

Integral University
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
PROGRAMME: B.COM(H)

PROGRAMME SPECIFIC OUTCOMES (PSO):

- Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- Enable students to take up higher education such as MBA, MFC, CA, CS, ICWA and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
- Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- To produce Commerce and Management graduates equipped with modern communication skills.
- To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- Updating Information Technology development by equipping the students with newer ICT mechanism.
- Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University

B.COM(H)

Scheme of Evaluation -2015-16

YEAR -III

SEMESTER- V

S.N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
							CA	TA	Total	ESE	
1	BM301	Fundamentals of Financial Management	3	1	0	4	15	10	25	75	100
2	BM302	Entrepreneurship Development	3	1	0	4	15	10	25	75	100
3	BM303	Money & Banking	3	1	0	4	15	10	25	75	100
4	BM304	Fundamentals of Production and Operations Management	3	1	0	4	15	10	25	75	100
5	BM305	Project Financing	3	1	0	4	15	10	25	75	100
6	BM306	Introduction to Consumer Behaviour	3	1	0	4	15	10	25	75	100
TOTAL			18	6	0	24	90	60	150	450	600

L = Lecture, P = Practical, T =Tutorials, C= Credit, CT = Class Test, TA=Teacher Assessment,

ESE=End Semester Examination Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

B.COM - III YEAR SEMESTER - V

Course Code : BM301 Title of The Course : FUNDAMENTALS OF FINANCIAL MANAGEMENT

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The basic objective of this course is to provide fundamental knowledge of financial management.

Course Outcomes	
CO1	To comprehend the meaning, scope and objective of financial management.
CO2	To explain alternative sources of finance and investment decisions and their feasibility.
CO3	To describe the concept of cost of capital, its classifications and determination of cost of capital.
CO4	To provide an insight on factors affecting capital and capital structure formation.
CO5	To explain the determinants and techniques of managing working capital.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Overview of Financial Management	Meaning and Scope, Profit maximization Vs Wealth maximization, and Time value of Money.	9
2	Investment Decision	Importance, Techniques of Capital Budgeting and their application	9
3	Cost and its Analysis	Cost of Different Sources of Raising Capital Weighted average cost.	9
4	Capital Structure Theories	Approaches of capital structure, Determinants of Dividend policy and dividend models- Walter, Gordon and MM.	9
5	Working Capital	Meaning, Need, Determinants, Estimation of working capital needs, Management of Inventory, Receivable and Cash Management.	9

References Books:
Pandey I. M., Financial Management, Vikas Publications 2004.
Khan & Jain, Financial Management, Tata McGraw-Hill, 2007.
Chandra Prasanna, Fundamentals of Financial Management (TMH), 2007.
Smith K.V., Management of Working Capital, West Pub. Co
Agarwal J.D., Working Capital Management, Indian

B.COM - III YEAR SEMESTER - V

Course Code : BM302

Title of The Course : ENTERPRENRURSHIP DEVELOPMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : The basic objective of this course is to provide knowledge about the Business Laws.

Course Outcomes	
CO 1:	To be familiar with the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.
CO 2:	To understand the concept of Entrepreneurial Development and explore the programs that will be undertaken to develop entrepreneurship and the problems associated with it.
CO 3:	To understand the steps involved in Entrepreneurship Development and write effective entrepreneurial plans for establishing and managing any business venture.
CO 4:	To understand how to carry out project planning and make students aware about the project appraisal.
CO 5:	To form a business entity in the light of the legal and regulatory framework in India.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Entrepreneur & Entrepreneurship	Importance & Role of Entrepreneur in Indian Economy: Theories of entrepreneurship, Traits of entrepreneurship, Entrepreneur v/s professional managers, Problem faced by entrepreneurs.	10
2	Factors of Entrepreneurial Development	Entrepreneurial Development: Role and Significance of entrepreneurial development, Significance and role of environment, Infrastructural network, Environmental analysis, Entrepreneurial Development program, Problems of Entrepreneurial Development program.	10
3	Process Entrepreneurship Development-I	Creativity & entrepreneurial Plan, Idea generation, Screening, Project identification, Creative performance. Feasibility Analysis: Economic, Marketing, Financial & Technical.	9
4	Process Entrepreneurship Development-II	Project Planning: Projects and Classification, Identification of project, Search of business idea, Transformation of idea into reality, Project design, Plant layout, Network analysis, Project appraisal.	8
5	Other Issues in Entrepreneurship	Family & Non-family entrepreneurs, Role of professionals. Professionalism Vs Family entrepreneurs, Role of Woman entrepreneurs, Sick Industries: Reasons; Role of BIFR and its rival.	8

