

# **Study Scheme & Syllabus of Bachelor of Commerce (Hons.) Batch 2025 onwards**



**Department of Academics  
IK Gujral Punjab Technical University**

## Courses & Examination Scheme:

### Credit Distribution

| Semester   | Core Courses  |                 |               | Elective Courses |                 |               | Total Credits |
|------------|---------------|-----------------|---------------|------------------|-----------------|---------------|---------------|
|            | No. of Papers | Credits (L+T/P) | Total Credits | No. of Papers    | Credits (L+T/P) | Total Credits |               |
| <b>I</b>   | 3             | 6               | 18            | -                | -               | -             | 25            |
|            | 4             | 1               | 4             | -                | -               | -             |               |
|            | 1             | 3               | 3             | -                | -               | -             |               |
| <b>II</b>  | 3             | 6               | 18            | -                | -               | -             | 23            |
|            | 2             | 2               | 4             | -                | -               | -             |               |
|            | 1             | 1               | 1             | -                | -               | -             |               |
| <b>III</b> | 4             | 6               | 24            | -                | -               | -             | 29            |
|            | 2             | 2               | 4             | -                | -               | -             |               |
|            | 1             | 1               | 1             | -                | -               | -             |               |

### First Semester

| Course Code  | Course Type                                  | Course Title                                                | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|--------------|----------------------------------------------|-------------------------------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|              |                                              |                                                             | L                | T | P | Internal           | External |             |         |
| BCOM 101-18  | Core Course                                  | Business Organization and Management                        | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOM 102-18  | Core Course                                  | Financial Accounting                                        | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOMGE101-18 | Core Course                                  | Managerial Economics                                        | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BTHU103/18   | Ability Enhancement Compulsory Course (AECC) | English                                                     | 1                | 0 | 0 | 40                 | 60       | 100         | 1       |
| BTHU104/18   | Ability Enhancement Compulsory Course (AECC) | English Practical/Laboratory                                | 0                | 0 | 2 | 30                 | 20       | 50          | 1       |
| HVPE101-18   | Ability Enhancement Compulsory Course (AECC) | Human Values, De-addiction and Traffic Rules                | 3                | 0 | 0 | 40                 | 60       | 100         | 3       |
| HVPE102-18   | Ability Enhancement Compulsory Course (AECC) | Human Values, De-addiction and Traffic Rules (Lab/ Seminar) | 0                | 0 | 2 | 25                 | --**     | 25          | 1       |
| BMPD102-18   | Core Course                                  | Mentoring and Professional Development                      | 0                | 0 | 2 | 25                 | --**     | 25          | 1       |
|              | TOTAL                                        |                                                             | 19               | 3 | 6 | 280                | 320      | 600         | 25      |

**\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.**

**Note:** One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

### **Second Semester**

| Course Code  | Course Type                                  | Course Title                           | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|--------------|----------------------------------------------|----------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|              |                                              |                                        | L                | T | P | Internal           | External |             |         |
| BCOM 201-18  | Core Course                                  | Cost Accounting                        | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOM 202-18  | Core Course                                  | Business Environment                   | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOMGE201-18 | Core Course                                  | Business Statistics                    | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| EMC-101-25   | Core Course                                  | Entrepreneurship Setup and Launch      | 0                | 0 | 4 | 60                 | 40       | 100         | 2       |
| EVS102-18    | Ability Enhancement Compulsory Course (AECC) | Environment Studies                    | 2                | 0 | 0 | 40                 | 60       | 100         | 2       |
| BMPD202-18   | Core Course                                  | Mentoring and Professional Development | 0                | 0 | 2 | 25                 | --**     | 25          | 1       |
| TOTAL        |                                              |                                        | 17               | 3 | 6 | 245                | 280      | 525         | 23      |

### **Third Semester**

| Course Code    | Course Type              | Course Title                                   | Load Allocations |   |   | Marks Distribution |          | Total Marks | Credits |
|----------------|--------------------------|------------------------------------------------|------------------|---|---|--------------------|----------|-------------|---------|
|                |                          |                                                | L                | T | P | Internal           | External |             |         |
| BCOM 301-18    | Core Course              | Management Accounting                          | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOM 302-18    | Core Course              | Mercantile Law                                 | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOM 303-18    | Core Course              | Human Resource Management                      | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOMGE 301-18  | Core Course              | Indian Economy                                 | 5                | 1 | 0 | 40                 | 60       | 100         | 6       |
| BCOMSEC 301-18 | Skill Enhancement Course | Workshop on IT tools for Business & E-Commerce | 2                | 0 | 0 | 40                 | 60       | 100         | 2       |
| EMC-102-25     | Core Course              | Entrepreneurship (Marketing Basics)            | 0                | 0 | 4 | 60                 | 40       | 100         | 2       |
| BMPD302-18     | Core Course              | Mentoring and Professional Development         | 0                | 0 | 2 | 25                 | --**     | 25          | 1       |
| TOTAL          |                          |                                                | 22               | 4 | 6 | 285                | 340      | 625         | 29      |

## BCOM 101-18 BUSINESS ORGANIZATION AND MANAGEMENT

**Objective:** - to acquaint the students with the fundamentals of managing business. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility. The course will use and focus on Indian experiences, approaches and cases.

### Unit – I

**Management:** Meaning, definitions, nature and scope, functions of management. Managerial roles and skills, **Basic forms of organizations:** Sole Proprietorship, Partnership, Joint stock company, HUF, Cooperative societies and trust. **Evolution of management thoughts and thinkers:** scientific management, general administrative theories, quantitative approach, behavioral approach, systems approach, contingency approach.

### Unit – II

**Planning:** nature, scope, objectives, and types of plans, planning process, Business forecasting: Concept and techniques, MBO: concept and process of MBO. **Decision Making:** process, types and techniques.

**Social responsibility of business:** Meaning and concept, significance, arguments against and in favour of social responsibility, approaches for measuring CSR, **Business ethics:** Concept, issues and ethical dilemma.

### Unit – III

**Organizing:** concept, nature, types, principles and process; Formal and Informal organizations, Organization chart, **Organization structure:** different forms of organizational structure, factors affecting organization structure, features of a good organization.

**Departmentalization:** concept and bases, **Authority:** Definition, types, Responsibility and Accountability, Delegation, Decentralization v/s Centralization, determinants of effective decentralization, Line and staff authority: Issues and Remedies, **Coordination** – types, techniques

### Unit IV

**Staffing:** concept, nature, importance and process of Recruitment and selection, **Motivation** – concept, importance, theories of motivation: Maslow's need hierarchy theory, Herzberg's theory, Theory X and theory Y, Vroom's Expectancy model.

**Control:** function, process and types of control, significance and span of control. **Span of Control:** Nature and significance.

### Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Management*, New Delhi, Pearson , 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P. Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- P C Tripathi & P N Reddy, *principles of management*, Mc Graw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.

## BCOM 102-18 FINANCIAL ACCOUNTING

**Objective:** The aim is to familiarize students with basic concepts and principles of accounting and different types of accounts in business.

### UNIT-I

**Basics of Accounting:** Accounting, Accountancy and Book-Keeping, Accounting equation, Accounting Cycle: Journal, Ledger and Trial Balance; Subsidiary books, **Introduction to financial Accounting** – meaning, nature, scope, objectives, limitations. Accounting concepts and conventions (GAAP), Capital, Revenue and deferred revenue expenditure and receipts – **Financial Statements of Sole Proprietor and Partnership Firm** (with adjustments): Income Statement, Balance Sheet

### UNIT-II

**Joint Venture** – Meaning, types, determination of profits under different methods. **Royalty Accounts, Consignment Accounts**– Meaning, features, consignee's commission, account sales, distinction between joint venture & consignment, accounting treatment in the books of consignor & consignee.

### UNIT-III

**Voyage Accounts**– Meaning, accounting treatment in case of complete voyage & incomplete voyage, **Departmental Accounts** – Meaning – Objects – Advantages – Accounting procedure – Apportionment of Expenses and incomes – Interdepartmental transfers – Provision for unrealized profit.

### UNIT-IV

**Branch Accounts** – Features – Objects– Types of branches – Dependent and Independent Branches (Excluding Foreign Branches)– Account Systems –Stock and Debtors System – Preparation of Consolidated Profit and Loss Account and Balance Sheet.

### Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., "*Financial Accounting*", 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., "*Financial Accounting*", 1st Edition, 2003, Tata McGraw Hill.
3. Sehgal, Ashok & Deepak , "*Financial Accounting*", Taxman's Allied Services.
4. Ramchandran, N. and Kakani, R.K., "*Financial Accounting for Management*", 2<sup>nd</sup> Edition, 2007, Tata McGraw Hill.
5. Tulsian, P. C. "*Financial Accounting*", Person.

## BCOMGE101-18 MANAGERIAL ECONOMICS

**Objective:** The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

### Unit-I

**Introduction to Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand. Demand forecasting: Introduction and techniques.

### Unit-II

**Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

**Production Function:** Meaning, Concept of productivity and technology, Short Run and long run production function, Introduction to Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale.

### Unit-III

**Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

**Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

### Unit-IV

**Market Structure:** Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly.

**Supply:** Introduction to supply and supply curve.

**Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

**Note:** Relevant Case Studies will be discussed in class.

### Suggested Readings:

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Koutsoyiannis, *A Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication

**AECC**  
**BTHU103/18 ENGLISH**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Detailed Contents:**

**Unit1- 1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**Unit- 2 (Language of Communication)**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**Unit-3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Hindi/Punjabi to English and vice-versa)

OR

Precis writing/Paraphrasing **(for International Students)**

- Literary/Knowledge Texts

**Unit-4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

**AECC**  
**BTHU104/18 ENGLISH PRACTICAL / LABORATORY**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

**AECC**  
**HVPE101-18 HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES**

**Course Objective:** This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

**Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

**Content for Lectures:**

**Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education** [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

**Module 2: Understanding Harmony in the Human Being - Harmony in Myself!** [6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)

10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

### **Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]**

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha* )- from family to world family!
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

### **Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]**

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
  - Practice Exercises and Case Studies will be taken up in Practice Sessions.

### **Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]**

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
  - a) Ability to utilize the professional competence for augmenting universal human order,
  - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
  - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers

- b) At the level of society: as mutually enriching institutions and organizations

**Text Book**

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

**Reference Books**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Susan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

**AECC**  
**HVPE102-18 HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES**  
**(Lab/Seminar)**

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

## **BMPD102-18 MENTORING AND PROFESSIONAL DEVELOPMENT**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various professional student chapters, Cultural Clubs, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.

**BCOM 201-18**  
**Cost Accounting**

**Course Objective:** The main aim of this Paper is to familiarize the students with the basics of Cost Accounting and acquaint them with the application of Cost Accounting tools and techniques to aid managerial decision-making. It also aims at making them aware of various latest developments in this field.

**UNIT I**

**Cost Accounting: Meaning,** Objectives, Nature and Scope, Comparison between Cost, financial and management accounting – Application of Cost Accounting – Designing and Installation of Cost Accounting System –**Cost Concepts:** Cost Classification, Cost Unit – Cost Center –Elements of Cost –Preparation of Cost Sheet, Tenders and Quotations

**UNIT-II**

**Material:** Purchase, Storage and Material Control, Setting of Levels of Stock, Inventory Control Techniques. Methods of Pricing Material Issues. **Labour:** Meaning and Components of Labour Cost. Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover, **Overheads:** Collection, Classification, Allocation, Apportionment and Absorption of Overheads, Machine Hour Rate.

**UNIT III:**

**Reconciliation of Cost and Financial Accounts:** Need for reconciliation – Reasons for difference in profits – Problems on preparation of Reconciliation statements, **Methods of Costing:** Process Costing, Contract Costing, **Marginal Costing and Cost-Volume Profit Analysis** (Basics)

**UNIT IV**

**Budgetary Control:** Concept, Classification, Cash and flexible budgets, Zero Base Budgeting.

**Contemporary Developments in Costing:** Activity-Based Costing, Just In Time (JIT), Target Costing, Life Cycle Costing, Value Analysis, Kaizen Costing, Total Quality Management, Back-flush Costing.

**SUGGESTED READINGS:**

- Arora, M. N. (2017). *Cost Accounting: Principles & Practice*. 12<sup>th</sup> Edition,, Vikas publishing house.
- Dutta , M. (2013), *Cost Accounting –Principles & Practice*, 12<sup>th</sup> Edition, Pearson
- Horngren, C. T. (2017). *Cost accounting: A Managerial Emphasis*, 16<sup>th</sup> Edition Pearson Education India.
- Jain S.P & Narang K.L. (2017). *Advanced Cost Accounting*, 17/e, Kalyani Publishers.
- Jain, P. K. & Khan, M,Y,(2017). *Cost Accounting*. 2<sup>nd</sup> Edition, Tata McGraw-Hill Education.

- Kishore, R. M. (2016). *Cost and Management Accounting*. 6<sup>th</sup> Edition, Taxmann Publications.
- Kishore, R. M. (2017). *Strategic Cost Management*. 5<sup>th</sup> Edition, Taxmann Publications.
- Lall, Nigam and Jain I.C. (2013). *Cost Accounting, Principles, Methods and Techniques*, PHI Pvt. Ltd, New Delhi.
- Saxena VK & Vashist CD (2015). *Advanced Cost & Management Accounting*, Sultan Chand.

