



St. Xavier's College, Ranchi

***(NAAC Accredited 'A' Grade College)
(An Autonomous College of Ranchi University)***

Syllabus

(Under Choice Based Credit System w.e.f. Academic Year-2015-16)

Department of Vocational Studies **&** **Management Studies**

B.Com. Honours Programme

- ***Office Management & Secretarial Practice(OMSP)***
w.e.f. Academic year 2015-16

Course Curriculum

Sem	Course Status & No	Title of the Course	Marks	Credit (Th & Tu)+Pr
I	Core-1	Principle & Practice of Management	100	5+1
	Core-2	Modern Office Operation	100	5+1
	AECC-1	English Communication	100	2
	GE-1(a)	Financial Accounts	100	5+1
	GE-1(b)	Fundamentals of Insurance	100	5+1
	GE-1(c)	Marketing Management	100	5+1
	GE-1(d)	Retail Business Environment	100	5+1
II	Core-3	Organizational Behaviour	100	5+1
	Core-4	Office Administration & Management	100	5+1
	AECC-2	Environmental Science	100	2
	GE-2(a)	Cost & Management Accounts	100	5+1
	GE-2(b)	Retail Marketing	100	5+1
	GE-2(c)	Media Management & Digital Marketing	100	5+1
	GE-2(d)	Principle & Practice of Life & General Insurance	100	5+1
III	Core-5	Corporate & Financial Reporting	100	5+1
	Core-6	Corporate Governance	100	5+1
	Core-7	Public Relationship Management	100	5+1
	SEC-1	Research Methodology & Quantitative Tech	100	2
	GE-3(a)	Principle & Practice of Insurance	100	5+1
	GE-3(b)	Specialty Retail	100	5+1
	GE-3(c)	Event Management	100	5+1
IV	GE-3(d)	International Marketing	100	5+1
	Core-8	Human Resource Management	100	5+1
	Core-9	Company Secretarial Practice	100	5+1
	Core-10	Counseling & Negotiation Management	100	5+1
	SEC-2	Business Economics	100	2
	GE-4(a)	Principle & Practice of Banking	100	5+1
	GE-4(b)	Service Marketing	100	5+1
V	GE-4(c)	Retail Franchising	100	5+1
	GE-4(d)	Audit and Assurance (ACCA F8)	100	5+1
	Core-11	Strategic Management	100	5+1
	Core-12	Customer Relationship Management	100	5+1
	DSE-1(a)	Microsoft Office (Word, Excel, PowerPoint)	100	5+1
	DSE-1(b)	Rural Marketing	100	5+1
	DSE-1(c)	ERP Finance	100	5+1
	DSE-1(d)	Bank Management	100	5+1
	DSE-2(a)	Computer Accounting (Tally)	100	5+1
	DSE-2(b)	Product & Brand Management	100	5+1
VI	DSE-2(c)	Mall Management	100	5+1
	DSE-2(d)	E-Retailing	100	5+1
	Core-13	Management Information System	100	5+1
	Core-14	Business Legislation for Management	100	5+1
	DSE-3	Entrepreneurship Development Programme	100	5+1
	DSE-4	Project & Viva voce	100	1+5

- ❖ Marks are based on 30:70 systems. 30 marks is allotted for the Mid-Semester Examination and 70 marks is allotted for the End-Semester Examination.
- ❖ Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination).
- ❖ **1 Credit = 15 Learning Hours, Th=Theory, Tu=Tutorial, Pr=Practical**
- ❖ **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course.
- ❖ **Generic Elective (GE):** An elective course chosen generally from an unrelated discipline/subject with an intention to seek exposure to other discipline. There are multiple courses offered to the students and they have to select one course among these.
- ❖ **Ability Enhancement Compulsory Course (AECC):** These courses based upon the content that leads to knowledge enhancement.
- ❖ **Skill Enhancement Course (SEC):** These courses designed to provide value based and/or skill-based knowledge.
- ❖ **Discipline Specific Elective (DSE):** These elective courses may be offered by the main discipline/subject of study. There are multiple courses offered to the students and they have to select one subject among these at Semester-V.



Semester-I-B.Com (Office Management & Secretarial Practice)

Core I-Principle & Practice of Management

Objectives: It provides the knowledge of Management and its different theories considered to be the back bone of every organization. Management functional system is also described for proper understanding of the management working system at the every level.

- 1. Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behavior Approach, Management Science approach, Contingency or Situational approach.*
- 2. Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroot Management.*
- 3. Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, Planning pre-requisites, Forecasting, Decision Making.*
- 4. Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization.*
- 5. Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.*
- 6. Directing—Fundamentals, Motivation theories, Application Leadership & Command.*
- 7. Controlling—Fundamentals, Operational Control Techniques.*

Recommended Books

- 1. Principles and Practice of Management—L.M. Prasad*
- 2. Management: A Global and Entrepreneurial Perspective—Weihrich, Cannice, H. Koontz*
- 3. New Era of Management—Richard L.*
- 4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.*
- 5. Principles of Management—P. C. Tripathi & P. N. Reddy*
- 6. Essentials of Management-An International Perspective—H. Koontz, Heinz Weihrich*

Semester-I-B.Com (Office Management & Secretarial Practice)

Core 2-Modern Office Operation

Objectives: The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provide to the staff working in the office, the working environment and the tools and equipments used in office.

Unit-I-Office and Office Management: Meaning of office, Functions of office-primary and administrative management functions, importance of office, duties of the manager, his qualities and essential qualifications.

Filing and Indexing: Filing and Indexing-Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipments, Weeding of old records, meaning and need for indexing, various types of indexing.

Unit-II-Mail and Mailing Procedures: Mailing Procedures-meaning and importance of mail, centralization of mail handling work, its advantages, room equipments and accessories, Orting tables and rack, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending files with email, inward and outward mail-receiving, sorting, opening, recording, making distribution, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch.

Forms and Stationery: Office Forms-introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, types of forms, factors affecting forms design, principles of form design, form control.

Stationery-introduction, types of stationery used in offices, importance of managing stationery, selection of stationery, essential requirements for a good system of dealing with stationer, purchasing principles, purchasing procedure, standardization of stationery.

Unit-III-Modern Office Equipments: Modern Office Equipment-Introduction, meaning and importance of office automation, objectives of office mechanization, advantages, disadvantages, and factors determine office mechanization. Kind of office machine, Computers, Photocopiers, Fax, Telephone, Telephone Answering Machine, Dictating Machine, Audio Visual Aids.

Budget: Budget-Annual, revised and estimated, Recurring and non-recurring heads of expenditure.

Audit: Audit process- Vouching, verification and valuation (in brief), Consumables/stock register and Asset register, Procedure for disposal of Records and Assets.

Unit-IV-Banking facilities: Types of Accounts, passbook and cheque book. Other forms used in banks. ATM and money transfer.

Abbreviations/Terms used in Office: Explanation of abbreviations/terms used in office in day to day work.

Modes of Payment: Types of payments handled such as postal orders, Cheque (crossed/uncrossed), post-dated and pre-dated cheques, stale cheque, dishonored cheque.

Unit-V-Role of Secretary: definition: Appointment, Duties and Responsibilities of a Personal Secretary, Qualifications for appointment as Personal Secretary, Modern technology and office communications, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting, Drafting, Fax-messages, emails, Maintaining of Appointment Diary.

Recommended Books:

1. Principles of Office Management-R.C.Bhatia
2. Text book of Office Management-Leffingwell and Robinson
3. Office Management & Control-Terry and R.George
4. Office Management and Commercial Correspondence-B.Duggal

Semester-I-B.Com (Office Management & Secretarial Practice)

AECC 1-English Communication

Objective: *The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human being and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.*

The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are:

Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situation such as interviews, group discussion and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.

While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has been acquired some elements of science. It is hoped that after studying this course, student will find a difference in their personal and professional interactions.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various suits/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.

- 1. Introduction: Theory of communication, Types and modes of communication.*
- 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.*
- 3. Speaking Skills: Monologue, Dialogue, Group discussion, Effective Communication/Miscommunication, Interview, And Public Speech.*
- 4. Reading and Understanding: Close reading, Comprehension, Summery Paraphrasing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa), Literary/Knowledge Texts.*
- 5. Writing Skills: Documentation, Report Writing, Making notes, Letter writing.*

Recommended Books:

- 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.Ranjan Kaul, Dr.Brati Biswas*

Semester-I-B.Com (Office Management & Secretarial Practice)

GE 1(a)-Financial Accounts

Objective: To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit-I

Financial Accounting: Nature and scope, Limitations of financial accounting. Basic concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: Form recording of transactions to preparation of final accounts. Rectifications of errors and Bank Reconciliation Statements.

Unit-II

(i) Consignments: Features, Account treatment in the books of consignor and consignee. (ii) Joint Ventures: Memorandum Joint Venture Account, Accounting procedures: Joint Bank Accounts, Records maintained by co-ventures of (a) all transactions (b) only his own transactions. (iii) Inland Branches: Dependent branches only and ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit-III

Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method. Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including default and repossession.

Unit-IV

Partnership: Admission, Retirement, Dissolution of partnership firms: legal position, Accounting for simple dissolution.

Unit-V

Analysis of financial statements, Common size balance sheet, Ratio Analysis, Cash Flow Statement.

