmoduleies in E-Commerce in India, Future of E-Commerce, Legal issues involved in E-Commerce in India.

Examination Scheme:

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</table>

Text & References:
- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal
AUDITING

Course Objective:
To provide knowledge of auditing principles, procedures and techniques in accordance with the professional standards and requirements.

Course Contents:

Module I
Introduction to auditing Introduction – meaning – definition – difference between accountancy and auditing – types of audit—advantages of auditing – preparation before commencement of new audit

Module II
Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

Module III

Module IV
Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975

Module V
Visit an audit firm, write about the procedure followed by them in Auditing the books of accounts of a firm. Record the verification procedure with respect to any one fixed asset. Prepare a qualified or clean audit report for a given situation. Draft an audit program.

Examination Scheme:

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Text & References:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.
- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.
- Jagadeesh Prakash, Auditing.
COMMUNICATION SKILLS – I & II

Course Code: BCH 241      Credit Units: 02

COMMUNICATION SKILLS - I

Course Objective:
To form written communication strategies necessary in the workplace

Course Contents:

Module I: Introduction to Writing Skills
Effective Writing Skills
Avoiding Common Errors
Paragraph Writing
Note Taking
Writing Assignments

Module II: Letter Writing
Types
Formats

Module III
Memo
Agenda and Minutes
Notice and Circulars

Module IV: Report Writing
Purpose and Scope of a Report
Fundamental Principles of Report Writing
Project Report Writing
Summer Internship Reports

Text & References:

• Business Communication, Raman –Prakash, Oxford
• Creative English for Communication, Krishnaswamy N, Macmillan
• Textbook of Business Communication, Ramaswami S, Macmillan
• Working in English, Jones, Cambridge
• A Writer's Workbook Fourth edition, Smoke, Cambridge
• Effective Writing, Withrow, Cambridge
• Writing Skills, Coe/Rycroft/Ernest, Cambridge
• Welcome!, Jones, Cambridge

COMMUNICATION SKILLS - II

Course Objective:
To teach the participants strategies for improving academic reading and writing.
Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.

Course Contents:

Module I: Social Communication Skills
Small Talk
Conversational English
Appropriateness
Building rapport

Module II: Context Based Speaking
In general situations
In specific professional situations
Discussion and associated vocabulary
Simulations/Role Play
Module III: Professional Skills
Presentations
Negotiations
Meetings
Telephony Skills

Examination Scheme:

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</table>

CAF – Communication Assessment File
GD – Group Discussion
GP – Group Presentation

Text & References:

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Business Communication, Raman – Prakash, Oxford
BEHAVIOURAL SCIENCE – III & IV

Course Code: BCH 243     Credit Units: 02

BEHAVIOURAL SCIENCE - III
(INTERPERSONAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Objective:
This course aims at imparting an understanding of:
• Interpersonal communication and relationship.
• Strategies for healthy interpersonal relationship
• Effective management of emotions.
• Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication
Importance of Behavioural/Interpersonal Communication
Types – Self and Other Oriented
Rapport Building – NLP, Communication Mode
Steps to improve Interpersonal Communication

Module II: Interpersonal Styles
Transactional Analysis
Life Position/Script Analysis
Games Analysis
Interational and Transactional Styles
Bridging differences in Interpersonal Relationship through TA
Communication Styles

Module III: Conflict Management and Negotiation
Meaning and Nature of conflicts
Styles and techniques of conflict management
Meaning of Negotiation
Process and Strategies of Negotiation
Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development
Importance of Interpersonal Relationships
Interpersonal Relationship Skills
Types of Interpersonal Relationships
Relevance of Interpersonal Communication in Relationship Development

Module V: Impression Management
Meaning & Components of Impression Management
Impression Management Techniques
Impression Management Training-Self help and Formal approaches

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
• Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
• Julia T. Wood. Interpersonal Communication everyday encounter
• Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
Course Objective:
To inculcate an elementary level of understanding of group/team functions
To develop team-spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation
- Definition and Characteristics
- Importance of groups
- Classification of groups
- Stages of group formation
- Benefits of group formation

Module II: Group Functions
- External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
- Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
- Group Cohesiveness and Group Conflict
- Adjustment in Groups

Module III: Teams
- Meaning and nature of teams
- External and Internal factors effecting team
- Building Effective Teams
- Consensus Building
- Collaboration

Module IV: Leadership
- Meaning, Nature and Functions
- Self leadership
- Leadership styles in organization
- Leadership in Teams

Module V: Power to empower: Individual and Teams
- Meaning and Nature
- Types of power
- Relevance in organization and Society

Module VI: End-of-Semester Appraisal
- Viva based on personal journal
- Assessment of Behavioural change as a result of training
- Exit Level Rating by Self and Observer

Text & References:
- Organizational Behaviour, Davis, K.
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
FRENCH – III & IV

Course Code: BCH 244

FRENCH – III

Course Objective:
To provide the students with the know-how
• To master the current social communication skills in oral and in written.
• To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Unité 6
Module C: pp. 89 to103 Unité 7

Contenu lexical:

Unité 6: se faire plaisir
  1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
  2. parler de la nourriture, deux façons d’exprimer la quantité, commander un repas au restaurant
  3. parler des différentes occasions de faire la fête

Unité 7: Cultiver ses relations
  1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
  2. annoncer un événement, exprimer un souhait, remercier, s’excuser par écrit.
  3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne…rien/personne/plus
4. Questions avec combien, quel…
5. expressions de la quantité
6. ne…plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l’objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Text & References:
• le livre à suivre : Campus: Tome 1

FRENCH – IV

Course Objective:
To enable students:
• To develop strategies of comprehension of texts of different origin
• To present facts, projects, plans with precision

Course Contents:

Module C: pp. 104 – 139: Unités 8, 9

Contenu lexical:

Unité 8: Découvrir le passé
  1. parler du passé, des habitudes et des changements.
  2. parler de la famille, raconter une suite d’événements/préciser leur date et leur durée.
3. connaître quelques moments de l’histoire

Unité 9: Entreprendre

1. faire un projet de la réalisation: (exprimer un besoin, préciser les étapes d’une réalisation)
2. parler d’une entreprise
3. parler du futur

Contenu grammatical:

1. Imparfait
2. Pronom « en »
3. Futur
4. Discours rapporté au présent
5. Passé récent
6. Présent progressif

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1
GERMAN – III & IV

Course Code: BCH 245 Credit Units: 04

GERMAN - III

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Course Contents:

Module I: Modal verbs
Modal verbs with conjugations and usage
Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)
Information about Germany in the form of presentations or “Referat”– neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case
Dative case, comparison with accusative case
Dative case with the relevant articles
Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns
Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions
Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues
In the Restaurant,
At the Tourist Information Office,
A telephone conversation

Module VII: Directions
Names of the directions
Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions
To assimilate the knowledge of the conjunctions learnt indirectly so far

Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

GERMAN - IV

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.
Introduction to Advanced Grammar Language and Professional Jargon
Course Contents:

Module I: Present perfect tense  
Present perfect tense, usage and applicability  
Usage of this tense to indicate near past  
Universal applicability of this tense in German

Module II: Letter writing  
To acquaint the students with the form of writing informal letters.