References Books:
Couger, C. Creativity and Innovation, IPP, 1999
Nina Jacob, Creativity in Organisations, Wheeler, 1998.
Velasquez, Business Ethics, Concepts and Cases, Prentice-Hall, 5th edition 2002.
Kitson Alan, Ethical Organisation, Palgrave 2001.
Entrepreneurial Development S ;S Khanka; S. Chand Publishing, 2006

B.COM - III YEAR SEMESTER - V

Course Code : BM303 Title of The Course : MONEY & BANKING

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The basic objective of this course is to provide the knowledge of money & banking to the students.

Course Outcomes	
CO 1:	To be familiar with the function and theories of money.
CO 2:	To understand the concept of demand and supply of money
CO 3:	To understand the economic growth of the country.
CO 4:	To understand how banking sectors works.
CO 5:	To understand the concept of negotiable instruments.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Function and Theories of Money	Meaning & Function of Money, Classification of Money, Principles & methods of Note Issue. Theories of Value of Money, Fisher, Cambridge Friedman & Keynesian Equations.	10
2	Demand and Supply of Money	Demand & supply of Money, Liquidity Preference Theory, Money Multiplier.	10
3	Economic Growth	Inflation, Deflation, Stagflation & Devaluation, their types & importance Of Economic growth, Elementary Study of monetary Standards	08
4	Bank and their Types: Bank	Definition & Function, Methods of Credit creation, types of Banks, Central Banking rate & functions in a developing economy. RBI & Indian money market, Recent trends in Indian Banking.	08
5	Negotiable Instruments	Relationship between banker & customer, Negotiable instruments, Bills of exchange & Promissory notes, Endorsement & crossing, presentation, collection & payment of negotiable instruments, Dishonor, noting & protesting of negotiable instruments, Banking Clearing house. Salient features of the Banking regulation Act-1449 & RBI Act – 1934 with amendment up to date.	09

References Books:
Stephen G. Cecchetti, Money banking & Financial Markets, Thomson Publications, 2013
Fabozzi, Foundations of Financial Markets and Institutions, Pearson Education, 3rd Ed, 2012
Khan M.Y., Financial Services, Tata Mc Graw Hill, 2013
Vaish M.C., Money Banking, Vikas Publication, 2015
Machiraju H.R., Indian Financial System, Vikas Publications, 2004.

B.COM - III YEAR SEMESTER - V

Course Code : BM304

Title of The Course :FUNDAMENTALS OF PRODUCTIONS AND OPERATIONS

MANAGEMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : The basic objective of this course is to provide fundamental knowledge about production and operations management.

Course Outcomes	
CO 1:	Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments
CO 2:	Develop aggregate capacity plans and MPS in operation environments.
CO 3:	Emphasis on effectiveness and efficiency of operations by job and work design, process design, layout design and control of systems.
CO 4:	Plan and implement suitable materials handling principles and practices in the operations.
CO 5:	Plan and implement suitable quality control measures in Quality Circles to TQM.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Meaning, Nature, Scope and Major decision areas of production management, production system, Facilities location, Facility layout, Line balancing	9
2	Production Planning and Control	Capacity Planning, Aggregate planning. Planning and control in Mass Production, Shop Floor and Batch Production.	9
3	Method Study & Work Measurement	Work Study, Time Study, Productivity measures, Method Study Objectives, Pre-requisites and procedure.	9
4	Materials Management	Materials Management: Materials Handling, Material Requirement Planning Meaning, Importance, purchases management, Store management and Inventory Management.	9
5	Quality Assurance	Acceptance Sampling, Statistical Quality Control, Maintenance Management, Total Quality Management, Concept of JIT, Six- Sigma.	9

References Books:
Adam Jr. Everett E. R J, Production and Operations Management, Prentice-Hall, 2000
Haleem A., Production and Operations Management, Galgotia Books, 2014
Morton, Production and Operations Management, Vikas Publications
Johnston R. et a, Cases in Operations Management, Pitman, 2000
Morton, Production and Operations Management, Vikas Publications2012

B.COM - III YEAR SEMESTER - V

Course Code : BM305 Title of The Course : PROJECT FINANCING

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The basic objective of this course is to provide the knowledge of project financing to the students.