Recommended Books

1. Fundamentals of Accounting—D.C. Rawat & R.C. Bhatt
2. Basic Financial Accounting—J. R. Monga
3. Financial Accounting—S. N. Maheshwari
4. Financial Accounting—P. C. Tulsian
5. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
6. Financial Accounting—R. NarayanaSwarmy
7. Advanced Accounting—S.P.Jain and K.L.Narang
8. Financial Accounting—Naseem Ahmed, Nawab Ali Khan, M.L.Gupta
9. Accounting & Analysis—CRISIL
10. Financial Accounting—Weygandt, Kieso & Kimmel
11. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

Semester-I-B.Com (Office Management & Secretarial Practice)

GE 1(b) - Fundamentals of Insurance

Objective: *This course familiarizes the students with insurance subject with nature, tools and scope. Different kinds of insurance are discussed for better understanding of the subjects.*

1. *Principle of Insurance*
2. *Different kinds of Insurance, Nature and functions of insurance,*
3. *Life Insurance Organization—Context and Important Activities, Internal Organization Distribution Systems & trends, Appointment, Functions and Remuneration of Agents & Brokers*
4. *Insurance Contracts, Rating of insurance products,*
5. *Legal framework of insurance business,*
6. *Registration and licensing of insurance,*
7. *Elements of Insurable risk—Randomness and Economic feasibility, Self insurance,*
8. *The fields of insurance—Private insurance, Social insurance, Public guarantee insurance programs, Similarities in the various fields of insurance,*
9. *Functions of insurer—Rate making, Production, Underwriting, Loss adjustments, Investment functions, other miscellaneous functions of insurance like legal and accounting,*
10. *Financial aspects of insurance operations—Statutory accounting requirements, Life insurance companies, Non life insurance companies,*
11. *Reinsurance—Nature, Type, Functions, Techniques, Objectives, Reinsurance in Indian perspectives,*
12. *Underwriting—Definition and Objectives, Process for underwriting in life and non life insurance.*

Recommended Books

1. *Fundamentals of Insurance—P. K. Gupta*
2. *Insurance Theory and Practice—Nalini Prava Tripathy and Prabir Pal*
3. *Fundamentals of Risk and Insurance—Emmett J. Vaughan and T. Vaughan*
4. *Principles and Practice of Insurance—M. N. Mishra*
5. *Principles and Practice of Banking and Insurance—O. P. Agarwal*
6. *IC-01—Insurance Institute of India*
7. *IC-33—Insurance Institute of India*

Semester-I-B.Com (Office Management & Secretarial Practice)

GE 1(c) - Marketing Management

Objective: To provide the working knowledge of different concepts of marketing and their use in managerial decision.

1. *Introduction to Marketing.*
2. *Nature, Scope and Significance of Marketing.*
3. *Marketing Process & Planning.*
4. *Marketing Strategy—Segmentation, Targeting & Positioning.*
5. *Marketing Strategies and Product Life Cycle.*
6. *Marketing Mix—Nature & Significance of Marketing Mix.*
7. *Product Decision.*
8. *Pricing Decision.*
9. *Promotional Mix—types of promotional mix, need-utility & Strategies.*
10. *Place Decision—Supply Chain Management.*
11. *Different Forms of Marketing.*
12. *Evaluation & Control of Marketing Functions.*

Recommended Books:

1. *Marketing Management—Philip Kotler*
2. *Principles of Marketing—Philip Kotler & Gary Armstrong*
3. *Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari*
4. *Modern Marketing Management—Rustom S. Davar*
5. *Case Study solutions in Marketing—H. Kaushal*
6. *Marketing Management—S. K. Sarangi*

Semester-I-B.Com (Office Management & Secretarial Practice)

GE 1(d) - Retail Business Environment

Objective: This course provides the knowledge about the retail environment with its nature, functions and scopes. Retail markets influential factors are also explain for the developments of retail concept in the students.

1. Introduction to the Retail Environment:

(a) **Retail Micro Environment:** Competitors, Competitor's Retail Mix, Competitive Strategy, Other channel members, Cooperation and Conflict, Power, Vertical Marketing systems.

(b) **Retail Macro Environment:** Demographic factors, economic factors, Cultural and social factors, political factors, legal factors, technological factors, natural factors.

- 2. The Functions of Retailing:** Retail Industry in India and other countries - Structure of Indian retailing - Drivers of growth - and challenges of retailing industry - Global scenario of retailing - Retailing in US and Asia - European retailing - Retail Formats - Successful Retailing - The Context of Retail Business Planning.
- 3. Structural Change in the Retail Environment:** Changes in the Retail Environment - Socio-Demographic Change - Technology and Economic Change - Socio-economic Changes - Impact on the Retail Industry
- 4. Market Structure and Control:** Retailing Structures - Environment and Competition -The Competitive Environment in Different Retail Sectors - Government Policy, Competition and Consumer Demand - Retail Development and Competition -Additional Theories of Conflict and Development.
- 5. Managing in Good Times and Bad:** Dealing with Booms and Slumps - The Mood of the Nation -Maintaining the Balance in the Economy -Government Macroeconomic Policy - The Impact of Economic Fluctuations on the Retailing Industry -Managing Fluctuations
- 6. International Retailing, Internationalization and Globalization:** International Retailing: Push factors, Pull factors, Cross Border trends in Europe, Cross border strategy and guidelines - Shopping at World Stores - Internationalization and Globalization - Going International - The Internationalization Process - Culture, Business and International Management

Recommended Books:

1. Roger Cox and Paul Brittain: Retailing An Introduction, Pearson Education, 5th edition.

Semester-II-B.Com (Office Management & Secretarial Practice)

Core 3-Organizational Behaviour

Objectives: *This course provides the knowledge about the behavioral system of human within organization. The effects of the human behaviour in different forms are analyzed for proper understanding with its influential factors.*

1. *Introduction to Organizational Behaviour.*
2. *Basic Human Process—Perception and learning, Understanding and adapting to the work Environment, Individual differences, Personality and abilities, Emotions stress on the job.*
3. *The Individual in the Organization—Work related attitudes, Feeling about jobs, Organizations and people, Motivations in organizations, Career dynamics.*
4. *Group Dynamics—Group processes and work teams, Interpersonal Behaviour, Working with and against others.*
5. *Influencing Others—Influence, Power and politics in the organizations, Leaderships in the organizations, Organizational culture, Creativity and Innovations.*
6. *Organizational Processes—Organizational structures and design, Managing organizational change, Strategic planning and organizational change, Strategic planning and organizational development.*
7. *Conflict Management and Negotiations Skills.*

Recommended Books

1. *Organizational Behaviour—M. N. Mishra*
2. *Organizational Development—Dr. Vasu Deva*
3. *Organizational Behaviour—Jit S Chandan*
4. *Organizational Behaviour—Dr. Vipin B. Kumar & Dr. S. Gopinandan*
5. *Organization Behaviour—Robbins*

Semester-II-B.Com (Office Management & Secretarial Practice)

Core 4-Office Administration & Management

Objectives: *This course explains the importance of office administration and its management within the available resources. It also defines the productivity factors relate with the working systems of office.*

1. *Introduction to Office Organization and Management.*
2. *Nature and Types of Organization.*
3. *Principles and Process of Planning.*
4. *Departmentalization and Span of Control*
5. *Delegation and Decentralization*
6. *Office Staff Motivation & Morale*
7. *Direction & Leadership*
8. *Office Supervision & Controlling*
9. *Office System, Routines and Manual.*
10. *Office Accommodation and Layout*
11. *Office Record Management*
12. *Office Furniture, Equipment and Machine*
13. *Office Communication, Correspondence and Mail*
14. *Office Stationary and Control*
15. *Standardization, Standard and Work Measurement*
16. *Production Control and Quality Control.*
17. *Business Reports.*
18. *Office Manual & Administration*

Recommended Books:

1. *Office Procedures—M.N. Mishra*
2. *Office Management—Bajaj & Tuli*
3. *Office Management—R.S.N. Pillai & Bagavat*
4. *Office Organization and Management—S. P. Arora*

Semester-II-B.Com (Office Management & Secretarial Practice)

AECC 2-Environmental Science

Objective: Develop awareness among the students about the necessity and importance of environment for human and its developments.

Unit-1: Introduction to environmental studies (2 lectures)

(a) Multidisciplinary nature of environmental studies. (b) Scope and importance; Concept of sustainability and sustainable development.

Unit-2: Ecosystems (6 lectures)

What is ecosystem? Structure and functions of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

(a) Forest ecosystem (b) Grassland ecosystem (c) Dessert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-3: Natural Resources: Renewable and Non-renewable Resources: (8 lectures)

(a) Land resources and land use change; land degradation, soil erosion, desertification. (b) Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal population. (c) Water: Use and over exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state) (d) Energy resources: Renewable and non-renewable energy source, use of alternate energy sources, growing energy needs Case studies.

Unit-4: Biodiversity and Conversation (8 lectures)

(a) Levels of biological diversity: genetic, species and ecosystem diversity, Biographic zones of India, Biodiversity patterns and global biodiversity hot spots. (b) India as a mega-biodiversity nation; Endangered and endemic species of India. (c) Threats to biodiversity: Habitat loss, poaching wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conversation of biodiversity. (d) Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-5: Environmental Pollution (8 lectures)

(a) Environmental pollution: Types, causes, effects and controls of Air, Water, Soil, Noise pollution (b) Nuclear hazards and health risks (c) Solid Wastes Management: Control measures of urban and industrial waste. (d) Pollution case studies

Unit-6: Environmental Policies & Practices (7 lectures)

(a) Climate change, global warming, ozones layer depletion, acid rain and impacts on human communities and agriculture. (b) Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of pollution) Act; Wildlife Protection Act; Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). (c) Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian contract.

Unit 7: Human communities and the Environment (6 lectures)

(a) Human population growth: Impacts on environment, human health and welfare. (b) Resettlement and rehabilitation of project affected persons; case studies. (c) Disaster Management: floods, earthquake, cyclones and landslides. (d) Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation. (e) Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

Unit 8: Field work (Equal to 5 lectures)

(a) Visit to an area to document environmental assests: river/forest/flora/fauna, etc. (b) Visit to a local polluted site-Urban/Rural/Industrial/Agricultural (c) Study of common plants, insects, birds and basic principles of Identification (d) Study of simple ecosystem-pond, river, Delhi Ridge, etc.

Recommended Books:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil M., & Guha R. 1993. *This fissured land: An Ecological History of India*, Univ of California Press
3. Gleeson, B. and Low, N.(eds.) 1999. *Global Ethics and Environment*, London, Routledge
4. Gleick, P.H.1993. *Water in Crisis*. Pacific Institute for Studies in Development, Environment & Security
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*.
6. Grumbine, R. Edward, and Pandit, M.K.2013. *Threats from India's Himalaya dams*. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp.29-64).Zed Books.
8. McNeill, John R. 2000.*Something New Under the Sun: An Environment History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia Saunders.