Module III: Interchanging prepositions  
Usage of prepositions with both accusative and dative cases  
Usage of verbs fixed with prepositions  
Emphasizing on the action and position factor

Module IV: Past tense  
Introduction to simple past tense  
Learning the verb forms in past tense  
Making a list of all verbs in the past tense and the participle forms

Module V: Reading a Fairy Tale  
Comprehension and narration  
- Rotkäppchen  
- Froschprinzessin  
- Die Fremdsprache

Module VI: Genitive case  
Genitive case – Explain the concept of possession in genitive  
Mentioning the structure of weak nouns

Module VII: Genitive prepositions  
Discuss the genitive propositions and their usage: (während, wegen, statt, trotz)

Module VIII: Picture Description  
Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;  
Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

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C – Project + Presentation  
I – Interaction/Conversation Practice

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- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs
SPANISH – III & IV

Course Code: BCH 246
Credit Units: 04

SPANISH – III

Course Objective:
To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I
Revision of earlier semester modules
Set expressions (idiomatic expressions) with the verb Tener, Poner, Ir….
Weather

Module II
Introduction to Gustar…and all its forms. Revision of Gustar and usage of it

Module III
Translation of Spanish-English; English-Spanish. Practice sentences.
How to ask for directions (using estar)
Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV
Simple conversation with help of texts and vocabulary
En el restaurante
En el instituto
En el aeropuerto

Module V
Reflexives

Text & References:
- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

SPANISH - IV

Course Objective:
To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I
Revision of earlier semester modules
Introduction to Present Continuous Tense (Gerunds)

Module II
Translation with Present Continuous Tense
Introduction to Gustar, Parecer, Apetecer, doler

Module III
Imperatives (positive and negative commands of regular verbs)
Module IV
Commercial/business vocabulary

Module V
Simple conversation with help of texts and vocabulary
En la recepción del hotel
En el restaurante
En la agencia de viajes
En la tienda/supermercado

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:
- Español Sin Fronteras (Nivel – Elemental)
JAPANESE – III & IV

Course Code: BCH 247
Credit Units: 04

JAPANESE - III

Course Objective:
To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further.
Note: The Japanese script is introduced in this semester.

Course Contents:

Module I: Verbs
Different forms of verbs: present continuos verbs etc

Module II
More Adverbs and adverbial expressions

Module III: Counters
Learning to count different shaped objects,

Module IV: Tenses
Past tense, Past continuous tense.

Module V: Comparison
Comparative and Superlative degree

Module VI: Wishes and desires
Expressing desire to buy, hold, possess. Usage in negative sentences as well.
Comparative degree, Superlative degree.

Module VII: Appointment
Over phone, formal and informal etc.

Learning Outcome
➢ Students can speak the language and can describe themselves and situations effectively
➢ They also gain great knowledge in terms of Japanese lifestyle and culture, which help them at the time of placements.

Methods of Private study /Self help
➢ Handouts, audio-aids, and self-do assignments.
➢ Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Text & References:

Text:
• Teach yourself Japanese.

References:
• Shin Nihongo no kiso 1

JAPANESE - IV

Course Objective:
To enable the students to comfortably interact using basic Japanese.
Note: Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.
Course Contents:

Module I
Comparison using adjectives, Making requests

Module II
Seeking permission

Module III
Practice of conversations on:
Visiting people, Party, Meetings, After work, At a ticket vending machine etc

Module IV
Essays, writing formal letters

Learning Outcome
➢ Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help
➢ Handouts, audio-aids, and self-do assignments, role-plays.
➢ Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

Text:
• Teach yourself Japanese

References:
• Shin Nihongo no kiso 1
CHINESE – III & IV

Course Code: BCH 248 Credit Units: 04

CHINESE – III

Course Objective:
Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I
Drills
Dialogue practice
Observe picture and answer the question.
Introduction of written characters.
Practice reading aloud
Practice using the language both by speaking and by taking notes.
Character writing and stroke order

Module II
Measure words
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.
Our school and its different building locations.
What game do you like?
Difference between “hii” and “neng”, “keyi”.

Module III
Changing affirmative sentences to negative ones and vice versa
Human body parts.
Not feeling well words e.g.; fever, cold, stomach ache, head ache.
Use of the modal particle “le”
Making a telephone call
Use of “jiu” and “cal” (Grammar portion)
Automobiles e.g. Bus, train, boat, car, bike etc.
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV
The ordinal number “di”
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.
use of to enter to exit
Structural particle “de” (Compliment of degree).
Going to the Park.
Description about class schedule during a week in school.
Grammar use of “li” and “cong”.
Comprehension reading followed by questions.

Module V
Persuasion-Please don’t smoke.
Please speak slowly
Praise – This pictorial is very beautiful
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast … etc.
Talking about studies and classmates
Use of “it doesn’t matter”
Enquiring about a student, description about study method.
Grammar: Negation of a sentence with a verbal predicate.
Course Objective:
How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educated person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I
Dialogue Practice
Observe picture and answer the question
Pronunciation and intonation
Character writing and stroke order.
Electronic items

Module II
Traveling – The Scenery is very beautiful
Weather and climate
Grammar question with – “bu shi … Ma?”
The construction “yao … le” (Used to indicate that an action is going to take place)
Time words “yiqian”, “yiwei” (Before and after).
The adverb “geng”.

Module III
Going to a friend house for a visit meeting his family and talking about their customs.
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.
Aspect particle “guo” shows that an action has happened some time in the past.
Progressive aspect of an act “zhengzai” Also the use if “zhe” with it.
To welcome someone and to see off someone …. I cant go the airport to see you off… etc.

Module IV
Shipment. Is this the place to checking luggage?
Basic dialogue on – Where do u work?
Basic dialogue on – This is my address
Basic dialogue on – I understand Chinese
Basic dialogue on – What job do u do?
Basic dialogue on – What time is it now?