Course Outcomes	
CO 1:	To understand the project and factors for creating it.
CO 2:	To understand the project appraisal.
CO 3:	To understand the concept of feasibility of a project.
CO 4:	To understand the project how finance is implicated.
CO 5:	To understand the project constraint and its implication.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction Project Management	concepts of project and project management, Nature and scope of Project management, Generation and screening of project ideas	9
2	Project Appraisal	Market and Demand Analysis, Situation Analysis, Collection of Information, Market survey, Demand Forecasting	9
3	Feasibility	Technical, Financial and risk Analysis of Project.	8
4	Financing Infrastructure Projects	Need and Features of Infrastructure Finance, Complexities in Valuing Large Projects, infrastructure Finance Structure, Regulatory dilemmas in Infrastructure financing. Infrastructure in India-present scenario.	10
5	Multiple Project and Constraints	Constraints, Method of ranking: Mathematical Programming Approach.	9

References Books:

Chandra Prasanna, Project: Preparation, Appraisal, Budgeting and Implementation, Tata Mc Graw Hill 2011

Mohsin M., Project Planning and Control, Vikas Publishing House 2012

Goyal B.B., Project Management: A Development Perspective, Deep & Deep Publications. 2004

Chaudhary, S., Project Management, Tata Mc Graw Hill Publications, 2013

David P. Baron, Project, 6th Ed.India New Delhi,2012

B.COM - III YEAR SEMESTER - V

Course Code : BM306 Title of TheCourse : INTRODUCTION TO CONSUMER BEHAVIOUR

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The objective of this course is to develop the understanding about the consumers and their decision process and application in marketing function of the organization.

Course Outcomes	
CO 1:	To understand consumer behavior and its relationship with marketing concepts.
CO 2:	To understand the process of consumer decision making and its application.
CO 3:	To describe the underlying variables resulting into differences in consumer decision making.
CO 4:	To study the attitude-behavior relationship and its related models.
CO 5:	To help the company people in knowing the Influence of Reference Group on Consumer Behavior

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Studying Consumer Behavior	Definition, research- nature, need, strategies and method measuring consumer Indian Consumer Market- Socioeconomic and Cultural aspects.	9
2	Environmental Influences On Consumer Behavior	Culture - Characteristic, Values, Cultural Changes, Cross Culture and Influences of Sub Culture, Group Influences- Reference Group influence, Household Decision Making, Personal influence and Diffusion of Innovation.	9
3	Individual Determinants Of Consumer Behavior	Consumer perception, Consumer Information Acquisition and processing, Attitude and Changes, Personality and learning, Influences Attitude through marketing Communication.	9
4	Consumer Decision Process	Problem Recognition, Search and Evaluation ,Model of Consumer Decision making Nicosia ModelHowand – Sheth, Engle- Hollat – Blaellwell.	9
5	Influence of reference group	Friendship, work, celebrity and family. Impact of social class, culture, subculture and cross culture factor on consumer behaviour. The process of opinion leadership and motivation behind opinion leadership.	9

References Books:
Hawkins, Best, Coney, Consumer Behaviour: Building Marketing Strategy, 11th Edition, 2004, McGraw Hill, New Delhi, India.
Loudon & Bitta, Consumer Behaviour, Tata McGraw Hill, 2017, New Delhi, India.
Schiffman, Kanuk, Kumar & Wisenblit, Consumer Behaviour, 12 Edition, Pearson Prentice Hall, 2018, Chennai, India
Heyer D Wyne, Consumer Behaviour,6 edition,2012, Cengage Learning, Noida, India.
Gupta S.L. & Pal S., Consumer Behaviour, Second edition, Sultan Chand & Sons, 2014, New Delhi, India.