Semester-II-B.Com (Office Management & Secretarial Practice)

GE 2(a)-Cost & Management Account

Objectives: For providing knowledge about the various aspects of cost and its management systems. It also provides the knowledge about the various elements of costing and its standards.

1. Introduction to Cost & Management accountancy and its different terms, Cost Accounting Standards (CAS), Generally Acceptable Cost Accounting Principles (GACAP)
2. New mechanism of maintaining cost records—The Companies (Cost Accounting Records) Rules 2011 and The Companies (Cost Accounting Reports) Rules 2011.
3. Cost Sheet and its components, absorption costing.
4. Material Cost—accounting, valuation and control.
5. Labour cost.
6. Overheads—allocation, absorption and control.
7. Job, batch and contract costing.
8. New Costing Techniques—target costing, throughout costing, inflation accounting, life cycle accounting, total cost management and Process costing.
9. Cost Benefit analysis—breakeven point analysis, marginal cost and marginal costing, decision making.
10. Budget and budgetary control.
11. Standard costing and variance analysis.
12. Cost ledgers and reconciliation with financial accounts.
13. Joint products and by products.
14. Service and operating costing.
15. Uniform costing—inter firm and intra firm comparison.
16. Activity based costing.
17. Price decisions.
18. Introduction to Cost Audit.

Recommended Books

1. Accounting for Management—Dr. Ashok Sehgal & Dr. Deepak Sehgal
2. Accounting for Managers—Manish Sharma
3. Accounting for Managers—Anand Kumar Sharma
4. Accounting for Managerial Decision—Ved Prakash
5. Essentials of Financial Management—I.M.Pandey
6. Financial Management—Paresh P. Shah

Semester-II-B.Com (Office Management & Secretarial Practice)

GE 2(b) - Retail Marketing

Objective: *To provide an understanding with the special system of marketing with its various functional systems. This is also provides an insight in the operation area of retail marketing and its associated functionaries.*

1. *Introduction to Retail Marketing.*
2. *Basics of Retail Merchandising, Process of Merchandising Planning, Methods of Merchandising Procurement, Retail pricing and evaluating Merchandising Performance, Category Management.*
3. *Retail Strategies—Locational Advantages, Store Site Selection and Customer orientation.*
4. *Human Resource Management in Retail.*
5. *Retail Store Operation and Management.*
6. *Retail Store Design and Visual Merchandising.*
7. *Retail Customer Service Management.*
8. *Retail Marketing and Brand Management.*
9. *Retail Distribution and Supply Chain Management.*
10. *Retail Management Information system.*
11. *The Retail Marketing Mix and Products Management.*

Recommended Books:

1. *Retail Marketing Management—David Gilbert*
2. *Retail Management—Dr. Harjit Singh*
3. *Retail Management—C. Bajaj, Rajnish Tuli & Nidhi V Srivastava*
4. *Retail Management—Gautam Bansal & Sandhir Sharma*
5. *Retail Business Management—Yoginder Singh*

Semester-II-B.Com (Office Management & Secretarial Practice)

GE 2(c) - Media Management & Digital Marketing

Objective: To understand the role of medial in advertising & marketing with its advantages & disadvantages. The functional aspects are also to be understood for the proper application of media in general and digital marketing system.

PART-A (Media Management)

1. **Introduction of Media Management-** Introduction, Definition & Types of Media, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand.
2. **Print Media**—Definition, Growth and Development, Functions, Impact of Mass Media.
3. **Electronic Media**— Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it.
 - (a) **Television**-Growth of Television in India, Structure of Television Industry, Forms of Television Commercials with advantages and disadvantages, Sources of Television Revenues, Television Code of the National Association of Broadcasters.
 - (b) **Radio**-Growth of Radio in India, New Policy for Broadcast Media, Present Radio Broadcasting Network of different avenues, Print Media Vs Electronic Media.
4. **The Press**—Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council.
5. **Cinema and Film Media**— Target audience analysis for Business Films, Sponsored Films, Animated Films, Control of Cinematograph, Central Board of Film Censors—Procedure, Guidelines, Powers, and Appeal, National Film Development Corporation.

PART-B (Digital Marketing)

1. **Introduction to Web Marketing and SEO** -The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Web Marketing Tools
2. **Introduction to AdWords**-Online Advertising and Search Engines, AdWords overview, Creating and Managing Campaigns
3. **Display Network**-Advertising on Display Networks, Image Advertizing, Mobile Advertising, Video Advertising , YouTube Advertising
4. **Advanced AdWords**-Keyword Planner, Product List Ads
5. **Social Media Advertising**- Creating Effective Content, Do and Don'ts for Social Media, Analyzing Target Audience.
6. **E-Mail Marketing**-Creating E-mail Campaigns, Effective strategies for E-mail Marketing
7. **SNS Access Analysis**- Common uses for the SNS, the SNS Industry, Face book Advertising, Introduction to Google Analytics, Tracking performances.
8. **Search Engine Marketing (SEM)**-Campaigns include Google PPC, LinkedIn, YouTube Video, Face book Campaign, Benefits of Adword compared to other Networks, Adword setup, Creating, Planning, Deployment, etc.
9. **Social Media Optimization (SMO)**-What is Social Media? How social media help Business? , Establishing your online identity, Engaging your Audience, How to use Groups, Forums, etc.

Recommended Books:

1. **Media and Communication Management**—C.S. Rayudu
2. **Media & Advertising**—C. D. Aggarwal
3. **Electronic Media**—M. M. Gaur
4. **Media Management**—Dr. Rakesh Kumar
5. **Print Media and Electronic Media**—Jitendra Kumar Sharma
6. **Digital Marketing**-Godfrey Parkin, Web Marketing- Eric Marrow.
7. **Basics of Digital Marketing**-Damian Rayan & Calvin Jones.

Semester-II-B.Com (Office Management & Secretarial Practice)

GE 2(d)- Principle & Practice of Life & General Insurance

Objective: This course covered all the principle and function of life & general insurance. Every angle of life and general insurance operation are well covered under this course.

Life Insurance

1. *Plans of Life Insurance, Riders, Additional Benefits.*
2. *Application & Acceptance—Principle of Utmost Good Faith, Insurable Interest, Prospectus, Proposal forms and other related documents.*
3. *Mortality Table and Calculation of Premium*
4. *Premium payment lapse and revival—Premium, Surrender Values, Non-Forfeiture Options, Revival, Assignment Nomination Loans, Surrenders, Foreclosures, Peril & Hazard, Types of Hazard.*
5. *Policy Claims—Maturity claims, Survival Benefits, Death Benefits, Claim concession, Presumption of death, Accident Benefits, Post maturity Options, Settlement options, Valuation and Surplus.*

General Insurance

1. *Types of General Insurance, Tariff Advisory Committee, Insurance Forms, Proposal of Insurance, Cover Notes, Fire and Marine Coverage, Standard Policies, Marine Insurance Coverage, Type of Marine Policies.*
2. *Miscellaneous Insurance Coverage's— Health Insurance, Mediclaim Insurance, Jan Arogya (Bima) Policy, Cancer Insurance, Overseas Mediclaim Policy, Burglary Insurance, Money Policy, Fidelity Guarantee Insurance, Specialized Insurance—Oil and Gas Insurance, Satellite Insurance, Rating Premium, Tariff Rating, Miscellaneous—Renewal, Insurer's role in Risk Management.*
3. *Claims Procedure—Preliminary, Investigation and Assessment, Role of Surveyors and Loss Assessors, Arbitration, Limitation, Settlement of Claims Discharge Vouchers.*

Recommended Books:

1. *Principles & Practices of Insurance—M. N. Mishra*
2. *Principles of Insurance—Tripathi and Reddy*
3. *Principles of General Insurance—Tripathi and Reddy*
4. *Principles & Practices of Insurance—Dr. P. Periasamy*
5. *IC-11—Insurance Institute of India*
6. *IC-02—Insurance Institute of India*
7. *IC-34—Insurance Institute of India*
8. *IC-33—Insurance Institute of India*

Semester-III-B.Com (Office Management & Secretarial Practice)

Core 5-Corporate Financial Reporting

Objectives: *The reporting system is analyzed thoroughly in the aspects of business and financial reporting. Different models of accounting and reporting is describe for proper understanding about the importance of reporting and its various applications.*

1. *Introduction to Financial Reporting*
2. *Specific Issues in Financial Reporting—Historical Cost Accounting, Current Purchase Power Accounting, Current Cost Accounting, Monetary Working Capital Adjustment,*
3. *Segment Reporting—Nature, Benefits and Arguments, Segmentation and Business Activities, Market Structure, Reportable Segments, Primary Reporting Formats.*
4. *Interim Reporting—Need, SEBI's Guidelines, Problems and Practices.*
5. *Value Added Reporting—Concept, Value and Utility, Economic Value Added.*
6. *Human Resource Accounting and Reporting—Concepts, Methods, Value Accounting,*
 - (a) *Hermanson Model*
 - (b) *Giles and Robinson Model*
 - (c) *Lev and Schwartz Model*
 - (d) *Ogan Model*
 - (e) *Jaggi & Lau Model*
7. *Managerial Role-Acquisition, Development, Allocation, Conservation, Capital Budgeting and Limitations.*
8. *Social Accounting & Reporting—Introduction, Scope and Contribution, Measurement of Social Cost and Benefits, Surrogate Valuation, Appraisal, Analysis and Audit.*
9. *Environmental Accounting and Reporting—Concept, Incentives, Disincentives, Environmental Cost, Guidelines for Reporting.*
10. *Corporate Governance Reporting—Concept, Benefits, Developments, Mandatory and Non Mandatory Requirements, Corporate Governance Structures and its Roles, Various Government Policies.*

Recommended Books

1. *Corporate Financial Reporting—M. Saeed*
2. *The Reporting—Manoj Kumar Singh*
3. *Corporate Financial Reporting—Jawahar Lal*

Semester-III-B.Com (Office Management & Secretarial Practice)

Core 6-Corporate Governance

Objectives: This course provides the knowledge of corporate governance and its importance for the corporate sector. Different parameters of the governing systems are also discussed for proving knowledge of application.