Module V
Basic dialogue on – What day (date) is it today?
Basic dialogue on – What is the weather like here.
Basic dialogue on – Do u like Chinese food?
Basic dialogue on – I am planning to go to China.

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30
- “Elementary Chinese Reader, Part-2” Lesson 31-38
METHODOLOGY

A term (or research) paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress of the paper will be monitored regularly by the faculty. At the end of the semester the detailed paper on the topic will be submitted to the faculty assigned. The evaluation will be done by Board of examiners comprising of the faculties.

GUIDELINES FOR TERM PAPER

The procedure for writing a term paper may consists of the following steps:

1. Choosing a subject
2. Finding sources of materials
3. Collecting the notes
4. Outlining the paper
5. Writing the first draft
6. Editing & preparing the final paper

1. Choosing a Subject
The subject chosen should not be too general.

2. Finding Sources of materials
a) The material sources should be not more than 10 years old unless the nature of the paper is such that it involves examining older writings from a historical point of view.
b) Begin by making a list of subject-headings under which you might expect the subject to be listed.
c) The sources could be books and magazines articles, news stories, periodicals, scientific journals etc.

3. Collecting the notes
Skim through sources, locating the useful material, then make good notes of it, including quotes and information for footnotes.
a) Get facts, not just opinions. Compare the facts with author's conclusion.
b) In research studies, notice the methods and procedures, results & conclusions.
c) Check cross references.

4. Outlining the paper
a) Review notes to find main sub-divisions of the subject.
b) Sort the collected material again under each main division to find sub-sections for outline so that it begins to look more coherent and takes on a definite structure. If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

5. Writing the first draft
Write the paper around the outline, being sure that you indicate in the first part of the paper what its purpose is. You may follow the following:
a) statement of purpose
b) main body of the paper
c) statement of summary and conclusion
Avoid short, bumpy sentences and long straggling sentences with more than one main ideas.

6. Editing & Preparing the final Paper
a) Before writing a term paper, you should ensure you have a question which you attempt to answer in your paper. This question should be kept in mind throughout the paper. Include only information/ details/ analyses of relevance to the question at hand. Sometimes, the relevance of a particular section may be clear to you but not to your readers. To avoid this, ensure you briefly explain the relevance of every section.
b) Read the paper to ensure that the language is not awkward, and that it "flows" properly.
c) Check for proper spelling, phrasing and sentence construction.
d) Check for proper form on footnotes, quotes, and punctuation.
e) Check to see that quotations serve one of the following purposes:
   (i) Show evidence of what an author has said.
   (ii) Avoid misrepresentation through restatement.
   (iii) Save unnecessary writing when ideas have been well expressed by the original author.
f) Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.
Term papers should be composed of the following sections:
1) Title page
2) Table of contents
3) Introduction
4) Review
5) Discussion & Conclusion
6) References
7) Appendix

Generally, the introduction, discussion, conclusion and bibliography part should account for a third of the paper and the review part should be two thirds of the paper.

Discussion
The discussion section either follows the results or may alternatively be integrated in the results section. The section should consist of a discussion of the results of the study focusing on the question posed in the research paper.

Conclusion
The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:
a) summary of question posed
b) summary of findings
c) summary of main limitations of the study at hand
d) details of possibilities for related future research

References
From the very beginning of a research project, you should be careful to note all details of articles gathered. The bibliography should contain ALL references included in the paper. References not included in the text in any form should NOT be included in the bibliography.
The key to a good bibliography is consistency. Choose a particular convention and stick to this.

Bibliographical conventions

Monographs

Edited volumes
[(eds.) is used when there is more than one editor; and (ed.) where there is only one editor. In German the abbreviation used is (Hrsg.) for Herausgeber].

Edited articles

Journal articles

Electronic book

Electronic journal articles

Other websites

Unpublished papers
Unpublished theses/dissertations

Appendix
The appendix should be used for data collected (e.g. questionnaires, transcripts, ...) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints in the main text.

Assessment Scheme:

Continuous Evaluation: 40%
(Based on abstract writing, interim draft, general approach, research orientation, readings undertaken etc.)

Final Evaluation: 60%
(Based on the organization of the paper, objectives/problem profile/issue outlining, comprehensiveness of the research, flow of the idea/ideas, relevance of material used/presented, outcomes vs. objectives, presentation/viva etc.)
Course Objective:
To provide the students knowledge about the use of costing data for planning, control and decision making.

Course Contents:

Module I: Management Accounting

Module II: Analysis and Interpretation of Financial Statements - I

Module III: Analysis and Interpretation of Financial Statements - II

Module IV: Funds Flow Analysis
Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

Module V: Cash Flow Analysis
Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

Module VI: Budgets and Budgetary Control
Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

Module VII: Capital Budgetary
Nature of Capital Expenditure - Concept of Capital Budgeting - Capital Budgeting Procedure - Methods of Ranking Investment Proposals - Simple Problems involving Pay-back Method, Average Rate of Return Method and Discounted Cash Flow Method

Module VIII: Responsibility Accounting
Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

Examination Scheme:

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Text & References:
- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.
Course Code: BCH 302  Credit Units: 04

Course Objective:
To provide the basic knowledge of macro economic concepts.

Course Contents:

Module I: Introduction
Concepts and variables of macro economics, income, expenditure and the circular flow, components of expenditure. Static macro economic analysis short and the long run – determination of demand, and conditions of equilibrium.

Module II

Module III: Money and Banking
Definitions and functions of money (M1, M2, M3), Credit creation; credit sources, costs and availability. Theories of demand for money.

Module IV
Classical Macro- Economics – theory and models.

Module V: Keynesian Economics
Income determination and aggregate supply and aggregate demand. Consumption function, Investment, Marginal Efficiency of Capital Theory of Interest Theory of Prices, Wages and Employment, Wage- Price Flexibility and full employment.

Module VI: Theories of consumption
Concept of multiplier, Relative income hypothesis, permanent income hypothesis, Absolute income hypothesis.

Module VII
Investment decisions and determination of income and employment.

Module VIII: I.S. and L. M. Curves
General equilibrium of product and money markets.

Module IX: Inflation
Concept of Inflationary gap. Demand Pull and cost push inflation, Stagflation, Objectives of monetary policy.

Module X: Trade Cycles
Monetary theory of Trade cycles. Monetary and real factors in the trade cycle. Interaction between multiplier and accelerator.

Examination Scheme:

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Text & References:

- D.N. Devedi, Macroeconomics
- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- Reserve Bank of India, Functions and working of R.B.I.
INDIAN ECONOMY – PERFORMANCE AND POLICIES

Course Code: BCH 303  Credit Units: 04

Course Objective:
To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

Course Contents:
To provide the basic knowledge of macro economic concepts.