**BCOM 202-18**  
**Business Environment**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Unit I**

**Introduction to Business Environment:** Nature and Significance of Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

**Unit II**

**Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

**Unit III**

**Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

**Unit IV**

**International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO, Consequences of WTO for India. IMF. Regional Groupings.

**SUGGESTED READINGS:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4<sup>th</sup> Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

**BCOMGE201-18**  
**Business Statistics**

**Course Objective:** The course aims to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

**Unit I**

**Introduction to Statistics:** Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

**Data Collection:** Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

**Sampling Concepts:** Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

**Unit II**

**Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

**Sampling Distribution:** Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

**Unit III**

**Simple Correlation Analysis:** Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.

**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

**Unit IV**

**Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

**Probability Distribution:** Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution) Constants, Fitting of Poission Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

**Suggested Readings:**

1. Levin, Richard and David S. Rubin. “*Statistics for Management*”. Prentice Hall of India, New Delhi.
2. Chandan, J.S., “*Statistics for Business and Economics*”, Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

|                                          |          |          |          |
|------------------------------------------|----------|----------|----------|
| <b>EMC-101-25</b>                        | <b>L</b> | <b>T</b> | <b>P</b> |
| <b>Entrepreneurship Setup and Launch</b> | <b>0</b> | <b>0</b> | <b>4</b> |

### Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

### Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

**Outcome:** By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

### Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development, and identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

### Semester Syllabus:

**Format:** 12 weeks, 4 hours/week | 2 credits

**Revenue Target:** ₹10,000

| Week | Learning Goal                                                                   | Measurable Outcome                                                                                                     |
|------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 1    | Understand what entrepreneurship is and who can be an entrepreneur              | Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community        |
| 2    | Connect personal identity to entrepreneurship (strengths, interests, struggles) | Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity |

|    |                                                                                                                            |                                                                                                                            |
|----|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 3  | Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services | Students explore 1–2 examples from each domain and share one they’re most curious to try and why                           |
| 4  | Choose a path and generate a basic business idea                                                                           | Students write down a clear offer (what, for whom, why) and one way to reach their customer                                |
| 5  | Take first real action: message, post, pitch, or sell                                                                      | Students reach out to or serve 1 real potential customer and record what happened                                          |
| 6  | Reflect on first attempt and share with peers                                                                              | Students share their result, a challenge faced, and one idea to improve next time                                          |
| 7  | Improve and try again: aim for first ₹100                                                                                  | Students apply a change, try again, and aim to make their first ₹100 or get meaningful response                            |
| 8  | Learn how to identify and understand your target customer                                                                  | Students talk to 2 potential customers or observe them and list 3 insights about their needs                               |
| 9  | Learn how to serve your target audience better                                                                             | Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need |
| 10 | Explore core entrepreneurial values (resilience, honesty, effort)                                                          | Students reflect on 1 value they’re building and show it in a business task or peer story                                  |
| 11 | Focus on earning and staying consistent                                                                                    | Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)             |
| 12 | Reflect on earnings, grit, and how to keep going                                                                           | Students record total earnings, one resilience moment, and one support system or habit they’ll continue with               |

### Weekly Component:

| Component       | Duration   | Description                                                                                                                                                                                                                                  |
|-----------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning Module | ~1.5 hrs   | <ul style="list-style-type: none"> <li>- Introduces key concepts in a simple and engaging way</li> <li>- Includes, examples, and 1–2 interactive discussions or quizzes</li> </ul>                                                           |
| Action Lab      | ~2 hrs     | <ul style="list-style-type: none"> <li>- Hands-on task on the weekly concept</li> <li>- Includes step-by-step guidance, templates, and worksheets</li> <li>- Ends with a submission (e.g., video, reflection, or proof of action)</li> </ul> |
| Resources       | Self-paced | <ul style="list-style-type: none"> <li>- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace</li> </ul>                                                                            |

## Evaluation Criteria

| Evaluation Component   | Description                                                                                                 | Weightage |
|------------------------|-------------------------------------------------------------------------------------------------------------|-----------|
| Weekly Task Completion | Timely submission of weekly tasks including reflections, activities, quizzes etc.                           | 40%       |
| Target Completion      | Performance-based evaluation on hitting <b>revenue or profit targets</b> (e.g., generating ₹10,000 revenue) | 30%       |
| Final Project          | A comprehensive project based on the semester's theme                                                       | 30%       |

## Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

### INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you’ve already taken your first step.

### Component 1: Learning Module (~1.5 hours) Unit 1:

#### What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

#### Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

### MCQ 1

**Q:** What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ☒
- C. Studying business in college
- D. Buying expensive things

#### Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

## Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

### Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.  
*Problem she saw: Expensive or generic rakhis in the market; no personal touch.*
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.  
*Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.*
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.  
*Problem she saw: Office workers struggled to find affordable, homemade meals.*
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.  
*Problem he saw: His cousin needed help with math, but good learning resources were hard to access.*

### MCQ

**Q:** Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs 
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

**Feedback:**

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

### Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

### Component 2: Action Lab (~2 hours) Task

#### Find & Learn from 2 Entrepreneurs Near You

#### Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
  - a) What do they do?
  - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

### **Final Deliverable**

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

### **Supplementary Resources (Optional)**

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

\*\*\*

## Week 2: Can I Be an entrepreneur?

### INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

### Component 1: Learning Module (~1.5 hours)

#### Unit 1: What Makes an entrepreneur?

##### Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

##### Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

\*\*\*

## Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

### What is a Value Map?

**A Value Map connects three simple things:**

**A. What people around you need**

→ *Look around: is there something people often struggle with or something that could be better?*

**B. What you *enjoy* or are *willing to try***

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

**C. What solution you can create**

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

### Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

### Examples:

**1. People Need → Affordable meals**

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

**2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching**

My Offer → 3-minute video tips on Instagram

### MCQ

**Q: What's the first step to being an entrepreneur?**

- A. Waiting for the perfect idea
- B. Solving a problem with your skills 
- C. Buying a shop
- D. Studying for years

**Feedback:**

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

**Reflection Prompt**

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

**Component 2: Action Lab (~2 hours)****Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

**Final Deliverable (Submitted in App):**

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

**Supplementary Resources (Optional)**

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

\*\*\*

**AECC**  
**EVS102-18 Environment Studies**

**Course Outcomes:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**UNIT-1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance  
Need for Public Awareness

**UNIT-2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids  
Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

**UNIT-3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**UNIT-4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India  
Examples of Endangered & Endemic species of India, Red data book

## **UNIT-5: Environmental Pollution & Social Issues**

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

## **UNIT-6: Field Work**

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

### **Suggested Readings:**

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)

15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

## **BMPD202-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

## **BCOM 301-18 Management Accounting**

**Course Objective:** This course aims to provide understanding of concepts of management accounting relevant in business and to familiarize them with tools and techniques used in business decision making.

