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Vishwavidyalaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29 (7)/2021-22

Date: 04-11-2022

NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.Com. (Financial Markets)** course under Specialized Programmes from the academic year 2022-23-reg.

Ref.: 1. Decision of the BOS Meeting held on 03-06-2022.

2. Decision of the Faculty of Commerce meeting held on 07-09-2022.

3. Decision of the Academic Council meeting held on 23-09-2022.

4. This office Notification of even no. dated 17-10-2022.

The Board of Studies in **B.Com. (Financial Markets) (UG)** at its meeting held on 03-06-2022 has recommended approve the 1st year Syllabus of **B.Com. (Hons.) (Financial Markets)** course in University of Mysore under specialized/specified programs from the academic year 2022-23 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively, have also approved the above said proposal and the same is hereby notified.

The syllabus of **B.Com. (Hons.) (Financial Markets)** course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

The earlier notification under ref. (4) issued in this regard is withdrawn.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
3. Prof. R. Mahesh, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005



Handwritten signature and date: 04/11/22

**Proceedings of the meeting of the members of the Board of Studies in B. Com
(Financial Markets)(UG) held on 03-06-2022 at 11.30 AM at the CRESTA First Grade
College, Mysuru.**

Ref: 1. No. UA2/159(2)/2017-2018 dt 18-03-2021
2. No. UA2/379/2016-2017 dt 17-05-2022

With references to the above cited, a meeting of the members of the Board of Studies in B. Com (Financial Markets) has been conducted at the CRESTA First Grade College on Friday the 03-06-2022 at 11.30 AM. The following members have attended the meeting.

- | | | |
|---------------------------------|----------|---------------|
| 1. Dr.KanteshaSanningammanavara | Member | ABSENT |
| 2. Dr.K B Nalina | Member | |
| 3. Dr.H M Rakesh | Member | |
| 4. Prof. R Mahesh | Chairman | |


Rakesh H. M.


The following member were absent for the meeting.

- | | |
|---------------------|--------|
| 1. Dr. K Srinivasan | Member |
|---------------------|--------|

The meeting was initiated with a welcome speech by Prof.R Mahesh, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus as per NEP 2020 Regulations for various courses to be offered as part of the proposed B. Com (Financial Markets) (Hons.)UG program. The draft of the proposed scheme, titles of the courses and the respective syllabi are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The proposed B. Com (Financial Markets) (Hons.) should be offered under the common NEP2020 regulations being followed by the University from time to time for the existing general (conventional) B. Com program. The only difference is in the titles of various courses and their respective syllabi offered under DSC, DSE and SEC.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing B. Com (Hons.) program of the University.
3. The scheme and titles of the various courses along with the credit patterns and the respective syllabi for the proposed program are given in ANNEXURE B. Com(Financial Markets) (Hons.).


Prof. R Mahesh
CHAIRMAN

NOTIFICATION

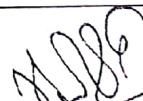
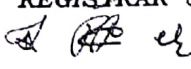
Sub: Constitution of the Board of Studies in **B.Com (Financial Markets) (UG)**

Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

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Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **B.Com (Financial Markets) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

1.	Prof.R.Mahesh Professor, DOS in Business Administration , B.N.Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.	Chairman
2.	Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
3.	Dr.K.Srinivasan Vice-Principal and HOD - Commerce, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
4.	Dr.K.B.Nalina Associate Professor, JSS Centre for Management Studies, JSS S & T University, JSS TI Campus, Mysuru - 570 006	Member
5.	Dr.Kantesha Sanningammanavara Assistant Professor & MBA Coordinator, PG Department of Business Administration, Maharani's Women's Commerce and Management College, Paduvarahalli, Mysuru - 570 012	Member


REGISTRAR 20/3/2021


To:

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PMEAB, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.



ಸಂಖ್ಯೆ : ಯುಎ2/379/2016-2017

ದಿನಾಂಕ : 17-05-2022

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ
ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ಮೈಸೂರು.

ಮಾನ್ಯರೆ,

ವಿಷಯ : 2020ರ ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" ಅನ್ವಯ ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ವಿಶೇಷ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಗಳನ್ನು ನಡೆಸುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ : 1. ನಿರ್ದೇಶಕರು, ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ ಇವರ ಪತ್ರ

ಸಂಖ್ಯೆ: /PMEB/35/Spl.Gen/2020-21 Dated :09-05-2022.

2. ಉಪ ಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ) ಇವರ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ : ಎಸಿ2(ಎಸ್)/525/2009-10,

ದಿನಾಂಕ : 16-05-2022.