Module I: Underdeveloped country and Population Problems

Module II: Poverty and Unemployment

Module III: Structure of the Indian Economy
Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; problem of overpopulation policy; infrastructure development; National income.

Module IV: Planning in India
Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

Module V: Agriculture
Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

Module VI: Industry
Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enter prices in India’s industrialization.

Module VII: External sector
Role of foreign trade; Trends in exports and imports; composition and direction of India’s foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies Foreign capital-FDI aid; Multinational corporations. (MNCS).

Examination Scheme:

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Text & References:
Course Objective:
The objective of this paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction
Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming
Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem
Transportation problem- Initial Basic feasible solution (North West corner rule, Vogel’s approximation method), Test for optimality (The Modified Distribution (MODI) method)

Module IV: Assignment Problem
Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory
Game Theory- Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation
Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation

Examination Scheme:

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Text & References:

Text:  

References:  
ANALYTICAL SKILL BUILDING

Course Code: BCH 305      Credit Units: 02

Course Objective:
To develop the reasoning ability in the students. To acquaint the students with the methods of data interpretation.

Course Contents:

Module I: Quantitative Reasoning
Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning
Ratio, Proportion, Mixtures & Allegations, Mensuration

Module III: Data Interpretation
Bar Graph/ Line Graph/ Pie Chart/ Table/ Caselets.

Module IV: Data Sufficiency & Logical reasoning
Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Examination Scheme:

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Text & References:

- The practice of Questions can be done from any reasoning book.
COMMUNICATION SKILLS – III & IV

Course Code: BCH 341 Credit Units: 02

COMMUNICATION SKILLS - III

Course Objective:
To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.

Course Contents:

Module I
Reading Comprehension
Summarising
Paraphrasing

Module II
Essay Writing
Dialogue Report

Module III
Writing Emails
Brochure
Leaflets

Module IV: Introduction to Phonetics
Vowels
Consonants
Accent and Rhythm
Accent Neutralization
Spoken English and Listening Practice

Text & References:
- Effective English for Engineering Students, B Cauveri, Macmillan India
- Creative English for Communication, Krishnaswamy N, Macmillan
- A Textbook of English Phonetics, Balasubramanian T, Macmillan

COMMUNICATION SKILLS - IV

Course Objective:
To enhance the skills needed to work in an English-speaking global business environment.

Course Contents:

Module I: Business/Technical Language Development
Advanced Grammar: Syntax, Tenses, Voices
Advanced Vocabulary skills: Jargons, Terminology, Colloquialism
Individualised pronunciation practice

Module II: Social Communication
Building relationships through Communication
Communication, Culture and Context
Entertainment and Communication
Informal business/ Technical Communication

Module III: Business Communication
Reading Business/ Technical press
Listening to Business/ Technical reports (TV, radio)
Researching for Business /Technology
Module IV: Presentations
Planning and getting started
Design and layout of presentation
Information Packaging
Making the Presentation

Examination Scheme:

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CAF – Communication Assessment File
GD – Group Discussion
GP – Group Presentation

Text & References:

- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Business Communications, Rodgers, Cambridge
- Working in English, Jones, Cambridge
- New International Business English, Jones/Alexander, Cambridge
Course Objective:
This course aims at enabling students towards:
- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality
Personality: Definition & Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (Adjustment Mechanisms)
Intuition, Judgment, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Socialization
Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society & Nation

Module III: Patriotism and National Pride
Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics
Meaning of Human Rights
Human Rights Awareness
Importance of human rights
Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence
- Personal excellence:
  - Identifying Long-term choices and goals
  - Uncovering talent, strength and style
Alan P. Rossiter’s eight aspects of Professional Excellence
Resilience during challenge and loss
Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Robbins O.B. Stephen;: Organizational Behaviour
Course Objective:
- To develop an understanding the concept of stress its causes, symptoms and consequences.
- To develop an understanding the consequences of the stress on one’s wellness, health, and work performance.

Course Contents:

Module I: Stress
Meaning & Nature
Characteristics
Types of stress

Module II: Stages and Models of Stress
Stages of stress
The physiology of stress
Stimulus-oriented approach.
Response-oriented approach.
The transactional and interactional model.
Pressure – environment fit model of stress.

Module III: Causes and symptoms of stress
Personal
Organizational
Environmental

Module IV: Consequences of stress
Effect on behaviour and personality
Effect of stress on performance
Individual and Organizational consequences with special focus on health

Module V: Strategies for stress management
Importance of stress management
Healthy and Unhealthy strategies
Peer group and social support
Happiness and well-being

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Uday, Agarwal Rita; Studies in Stress And its Management
- Pestonjee, D.M.; Stress and Coping: The Indian Experience
- Clegg, Brian; Instant Stress Management – Bring calm to your life now
FRENCH – V & VI

Course Code: BCH 344      Credit Units: 04

FRENCH - V

Course Objective:
To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life

Course Contents:

Module D:  pp. 131 – 156 Unités 10, 11

Contenu lexical: 

Unité 10: Prendre des décisions
1. Faire des comparaisons
2. décrire un lieu, le temps, les gens, l'ambiance
3. rédiger une carte postale

Unité 11: faire face aux problèmes
1. Exposer un problème.
2. parler de la santé, de la maladie
3. interdire/demander/donner une autorisation
4. connaître la vie politique française

Contenu grammatical:
1. comparatif - comparer des qualités/quantités/actions
2. supposition : Si + présent, futur
3. adverbe - caractériser une action
4. pronom "Y"

Text & References:
• le livre à suivre : Campus: Tome 1

FRENCH - VI

Course Objective:
To strengthen the language of the students both in oral and written so that they can:
i) express their sentiments, emotions and opinions, reacting to information, situations;
ii) narrate incidents, events;
iii) perform certain simple communicative tasks.