### **Unit – I**

**Introduction:** Meaning, Objectives, Nature and Scope of management accounting, Difference between Cost Accounting, Financial Accounting and Management accounting.

**Analysis and Interpretation of financial Statements:** Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

### **Unit – II**

**Ratio Analysis:** Meaning –Nature, different types of ratios, their uses and limitations. Computation of ratios – liquidity ratios, turnover ratios, profitability ratios, coverage ratios, solvency ratios, solvency ratios, etc.

**Budgetary Control:** Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

### **Unit – III**

**Fund Flow Statement:** Meaning and concept of fund-Flow of Fund –Preparation of Fund flow statements – uses and significance

**Cash Flow Statement:** Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms.

### **Unit – IV**

**Responsibility Accounting:** Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures.

#### **Suggested Reading:**

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

## BCOM 302-18 Mercantile Law

**Course Objective:** To provide the brief idea about the frame work of Indian Business Laws. To orient students, about the legal aspects of business. Along with these the course aims to familiarize the students with case law studies related to Business Laws.

### Unit I

**Introduction to Contract Act:** Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E contract, distinguish between agreement and contract.

Offer or Proposal- definition, Essentials of Valid proposal or offer, counter offer, Standing or open offer, distinguish between offer and invitation to offer, Acceptance- definition, essentials of a valid acceptance, Promise. Communication of offer, acceptance and Revocation. Capacity to contract, Free Consent, Consideration, Legality of Object and Consideration. Performance and discharge of contract, remedies for breach of contract.

### Unit II

Law of Indemnity and Guarantee, Law of Bailment and pledge, Law of Agency.

**Partnership Act:** Introduction to Partnership Act, Admission of Partner, Retirement and Death of Partner, Dissolution of Partnership Firm.

### Unit III

**The Sale of Goods Act 1930:** Introduction, definitions, Formalities of the contract of sale, Distinction between 'sale' and 'agreement' of sell, Distinction between 'sale and hire-purchase agreement', Conditions and Warranties, Transfer of property as between the seller and buyer Rights of an unpaid seller. **Consumer Protection Act, 1986:** Objectives, features and structure.

### Unit IV

Negotiable Instrument Act: Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence –Presumptions, classification of Negotiable Instruments, Promissory Notes and Bills of Exchange, Essential elements of promissory Note and Bill of Exchange, distinguish between Promissory note Bill of Exchange. Acceptor and Acceptance, definition of Acceptor, Acceptance for honour, Absolute and qualified or conditional acceptance, Drawer, Drawee in case of Need, Payee, Cheques, types of cheques and Penalties in case of dishonour of certain cheques, distinguish between cheque and Bill of exchange, Holder, Holder in Due Course, Rights and privileges of H.D.C. Payment in due course, Maturity of an Instrument.

### References:

- Majumdar A.K. and Kapoor G.K. 'Company Law' Taxmann Publishers
- C. L. 'Business Laws' Taxmann Publishers.
- Kuchhal M. C. and Parkash D. 'Business Legislations for Managements' Vikas Publications.
- Singhanian V. K. and Singhanian K. 'Direct Tax Laws and Practice' Taxmann Publishers.
- Chawla, Garg and Sarin 'Mercantile Law' Kalyani Publishers.

## **BCOM 303-18 Human Resource Management**

**Course Objective:** To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals and how the primary functions affect the broader business strategy.

### **Unit I**

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

### **Unit II**

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.

### **Unit III**

Training and Development: Identification of training needs, process of training and methods of training and development.

Career planning and development: career life cycle, process of career planning and development.

### **Unit IV**

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.

Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Industrial Relations: Meaning & Concept of Industrial Relations.

### **Suggested Readings:**

1. Rao V.S.P. *Human Resource Management*, Excel books
2. Monnappa and Saiyadan, *Personnel Management*, Tata McGraw Hill.
3. Dessler, Garg, *Human Resource Management*, Pearson education.
- 4 C.B. Memoria *Personal Management* Himalaya
- 5 K. Aswathappa *Human Resource Management* Tata McGrawHill

## **B.COMGE 301-18 Indian Economy**

**Course Objective:** The purpose of this course is to familiarize the students with various aspects of Indian economy. It also aims to develop a perspective on the different problems and approaches to economic planning and development in India.

### **UNIT-I**

Nature and Structure of Indian Economy, Basic Features and Problems of Indian Economy. Concept of Economic Development, Difference between Economic Growth and Economic Development. Demographic Features of Indian Population. Hurdles created by Population Explosion in India. Effects of Population Explosion. Problems of Poverty, Unemployment, Inflation, income inequality, Black money in India.

### **UNIT-II**

Sectoral composition of Indian Economy: - Issues in Agriculture sector in India ,land reforms Green Revolution and agriculture policies of India , Industrial development , MSMEs and cottage industries, Industrial Policy, Public sector in India.

### **UNIT-III**

Nature and Features of Economic Planning, Objectives of Indian Planning. Planning commission v/s NITI Aayog, Monetary Policy and Fiscal Policy in India, Centre State Finance Relations, Finance commission in India. Liberalisation, Privatisation and Globalisation. Impact of Globalization on Indian Economy.

### **UNIT-IV**

India's Foreign Trade- Value, Composition and Direction, Balance of Trade Vs. Balance of Payments. Disequilibrium in Balance of Payments. Export Promotion-Need for Export Promotion in India, Role of Government in Export Promotion. Obstacles in Export Promotion. Suggestions for Export Promotion. Import Substitution-Suggestions to Improve Import Substitution. WTO and India.

### **Suggested Readings:**

1. Shukla,M.B., Taxmann Publications, New Delhi.
2. Jain,T.R.,Trehan, Mukesh and Trehan,Ranju, "Indian Economy" VK Global Publications Pvt.Ltd., New Delhi.
3. Dutt Rudder and K.P.M Sunderam (2001): Indian Economy, S Chand & Co. Ltd. New Delhi.
4. Mishra S.K & V.K Puri (2001) "Indian Economy and –Its development experience", Himalaya Publishing House.

## **BCOM SEC 301-18 Workshop on IT tools for Business and E-Commerce**

**Course Objective:** To develop an understanding and practical exposure to different IT tools used as an aid in business and ecommerce. The aim is to equip the students with the relevant skills and working knowledge of various office management tools, Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office. Further develop an understanding of the practices and technology required for the running an Ecommerce business.

### **Unit –I**

**Computer Fundamentals:** Meaning, Features of Computers, Advantages and Limitations of Computer, Classification of Computers. **Components of Computer :** Input Unit, output Unit and CPU. **Memory and storage:** Primary Memory &Secondary memory, Input devices, output devices. **Operating System-** Meaning and functions **Computer Software:** Types of Software, Application software and system software

**Introduction to Windows Operating System:** Directory Manipulation: Creating Directory, Sub Directory, Renaming, Copying and Deleting the Directory. File Manipulation: Creating a File, Deleting, Copying, renaming a file.