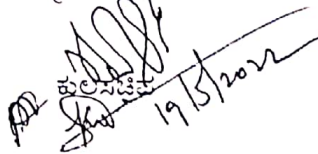
* * * * *

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಿತ ಪತ್ರಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" (NEP)-2020ರ ಅನುಷ್ಠಾನದನ್ವಯ 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಸ್ನಾತಕ ಪದವಿಯ ಎರಡನೇ ವರ್ಷದ/ Specialized Programmeಗಳ ಮೊದಲನೇ ವರ್ಷದ ಪಠ್ಯಕ್ರಮವನ್ನು ಸರ್ಕಾರ ನಿಗದಿಪಡಿಸಿರುವ Model Structure ನಂತೆ ಸಿದ್ಧಪಡಿಸುವ ಸಂಬಂಧ ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳು ಸ್ನಾತಕ/ಸಂಯುಕ್ತ/Specialized Programme ಒಳಗೊಂಡಂತೆ ತುರ್ತಾಗಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸಭೆಗಳನ್ನು ನಡೆಸಿ ದಿನಾಂಕ : 31-05-2022ರೊಳಗೆ ಸದರಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಶಿಫಾರಸ್ಸುಗಳ Soft Copy ಮತ್ತು Hard Copy ಗಳನ್ನು ಈ ಕೆಳಕಂಡ ವಿಭಾಗಗಳಿಗೆ ನೇರವಾಗಿ ಸಲ್ಲಿಸಲು ಕೋರಿದೆ.

ಕ್ರಮ ಸಂಖ್ಯೆ	ವಿವರ	ಇ-ಮೇಲ್
1.	Soft Copy/Hard Copy ಸಿಂಡಿಕೇಟ್ ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸುವುದು	syndicate109999@gmail.com
2.	Soft Copy/ Hard Copy ಶೈಕ್ಷಣಿಕ ವಿಭಾಗಕ್ಕೆ	academicsection123@gmail.com
3.	Specialized Programme ಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ Soft Copy/ Hard Copy ಯನ್ನು ನಿರ್ದೇಶಕರು (PMEB) ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05 ಇಲ್ಲಿಗೆ ಸಲ್ಲಿಸುವುದು	pmeb@uni-mysore.ac.in

ಸೂಚನೆ: ಅಧ್ಯಯನ ಮಂಡಳಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟ ನಿಕಾಯಗಳು, ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಿಗೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ ಇದನ್ನು ಅತ್ಯಂತ ಜರೂರು ಎಂದು ಪರಿಗಣಿಸಿ ಕ್ರಮವಹಿಸಲು ತಿಳಿಸಲಾಗಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯ,


ಕುಲಸಚಿವ
19/5/2022

ಪ್ರತಿ :

1. ಕುಲಸಚಿವರು (ಪರಿಷ್ಕರಣೆ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
2. ಶೋಷಣಾಕೆ. ಲೋಕೇಶ್ವರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಕೋವಲ್ ಅಧಿಕಾರಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05