Course Contents:

Module D:  pp. 157 – 168 – Unité 12

Unité 12: s'évader
1. presenter, caractériser, définir
2. parler de livres, de lectures
3. préparer et organiser un voyage
4. exprimer des sentiments et des opinions
5. téléphoner
6. faire une réservation

Contenu grammatical:
1. proposition relative avec pronom relatif "qui", "que", "où" - pour caractériser
2. faire + verbe

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome I
Course Code: BCH 345  Credit Units: 04

GERMAN - V

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Genitive case
Genitive case – Explain the concept of possession in genitive
Mentioning the structure of weak nouns

Module II: Genitive prepositions
Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module III: Reflexive verbs
Verbs with accusative case
Verbs with dative case
Difference in usage in the two cases

Module IV: Verbs with fixed prepositions
Verbs with accusative case
Verbs with dative case
Difference in the usage of the two cases

Module V: Texts
A poem ‘Maxi’
A text Rocko

Module VI: Picture Description
Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;
Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

GERMAN - VI

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Adjective endings
Adjective endings in all the four cases discussed so far
Definite and indefinite articles
Cases without article
Module II: Comparative adverbs
Comparative adverbs as and like

Module III: Compound words
To learn the structure of compound words and the correct article which they take
Exploring the possibility of compound words in German

Module IV: Infinitive sentence
Special usage of ‘to’ sentences called zu+ infinitive sentences

Module V: Texts
A Dialogue: ‘Ein schwieriger Gast’
A text: ‘Abgeschlossene Vergangenheit’

Module VI: Comprehension texts
Reading and comprehending various texts to consolidate the usage of the constructions learnt so far in this semester.

Module VII: Picture Description
Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;
Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs
SPANISH – V & VI

Course Code: BCH 346
Credit Units: 04

SPANISH - V

Course Objective:
To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I
Revision of earlier semester modules

Module II
Future Tense

Module III
Presentations in English on
Spanish speaking countries’
Culture
Sports
Food
People
Politics
Society
Geography

Module IV
Situations:
En el hospital
En la comisaria
En la estacion de autobus/tren
En el banco/cambio

Module V
General revision of Spanish language learnt so far.

Text & References:

• Español Sin Fronteras, Greenfield

SPANISH – VI

Course Objective:
To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease.

Course Contents:

Module I
Revision of the earlier modules

Module II
Present Perfect Tense

Module III
Commands of irregular verbs

Module IV
Expressions with Tener que and Hay que
Module V
En la embajada
Emergency situations like fire, illness, accident, theft

Examination Scheme:

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C – Project + Presentation  
I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras
JAPANESE – V & VI

Course Code: BCH 347
Credit Units: 04

JAPANESE - V

Course Objective:
To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms taught throughout. Students are taught and trained enough to get placed themselves in Japanese companies.
Note: Teaching is done in roman as well as Japanese script.

Course Contents:

Module I
Dictionary form of the verbs, Joining of verbs
Negative form of verbs
Potential form

Module II
Joining of many actions together
Usage of dictionary form of the verbs in sentences
Introducing colloquial language.

Module III
Direct form of the speech, quotations,
Expressing thoughts
Actions and reasoning

Module IV
Conclusion
Receiving and giving things, favour etc.
Different forms like ‘tara’ form.

Module V
Revision of the whole syllabus

Learning Outcome
➢ Students can speak and use different patterns, ways to describe a particular situation and can converse comfortably in mentioned situations through out.
➢ Students can appear in the interviews for placements in Japanese companies.

Methods of Private study /Self help
➢ Teaching will be supported by handouts, audio-aids, and self-do assignments and role plays.
➢ Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Text & References:

Text:
• Teach yourself Japanese.

References:
• Shin Nihongo no kiso 1

JAPANESE - VI

Course Objective:
To enable the students to converse in the language with the help of verbs and the usage of different sentence patterns, which help them to strengthen the language.
Students are taught and trained enough to get placed in Japanese companies.
Note: The teaching is done in roman as well as Japanese script. 10 more kanjis are introduced in this semester.
Course Contents:

Module I: Polite form of verbs
Expressing feelings with the polite forms of verb.

Module II: Potential form
Ability of doing or not doing something

Module III: Conjunctions
Joining two sentences with the help of shi and mo

Module IV: Intransitive Verbs
Sentence patterns of indirect speech

Module V: Feelings and expressions
Regret, existence etc.

Learning Outcome
➢ Students can speak the language with the use of different forms of verb.

Methods of Private study/ Self help
➢ Hand-outs, audio-aids, assignments and role-plays will support classroom teaching.
➢ Students are encouraged to watch Japanese movies at Japan Cultural and information center.

Examination Scheme:

<table>
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<tr>
<th>Components</th>
<th>CT1</th>
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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

• Shin Nihon-go no Kiso Lesson No. 26 to 30.
• All vocabulary and topics taught are from the above-mentioned book.
CHINESE – V & VI

Course Code: BCH 348  Credit Units: 04

CHINESE – V

Course Objective:
What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, T’ai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I
Drills
Dialogue practice
Observe picture and answer the question.
Pronunciation and intonation.
Character writing and stroke order

Module II
Intonation
Chinese foods and tastes – tofu, chowmian, noodle, Beijing duck, rice, sweet, sour….etc. Learning to say phrases like – Chinese food, Western food, delicious, hot and spicy, sour, salty, tasteless, tender, nutritious, god for health, fish, shrimps, vegetables, cholesterol is not high, pizza, milk, vitamins, to be able to cook, to be used to, cook well, once a week, once a month, once a year, twice a week……
Repetition of the grammar and verbs taught in the previous module and making dialogues using it.
Compliment of degree “de”.

Module III
Grammar the complex sentence “suiran … danshi…..”
Comparison – It is colder today than it was yesterday…..etc.
The Expression “chule….yiwai”. (Besides)
Names of different animals.
Talking about Great Wall of China
Short stories

Module IV
Use of “huozhe” and “haishi”
Is he/she married?
Going for a film with a friend.
Having a meal at the restaurant and ordering a meal.

Module V
Shopping – Talking about a thing you have bought, how much money you spent on it? How many kinds were there? What did you think of others?
Talking about a day in your life using compliment of degree “de”. When you get up? When do you go for class? Do you sleep early or late? How is Chinese? Do you enjoy your life in the hostel?
Making up a dialogue by asking question on the year, month, day and the days of the week and answer them.

Text & References:
• “Elementary Chinese Reader” Part-II Lesson 39-46

CHINESE – VI

Course Objective:
Chinese emperor Qin Shi Huang – Ti who built the great wall of China also built a network of 270 palaces, linked by tunnels, and was so afraid of assassination that he slept in a different palace each night. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
Course Contents:

Module I
Drills
Dialogue practice
Observe picture and answer the question.
Pronunciation and intonation.
Character writing and stroke order.

Module II
Going out to see a science exhibition
Going to the theatre.
Train or Plane is behind schedule.
Indian Economy-Chinese Economy
Talking about different Seasons of the Year and Weather conditions. Learning to say phrases like-spring, summer, fall, winter, fairly hot, very cold, very humid, very stuffy, neither hot nor cold, most comfortable, pleasant …. etc.