1. Introduction to Corporate Governance
2. Social Responsibility
3. Professional and Social Responsibility
4. Corporate Governance and Social Accounting.
5. Auditing and Reporting
6. Corporate Social Responsibility.
7. Contribution of NGO's to Corporate Social Responsibility
8. Corporate Governance Standard and Practices.
9. Corporate Governance Code.
10. Recommendation of National Committee on Corporate Governance
11. The Legislations
 - The Air (Prevention and Control of Pollution) Act 1981
 - The Water (Prevention and Control of Pollution) Act 1974
 - Related Sections of Indian Companies Act 1956
 - Listing Agreement of SEBI
 - Related Government Orders/Notifications

Recommended Books

1. Corporate Governance-Code Systems, Standards and Practices—Subhash Chandra Das
2. Corporate Governance in India-An Evolution—Subhash Chandra Das

Semester-III-B.Com (Office Management & Secretarial Practice)

Core 7-Public Relationship Management

Objectives: Provides knowledge about the importance of public relation by the application of various tools. Different situational focuses are also elaborated for providing knowledge of application of public relationship management.

1. *Introduction to Public Relation*
2. *Corporate interest in Public Relation.*
3. *Public Relation Agencies—Growth and Challenges.*
4. *Process and Practice of Public Relation—Environment Scanning, Target Publics, Right to Information, Create a communication Plan, Communication and Media Strategies, Communication Message and Transmission Strategies, Resistance to Change, Mass Communication, Evaluation the impact of PR Plan and its Process, Public Relation Audit.*
6. *Negotiation Skills and Public Relation—Process and Conflict.*
7. *Marketing PR and Integrated Marketing Communication.*
8. *Customer Relation—Public Relation and Customer satisfaction.*
9. *Dealer Relations—Objectives of Good Relationship and Communication.*
10. *Vendor Relations—Objectives and Importance of PR for Vendor.*
11. *Employee Public Relations—Characteristics and Management Objectives.*
12. *Media Relations—Networking, Assistance and Norms, Press Conference.*
13. *CSR and Community Relations—Objectives, Community Networking and Media.*
14. *Corporate Image & Identity Management—Definition, PR Role and Image Management*
15. *Process, Identity Mix, Identity and Image Relationship, Legal aspects of Corporate*
16. *Investors Relations—Introduction, Objective, Role, Responsibility and Communication*
17. *Event Management—Objective, Types, Classification, Public Relation application in organizing an Event.*
18. *Crisis Management—Definition, Kinds, Ten Commandants and PR application.*
19. *Government and PR—Objectives, Agencies, Private and Public Sector, PR problem related with Government.*
20. *PR and Lobbying—Definition and Nature of Lobbyists, Pressure Group and PR role in lobbying.*
21. *Corporate Advertising—Advertising Credibility, Objectives, Types, Media Management.*
22. *Ethics in Public Relation—Legal aspects, Ethical Code, IPR Code for PR, ASCI Code.*
23. *Public Relation Agency—Definition, Functions, Selection, Structure and Audit*

Recommended Books

1. *Management of Public Relation & Communication—Sailesh Sengupta*
2. *Public Relations—Shrutika Kasor*
3. *Public Relations-Principles and Practices—Iqbal S. Sachdeva*

Semester-III-B.Com (Office Management & Secretarial Practice)

SEC 1-Research Methodology and Quantitative Technique

Objectives: *It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also provide the knowledge about the research systems with data.*

Research Methodology

1. *Research—meaning, objective & types.*
2. *Research design—meaning, features of a good design.*
3. *Methods of data collections.*
4. *Attitude measurement & Scales.*
5. *Test of Hypothesis-Parametric & Nonparametric Tests.*
6. *Interpretation*
7. *Report writing.*

Quantitative Technique

1. *Arithmetic Progression*
2. *Measures of Central Tendency—Arithmetic Mean, Median and Mode.*
3. *Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation.*
4. *Correlation & Regression Analysis.*
5. *Time Series.*
6. *Probability Distribution.*
7. *Permutations and Combinations.*
8. *Index Numbers.*
9. *Use of MS Excel in data analysis*

Recommended Books:

1. *Research Methodology—R. Panneerselvam*
2. *Quantitative Techniques—C. R. Kothari*
3. *Quantitative technique—C. Satyadevi*
4. *Mass Media Research—Roger D. Wimmer & Joseph R. Dominick*

Semester-III-B.Com (Office Management & Secretarial Practice)

GE 3(a)-Principle & Practice of Insurance

Objective: *It provides knowledge of insurance industry with its different products, marketing system, legal aspects, application and risk management. Students can enrich their knowledge by studying this subject on the broader prospects.*

1. *The concept of insurance—kinds and classification of risk—assessment and transfer.*
2. *Classification of Insurance—Types of Life Insurance—Pure and Terms, Types of General*
3. *Insurance—Fire, Marine, Motor, Engineering, Aviation and Agriculture, Insurance of Property, Pecuniary interest, Liability and person.*
4. *Insurance professionals and intermediaries.*
5. *Basic principles of insurance—Utmost good faith—Insurable interests—Material Facts—Indemnity—Proximate cause.*
6. *Economic Principles of Insurance—Sharing—Subrogation—Contribution.*
7. *Legal Principles of Insurance—Indian Contract Act-1872, Insurable Interests—Nomination and assignment, Subrogation, Contribution.*
8. *Financial Principles—Premium funds—Investment—Reserves—Surplus—Valuations of Surplus.*
9. *Theory of Rating—Actuarial Principles—Mortality Tables—Principles of Moral Hazards—Representations—Warranties—Conditions.*
10. *Risk appraisal—Risk Selection—Underwriting.*
11. *Reinsurance—concept & methods.*

Recommended Books:

1. *Principles & Practices of Insurance—M.N. Mishra*
2. *Principles of Insurance—Tripathi and Reddy*
3. *IC-01—Insurance Institute of India*

Semester-III-B.Com (Office Management & Secretarial Practice)

GE 3(b) - Specialty Retail

Objective: *This course provides the knowledge of different retail marketing system with its specialty, nature and functions. Diversent view is present in the subject for clear understanding of every type retail products marketing system.*

1. **Novelty Retail**—Different items of novelties, Gifts, Price range and its category, Consumer demand and supply in according to choice and display.
2. **Fashion Retail**—Apparel and fashion, Seasonal demand and Demand by Event, Price War in the apparel marketing.
3. **Kid's Response Retail**—Kid's wear by demand and by fashion, Toy's and other accessories of Kid's by performance and by appearance.
4. **Bulk Retailing**—B2B system of operation, Sub-Dealer system of operation, Commissions and Margin in this operation.
5. **Home Appliances Retail**—Kitchenware and its usefulness and demand of stylish products, Ready to use cookeris and its demand by presentation and price sensitive presentation, Different FMCG goods and other ready to use Electronic Products with its ready to use operation system by way of usefulness and budgeting.
6. **High Value Ornamental Retail**—Hall Marking Gold and Branded Diamond, Value user system, Seasonal and Non seasonal demand, Price Cutting and other strategical factors of promotion, High demand and Low demand area.
7. **Pharmaceutical Retail**—Different category of products, Price orientations and demand, Over the Trade Counter (OTC) Products, Servicing and Demand creations.
8. **High Value Consumer Care Retail**—Special discounting and Servicing, Products offering and its value of cost to the customer, Special service at the door step and Customer Relationship Management in profile and operation.
9. **Personal Retail**—Special Vacation Packages, Composite and Comprehensive Packages to the customer, Special system of servicing, Value Addition and its real value servicing system.
10. **Retail 'n' Retail**—Concessioner Format.

Recommended Books

1. *Marketing Management*—Philip Kotler
2. *Marketing Management*—Kotler, Koller, Jha
3. *Retail Management*—V. D. Dudeja
4. *Marketing Management*—V. S. Ramaswamy & S. Namakumari

Semester-III-B.Com (Office Management & Secretarial Practice)

GE 3(c) - Event Management

Objective: This course provides the knowledge of managing events by using various tools of management. It develops the concept about the various available resources and its application in managing events.

- 1. Concepts of Product, Price and Promotion in Events, Event Management—Role in Publicity and Sales Promotion.*
- 2. Introduction to Event Management—Scope, Significance and Need of Event Management.*
- 3. Strategic Market Planning in Events, Event Management in socio-economic development of the society, Evaluation of Event Performance.*
- 4. Strategic Critical approach in events—PREP Model (Predatorial Strategy, Retaliatory Strategy, Enrichment Strategy, Proactive Strategy), Risk vs. Return Matrix.*
- 5. Role of Event Management in different organization.*
- 6. Event Manager—Role, Objective and Responsibilities.*
- 7. Various aspects of Event Management—Concept and Design, Feasibility, Legal Compliance, Promotion, Financial aspects, Risk Management, Protocol, Staging, Staffing, Leadership, Operation and Logistics, Safety and Security, Crowd Management and Evacuation, Monitoring and Control.*
- 8. Resource generation and application in Event Management.*

Recommended Books:

- 1. Event Management—Lynn Van Der Wagen & Brenda R. Carlos*
- 2. Event Marketing & Management—Sanjay Singh Gaur & Sanjay V. Saggere*
- 3. Successful Event Management—Anton Shone & Bryn Parry*

Semester-III-B.Com (Office Management & Secretarial Practice)

GE 3(d) - International Marketing

Objectives: To provide the basic understanding of the international marketing

1. *Meaning, Concept, Nature & Scope of International Marketing.*
2. *Opportunities in International Markets.*
3. *WTO (World Trade Organization) and its implications in the International Marketing and Regional Trade Blocks.*
4. *Decision making process for International Markets.*
5. *Product Strategy for International Markets.*
6. *Building Brands in International Markets.*
7. *Pricing Decision for International Markets.*
8. *International Logistics and Distribution.*
9. *Communication Decision for International Markets.*
10. *International Trade Finance and Risk Management.*
11. *Brief introduction of Export Procedure and Documentation.*
12. *Institutional Infrastructure for Export Promotion. -FICCI, EXIM, ITO, ECGC, EPC*

Recommended Books:

1. *International Marketing—Rakesh Mohan Joshi*
2. *Export Marketing—B. S. Rathor & J. S. Rathor*
3. *International Marketing Management—Hamant Wagdre*
4. *Global Management—V. D. Dudeja*
5. *International Marketing Management—M. P. Sirohi*

Semester-IV-B.Com (Office Management & Secretarial Practice)

Core 8-Human Resource Management

Objectives: Provides knowledge about the importance of human resource management with its various applicable systems. This subject considers the strategic system of human resource management with its various propositions and lay down the productive system of human resource management.