ಯುಎ2-379-10-2007

-ಪು.ತಿ.ನೋ.-

3. ವಿವಿಧ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು, ಸಭೆಗೆ ಸಂಬಂಧಿಸಿದ ಸುಂಡಿಗಳನ್ನು ನೇರವಾಗಿ ಹಣಕಾಸು ಶಾಖೆಗೆ ಸಲ್ಲಿಸುವುದು.
4. ಹಣಕಾಸು ಅಧಿಕಾರಿಗಳು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಗೆ ಹಾಜರಾಗುವ ಸದಸ್ಯರಿಗೆ ನಿಯಮಾನುಸಾರ ಪೂರ್ವಾ ಭತ್ಯೆ, ಉಪಭತ್ಯೆ ಅಥವಾ ಕಛಾಭತ್ಯೆ ಪಾವತಿಗಾಗಿ ಸೂಕ್ತ ಕ್ರಮ ತೆಗೆದುಕೊಳ್ಳುವಂತೆ ಮತ್ತು ಲೇವಿಗಳ ಶಾಖೆಗಳೂ ಹಾಗೂ ಲಘು ಉಪಾಹಾರ ಅಥವಾ ಭೋಜನಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಲ್ಲಿಸಲ್ಪಡುವ ಸುಂಡಿಗಳಿಗೆ ನಿಯಮಾನುಸಾರ ಹಣ ಪಾವತಿಸುವಂತೆ ಕೋರಲಾಗಿದೆ.
5. **Specialized Programme**ನ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು, ಸದರಿ ಸಭೆಗೆ ಹಾಜರಾಗುವ ಸದಸ್ಯರುಗಳಿಗೆ ತಮ್ಮ ಸಂಸ್ಥೆಯ ಜತೆಯಿಂದ ನಿಯಮಾನುಸಾರ ಪ್ರಯಾಣ ಭತ್ಯೆ/ದಿನ ಭತ್ಯೆಯನ್ನು ಪಾವತಿಸಲು ಕ್ರಮವಹಿಸುವುದು.
6. ಕಲಾ, ಹಾಗೆಲ್ಲಾ ಟಿಕ್ಟಾ, ಕಾಸೂರು ಮತ್ತು ವಿಜ್ಞಾನ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ ನಿಕಾಯಗಳ ಡೀನರುಗಳಿಗೆ.
7. ನಿರ್ದೇಶಕರು, ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ, ಹಾಸನ/ಮಂಡ್ಯ/ಬೀದರ್/ಬಾಗಲಕೋಟೆ.
8. ಅಧ್ಯಕ್ಷರು, ವಿವಿಧ ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಯನ ವಿಭಾಗಗಳು, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
9. ಪ್ರಾಂಶುಪಾಲರು, ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವಿವಿಧ ಘಟಕ/ಸ್ವಾಯತ್ತ ಕಾಲೇಜುಗಳು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
10. ನಿರ್ದೇಶಕರು, ಯೋಜನೆ, ಉಪವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
11. ಆಡಳಿತಾಧಿಕಾರಿಗಳು, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
12. ಉಪಕುಲಸಚಿವರು (ವೈಶಿಷ್ಟ್ಯ), ಆಡಳಿತ ಶಾಖೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
13. ಮಾನ್ಯ ಕುಲಸಚಿ/ ಕುಲಸಚಿವ/ ಕುಲಸಚಿವ (ಪರಿಣಾಂಕ)/ ಹಣಕಾಸು ಅಧಿಕಾರಿಗಳ ಆಜ್ಞೆ ಸಹಾಯಕರು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
14. ಕಛೇರಿ ಪ್ರತಿ.

ANNEXURE

Proposed Scheme and Syllabus of
B. Com (Financial Markets) (Hons.)

As per NEP Regulations

To be implemented from the Academic Year 2022-23

Proposed Scheme and Syllabus for B. Com (Financial Markets) (Hons.) as per NEP 2020 Regulations

I. OBJECTIVES:

1. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of accounting, finance, taxation, cost and financial markets. To enhance the employability skills of the commerce students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of commerce.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of commerce students.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have passed the Two-Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

III. DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded a Certificate in Commerce (Financial Markets).
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce (Financial Markets).
- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded bachelor's degree in Commerce [B. Com (Financial Markets)]
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded a bachelor's degree in Commerce (Financial Markets) (Hons). [B. Com – FM (Hons)]



IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

V. ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

VI. TEACHING AND EVALUATION

M. Com/MBA graduates with B. Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce courses except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercises or activities per course are to be recorded.

VIII. SCHEME OF EXAMINATION

- a. There shall be a University Examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 Marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE) – (A)	20 Marks
2	Internal Assessment Tests (IAT) –(B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE) – (C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation:

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 20%weightage(20marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5= 20 Marks)

- i. Individual Assignments
- ii. Seminars/Classroom Presentations/Quizzes
- iii. Group Discussions/Class Discussion/Group Assignments
- iv. Case studies/Caselets
- v. Participatory & Industry-Integrated Learning/Industrial visits
- vi. Practical activities/Problem Solving Exercises
- vii. Participation in Seminars/Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects

- #### b. Internal Assessment Tests (IAT):
- The IAT will carry a maximum of 20% weightage (20 Marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 Marks each and the same is to be scaled down to 10 Marks each.



Internal Assessment Test

Course Code:
Duration: 1 Hour

Name of the Course:
Total Marks: 30

PART -A

Answer any one of the following questions. 5 Marks (1x5 =5)

- 1.....
- 2.....

PART -B

Answer any one of the following questions. 10 Marks (1x10 =10)

- 3.....
- 4.....

PART -C

Answer any one of the following questions. 15 Marks (1x 15 =15)

- 5.....
- 6.....

SEMESTER END EXAMINATION (SEE):

The Semester End Examination for the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling them in minimum attendance requirement as per the University norms. The BOS constituted by the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 Marks.

PATTERN OF QUESTION PAPER

TIME: 3 HOURS

MARKS: 60

PART - A

Answer any FIVE of the following questions. Each question carries 2 Marks. (5x2=10)

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

7.....

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10=20)

8.....

9.....

10.....

11.....

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

12.....

13.....

14.....

15.....

Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e., 21 marks out of 60 marks of theory examination and 40% in aggregate i.e., total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

B. Com (Financial Markets) Program

Proposed Scheme of Teaching and Evaluation for **B. Com**
(Financial Markets) (Basic/Hons) with core subject

Semester I

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
3	B.Com.1.1	Business Management	DSC	3+2+0	60	40	100	4
4	B.Com.1.2	Financial Accounting	DSC	3+2+0	60	40	100	4
5	B.Com.1.3	Business Economics	DSC	3+2+0	60	40	100	4
6	B.Com.1.4	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
7	B.Com.1.5	A. Basics of Accounting or B. Managing Workforce	OEC	3+0+0	60	40	100	3
Sub- Total (A)					390	260	650	23

Semester II

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language-I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language-II	AECC	3+1+0	60	40	100	3
10	B.Com.2.1	Financial Management	DSC	3+2+0	60	40	100	4
11	B.Com.2.2	Introduction to Financial Markets	DSC	3+2+0	60	40	100	4
12	B.Com.2.3	Statistics - I	DSC	3+2+0	60	40	100	4
13	B.Com.2.4	Health and Wellness/Social and Emotional Learning	SEC-VB	1+0+2	30	20	50	2
14	B.Com.2.5	Environmental Studies	AECC	2+0+0	30	20	50	2
15	B.Com.2.6	Financial Literacy/ Retail Management	OEC	3+0+0	60	40	100	3
Sub- Total (B)					420	280	700	25

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems



Acronyms Expanded

AECC	: Ability Enhancement Compulsory Course
DSC	: Discipline Specific Core (Course)
SEC	: Skill Enhancement Course-Skill Based/Value Based SB/VB
OEC	: Open Elective Course
DSE	: Discipline Specific Elective
SEE	: Semester End Examination
CIE	: Continuous Internal Evaluation
L+T+P	: Lecture+ Tutorial+ Practical(s)

Notes:

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Tutorial is equal to 2 Hours of Teaching
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching

Name of the Program: Bachelor of Commerce (Financial Markets)
(B. Com - FM)

Course Code: B. Com 1.1

Name of the Course: Business Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classrooms lecture, tutorials and seminar

Course Outcomes: On successful completion of the course, the students will demonstrate

- The students will be able to understand and identify the different functions of management, which relevant in the present context.

Syllabus:	Hours
Module No. 1: Concept of Management	14
Definitions, Characteristics, Management & Administration, Different Concepts, Management by Communication, Management by Systems, Management by Results, Management by Participation, Management by Motivation, MBE, MBO –Functions of management	
Module No. 2: Planning	12
Meaning, Nature, Definition, significance, Process, Types, Importance, Principles, Steps – Planning and forecasting, Planning and Decision, Making and Planning and Control.	
Module No. 3: Organizing	14
Definitions, Principles of Organization, Formal & informal Organizations, Steps, Importance, Organization Development, Problems in Organization, Delegation - Centralization and Decentralization– Span of Control, Types or Forms of Organization - Organizational goals – Determination of Organizational goals and Determinants of Organizational goals	
Module No. 4: Directing	16
Meaning, Definitions, Nature of Directions, Elements of Direction, Directing and Other Managerial Activities, Importance of Direction-Orders and Instructions, Supervision, Essentials of Effective Supervision and Principles of Direction. Leading Meaning, Functions, Qualities of good leader – Leadership Styles -Motivation-Meaning, Nature Definitions, Benefits, Modern Theories of Motivation – McGregor’s Theory, Maslow’s hierarchy of Needs Theory - Herzberg’s Theory.	
Module No. 5: Controlling	14
Meaning & Importance; Definition of Controlling- Control Process – Types of Control: Feed forward, Concurrent and Feedback Controls –MBO – MBE – Control Techniques: PERT – CPM – JIT, Budgetary Control – Auditing: Internal and external Auditing.	

Skill Developments Activities

1. Visit any business organization and collect the type of planning adopted by them.
2. Analyse the leadership styles of any selected five companies of different sectors.
3. Visit any manufacturing unit and identify the controlling system followed.
4. Draw the organization chart of any two-business concern.

Textbooks:

1. Principles of Management by Koontz and O'Donnell, McGraw Hill Education.
2. Business Management by C B Gupta, Sultan Chand and Sons.
3. Principles and Practice of Management by L M Prasad, Sultan Chand and Sons
4. Management, Stoner A F and Freeman R E, Prentice Hall

Name of the Program: Bachelor of Commerce (Financial markets)
(B. Com - FM)

Course Code: B. Com. 1.2

Name of the Course: Financial Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- The students will be able to prepare and analyze financial statements of sole trading concerns

Syllabus:	Hours
Module No. 1: Accounting Principles & Standards	12
GAAPS- Basic Accounting Concepts & Conventions along with examples – An Overview of Accounting Standards issued by ICAI and IFRS issued by IASB.	
Module No. 2: Final Accounts of Sole Trading Concerns	14
Preparation of Trading & Profit/loss Account and Balance Sheet – Accounting treatment of General and Special adjustments.	
Module No. 3: Financial statements of a company	16
Profit and loss account and balance sheet. (as per new regulations)	
Module No. 4: Partnership Accounts	16
Fixed Capital system v/s Fluctuating Capital system. Accounting treatment on Admission and Retirement of a partner. Problems on Admissions and Retirement of a partner.	