Module III
Temperature – how to say – What is the temperature in May here?
− How is the weather in summer in your area?
− Around 30 degrees
− Heating, air-conditioning
− Is winter is Shanghai very cold?
Talking about birthdays and where you were born?
The verb “shuo” (speak) saying useful phrases like speak very well, do not speak very well, if speak slowly then understand if speak fast then don’t understand, difficult to speak, difficult to write, speak too fast, speak too slow, listen and can understand, listen and cannot understand … etc.
Tell the following in Chinese – My name is …. I was born in … (year). My birthday is …… Today is … (date and day of the week). I go to work (school) everyday. I usually leave home at . (O’clock). In the evening, I usually ……… (do what)? At week end, I ………. On Sundays I usually …………… It is today….. It will soon be my younger sisters birthday. She was born in ….. (year). She lives in ………. (where). She is working (or studying)…… where… She lives in ……… (where.)

Examination Scheme:

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C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- Elementary Chinese Reader Part-2 ,3 ; Lesson 47-54
GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern’s professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student’s analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The layout guidelines for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/2.5 cm; left and right margins: 1.25 inches/3 cm

The File will include five sections in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. The Title Page--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. Table of Content--an outline of the contents by topics and subtopics with the page number and location of each section.
3. Introduction--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. Main Body--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. Appendices--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The Main Body will have three sections and will include the following items which will be evaluated for the final assessment:-

1. An analysis of the company/organization in which the student is working
2. A personal review of the student’s management skills and how they have been developed through the programme.
3. The research report that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student’s own work. It will also ensure regularity and meeting the deadlines.
<table>
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<tr>
<th>Management File Item</th>
<th>Criteria for successful completion of the item</th>
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</table>
| 1. Analysis of organization (1500-2000 words) | • Clear presentation of ideas and analysis  
• Provides an organizational diagram, following organization presentation conventions  
• Analysis covers the organization’s:  
  ➢ Business strategy and mission  
  ➢ Structure  
  ➢ Resources and assets  
  ➢ Current financial performance  
  ➢ Leadership/decision-making style  
  ➢ Staffing and skill base  
  ➢ Products/services and customers |
| 2. Personal review of Management skills development (1000-1500 words) | • Clear presentation of ideas and analysis  
• Demonstrate awareness of own management skills  
• Presents critical analysis of own management effectiveness, supported with examples  
• Provides evidence of development of specific management skills e.g. strategic, financial, leadership  
• Explains how new skills and learning have benefited the organization and self |
| 3. Design of Research Project (1500-2000 words) | • Clear presentation of ideas and analysis  
• Justifies the choice of subject for the research project and why this might be beneficial to the organization  
• Selects and justifies appropriate research methods for the project  
• Demonstrate understanding of the key stages in undertaking a research project  
• Indicates which analytical/statistical tools would be most appropriate and why  
• The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs |

**Examination Scheme:**

**Report by Student (Internship File)**
- Organization & Presentation/Language and clarity/substance of Contents covered and Comprehensiveness: 20%
- Research Report: 30%

**Industry Feedback** (continuous): 20%

**Presentation & Viva** (At the end): 30%

**Total**: 100%
DISSERTATION

Course Code: BCH 355 Credit Units: 09

The Aims of the Dissertation

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree.

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information/data, leading to production of a structured report.

The Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialisation.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between ‘dissertation topic’ and ‘dissertation title’. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:
- relevant to business, defined broadly;
- related to one or more of the subjects or areas of study within the core program and specialisation stream;
- clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
- of value and interest to you and your personal and professional development.

Planning your dissertation

This will entail following:
- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Workout various stages of dissertation.
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan:
- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.
- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.
- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.
Keeping records
This includes the following:

- Making a note of everything you read; including those discarded.
- Ensuring that when recording sources, author’s name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: Executive Summary
- Next is the ‘acknowledgements’.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g.
  

  For books, the following details are required:
  

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

Guidelines for the assessment of the dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

1. Has the student made a clear statement of the objective or objective(s).
2. If there is more than one objective, do these constitute parts of a whole?
3. Has the student developed an appropriate analytical framework for addressing the problem at hand.
4. Is this based on up-to-date developments in the topic area?
5. Has the student collected information / data suitable to the frameworks?
6. Are the techniques employed by the student to analyse the data / information appropriate and relevant?
7. Has the student succeeded in drawing conclusion form the analysis?
8. Do the conclusions relate well to the objectives of the project?
9. Has the student been regular in his work?
10. Layout of the written report.

Examination Scheme:

Dissertation: 75
Viva Voce: 25

Total: 100
FINANCIAL MANAGEMENT

Course Code: BCH 306  Credit Units: 04

Course Objective:
To give insight into financial decision making and composition of different securities in the total Capital structure.

Course Contents:

Module I

Module II

Module III

Module IV

Module V

Examination Scheme:

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Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
Course Objective:
To introduce students to different investment alternatives – its valuation analysis and investor protection.

Course Contents:

Module I: The Investment Environment
The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of risk and return, Impact of Taxes and inflation on return.

Module II
Fixed Income securities – Bond features, types of bonds, estimating bond yields, types of bond risks, default risk and credit rating.

Module III: Approaches to Equity Analysis
Introduction to fundamental analysis, technical analysis and efficient market hypothesis, dividend capitalization models, and price-earning multiple approach to equity valuation.

Module IV: Portfolio analysis and financial derivatives

Module V
Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors’ awareness and activism.

Examination Scheme:

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Text & References:

FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Course Code: BCH 308      Credit Units: 04

Course Objective:
To introduce students to different financial institutions, Markets and the services which are available in India.

Course Contents:

Module I: Money Market
Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

Module II: Capital Market

Module III: Money, Prices, Exchange Rate and Interest Rates
Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

Module IV: Commercial Banks
Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

Module V: Non-Banking Finance Companies
Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

Module VI
Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Module VII: Mutual funds
Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

Module VIII: Leasing financing
The concept, merits and demerits, Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

Module IX: Hire purchase
Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

Module X: Factoring
The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

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</table>

Text & References:
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
Course Objective:
This course enables the students to know the fundamentals of Insurance.

Course Contents:

Module I
Introduction to insurance - purpose & need of insurance - Types of Insurance - Insurance as a social security tool - Insurance & Economic development.

Module II
Fundamentals / Principles of Insurance - Primary & Secondary Principles.

Module III
Life Assurance - Meaning & significance, procedure of taking Life Insurance Policy - Policy conditions - Types of Policies - (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims.