1. Introduction to Human Resource Management—Similarities and differences between Personnel Management and Human Resource Management.
2. Evolution of Human Resource Management—Human Relation and Industrial Relation Movements, emergence of Contemporary HR, Strategic Focus Era and Functions of HRM.
3. Job Design and Motivation—Job enrichment and rotation, shorter workweek and flexi time, new trends.
4. Empowerment—Types, Elements, Importance, Characteristics of Labour market
5. Recruitment and Selection—Process, Selection, Interviewing.
6. Placement and Induction—Introduction, Transfer, Promotion and Demotion, Success and Career System.
7. Performance Appraisal—Evolution, Merit Rating, Motivation Process, Motivation and Human Behaviour.
8. Leadership—Definition, Importance, Nature, Levels, Types, Managerial Grid, Reddin's 3D Models of Leadership, Power and Politics.
9. Training and Development—Introduction, Induction, Methods, Management Development Programme.
10. Organizational Culture and Employee Behaviour—Introduction, Evolution, Maintaining uniform Culture.
11. Compensation Administration—General and Executive Compensation, Pricing Evaluated Job, Merit Rating in Wage Programme.
12. Conflict Management—Introduction, Process and Types.
13. Discipline and Grievance Procedure—Concept, Importance, Objectives, Approach, Steps, Principles, Role of Union, Statutory Law.
14. Collective Bargaining—Introduction, Features, Classification, Technique, Process.
15. Quality of Human Life—Introduction, Humanization of Work.
16. Human Resource Information System—Introduction, Job Information, Job Families, Competence, Organizing HR department.
17. Human Resource Accounting—Introduction, Nature and Objectives, Models of HR Accounting, Prospects.
18. Industrial and Physical Safety—Industrial Accidents and Legal Provisions.
19. Social Security—Definition, Evolution, International Standards, Social Security Legislation, Integrated Social Security.

Recommended Books:

1. Human Resource Development and Management—Biswanath Ghosh
2. Human Resource Management-Principle and Practice—P. G. Aquinas
3. Human Resource Management—Ashwathappa

Semester-IV-B.Com (Office Management & Secretarial Practice)

Core 9-Company Secretarial Practice

Objective: *The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case laws.*

Unit-I

Introduction, Characteristics of a company, concept of lifting corporate veil, Types of companies, association not for profit, illegal association, Formation of company- Promoters their legal position, pre-incorporation contract and provisional contracts.

Documents-Memorandum of Association, Articles of Association, Doctrine of Construction Notice and Indoor Management, prospectus and Book of Building process.

Unit-II

Share Capital-issue, allotment and forfeiture of share, Demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder-their rights and duties, shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit-III

Management-Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, key managerial personnel and remuneration, dividend provisions and issue of bonus shares. Investigations, Audit and accounts.

Unit-IV

Winding up concepts and modes of winding up

Emerging issues in company law: one person company (OPC), small company, Postal Ballot, Small Shareholders on Board, Directors Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLB), Insider Trading, Rating Agencies, Producer Company-concept and formation.

Unit-V

Depository Act 1996: Definitions, Rights and Obligations of Depositories, Participants, Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Recommended Books:

1. *Company Law—Ashok K Bagrial*
2. *Corporate laws—M.C.Kuchhal*
3. *Corporate Laws—Indrajeet Dagar and Anurag Agnihotri*
4. *Company Law—G.K.Kapoor and Sanjay Dhamija*
5. *Manual of Companies Act, Corporate Laws and SEBI Guidelines—Bharat Law House*
6. *Company Law Procedure—S. Kannal and V.S. Sowritajan*
7. *Company Law—Charlesworth & Morse*
8. *Principles of Modern Company Law—LCB Gowar*

Semester-IV-B.Com (Office Management & Secretarial Practice)

Core 10-Counselling & Negotiation Management

Objectives: It provides the knowledge of counseling and negotiation with its importance for the different organizations. The situational aspects are also described for proper practical understanding.

Counseling

1. Introduction to Counseling.
2. Approaches to Counseling
3. Goals of Counseling.
4. Process and Procedure of Counseling.
5. Counseling skills and its role in conflict management.
6. Changing Behaviour through Counseling.
7. Organizational Application of Counseling Skills.
8. Dealing with subordinates' problem.
9. Performance Management.
10. Behaviour abuse and counseling management.
11. Ethics in counseling.

Negotiation

1. Introduction to Negotiation
2. Rule of Negotiation
3. Negotiation Style and Tactics.
4. Salary Negotiation.
5. Cross Cultural Negotiation.
6. Negotiation and Ethics.

Recommended Books

1. Counseling Skills for Managers—Kavita Singh
2. Negotiation Tool Kit—Roger J. Volkema

Semester-IV-B.Com (Office Management & Secretarial Practice)

SEC 2-Business Economics

Objective: This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.

Microeconomics

Unit-I-Introduction: Scarcity, choice, opportunity cost and production possibilities frontier
Demand and Supply: Law of demand, determinants of demand, shifts of demand curve vs movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply vs movements along a supply curve, market supply, market equilibrium.

Unit-II-Demand and supply: Applications of demand and supply, price rationing, price floors, consumer surplus, producer surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

Unit-III-Consumer Theory: Budget constraints, concepts of utility, diminishing marginal utility, indifference curves, Price income and substitution effects

Unit-IV-Production and Costs: Production: production functions, law of variable proportions, return to scale, isoquant and isocost lines, producer equilibrium

Cost: costs in the short run, costs in the long run, revenues and profit maximization, economics and diseconomies of scale.

Unit-V-Market Structure

Perfect Competition: theory of a firm under perfect competition, equilibrium of the firm in the short run and long run.

Imperfect Competition: Monopoly: short run and long run equilibrium, comparison of perfect competition and monopoly, price discrimination.

Macroeconomics

Unit-VI-Introduction to Macroeconomics, Basic Concepts and issues of Macroeconomics

Unit-VII-National Income Accounting: Concepts of GDP and National Income, measurement of national income, income and related aggregates, nominal and real income, limitations of the GDP concepts.

Unit-VIII-Determination of GDP: consumption and saving functions, investment function, equilibrium GDP, concepts of MPS, APS, MPC, APC, concept of multiplier, fiscal and monetary policies.

Unit-IX-IS-LM Analysis-Derivations of the IS and LM functions, effects of fiscal and monetary policies on equilibrium of exchange rate.

Unit-X-Balance of Payment and Exchange Rate: Meaning, Factors, current account and capital account, determination of exchange rate.

Recommended Books

1. *Managerial Economics and Financial Accounting*—M. Kasi Reddy & S. Saraswati
2. *Managerial Economics*—K. P. M. Sunderam
3. *Microeconomics*—Robert S. Pindyck & Daniel L. Rubinfeld
4. *Business Economics*—K. Rajagopalachar
5. *Principles of Economics*—Case, E. Karl and Fair C. Ray

Semester-IV-B.Com (Office Management & Secretarial Practice)

GE 4(a)-Principles and Practices of Banking

Objectives: It provides the knowledge about the banking sector and its working procedures. Different banking products are also analyzed for proper understanding. Management of banks is also discussing for clear understanding of this sector.

Introduction, Evolution of Financial System, Recent developments in the Financial System, Market Structure and financial innovation,

Structure of Indian Banking System, Role and Functions of Banks, Regulatory Provisions / Enactments, Governing Banks, Major Functions of RBI.

Retail Banking, Wholesale and international banking- Nature & scope of retail banking. Wholesale banking services, Off-balance sheet business.

Deposit: Banker-Customer Relation, Different deposit products, Services rendered by banks, Mandate and Power of Attorney, Banker's lien-Right of set off, Garnishee Order, Income Tax Attachment Order etc.

Credit: Principles of lending, Various credit facilities, Working capital and term loans, Credit appraisal techniques, Approach to lending, Credit Management, Credit Monitoring, NPA (Non Performing Asset), Recommendations of various Committees in the area of credit, SARFASI Act. Priority Lending sectors, Target issues/problems, Current guidelines, Bank's performance, Developments in new products and services, Negotiable Instrument, bill of exchange & cheques etc.

KYC norms and Money Laundering, law governing to the money laundering.

New Developments of Banking like e banking, mobile banking etc.