Module No. 5: Accounting treatment of goodwill and death of a partner	12
Sacrificing Ratio and Gain Ratio. Problems on Death of a partner. Dissolution of partnership firm, preparation of Accounts (Excluding Garner v/s Murry case).	
Skill Developments Activities	
<ol style="list-style-type: none"> 1. Visit three sole trading concerns and collect the financial statements of a sole trading concerns 2. Identify the differences between IND AS and IFRS with respect to IAS 1, IAS 16, IAS 36, IAS 37 and IAS 38 3. Identify the partnerships deeds and analyse the deed. 	
Text Books:	
<ol style="list-style-type: none"> 1. Financial Accounting B S Raman 2. Advanced Accounting RL Gupta & Radha swamy M 3. Advanced Accounting M C Shukla and T S Grewal 4. Financial Accounting S P Jain and Narang K L 	

Name of the Program: Bachelor of Commerce (Financial Markets) (B. Com - FM) Course Code: B. Com 1.3 Name of the Course: Business Economics		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
<ul style="list-style-type: none"> • The student will understand the flow and functioning of economy and the macro-economic factor Indian economy 		
Syllabus:		Hours
Module No. 1: The Fundamentals of Economics		14
Meaning of Economics - Microeconomics: Meaning - Nature and Scope - Importance and Limitations - Basic Problems of an Economy - Production Possibility Curve.		
Module No. 2: Theory of Demand and Supply		14
Meaning, Determinants of Demand, the Demand Schedule - the Law of Demand - Exceptions to the Law of Demand - Elasticity of Demand: Meaning- Types: Price, Income and Cross Elasticity - Measurement of Price Elasticity of Demand. Meaning of Supply: the Law of Supply, Determinants of Supply.		
Module No. 3: Production, Cost and Revenue Concepts		16
Production function - The Law of Variable Proportion - the Law of Returns to Scale Concepts of Costs: Explicit, Implicit, Fixed, Variable, Total, Marginal, Average, Average Fixed, Average Variable and Opportunity Cost. Short-Run and Long-Run Cost Curves. Concepts of Revenue: Total, Average and Marginal Revenue Curves.		

Module No. 4: Product and Factor Pricing**14**

Product Pricing - Perfect Competition: Features - Price & Output Determination - Role of Time Element
 Monopoly: Types - Features - Price and Output Determination - Price Discrimination Monopolistic
 Competition: Features - Price and Output Determination - Product Differentiation Oligopoly: Types -
 Features - Kinked Demand Curve

Module No. 5: An Overview of Macroeconomics**12**

Macroeconomics: Meaning, Types and Scope - Importance and Limitations - Basic Concepts of
 Macroeconomics, Stocks, Flow and Equilibrium- National Income: Meaning and Importance - Concepts
 -GDP, GNP, NDP, NNP, NI, PI, DPI and Per capita Income - Circular Flow of Income. Inflation,
 Deflation and Business Cycle.

Skill Developments Activities

1. Collect the data of last 10 years GDP and National Income data and analyse.
2. Prepare a chart of demand and supply function of a product of your choice.

Textbooks:

1. Mithani D.M. Modern Economic Analysis, Himalayan Publishing House, Mumbai.
2. Mukherjee Sampat. Modern Economic Theory, New Age International Publishers, New Delhi.
3. Samuelson.P.A. 18th Edition, Economics, Tata McGraw- Hill Publishing Co., Limited, New Delhi.
4. Sen Anindya. Microeconomics: Theory and Applications, Oxford University Press, New Delhi.
5. Ahuja, H. L. Macroeconomics (Theory & Policy). S. Chand & Company, New Delhi.

Name of the Program: Bachelor of Commerce (Financial Markets)**(B. Com - FM)****Course Code: B. Com 1.5****Name of the Course: A. Basics of Accounting (OEC)**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,**Course Outcomes: On successful completion of the course, the students will demonstrate**