Module IV
Life Insurance Agent - Appointment of Agent - Licence Procedure - Functions of Agent. - Agent’s compensation - code of conduct.

Module V

Module VI

Module VII

Module VIII

Examination Scheme:

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</table>

Text & References:
- Life Insurance Act of 1956
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
PRINCIPLES OF MARKETING

Course Code: BCH 310
Credit Units: 04

Course Objective:
To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing.

Course Contents:

Module I: Introduction
Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment.

Module II

Module III
A): Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept. B) Price - Importance of price in the marketing mix, factor affecting price of a product / service,

Module IV

Module V: Consumer behaviour

Module VI: Advertising and publicity
Meaning - Importance of advertising - advertising medias - ethics of good advertising.

Module VII: Marketing research
Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

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Text & References:

- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
Course Objective:
To help students to understand the concepts and various dimensions of international business.

Course Contents:

Module I: International Business
Definition evaluation, nature, international business approaches theories of International business, problems of international business.

Module II: International Economic Environment
Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

Module III: Modes of Entering International Business
Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisians. Joint ventures.

Module IV: World Trade Organization and Trade Blocks
Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

Module V: International Marketing
Introduction – international marketing environment, market entry strategies, international marketing channels, export policies – export import procedure

Module VI: International Finance
Introduction – Foreign Exchange, theories of determination of foreign exchange rates, settlement of international transaction, exchange control, convertibility of Rupees and its implications letter of credit, Euro currency market.

Module VII: Direct Foreign Investment

Module VIII: Multinational Corporations
Definition, Distinction among I.C. M.N.C., G.C. etc.,- Factor contributing to growth of multinationals – criticism on multinationals – World trade organizations and multinational corporations.

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Text & References:

ADVERTISING AND PERSONAL SELLING

Course Code: BCH 312      Credit Units: 04

Course Objective:
To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

Course Contents:

Module I: Advertising management
Introduction & basic concepts. History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of advertising management.

Module II
Advertising and campaign planning Marketing strategy & situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; advertising strategy; Advertising campaign-planning process.

Module III: Creative strategy & advertising budget
Creative approaches; the art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, advertising budget process; methods of determining advertising appropriations.

Module IV
Advertising media strategy. Role of media; types of media; their advantages and disadvantages; media research & advertising decisions; media planning, selection & scheduling strategies.

Module V
Advertising effectiveness & organising advertising Functions. Methods of measuring advertising effectiveness; advertising research; structure & functions of an advertising agency; selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

Module VI: Personal Selling
Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

Module VII
Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

Module VIII: Sales force management
Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

Module IX
Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

Module X
Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

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Text & References:

SERVICE MARKETING

Course Code: BCH 313
Credit Units: 04

Course Objective:
The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Contents:

Module I: Services an Overview

Module II: Consumer Behaviour in Services

Module III: Service Quality & Productivity
Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

Module IV: Service Marketing Strategies

Module V: Customer Focus
Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Examination Scheme:

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Text & References:

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References:
- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
HUMAN RESOURCE MANAGEMENT

Course Code: BCH 314 Credit Units: 04

Course Objective:
To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organisation which are people.

Course Contents:

Module I

Module II

Module III
Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training.

Module IV

Module V
Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing.

Module VI
Work Environment – Meaning of work environment, fatigue, implications of fatigue, causes and Symptoms of fatigue, monotony and boredom, factors contributing to monotony and boredom, Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Personnel Records and personnel Audits.

Module VII

Examination Scheme:

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</table>

Text & References:
- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
COMPENSATION MANAGEMENT

Course Code: BCH 315      Credit Units: 04

Course Objective:
To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.

Course Contents:

Module I: Compensation Planning
Introduction, Basic concept of compensation, classical theories on wages, elements of labour economics, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

Module II
Industrial engineering - Pricing managerial and professional jobs, job evaluation, job structure.

Module III
Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages.

Module IV
Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites.

Module V
Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

Module VI
Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

Module VII
Recent trends in compensation management -Recent trends in compensation management and the use of information technology

Module VIII

Examination Scheme:

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Text & References:

- A.M. Sharma, Understanding Wage System.
- C.B. Memoria, Personnel management.
INDUSTRIAL RELATIONS AND LABOUR LAWS

Course Code: BCH 316 Credit Units: 04

Course Objective:
To help students to understand the importance and various aspects of industrial relations and labour laws.

Course Contents:

Module I
Introduction to Industrial Relation Definition, Concepts, Nature of industrial relations, Importance of industrial relations, Approaches to industrial relations, The Labour movement, Characteristics of Indian Labour.

Module II
Indian Trade Union Movement Nature of Trade Unions, Trade Union movement in 3 stages (First world war period – socialist Period - Communist Stage – Post Independence Stage), Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies, Trade Union Act 1926, Trends in Trade Union Movement in India.

Module III

Module IV

Module V
Industrial Disputes Meaning of Industrial Conflicts, Causes of Industrial Conflicts, Types of Industrial Conflicts - Strikes & Lockouts, Machinery for resolving Industrial Disputes under the Industrial Disputes Act 1947, Arbitration, Adjudication, Prevention of Industrial Conflicts, Approaches to Conflict, Settlement of Conflicts.

Module VI
Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

Module VII
Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

Module VIII

Module IX
Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

Module X
Living Conditions – Living conditions of employees and his family, continual education, housing for employees, recreation for employees.

Module XI
Counselling - Meaning of counselling, Manager as a counsellor, Conditions for counselling, Counsellor’s relation with the Counselee, Methods, Techniques and skills for counselling, Principles of personal counselling, Cordial relationship, mutual recognition, respect and congruence, empathy, Types of problems for counselling.
Module XII
Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

Module XIII
Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL.

Examination Scheme:

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Text & References:

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A.M, Aspects of Labour welfare and social security
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.
HUMAN RESOURCE ACCOUNTING

Course Code: BCH 317
Credit Units: 04

Course Objective:
To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

Course Contents:

Module I: Introduction
The Development and State of the Art of Human Resource Accounting
Role of Human Resource Accounting
Uses for Managers and Human Resource Professionals
Uses in Corporate Financial Reporting

Module II
Accounting for Human Resource Costs
Measuring Human Resource Costs: Concepts and Methods
First-Generation Accounting Systems for Human Resource Costs
Second-Generation Accounting Systems for Human Resource Costs

Module III
Accounting for Human Resource Value
Determining Human Resource Value: Concepts and Theory
Monetary Measurement Methods
Nonmonetary Measurement Methods

Module IV
First-Generation Accounting Systems for Human Resource Value
Second and Third-Generation Accounting Systems for Human Resource Value
Applications and Implementations
Designing and Implementing Human Resource Accounting Systems

Module V
Applications for Improving Management, Training, and Personnel Decisions
Developing an Integrated Systems
Recent Advancement and Future Directions in Human Resource Accounting

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Text & References:

- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
Course Objective:
To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.