Recommended Books

1. Know your Banking Series—Taxman
2. Principles of Banking—Taxman
3. Principles and Practice of Banking and Insurance—O. P. Agarwal

Semester-IV-B.Com (Office Management & Secretarial Practice)

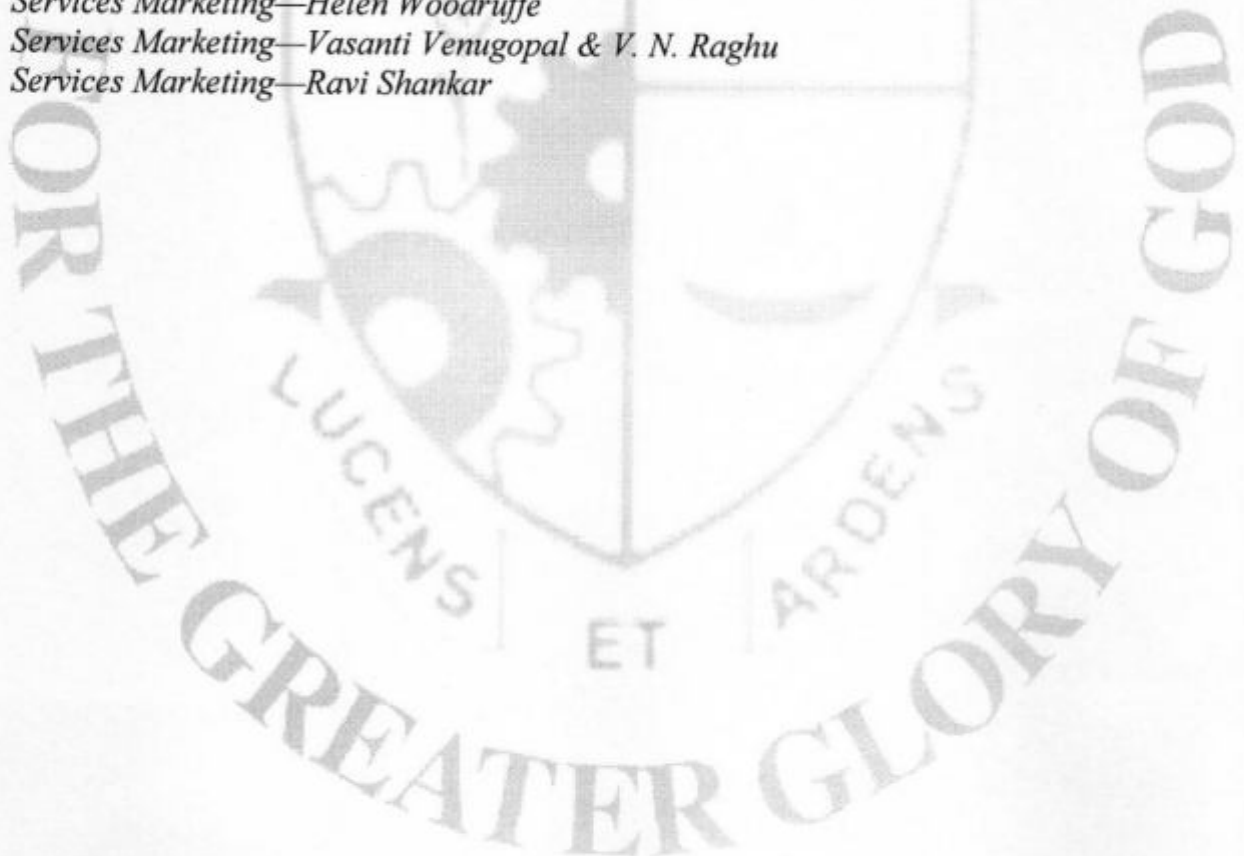
GE 4(b) - Service Marketing

Objective: This subject provides the knowledge on the services and its different elements on the different aspects of services. It also provides the knowledge on different factors of services which is the crucial factors of service marketing.

1. Introduction to Services Marketing—Need, Scope, Classification of Services, Introduction to Service Marketing Management.
2. Service Marketing Mix—(a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence.
3. Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality.
4. Special Aspects of Services Marketing—No Profit Service Marketing, Charities Marketing, Professional Services Marketing, Hospital Marketing, Education Marketing, Social Marketing, And Religious Services Marketing.
5. The Internationalization of Services.
6. The Importance of After Sales Services in the Services Marketing.

Recommended Books:

1. Services Marketing—S. M. Jha
2. Services Marketing—Helen Woodruffe
3. Services Marketing—Vasanti Venugopal & V. N. Raghu
4. Services Marketing—Ravi Shankar



Semester-IV-B.Com (Office Management & Secretarial Practice)

GE 4(c) - Retail Franchising

Objectives: This course provides the knowledge of franchising system applicable for the retail sector. Different franchising system is discussed for understanding the various systems of franchising management.

1. *Franchising and Business Growth.*
2. *Business promotional tool in the Retail Franchising.*
3. *Power of Franchising in the extra distribution network.*
4. *Retail Franchising in the B2B growth.*
5. *Diversification of business through Retail Franchising.*
6. *Effects of Franchising in branding and non-branding.*
7. *Special business orientation through franchising.*
8. *Brand creating and nurturing through the retail franchising.*
9. *Establishment of Kiosks through Retail Franchising at the high footfall area.*
10. *Establishing of Micro Outlets through Retail Franchising.*
11. *Franchising strategy used as a micro penetration tool.*
12. *Promoting of Chain Outlets through Retail Franchising.*

Recommended Books

1. *Retail Franchising—Manish V. Sidhpuria*

Semester-IV-B.Com (Office Management & Secretarial Practice)

GE 4(d) - Audit and Assurance (ACCA F8)

Objectives: To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.

Module I

10 Hours

Audit framework and regulation: The concept of audit and other assurance engagements - External audits -Corporate governance 4.-Professional ethics and ACCA's Code of Ethics and Conduct - Internal audit and governance and the differences between external audit and internal audit -The scope of the internal audit function, outsourcing and internal audit assignments.

Module II

10 Hours

Planning and risk assessment: Obtaining and accepting audit engagements -Objective and general principles -Assessing audit risks -Understanding the entity and its environment - Fraud, laws and regulations -Audit planning and documentation.

Module III

10 Hours

Internal control: Internal control systems – Components-The use and evaluation of internal control systems by auditors –Limitations in internal control, Tests of control – Genera IT controls and applications control – control objectives , procedures and activities, Communication on internal control.

Module IV

10 Hours

Audit evidence: Financial statement assertions and audit evidence – Quality and quantity of audit evidence- Relevance and reliability of audit evidence, Audit procedures-Audit sampling and other means of testing -The audit of specific items -Computer-assisted audit techniques - The work of others - Not-for-profit organization

Module V

5 Hours

Review and reporting : Subsequent events –Purpose, responsibilities , procedures , Going concern – significance, importance and needs-Written representations - Audit finalization and the final review -Audit reports- aspic elements-unmodified audit opinions.

Reference Books

1. *Audit and Assurance*, Becker Educational Development Corp., 2016
2. *Audit and Assurance*, Kaplan Publishing, 2016
3. *Audit and Assurance*, BPP Learning Media LTD, 2016
4. *Institute of Chartered Accountants of India: "Auditing and Assurance Standards"*, ICAI, New Delhi.
5. *Gupta, Kamal, and Ashok Arora: "Fundamentals of Auditing,"* Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi

Semester-V-B.Com (Office Management & Secretarial Practice)

Core II-Strategic Management

Objectives: *The most important aspects of business are strategic system and its applications at the various stages. Different models are analyzed thoroughly for proper understanding of business with its strategic application.*

1. *Introduction to Strategic Management—Nature, Characteristics, Strategic Management vs. Operation Management.*
2. *Vision, Mission Objective & goals*
3. *Environmental Analysis—External & Internal*
4. *Six Sigma Business Strategy—Objectives, Technology, Need for the Organization.*
5. *Strategic Planning—Introduction, Steps, Objectives, Planning, Strategy.*
6. *Strategic Analysis—Introduction, Model, Product Sustainability, Decision on Strategic issue, Alternate Option, Market Orientation, Critical Factor, Organizational Competitive Advantages.*
7. *Strategic Thinking—Introduction, Objectives, Process, Elements, Internal Organizational Analysis, Benchmarking.*
8. *Context—Importance, Dimensions, Uniqueness.*
9. *Different Related issue—BCG Matrix, Mc Kinze's 7S Framework, GE Matrix etc.*
10. *Content—Meaning, Composition, Content Documentation,*
11. *Strategic Response and Environment—Introduction, Organizational Restructuring, Elements of Change, Globalization, Liberalization, Technology and Market Change.*
12. *Functional Strategies—Strategic Marketing, Planning Process, Strategy for Customer Satisfaction, Strategy for Competitive Advantage, Strategic Human Resource Management.*
13. *Strategy Formulation, Implementation and Control—SWOT Analysis: Strengths and Weakness, Pest Analysis, Human Resources, Organizational Resources, Physical Resources, Issues is Strategy Formulation.*
14. *Strategic Leadership—Introduction, Modern Leadership, Strategic role of Board of Directors, Learning Organization, Ethical Practices & Value.*
15. *Construction Strategy Map—Relevance of Study, Designing and Building Value Balance Scorecard, Value proposition for Clients.*

Recommended Books:

1. *Strategic Management—R. Srinivasan*
2. *Strategic Management—Keso Prasad*
3. *Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen*
4. *Strategic Management—Fred R. David*
5. *Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly*
6. *Strategic Management—John Parnell*

Semester-V-B.Com (Office Management & Secretarial Practice)

Core 12-Customer Relationship Management

Objective: *Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.*

1. *Meaning, Importance, Application in Marketing and Human Resources.*
2. *Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.*
3. *Consumer Response and its Importance, Response in different Segments.*
4. *Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis.*
5. *Satisfaction and Consumer Loyalty, Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.*
6. *Organizational success factors of CRM.*
7. *Complaint Management System, Classification and Advantages.*
8. *Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.*
9. *E-CRM—Need and Application and Performance Enhancement.*
10. *CRM in B2C Commerce*

Recommended Books:

1. *Customer Relationship Management—R. K. Sugandhi*
2. *Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano*
3. *Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra*

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DSE 1(a) -Microsoft Office (Word, Excel, PowerPoint)

Objective: Computer knowledge is the most essential part of today's modern business operations. This subject provides the essential computer knowledge which is very much applicable in corporate office management. Various computer tools are discussing for proper understanding of different text.

(A) Microsoft Word

1. Introduction—Working with documents, Saving the file, Formatting the text, Alignment to text, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Closing of the file, Save as option, Printing your document, Editing the document, Editing tools, Auto correct, Auto format, Find and replace, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Opening screen of Microsoft Technology word screen, Home panel, Insert panel, Page layout panel, Page setup, Reference panel, Mailing panel, Review panel, Views, Office button.