### **Unit –II**

**MS-Word:** History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, mail merge. **MS-PowerPoint:** History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

### **Unit III**

**MS-Excel:** Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

### **Unit IV**

**Introduction to E- commerce :** Meaning and concept – E- commerce v/s Traditional Commerce- E- Business, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E-Commerce , **Website – components of website** – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – **Internet Advertising** – Emergence of the internet as a competitive advertising media, **Electronic Payment system**, Security Issues in E-Commerce.

**Note:** Relevant Case Studies should be discussed in class.

**Suggested Readings:**

- Ram, B.(2018). *Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017). *Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014). *Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger, J. (2010). *Microsoft Access 2010*. Delhi: Pearson Education.
- Forouzan, (2009). *Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.
- Jaiswal, M., Mittal, M. *Management Information Systems*. OUP
- Turban, Efraim, and David King, "Electronic Commerce: A Managerial Perspective", 2010, Pearson Education Asia, Delhi.

## Semester Snapshot - Semester 2

### Entrepreneurship 102/201 (Marketing Basics)

6702-102-25

#### Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

#### Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

#### Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

#### Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

## Semester 2 Curriculum

### Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

| Milestone # | Milestone Name         | Milestone Description                                                         | Task # | Task Title                               | Activity title                                              |
|-------------|------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------|-------------------------------------------------------------|
| Recap       | Recap and Introduction | Revise what you learned in Semester 1 and plan what you will do in Semester 2 | 1      | Revise first 12 milestones of Semester 1 | Watch a video on "Semester 1 summary"                       |
|             |                        |                                                                               |        |                                          | Download 12 summary cards of Semester 1 milestones          |
|             |                        |                                                                               |        |                                          | Write 3 key learnings of Semester 1                         |
|             |                        |                                                                               |        |                                          | Write 3 things you will improve in semester 2               |
|             |                        |                                                                               |        |                                          | Attempt Semester 1 Recap Quiz                               |
|             |                        |                                                                               | 2      | Set your goals for Semester 2            | Learn how to 4X your revenue in Semester 02 using Marketing |
|             |                        |                                                                               |        |                                          | Read how famous brands use marketing to increase revenue    |
|             |                        |                                                                               |        |                                          | Set your marketing goals                                    |
|             |                        |                                                                               |        |                                          | Attempt Semester 2 Readiness Quiz                           |

## Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

| Milestone #                                   | Milestone Name                                      | Milestone Description                                                                          | Task # | Task Title                                 | Activity title                                                                       |
|-----------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------|--------|--------------------------------------------|--------------------------------------------------------------------------------------|
| 13                                            | Learn marketing fundamentals to scale your business | Learn how you can use multiple types of marketing to scale your business and grow your revenue | 1      | Understand what is marketing               | Watch a video on marketing fundamentals                                              |
|                                               |                                                     |                                                                                                |        |                                            | Read examples of famous marketing campaigns in India                                 |
|                                               |                                                     |                                                                                                |        |                                            | Explain what you learned about marketing                                             |
|                                               |                                                     |                                                                                                |        |                                            | Attempt task 01 quiz                                                                 |
|                                               |                                                     |                                                                                                | 2      | Learn different types of digital marketing | Watch a video on what is digital marketing                                           |
|                                               |                                                     |                                                                                                |        |                                            | Read a document on types of digital marketing                                        |
|                                               |                                                     |                                                                                                |        |                                            | Write what what kind of digital marketing works best for your business and why       |
|                                               |                                                     |                                                                                                |        |                                            | Attempt task 02 quiz                                                                 |
|                                               |                                                     |                                                                                                | 3      | Write 3 marketing ideas for your business  | Read a document on how businesses like yours are using marketing to generate revenue |
|                                               |                                                     |                                                                                                |        |                                            | Write 3 marketing ideas to scale your business                                       |
|                                               |                                                     |                                                                                                |        |                                            | Validate your ideas with 3-5 people                                                  |
|                                               |                                                     |                                                                                                |        |                                            | Shortlist the best idea and explain how it will generate revenue                     |
| Share your experience of doing this milestone |                                                     |                                                                                                |        |                                            |                                                                                      |
|                                               |                                                     | Attempt task 03 quiz                                                                           |        |                                            |                                                                                      |

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

| Year | Percentage of respondents |
|------|---------------------------|
| 2007 | 65%                       |
| 2008 | 66%                       |
| 2009 | 67%                       |
| 2010 | 68%                       |
| 2011 | 69%                       |
| 2012 | 70%                       |
| 2013 | 72%                       |
| 2014 | 78%                       |

|   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|

### Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

| Milestone # | Milestone Name                           | Milestone Description                                                                                   | Task # | Task Title                                  | Activity title                                                            |
|-------------|------------------------------------------|---------------------------------------------------------------------------------------------------------|--------|---------------------------------------------|---------------------------------------------------------------------------|
| 15          | Use AI to generate content for marketing | Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs | 1      | Learn what is content marketing             | Watch a video on 'what is content marketing'                              |
|             |                                          |                                                                                                         |        |                                             | Learn which content works for brand awareness or revenue generation       |
|             |                                          |                                                                                                         |        |                                             | Write 3 types of content you believe your customers like                  |
|             |                                          |                                                                                                         |        |                                             | Attempt task 01 quiz                                                      |
|             |                                          |                                                                                                         | 2      | Generate content ideas to attract customers | Learn how to use AI to generate content marketing ideas for your business |
|             |                                          |                                                                                                         |        |                                             | Generate 10 small content ideas to attract your customers                 |
|             |                                          |                                                                                                         |        |                                             | Discuss the ideas with your users and take feedback                       |
|             |                                          |                                                                                                         |        |                                             | Shortlist top 3 content ideas to attract customers                        |
|             |                                          |                                                                                                         |        |                                             | Attempt task 02 quiz                                                      |
|             |                                          |                                                                                                         | 3      | Create your first brand video using AI      | Watch a video on "How to use AI tools to create simple short videos"      |
|             |                                          |                                                                                                         |        |                                             | Read this guide on how to ask AI to write a video script                  |
|             |                                          |                                                                                                         |        |                                             | Generate 5 ideas for your AI videos and write them here                   |
|             |                                          |                                                                                                         |        |                                             | Upload your AI generated video link                                       |
|             |                                          |                                                                                                         | 4      | Create a brand poster using AI              | Attempt task 03 quiz                                                      |
|             |                                          |                                                                                                         |        |                                             | Learn how to create a poster using AI                                     |
|             |                                          |                                                                                                         |        |                                             | Write a prompt for the poster will you create using AI                    |
|             |                                          |                                                                                                         |        |                                             | Upload the AI poster you have                                             |

|  |  |  |   |                                                                                                                                                                                                                                                                                                                                                                                       |
|--|--|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  |   | created                                                                                                                                                                                                                                                                                                                                                                               |
|  |  |  |   | Post this poster in your WhatsApp community                                                                                                                                                                                                                                                                                                                                           |
|  |  |  |   | Attempt task 04 quiz                                                                                                                                                                                                                                                                                                                                                                  |
|  |  |  | 5 | <b>Write a blog using AI</b><br>Learn how to use prompt engineering to write content for your business<br>Read list of topics on which you can write a blog<br>Write the topic on which you will write a short blog<br>Write the first version of your blog<br>Share your blog with your friends and faculty<br>Share your experience of doing this milestone<br>Attempt task 05 quiz |

## Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

| Milestone #                                   | Milestone Name                            | Milestone Description                                                                  | Task # | Task Title                           | Activity title                                                           |
|-----------------------------------------------|-------------------------------------------|----------------------------------------------------------------------------------------|--------|--------------------------------------|--------------------------------------------------------------------------|
| 16                                            | Plan your social media marketing strategy | Learn what is social media marketing and how can you execute it to scale your business | 1      | Learn what is social media marketing | Watch a video on "Introduction to Social media marketing"                |
|                                               |                                           |                                                                                        |        |                                      | Learn different types of social media marketing                          |
|                                               |                                           |                                                                                        |        |                                      | Read a document on how to use social media marketing to generate revenue |
|                                               |                                           |                                                                                        |        |                                      | Write your understanding of social media marketing                       |
|                                               |                                           |                                                                                        |        |                                      | Write one social media marketing idea for your business                  |
|                                               |                                           |                                                                                        |        |                                      | Attempt Task 01 Quiz                                                     |
|                                               |                                           |                                                                                        | 2      | Research your competitors            | Learn how to research your competitors                                   |
|                                               |                                           |                                                                                        |        |                                      | Find your competitors                                                    |
|                                               |                                           |                                                                                        |        |                                      | Write top 3 things your competitors are posting                          |
|                                               |                                           |                                                                                        |        |                                      | Find one unique gap that you can capture                                 |
|                                               |                                           |                                                                                        |        |                                      | Attempt task 02 quiz                                                     |
|                                               |                                           |                                                                                        | 3      | Finalize your content pillars        | Watch a video on 'what are content pillars'                              |
|                                               |                                           |                                                                                        |        |                                      | Read examples of 'content pillars'                                       |
|                                               |                                           |                                                                                        |        |                                      | Write 5 content pillars for your social media strategy                   |
|                                               |                                           |                                                                                        |        |                                      | Attempt task 03 quiz                                                     |
|                                               |                                           |                                                                                        | 4      | Create your weekly social media plan | Watch a video on 'how to create a weekly social media plan'              |
|                                               |                                           |                                                                                        |        |                                      | Look at examples of 'social media calendar'                              |
|                                               |                                           |                                                                                        |        |                                      | Create and upload your weekly calendar                                   |
|                                               |                                           |                                                                                        |        |                                      | Upload the link of your Instagram Channel                                |
| Share your experience of doing this milestone |                                           |                                                                                        |        |                                      |                                                                          |
| Attempt task 04 quiz                          |                                           |                                                                                        |        |                                      |                                                                          |

## Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

| Milestone<br>ne #                             | Milestone<br>Name                                | Milestone<br>Description                                                                                 | Task<br># | Task Title                                                                        | Activity title                                                      |
|-----------------------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 17                                            | Generate<br>leads and<br>turn them<br>into sales | Use<br>testimonials,<br>conversations,<br>and daily<br>posts to<br>generate leads<br>and close<br>sales. | 1         | Use social<br>proof to<br>build trust                                             | Identify 2 happy customers                                          |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Create a testimonial post with CTA                                  |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Post testimonial on social media                                    |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Post testimonial on the community                                   |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Attempt task 01 quiz                                                |
|                                               |                                                  |                                                                                                          | 2         | Make<br>people<br>share their<br>problems                                         | Learn how to ask open-ended questions                               |
|                                               |                                                  |                                                                                                          |           |                                                                                   | List 5 customer problems                                            |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Post these problems in community and social media                   |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Evaluate top 2 problems customers face                              |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Encourage people to share their problems                            |
|                                               |                                                  |                                                                                                          | 3         | Help your<br>users with<br>3-5 days<br>content<br>sprint and<br>generate<br>leads | Attempt task 02 quiz                                                |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Brainstorm or use AI to create a solution document for each problem |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Post solution to 1 problem on a daily basis                         |
|                                               |                                                  |                                                                                                          |           |                                                                                   | DM people to check if your solution is helping them                 |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Write how many leads did you generate                               |
|                                               |                                                  |                                                                                                          | 4         | Convert<br>leads into<br>sales                                                    | Attempt task 03 quiz                                                |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Learn how to convert leads into sales                               |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Soft sell your offering in community and social media               |
|                                               |                                                  |                                                                                                          |           |                                                                                   | DM people how can your product help them better                     |
|                                               |                                                  |                                                                                                          |           |                                                                                   | Follow up after 24 to 48 hours                                      |
| Write how many leads you converted into sales |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Share your experience of doing this milestone |                                                  |                                                                                                          |           |                                                                                   |                                                                     |
| Attempt task 04 quiz                          |                                                  |                                                                                                          |           |                                                                                   |                                                                     |

### Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

| Milest<br>one #                               | Milestone<br>Name                 | Milestone<br>Description                                                                        | Task<br># | Task Title                                                          | Activity title                                          |
|-----------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------|---------------------------------------------------------|
| 18                                            | Make<br>your<br>brand go<br>viral | Design viral<br>marketing<br>campaigns to<br>reach 5X users<br>without<br>spending any<br>money | 1         | Learn viral<br>marketing                                            | Understand what is virality and how it works            |
|                                               |                                   |                                                                                                 |           |                                                                     | Read about top 10 viral marketing campaigns<br>in India |
|                                               |                                   |                                                                                                 |           |                                                                     | Write 3 reasons why people share content                |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 01 quiz                                    |
|                                               |                                   |                                                                                                 | 2         | Design 2<br>viral<br>campaigns<br>for your<br>business              | Learn 5 types of common viral marketing<br>strategies   |
|                                               |                                   |                                                                                                 |           |                                                                     | Read 10 viral marketing ideas for your<br>business      |
|                                               |                                   |                                                                                                 |           |                                                                     | Design 2 viral campaigns for your business              |
|                                               |                                   |                                                                                                 |           |                                                                     | Take feedback from people and finalize one<br>campaign  |
|                                               |                                   |                                                                                                 |           |                                                                     | Set your campaign targets                               |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 02 quiz                                    |
|                                               |                                   |                                                                                                 | 3         | Launch one<br>viral<br>campaign to<br>increase<br>customer<br>reach | Create your campaign launch video or poster             |
|                                               |                                   |                                                                                                 |           |                                                                     | Create your campaign launch message                     |
|                                               |                                   |                                                                                                 |           |                                                                     | Launch your campaign on your social media<br>platform   |
|                                               |                                   |                                                                                                 |           |                                                                     | Launch your campaign in your WhatsApp<br>community      |
|                                               |                                   |                                                                                                 |           |                                                                     | Attempt task 03 quiz                                    |
|                                               |                                   |                                                                                                 | 4         | Promote<br>your<br>campaign to<br>make it<br>viral                  | Share your campaign in other groups and<br>forums       |
|                                               |                                   |                                                                                                 |           |                                                                     | Measure your campaign performance                       |
|                                               |                                   |                                                                                                 |           |                                                                     | Learn how to improve your campaign                      |
|                                               |                                   |                                                                                                 |           |                                                                     | Analyze your campaign and record final<br>metrics       |
|                                               |                                   |                                                                                                 |           |                                                                     | Enter the summary of your campaign                      |
| Share your experience of doing this milestone |                                   |                                                                                                 |           |                                                                     |                                                         |
| Attempt task 04 quiz                          |                                   |                                                                                                 |           |                                                                     |                                                         |

### Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

| Milestone # | Milestone Name                              | Milestone Description                                              | Task # | Task Title                                | Activity title                                              |
|-------------|---------------------------------------------|--------------------------------------------------------------------|--------|-------------------------------------------|-------------------------------------------------------------|
| 19          | Drive revenue through offline/BTL marketing | Use offline activities to reach local customers and generate sales | 1      | Understand offline or BTL marketing       | Watch a video on what is BTL marketing                      |
|             |                                             |                                                                    |        |                                           | Read about famous BTL marketing campaigns                   |
|             |                                             |                                                                    |        |                                           | Write how you can use BTL marketing for your business       |
|             |                                             |                                                                    |        |                                           | Attempt task 01 quiz                                        |
|             |                                             |                                                                    | 2      | Pick your offline marketing idea          | Learn about common offline tactics for your business        |
|             |                                             |                                                                    |        |                                           | Write 1 offline marketing idea you can execute              |
|             |                                             |                                                                    |        |                                           | Design your brand poster for offline marketing              |
|             |                                             |                                                                    |        |                                           | Create your offline marketing offer or pitch                |
|             |                                             |                                                                    |        |                                           | Practice your pitch with friends and take feedback          |
|             |                                             |                                                                    |        |                                           | Attempt task 02 quiz                                        |
|             |                                             |                                                                    | 3      | Execute offline marketing in local market | Identify people or locations in local for offline marketing |
|             |                                             |                                                                    |        |                                           | Pitch to at least 10 real customers                         |
|             |                                             |                                                                    |        |                                           | Collect contact details for WhatsApp Community invite       |
|             |                                             |                                                                    |        |                                           | Close at least one sale                                     |
|             |                                             |                                                                    |        |                                           | Write your offline marketing metrics                        |
|             |                                             |                                                                    |        |                                           | Share your experience of doing this milestone               |
|             |                                             | Attempt task 03 quiz                                               |        |                                           |                                                             |

## Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

| Milestone #             | Milestone Name                                       | Milestone Description                                                 | Task # | Task Title                                        | Activity title                                                                  |
|-------------------------|------------------------------------------------------|-----------------------------------------------------------------------|--------|---------------------------------------------------|---------------------------------------------------------------------------------|
| 20                      | Grow through collaboration and affiliation marketing | Use partners and affiliates to reach new audiences and generate sales | 1      | Understand affiliate marketing and collaboration  | Watch a video on what is affiliate marketing                                    |
|                         |                                                      |                                                                       |        |                                                   | Read about top collaboration or affiliate marketing campaigns                   |
|                         |                                                      |                                                                       |        |                                                   | Learn 10 common types of collaboration or affiliate marketing for your business |
|                         |                                                      |                                                                       |        |                                                   | Pick 3 types that can work for your business                                    |
|                         |                                                      |                                                                       |        |                                                   | Attempt task 01 quiz                                                            |
|                         |                                                      |                                                                       | 2      | Design your affiliation model                     | Learn how to start an affiliation program                                       |
|                         |                                                      |                                                                       |        |                                                   | Decide your commission structure                                                |
|                         |                                                      |                                                                       |        |                                                   | Write a pitch for partnership                                                   |
|                         |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|                         |                                                      |                                                                       | 3      | Finalize one person or business for collaboration | Learn how to find a right partner for collaboration                             |
|                         |                                                      |                                                                       |        |                                                   | Create a list of 5 to 10 people or businesses for collaboration                 |
|                         |                                                      |                                                                       |        |                                                   | Send your partnership pitch to potential partners                               |
|                         |                                                      |                                                                       |        |                                                   | Write the name of one final partner                                             |
|                         |                                                      |                                                                       |        |                                                   | Attempt task 03 quiz                                                            |
|                         |                                                      |                                                                       | 4      | Execute the collaboration                         | Explain how will the partner market your brand                                  |
|                         |                                                      |                                                                       |        |                                                   | Post the link or screenshot of successful collaboration                         |
|                         |                                                      |                                                                       |        |                                                   | Respond to new leads within 24 hours                                            |
| Close at least one sale |                                                      |                                                                       |        |                                                   |                                                                                 |
| Attempt task 04 quiz    |                                                      |                                                                       |        |                                                   |                                                                                 |

|  |  |  |   |                            |                                                    |
|--|--|--|---|----------------------------|----------------------------------------------------|
|  |  |  | 5 | Measure your collaboration | Write number of leads generated                    |
|  |  |  |   |                            | Write number of sales closed and revenue generated |
|  |  |  |   |                            | Write what worked and how to improve collaboration |
|  |  |  |   |                            | Share your experience of doing this milestone      |
|  |  |  |   |                            | Attempt task 05 quiz                               |

## Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

| Milestone # | Milestone Name                 | Milestone Description                                                 | Task # | Task Title                             | Activity title                                                  |
|-------------|--------------------------------|-----------------------------------------------------------------------|--------|----------------------------------------|-----------------------------------------------------------------|
| 21          | Run your first ad on Instagram | Learn how to boost posts or run simple video ads to reach new viewers | 1      | Setup your Meta Business Suite         | Watch a video on why to run ads on Meta                         |
|             |                                |                                                                       |        |                                        | Learn different types of ads                                    |
|             |                                |                                                                       |        |                                        | Read the guide on Meta Ad account setup                         |
|             |                                |                                                                       |        |                                        | Setup your Meta Ad account                                      |
|             |                                |                                                                       |        |                                        | Attempt task 01 quiz                                            |
|             |                                |                                                                       | 2      | Design your first paid ad              | Watch samples of good ad designs for your business              |
|             |                                |                                                                       |        |                                        | Finalize your ad objective                                      |
|             |                                |                                                                       |        |                                        | Upload the final draft of your ad with final copy and creatives |
|             |                                |                                                                       |        |                                        | Attempt task 02 quiz                                            |
|             |                                |                                                                       | 3      | Define your target audience and budget | Watch a video on 'how to target the right people for ad'        |
|             |                                |                                                                       |        |                                        | Define your target audience                                     |
|             |                                |                                                                       |        |                                        | Learn how to decide the right budget for your ad                |
|             |                                |                                                                       |        |                                        | Decide your final budget                                        |
|             |                                |                                                                       |        |                                        | Attempt task 03 quiz                                            |
|             |                                |                                                                       | 4      | Launch your ad                         | Learn how to create and launch your ad                          |
|             |                                |                                                                       |        |                                        | Create your ad and review ad preview                            |
|             |                                |                                                                       |        |                                        | Upload the screenshot of launched ad                            |
|             |                                |                                                                       |        |                                        | Attempt task 04 quiz                                            |
|             |                                |                                                                       | 5      | Manage incoming leads from ad          | Draft a message for incoming leads                              |
|             |                                |                                                                       |        |                                        | Send draft message to leads within 24 hours                     |
|             |                                |                                                                       |        |                                        | Pitch your offer to leads and follow                            |

|  |  |  |   |                                                    |
|--|--|--|---|----------------------------------------------------|
|  |  |  |   | up                                                 |
|  |  |  |   | Close at least one sale                            |
|  |  |  |   | Attempt task 05 quiz                               |
|  |  |  | 6 | Learn metrics to measure ad performance            |
|  |  |  |   | Write money spent and leads or impressions         |
|  |  |  |   | Mention CPL or CPM                                 |
|  |  |  |   | Write revenue generated and number of sales closed |
|  |  |  |   | Write what worked and how to improve ads in future |
|  |  |  |   | Share your experience of doing this milestone      |
|  |  |  |   | Attempt task 06 quiz                               |

## Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

| Milestone #                                   | Milestone Name                               | Milestone Description                                                             | Task # | Task Title                                       | Activity title                                                  |
|-----------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------------|--------|--------------------------------------------------|-----------------------------------------------------------------|
| 22                                            | Use Psychological Triggers to Increase Sales | Learn how to use urgency, pricing, and offers to increase conversions and revenue | 1      | Understand the psychological triggers            | Learn why people buy products                                   |
|                                               |                                              |                                                                                   |        |                                                  | Share a story of one product you purchased because of a trigger |
|                                               |                                              |                                                                                   |        |                                                  | Identify buying triggers for your business                      |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 01 quiz                                            |
|                                               |                                              |                                                                                   | 2      | Execute FOMO or urgency marketing                | Learn how to create a FOMO or urgency marketing campaign        |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create FOMO or urgency for your customers    |
|                                               |                                              |                                                                                   |        |                                                  | Create one FOMO/urgency marketing campaign                      |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
|                                               |                                              |                                                                                   |        |                                                  | Attempt task 02 quiz                                            |
|                                               |                                              |                                                                                   | 3      | Execute one offer or discount marketing campaign | Learn how to create offer or discounting marketing campaigns    |
|                                               |                                              |                                                                                   |        |                                                  | Write how will you create an offer/discount campaign            |
|                                               |                                              |                                                                                   |        |                                                  | Create one offer/discount campaign for your customers           |
|                                               |                                              |                                                                                   |        |                                                  | Launch your campaign on social media and community              |
| Share your experience of doing this milestone |                                              |                                                                                   |        |                                                  |                                                                 |
| Attempt task 03 quiz                          |                                              |                                                                                   |        |                                                  |                                                                 |

### Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

| Milestone #                                   | Milestone Name                           | Milestone Description                                                                                                    | Task # | Task Title                                          | Activity title                                               |
|-----------------------------------------------|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------|--------------------------------------------------------------|
| 23                                            | Use Data-Driven Marketing to Grow Faster | Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop. | 1      | Analyze your marketing data                         | Learn how businesses make decisions using data               |
|                                               |                                          |                                                                                                                          |        |                                                     | List 3 things that worked well and why                       |
|                                               |                                          |                                                                                                                          |        |                                                     | List 3 things that didn't work well and why                  |
|                                               |                                          |                                                                                                                          |        |                                                     | Attempt task 01 quiz                                         |
|                                               |                                          |                                                                                                                          | 2      | Re-execute top performing campaign                  | Re-execute top 1-2 campaigns for 1 week                      |
|                                               |                                          |                                                                                                                          |        |                                                     | Write how it helped generate leads or revenue                |
|                                               |                                          |                                                                                                                          |        |                                                     | Attempt task 02 quiz                                         |
|                                               |                                          |                                                                                                                          | 3      | Improve one low performing campaign and relaunch it | Pick one low performing campaign and write how to improve it |
|                                               |                                          |                                                                                                                          |        |                                                     | Improve the campaign and relaunch it                         |
|                                               |                                          |                                                                                                                          |        |                                                     | Measure its performance and see if it was better             |
| Share your experience of doing this milestone |                                          |                                                                                                                          |        |                                                     |                                                              |
|                                               |                                          | Attempt task 03 quiz                                                                                                     |        |                                                     |                                                              |

### Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

| Milestone # | Milestone Name              | Milestone Description                                                                        | Task # | Task Title                         | Activity title                                           |
|-------------|-----------------------------|----------------------------------------------------------------------------------------------|--------|------------------------------------|----------------------------------------------------------|
| 24          | Plan your next growth phase | Document your 12 weeks of learning and create a 1 month plan to scale and grow your business | 1      | Review your progress               | List all the ideas you executed                          |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the most and how        |
|             |                             |                                                                                              |        |                                    | Write which milestone helped you the least and why       |
|             |                             |                                                                                              |        |                                    | Write your key learnings from this semester              |
|             |                             |                                                                                              |        |                                    | Create a not-to-do list for your business                |
|             |                             |                                                                                              |        |                                    | Attempt task 01 quiz                                     |
|             |                             |                                                                                              | 2      | Create your 1 month marketing plan | Learn how to create a 1 month marketing plan             |
|             |                             |                                                                                              |        |                                    | Set your marketing goal                                  |
|             |                             |                                                                                              |        |                                    | Create and upload your 1 month plan to achieve this goal |
|             |                             |                                                                                              |        |                                    | Share your experience of doing this milestone            |
|             |                             |                                                                                              |        |                                    | Attempt final semester quiz                              |

## **BMPD302-18 Mentoring and Professional Development**

### **Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.