Course Contents:

Module I

Module II
Computation of Profits and Gains of Business or Profession - General Principles - Deductions and Allowances - Deemed Profits – Income from undisclosed sources - Valuation of stock - Problems on computation of Income from Business or Profession.

Module III: Taxation of Companies
Definitions of Indian Company, Domestic Company, Foreign Company, Industrial Company, Widely held company, closely held company, Investment company, consultancy service company and Trading Company. Deductions available to company - Carry forward and set - off of losses in case of certain companies - Tax on undistributed profits of domestic companies - Problems on computation of taxable income of corporate assessee.

Module IV
Tax Consideration in specified managerial decisions and their implications on cash flow, make or buy, own or lease, retain or replace, export or domestic sales, shut down or continue, purchase by installment or hire, Expand or Reduce the size of business.

Module V
Tax consideration in special areas - Foreign collaboration agreements, Mergers, Amalgamation, Reconstructions and Acquisitions - Capital structure and dividend policy - depreciation and other allowances - New Industrial undertakings and tax reliefs - Personnel compensation plan.

Examination Scheme:

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Text & References:
- Mehrotra and Goyal, Income Tax Law and Practice, Sahitya Bhawan, Agra.
- Bhagwati Prasad, Direct Taxes Law and Practice, Wishwa Prakash, New Delhi.
- B.B. Lal, Direct Taxes Practice and Planning, Konark
COMPUTERIZED ACCOUNTING SYSTEM

Course Code: BCH 319
Credit Units: 04

Course Objective:
To help students to understand the computerization of accounting system and the use of the software Tally

Course Contents:

Module I: Accounting Concepts
Concepts of Accounting, Manual Vs Computerised Accounting, Golden Rule, Accounting Equation etc.

Module II: Introduction to Tally
Introduction, Creation of Company, Introduction to Gateway of Tally, Menu, Company Info menu.

Module III: Accounts Configuration & Classification
Features & Configuration options for company maintaining accounts, Planning about organization of Chart of Accounts, Group and Ledgers

Module IV: Account Masters and Vouchers
Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples of Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.

Module V: Final Accounts
Viewing Balance Sheet, P& L Account, Trial Balance

Examination Scheme:

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Text & References:

- Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub.
- Computerised financial accounting using tally- Rajan Chougule.
BUSINESS DATA PROCESSING

Course Code: BCH 365      Credit Units: 04

Course Objective:
To help students to understand the DBMS concepts with oracle as a tool.

Course Contents:

Module I: Introduction to DBMS
Basics of Business Data Processing, Concept of Database, Table, (Relation), Attributes, Primary Key, Foreign Key, Concept of RDBMS. Introduction to ORACLE Features, DSS, Data warehouse, Data Mart, Web Server, Role & responsibilities of ORACLE DBA.

Module II: Introduction to SQL
Features of SQL, SQL statements .i.e. DDL - CREATE, ALTER - ADD, MODIFY, DELETE clauses , DML - INSERT, UPDATE, DELETE SELECT statement with WHERE, ORDER BY, GROUP BY, HAVING Clauses, Set operations in SQL, Nested queries, GRANT and REVOKE

Module III: Functions
MAX, MIN SORT, COUNT, AVERAGE Numeric, String Functions, Conversion Functions like TO_CHAR, TO_DATE, Date Functions.

Module IV: Introduction to PL / SQL
Difference between SQL AND PL/SQL, Block definition structure, Block Functions - %Type, %RowType, IF…..ELSE …END IF Statement, FOR….LOOP.. END LOOP, WHILE….LOOP… END LOOP,

Module V: Concept of Cursors
Types- Implicit, Explicit Open, Close cursor

Module VI: Introduction to triggers
Block Level, Field level triggers, Simple example to be solved with Form

Module VII: Working with forms
Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

Module VIII: Working with menus
Using Default Menu, Using custom menu. Attaching a Menu Module to a Form , Opening a Form through a menu

Module IX: Working with reports
Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

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Text & References:
- An introduction to database:- Date C.J.
- Structured Query Languages (SQL) By Osborne.
- SQL – Scott Urman
- Teach yourself ORACLE 8 – Ed.Whalen in 21 days.
COMPARATIVE ACCOUNTING SYSTEMS

Course Code: BCH 366 Credit Units: 04

Course Objective:
To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.

Course Contents:

Module I
Context of international accounting. Introduction - The scale of differences - The importance of comparative accounting - The nature and growth of MNEs

Module II
Causes of international differences - Introduction - External environment and culture - Legal systems - Providers of finance - Taxation - The profession - Inflation - Theory - Accidents - Conclusion on the causes of international differences

Module III
Major international differences in financial reporting - Introduction - Fairness - Taxation - Conservatism and accruals - Provisions and reserves - Valuation bases - Consolidation - Uniformity and accounting plans - Formats - Shareholder orientation of financial statements

Module IV
International classification of financial reporting - Introduction - The nature of classification - Classifications by social scientists - Classifications in accounting - Extrinsic classifications - Intrinsic classifications - Developments related to the Nobes classification

Module V
Harmonization of financial reporting - Introduction - Reasons for, obstacles to and - measurement of harmonisation - The International Accounting Standards Committee - Other international bodies - EU harmonization

Module VI
Country studies - Financial reporting in the United Kingdom - Financial reporting in the United States - Financial reporting in the Netherlands - Financial reporting in France - Financial reporting in Germany - Financial reporting in Japan - Financial reporting in nine other important countries - Australia, Canada and Singapore - Scandinavia - South Korea, Italy and Spain – Financial reporting in Central and Eastern Europe and China

Module VII
Issues in international accounting - Consolidation - Introduction - Rate of adoption - The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices - Techniques of consolidation - Foreign currency translation - Translation of the profit and loss account

Module VIII
Segment reporting - What is segment reporting? - The need for segment information - Disclosure regulations - Problems of segment identification - Recent developments - Evidence on the benefits of segment reporting

Module IX
Inflation accounting - Introduction - Terminology

Module X
Analysis and management issues - International financial analysis - Understanding differences in accounting method - Disclosure practices in international financial reporting - International auditing - Introduction - The international audit process

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- Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author), Prentice Hall.