- The students will be able to prepare subsidiary books and to prepare and analyze financial statement sole trading concern.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO ACCOUNTING	12
Meaning – Need for accounting – Internal and External users of Accounting – Accounting Concepts and Conventions – Indian Accounting Standards (IND AS) – International Financial Reporting Standards (IFRS) Distinction between IND AS and IFRS.	
Module No. 2: ACCOUNTING SYSTEM AND PROCESS	10
Nature of accounting – Systems of accounting: Single entry and Double entry – Process of accounting – Business transactions – Journal entries - Ledger (simple problems)	
Module No. 3: SUBSIDIARY BOOKS	12
Sales book – Sales returns book – Purchases book – Purchase returns book – Bills Receivable book – Bills Payable book – Cash book – Petty Cash book – Journal proper – Problems on preparation of Sales book, Sales returns book, Purchases book, Purchase returns book, Cash book (single column, double column, three column) and Petty Cash book (simple problems)	
Module No. 4: FINAL ACCOUNTS OF SOLE TRADING CONCERN	11
Preparation of Trial Balance – Preparation of Trading and Profit and Loss account and Balance sheet (simple problems)	

Skill Developments Activities
<ol style="list-style-type: none"> 1. Collect the final accounts of a Sole Trading concern. 2. Prepare Subsidiary books with imaginary figures. 3. Collect Cash book prepared by Sole Trading Concern. 4. Identify the businesses where Single entry and Double entry systems of Book-keeping is followed.
<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc. 2. Financial Accounting; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi. 3. Accountancy; B.S.Raman, United Publishers, Mangalore. 4. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta, S.C.: S. Chand & Co. New Delhi. 5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.

Name of the Program: Bachelor of Commerce (Financial Markets)

(B. Com - FM)

Course Code: B. Com 1.5

Name of the Course: B. Managing Workforce (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- The students will be able to manage themselves at workplace and know the nuances of managing human resources

Syllabus:	Hours
Module No. 1: INTRODUCTION	08
Concepts of human resource management- Meaning - Objectives-Scope and functions	
Module No. 2: HUMAN RESOURCE PLANNING AND PROCUREMENT	18
Human resource planning - importance- objectives and problems. Recruitment-meaning - recruitment policy - sources –factors affecting recruitment - selection decision - selection procedure.	
Module No. 3: HUMAN RESOURCE DEVELOPMENT	10
Meaning-concepts of HRD-objectives of training -organization of training programmers – methods of training - advantages and limitations of training	
Module No. 4: COMPENSATION	09
Meaning - Factors determining employee compensation and rewards - dearness allowance - employee benefits-bonus and social security - managerial compensation. Performance Appraisal: concepts - objectives - Types	

Skill Developments Activities

1. Collect information regarding the recruitment and selection process adopted by any one of the Companies/organisations located in your District.
2. Visit and collect the training method adopted by a company.
3. Visit and collect the methods of compensation adopted by any company.
4. Identify the methods of Performance appraisal adopted by any company.

Textbooks:

1. Human Resource Management- P.Subba Rao
2. Human Resource Management -Dr.Ashwathappa
3. Personnel and Human Resource Management -D.A. Deonz and F.P. Robins
4. Human Resource Management – Prasanna Chandra.

Name of the Program: Bachelor of Commerce (Financial Markets)

(B. Com - FM)

Course Code: B. Com 2.1

Name of the Course: Financial Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- The student will understand the functions of financial management

Syllabus:	Hours
Module No. 1: Introduction to financial management	14
Meaning-scope-goals of financial management-sources of finance.	
Module No. 2: Cost of capital	16
Meaning- importance of cost of capital in financial decisions, determination of specific costs-cost of debt- cost of preference share capital-cost of equity, cost of retained earnings-weighted average cost of capital-Leverages- meaning- types problems on Leverages.	
Module No. 3: Capital structure	14
Meaning-optimum capital structure-features of appropriate capital structure-factors influencing capital structure-theories of capital structure-NI approach-NOI approach, MM approach, traditional approach, determination of optimal debt-equity mix.	
Module No. 4: Capital budgeting	14
Meaning-features, role of capital budgeting, techniques of capital budgeting-payback period, average rate of return, net present value, profitability index, internal rate of return, discounted pay back method. Application of excel in capital budgeting techniques.	
Module No. 5: Dividend decisions	12
Meaning, Dividend decisions, Dividend policies-objectives of dividend policy-determinants of dividend policy-dividend relevance- Walter's model, Gordon model - Dividend irrelevance-MM hypothesis.	

Skill Developments Activities

1. Collect the data of five companies which have paid the dividend in the last financial year
2. Considering the functions of financial management, draft a plan of financial decision making by taking imaginary figures for a company

Textbooks:

1. Financial Management I.M.Pandey.
2. Financial Management Ravi Kishore
3. Financial Management Dr.V.R.Palanivelu
4. Financial Management Kulkarni
5. Financial Management Tulsian P C

Name of the Program: Bachelor of Commerce
(Financial Markets)
(B. Com - FM)

Course Code: B. Com 2.2

Name of the Course: Introduction to Financial Markets

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

4 Credits

5 Hrs.

70 Hrs.

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- The students will understand the Indian financial system and its functioning

Syllabus:

Hours

Module No. 1: Indian Financial System

14

Introduction to Marketing Management; Nature, scope & importance, Core concepts of marketing. Different types of Marketing orientations/Philosophies; Marketing Environment; Factors affecting Marketing Environment; Understanding Consumers & Industrial Market Financial System- functions- Financial markets – primary and secondary markets – major players and instruments in secondary market - Functioning of stock exchanges, trading and settlement procedures at NSE & BSE. Impact of various Policies on Financial Markets - Credit Policy of RBI - Fed Policy - Inflation Index, CPI, WPI, etc.