2. Working systems—Charts and graphics, Crop a graphic, Sizing a graphic, Wrap text around graphics, Insert a symbol, Insert a word art object, Creating a drawing, Working with charts, Create a graph,

Create a chart from a table, Modify a chart, Working with tables, Inserting rows and columns, Deleting data from a table, Borders and Shading, Converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, Merging cells, Drawing more complex tables, Setting options, Popular options, Display options, Proofing options, Save options, Advanced options, Cut copy and paste, Pasting from other options, Show document content, Display, Print, Save, Preserve fidelity when sharing this document, General, Compatibility options.

(B) Microsoft Excel

1. Introduction—Understanding spreadsheets, Creating a worksheet in Excel, Styles, Functions in Excel, Using auto calculate, References, Sum Functions, Average function, Creating charts in Excel, Auditing a workbook, Comments Inserting, Outlines, Worksheet fitting on a page, Function Wizard, Goal seeking, Scenarios manager, Creating a pivot table report, Typing with auto fill, Formatting numbers and labels, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Add or remove a sheet back ground, Convert text to columns, Protect worksheet or workbook elements, Functions in Excel.

2. Working Systems—Introduction to charts, Creating charts in excel, Modifying charts, Available chart types, Display hidden data and empty cells in a chart, Plot data series from worksheet rows or columns, Change the layout or style of a chart, Select a predefined chart style, Change the layout and style of chart elements manually, Save a chart as a chart template, Format chart elements, Prevent Invalid data entry in a worksheet, Create a drop-down list from a range of cells.

(C) Power Point

Creating presentation from template, Creating a new presentation, PowerPoint views, Entering the text, Moving the text, Changing the colour, Adding graphics to a slide, Reordering slides, Duplicating slides, Deleting slides, Adding an animated cartoon to a slide, Adding slide transition, Adding text transition, Viewing a presentation, Making Slide shows, Hiding a slide, Notes handouts and masters for presentation, Packing presentation, Add a caption to a picture in a photo album, Overview of creating a photo album, add a picture to a photo album and change the appearance of a picture in a photo album.

Recommended Books:

1. Microsoft Office 2007—Lawpoint
2. Fundamentals of Computers—V. Rajaraman
3. Computer Fundamentals—D. P. Nagpal
4. Information System and Data Processing Management—N. K. Verma
5. PC Software and IT Tools—Gautam Roy

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DSE 1(b) - Rural Marketing

Objective: To give basic understanding of different concepts relation to rural marketing.

1. *Introduction to Rural Marketing.*
2. *Rural Marketing Management—Concepts & Systems.*
3. *Rural Marketing—Plans and Policies*
4. *Rural Customer Purchase Process.*
5. *Rural Marketing Mix and Product Management.*
6. *Rural Supply Chain Management.*
7. *Marketing of Agricultural Products.*
8. *Marketing of Rural and Cottage Industry Products.*
9. *Role of Financial Institution in Rural Marketing.*
10. *Role of Co-operative Institutions in Rural Marketing.*
11. *Rural Marketing Strategies for Fertilizers and Pesticides.*
12. *Marketing of Tractors and other Agricultural Equipments in the Rural Market.*
13. *Role of Financial Institutions in Rural Market.*
14. *Marketing of Credit in the Rural Market.*

Recommended Books:

1. *Rural Marketing Management—Sukhpal Singh*
2. *Rural Marketing Environment, Problem and Strategies—T. P. Gopaldaswamy*
3. *Rural Marketing Management—Bir Singh*

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DSE 1(c) - ERP Finance

Objectives: *In global business environment, ERP is most essential part. Its brief knowledge is compulsory for the business executives. Therefore user level's theoretical and practical knowledge should be provided.*

1. Enterprise:

5 Hours

An Overview: Business Functions and Business Processes, importance of Information: Characteristics of information; Types of information, Information System: Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning; Business modeling; integrated data model

2. Introduction to ERP:

10 Hours

Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation

3. ERP and Related Technologies:

10 Hours

Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security

4. ERP Implementation Life Cycle:

10 Hours

ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation

5. Introduction of different ERP Modules:

5 Hours

Finance, Sales and Distribution, Manufacturing and Production Planning, Human Resource and quality control.

6. ERP: An Finance Perspective:

5 Hours

Role of ERP in Finance, Accounting and Finance Processes: Cash management; Capital budgeting, Features of Financial Module, Benefits of ERP Financial Module, Sage Accpac ERP – A Financial ERP Tool

Reference Books

1. *Configuring SAP ERP Financials and Controlling Kindle Edition by Peter Jones , John Burger*
2. *SAP ERP Financial Accounting and Controlling: Configuration and Use Management by Andrew Okungbowa*

Semester-V-B.Com (Office Management & Secretarial Practice)

DSE I(d) - Bank Management

Objectives: *This course discusses all the functional areas of the banks with its resource management systems. Major functional areas are considered for clear understanding of the subject.*

Human Resource Management

1. *Fundamentals of Human Resource Management, Relationships between HRM and HRD, Structure and functions, Role of HRD professional, Development of HRM in India.*
2. *HRM and information technology, Information and database management, HR research, Knowledge Management.*
3. *Development of Human Resources, HRD sub system, Training and Development, Attitude Development, Role and Impact of Training, Career path planning and counseling.*
4. *Human implications of the organizations, learning and instruction, employee behavior, diversity and gender issues-theories of Motivation and their practical implications, role concepts and analysis.*
5. *Self development research and survey, employees' feedback survey, Reward and Compensation system.*
6. *Performance Management and Appraisal Systems, performance review and counselling, HRM issues in banks.*

Technology Management

1. *RTGS (Real Time Gross Settlements)—Infrastructure requirement-transaction-security features*
2. *SFMS (Structured Financial Message System)—formats-transactions-security aspects*
3. *RAS(Risk Adjustment System)—requirements for RAS-Application-security features of RAS*
4. *Digital Certificate-what is PKI (Public/Private Key Infrastructure), CCA (Corporate Customer Authentication), CA (Customer Authentication), RA (Response Arrangement)-Types of digital certificate-application of digital certificate-legal status*
5. *IT Act-electronic records-digital signature-application of electronic transactions*
6. *Cyber Law-Application-e commerce*
7. *Core Banking-concepts-benefits-branch coverage-schedules-creation of primary data centre-disaster recovery site-formation of steering committee-core committee-primary functions-formation of project management teams-implementation team-specialized consultancy-infrastructure-software-hardware-networking.*

Marketing Management

Introduction and key concepts, Strategic marketing process, Situation analysis, Market Segmentation, Marketing information and research, Marketing mix, Compensation analysis Product strategy-product life cycle-product mix, Branding Strategy, Pricing strategy-pricing decisions, Distribution strategy-channels of distribution and their functions, ATM-Tele banking Direct marketing and Selling, Promotion strategy, Advertising and Sales Promotion, Marketing Communication, Publicity and Public Relations, HRD and Marketing.

Recommended Books:

1. *Management of Banking—S. Scott Macdonald & Timothy W. Koch*
2. *Banking Theory and Practice—K. C. Shekhar & Lekshmy Shekhar*
3. *Merchant Banking & Financial Services—Dr. K. Ravichandran*
4. *Banking and Insurance-Law and Practice—Institute of Company Secretaries of India.*
5. *Merchant Banker—H. R. Suneja*

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DSE 2(a) -Computer Accounting-Tally

Objectives: *This subject enhances the students' knowledge in very specific area, which provides them extra knowledge about computer accounting system, which is an essential part to today's corporate accounting system.*

Basic Accounts

Starting Tally, Company Creation, Chart of Accounts, Account Masters, Voucher Entry—Single Mode, Accounts Masters and Vouchers Lists, Day Book Summaries, Consumer Accounts Voucher Register, Trial Balance, Bank Reconciliation Statement, Final Accounts, Report Printing—Multi Account System, Data Maintenance, Moving to new financial year.

Traders Accounts

Customer Suppliers Profile, Sales Purchase Voucher Entry, Bills Register, Sale Purchase Summary, Bill Reference Entry, Outstanding Reports.

Basic Inventory

Inventory Master, Inventory Voucher, Invoicing, Inventory Reports, Sales Purchase Analysis, Stock Journal Reports, Sales Tax, VAT

Advanced Accounts

Cost categories and cost centre, Voucher Types, TDS, Service Tax, Budget and Scenarios, Interest, Voucher Class, Foreign Currency.

Data Collaboration

Security, Export of Data, Internet Connectivity, Import of Tally Data, Tally XCL, ODBC Connectivity

Advanced Inventory

Features, Price List, Discount, Excise Duty, Billing Terms, Export Invoice, Batch Details, Delivery Challans, Orders, Invoice Voucher Class, Manufacturing

Recommended Books:

1. Tally 6.3—Ramesh Bangia
2. Tally 7.2—A. K. Nadhani & K. K. Nadhani

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DSE 2(b) - Product & Brand Management

Objective: It develops the knowledge in branding system of different products. The marketing aspects are associated with the product development and branding in association of different elements.