Module No. 2: Capital Market

16

Capital Market - Primary/New Issue Market - Domestic and Global – types of issues - Private Placement, QIP, - Disinvestment – Issue process- guidelines Capital Market – Secondary Market- Stock Market Operations - Indian Debt Market

Module No. 3: Money Market Structure	14
Organized and Un-Organized Market, Call Money Market, Bills market, Market for Government Securities., Money market Instruments: Treasury Bills, Repurchase Agreements / Reverse Repo, Commercial bills, Commercial Papers, Certificate of Deposit. The role of merchant banker in money market	
Module No. 4: Commodity Market	16
What are Commodity Markets - Role of Commodity Markets - Commodity Market in India - Application of Derivative in Commodities - Global Commodities Exchanges	
Module No. 5: Global Financial Markets	10
Introduction to Global Financial Market - Role of Financial Market in Economic Development of a country - Stakeholders in Financial Market (Domestic and Global) - Indian Financial Market scenario Equity issues in global market – ADR, GDR, EDRs – Debt issues in global markets	

Skill Developments Activities
<ol style="list-style-type: none"> 1. Draw a diagram depicting the activities of primary and secondary market 2. Collect the data relating to the number of companies registered in Indian stock markets
Textbooks: <ol style="list-style-type: none"> 1. Financial Markets Institutions and Financial Services by Taxman 2. Merchant Banking and Financial Services by Dr.S Guruswamy 3. Financial Markets and Institutions by Dr. S Guruswamy 4. Capital Markets by Dr.S Guruswamy, TMH publication 5. Indian Financial System by H R Machiraju- Vikas Publishing House

Name of the Program: Bachelor of Commerce (Financial Markets) (B. Com - FM) Course Code: B. Com 2.3 Name of the Course: Statistics-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
<ul style="list-style-type: none"> • Student will be able to understand the statistical measures available for analyzing the data collected from various sources. 		

Syllabus:	Hours
Module No. 1: Statistics	14
Meaning – Definition, characteristics, advantages and limitations-Collection of data-methods of collecting primary data and sources of secondary data-Classification and Tabulation of data. Bar diagram, Histogram and Pie chart	
Module No. 2: Measures of central tendency	18
Arithmetic Mean, Median, quartiles and Mode. Geometric Mean and Harmonic Mean (Individual series only)	
Module No. 3: Measures of Dispersion	16
Quartile Deviation – Standard deviation – Co-efficient of variation.	
Module No. 4: Skewness	14
Karl Pearson and Bowley's co-efficient of skewness	
Module No. 5 Correlation & Regression	08
Meaning-types-Karl Pearson's co-efficient of correlation-Spearman's Rank correlation co-efficient. Probable error Regression Analysis - Construction of regression equations-Estimation	

Skill Developments Activities
<ol style="list-style-type: none"> 1. Collect the data of your class and use the central tendency and write interpretation on the performance 2. Consider the data of any two companies for five years and calculate the correlations for returns.
Textbooks:
<ol style="list-style-type: none"> 1. Fundamentals of Statistics: D. N. Elhance, Veena Elhance and B. M. Aggarwal 2. Statistical Methods: S. P Gupta. 3. Fundamentals of Statistics: S.C Gupta 4. Practical Statistics: R S N Pillai and Bhagavathi 5. Statistics (Theory, Methods and Application): D.C. Sancheti and V.K. Kapoor

Name of the Program: Bachelor of Commerce (Financial Markets) (B. Com - FM) Course Code: B. Com 2.5 Name of the Course: A. Financial Literacy (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		

Course Outcomes: On successful completion of the course, the students will demonstrate

- The students will be able to prepare the final accounts of business firms and NPO and they will be able to account for loss of stock

Syllabus:	Hours
Module No. 1: INTRODUCTION	12
Financial Literacy- Meaning and Importance - Components of Financial Literacy- Financial Institutions : Meaning, Banking and Non-Banking Financial Institutions, Post offices . Investment: Meaning, Difference between Investment Vs Gambling- Risk and Return - Principles of investment - Investment Avenues – Financial Planning and Budgets, Family Budget, Business Budget and National Budget. Budget deficit and Surplus.	
Module No. 2: BANKING	10
Meaning and Types of Banks, Various services offered by banks, types of bank deposit accounts, Formalities to open various types of bank accounts, KYC norms. Various types of Loans: Short-term, Medium term and Long term loans. Cashless banking, e-banking, Check counterfeit currency, CIBIL, ATM, Debit and Credit cards, banking Complaints and Ombudsman.	
Module No. 3: FINANCIAL SERVICES FROM POST OFFICE	12
Post office Savings Schemes: Savings account - Recurring deposit -Term Deposit – Monthly Income Scheme - Kissan Vikas Pathra – NSC – PPF - Senior Citizen Savings Scheme – Sukanya Samridhi Yojana/Account - Indian Post Payments Bank - Money Transfer - Money Order - E-Money Order - Instant Money Order - Collaboration with the Western Union Financial Services - MO Videsh - International Money Transfer Service - Indian Postal Order.	
Module No. 4: INSURANCE SERVICE	11
Life Insurance – Life Insurance Policies - Term Insurance and Endowment Policies - Pension Policies - Health Insurance Plans – ULIP - Property Insurance - General Insurance - Types, Postal Life Insurance Schemes- Housing Loans - Institutions providing Housing Loans, Pradhanmantri Awas Yojana: Rural and Urban.	

Skill Developments Activities

1. Visit a nationalized bank near your area and collect information regarding services offered by the bank.
2. Visit a post office in your area and collect information about various deposit schemes available.
3. Collect an account opening form from a nationalized bank and fill up the form with necessary enclosures. Collect an account opening form from a post office and fill the form.
4. Prepare an annual family budget considering the income of your family. Also prepare a personal budget for six months.
5. Visit a LIC branch in your area and collect information regarding any five insurance policies (with its features).

Textbooks:

1. Avadhani V A (2019), Investment Management, Mumbai: Himalaya Publishing House Pvt Ltd
2. Chandra, P (2012), Investment Game: How to Win . New Delhi: Tata McGraw Hill Education.
3. Kothari R (2010), financial Services in India: Concept and application. New Delhi: Sage Publication India Pvt td
4. Milling B. E, (2003), The Basics of Finance: Financial Tools for Non-Financial Managers, Indiana: Universe Company.
5. Zokaityte A (2017), Financial Literacy Education. London: Palgrave Macmillan.

Name of the Program: Bachelor of Commerce (Financial Markets)

(B. Com - FM)

Course Code: B. Com 2.5

Name of the Course: B. Retail Management (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- Students will be able to acquire skills required for managing retail business and start their own retail business in the future.

Syllabus:	Hours
Module No. 1: RETAILING	08
Meaning –Definition - Nature - Importance - Functions of Retailing - Factors influencing retailing - Types of Retailing – Forms of Retail Business ownership, Theory of Retail Development - Wheel of Retailing - Retail Life Cycle - Retail Business in India - Globalization of Retailing - Reasons for globalization - Problems in Globalisation of Retailing.	
Module No. 2: RETAIL ORGANIZATION AND MANAGEMENT	18
Introduction - Classification of Retail Organization. Store Operations: Retail Store Planning - Factors influencing location of a store - Store Layout – Merchandise Management - Category Management - Shelf Management - POS (Point of Sale) /Cash Process	
Module No. 3: HUMAN RESOURCE MANAGEMENT IN RETAILING	10
Manpower Planning – Recruitment in Retail sector - Problems in Retail Recruitment - Retail Training - Retail Managers: Roles – Skill - Employment Opportunities in Retail Industry.	
Module No. 4: E-RETAILING	09
Meaning of E Retailing - Types of Technology in Retailing - Factors Influencing use of IT in Retailing - Electronic Article Surveillance – Electronic Shelf Labels - Effective Management of Online catalogues -	

Customer Relationship Management: Customer data base - Identifying information - Analysing customer data base and identifying target customers - Customer pyramid - Customer retention.

Skill Developments Activities

1. Visit a modern retail store in your area and identify its organization structure
2. Visit a mall and identify the various types of shops in the mall
3. Name any ten e-retailers in the world
4. Visit a super market in your area and collect information about the roles and responsibilities of the manager
5. Name any Ten Global retailers.

Textbooks:

1. Suja R Nair, Retail Management, V Edition, HPH, Mumbai, 2006
2. Swapna Pradhan, Retailing Management -Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007
3. S. K. Pradhan and Others, Retail Management, VPH.
4. Piyush Kumar Sinha and Dwarika Prasad Uniyal- Managing Retailing, Oxford University Press, Delhi
5. R. S. Tiwari, Retail Management, Himalaya Publishing House.
6. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
7. Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston, 1994.