1. *Introduction to Product & Brand Management—Functions, Significance, Management, Loyalty and Equity.*
2. *Product and Brands Advertising—the Design Theory, Unique Selling Proposition (USP).*
3. *Product & Brands Name Plans—Translation Problems and Hurdles.*
4. *Buying Decision Process—Source of Information and Evaluation.*
5. *Market Segmentation of different Products.*
6. *Freudian Theory and Brand Personality.*
7. *Branding Strategies.*
8. *Product & Brand Value—Scan and Measurement.*
9. *Brand and Stakeholders—Primary and Secondary.*
10. *Brand Equity and Brand Extensions—Projective Type and Technique, Brand Loyalty, Positioning Strategy and Integrated Focused Communications.*
11. *Concepts of Product Basket Mix and its Value Orientation.*
12. *New Product Development—Identification, Orientation and Research.*
13. *Marketing Mix Factors and Brands.*
14. *International Product identification and opportunities.*
15. *Introduction to Laws in Branding.*

Recommended Books

1. *Brand Management-Text and Cases—U. C. Mathur*
2. *Brand Management-The Indian Context—Y. L. R. Moorthi*
3. *Product Management and New Product Development—R. K. Srivastava*

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DSE 2(c) - Mall Management

Objective: *This course provides the knowledge about shopping mall and its various system of management. The administration of malls is also described for orientation with mall cultural system and resource management.*

1. *Introduction to Mall Management—Types of Mall, Key success factors, Market Scenario, Risk & Rewards.*
2. *Process of Mall design—Current planning, Feasibility study, Architects, Sample picture.*
3. *Leasing & Administration—Tenant mix, Leasing tools, Commercial lease, Leasing documentation, Leasing Practice and Administration.*
4. *Marketing—Planning, Budgeting, Promotion and Events, Communication, Positioning, Communication and Research.*
5. *Shopping Mall Management—House keeping services, Security services, Parking management, Hygiene management, financial management, Human Resource Management.*
6. *Shopping Environment—Relationship with key constructs and satisfaction, Important factors, Shopping Centers and Multiplex, Shopping Centre and Food courts, Common Area Kiosks, Regulation and Policies.*

Recommended Books

1. *Mall Management—Abhijit Das*
2. *Mall Management—Arif I. Sheikh & Kaneez Fatima*

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DSE 2(d) - E-Retailing

Objectives: This course providing knowledge about the latest techniques applied in the electronic retailing with its different application and trends. Customer aspects with electronic retailing are described for proper retail planning and customer orientation.

1. **Introduction to e-Retailing-**Concept, Role, Meaning, Definition, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed-Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing
2. **Application of e-Retailing:** The Application Domain: e-Retailing Practices, e-Retailing Application Perspective, e-Retailing Online Merchandising Techniques, Online Store Front, Creating Look & Feel, Online Brand Management, Online Purchasing
3. **Trends in E-Retailing:** The Current Trends-Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics
4. **E-Commerce:** Procedures and Methods, Meaning and Usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e-Commerce Payment Systems, E-Payment Security Challenges, E-Payment Business Risks, E-Commerce Security Solutions
5. **Marketing mix of E-retailing:** the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on line pricing; price discrimination in E-retailing; pricing strategies for information goods; dynamics pricing for E-retailing. Promotional strategies of E-retail business
6. **Customer loyalty in E-retailing:** Role of E-CRM, Third party assurance in retailing, Element of trust in E-retailing, ERP and E-retailing, Challenges in successful implementation of ERP in E-retailing, E-fulfillment-meaning, Scope of process of E-fulfillment, Impact of E-retailing on traditional transportation system-issues and opportunities.

Recommended Books

1. *e-next creating in India* by BCCL.
2. *e-retailing* by Charles Dennis.
3. *e-retailing* by D.P.Sharma.

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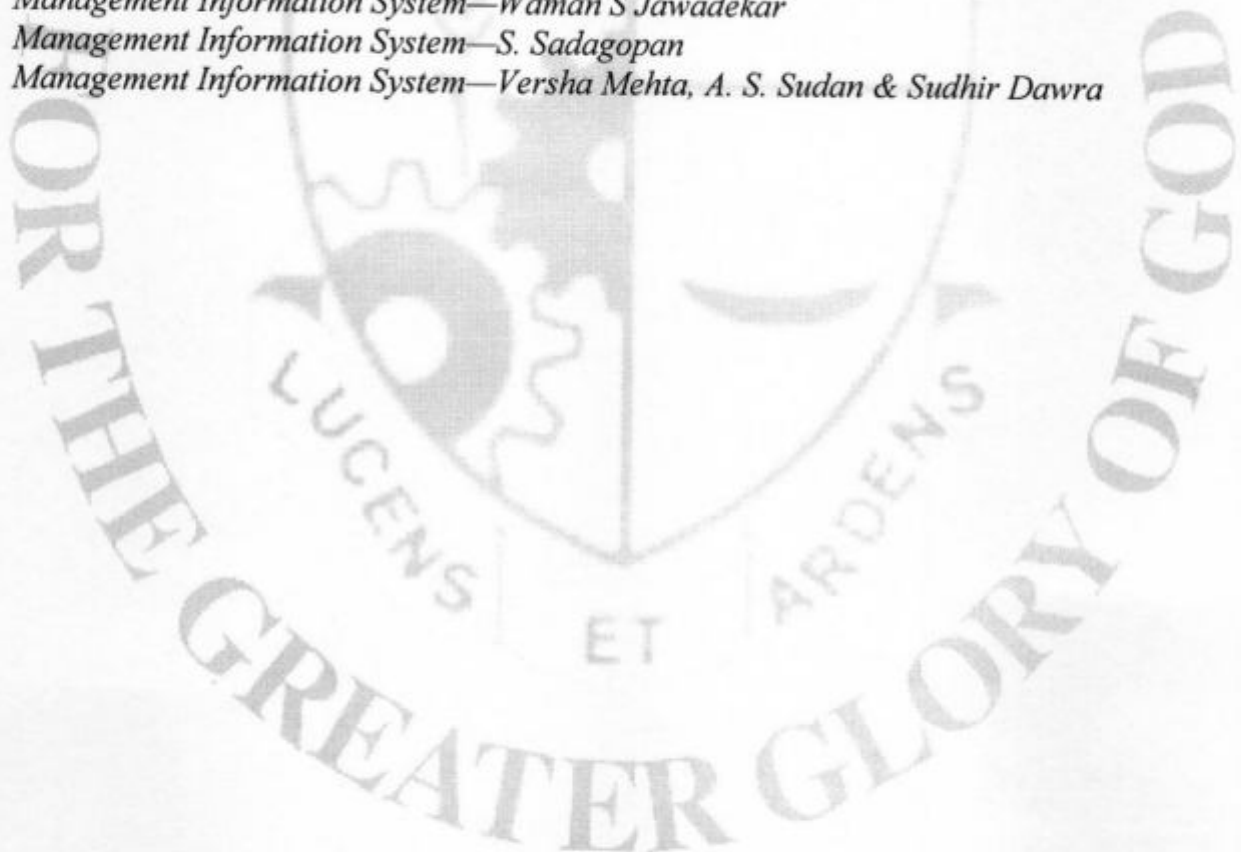
Core 13-Management Information System

Objectives: management information is the most vital aspects of corporate management. Information enables the corporate sector for better performance and organization management. This subject fulfills these objectives for the students.

1. *Introduction—Evolution, Structure, Logical Foundations.*
2. *Organizational Systems—Introduction, Nature, Characteristics, Classification of data and Information Systems.*
3. *Organizing Information System, Absorption Process of MIS in the organization.*
4. *Communication Technology—Telecommunications and Computer Networking.*
5. *Database Technology—Database and Enterprise Management, File Processing Systems, Data independence, approach and architecture.*
6. *Decision Support Systems—Introduction, Definition, Evolution, Characteristics, Model Management*
7. *System Analysis & Design—Introduction, Context, Development, Design, Requirement Analysis, Diagramming Technique and Feasibility Analysis.*

Recommended Books:

1. *Management Information System—Waman S Jawadekar*
2. *Management Information System—S. Sadagopan*
3. *Management Information System—Versha Mehta, A. S. Sudan & Sudhir Dawra*



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Core 14-Business Legislation for Management

Objectives: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit-I: Contract Law-1872

Contract-meaning, characteristics, and kinds, Essentials of valid contract-Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract-modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

Unit-II: Indian Contract Act 1872: Specific Contract

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit-III: The Sale of Goods act 1930

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller-meaning and right of an unpaid seller against the goods and the buyer.

Unit-IV

A) The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and Outgoing Partners, Mode of Dissolution of Partnership.

B) The Limited Liability Partnership Act, 2008: Salient features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partner and designated partners, Incorporation documents, Incorporation by Registration, Partners and their Relations, Winding up.

Unit-V: The Negotiable Instruments Act 1881

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due course, Privileges of Holder in due course, Negotiation, Types of Endorsements, Crossing of Cheque, Bouncing of Cheques

Unit-VI: Information Technology Act 2000 (E-Commerce)

Governing Act, Objects, Application, Digital Signature, Asymmetric Cryptosystem, Electronic Governance, Electronic Records, Digital signature Certificate, Duties of Subscribers, Penalties and Adjudication, Cyber Regulations Appellate Tribunal, Compounding of Offences, Offences and Prosecution.

Unit-VII: Right to Information Act 2005

Governing Act, Administration, Right to Information, Information Exempt from Disclosure and Non disclosure, Request for Information, Disposal of Request, Information related to Third Party, Public Authority, Obligations of Public Authorities, Public Information Officer, Central and State Information Commission, Complaints, Appeals, Offences and Penalties.

Recommended Books:

1. Business and Industrial Laws—P. P. S. Gogna
2. Business Law—Nabi Publication
3. Business Legislation for Management—M. C. Kuchhal and Deepa Prakash

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DSE 3-Entrepreneurship Development Programme

Objective: *This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.*

1. Unit-1 Entrepreneurial Management

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship.

2. Unit-2 Entrepreneurship Creativity and Innovation

Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity

3. Unit-3 Social Entrepreneurship

Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up.

4. Family Business and Entrepreneurship

The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system.

5. Financing The Entrepreneurial Business

Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Recommended Books:

1. Burns, P.-*Entrepreneurship and small business*. New Jersey
2. Drucker, P. F.-*Innovation and entrepreneurship: Practice and principles*, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-*Generation to generation: Life Cycle of the family business*: Boston: Harvard Business School Press
4. Hisrich, R., & Peters, M.-*Entrepreneurship*, New Delhi: Tata McGraw Hill
5. Holt, D. H.-*Entrepreneurship new venture creation*. New Delhi: PHI
6. John Kao, *Creativity & Entrepreneurship*
7. Kaplan, J.-*Patterns of Entrepreneurship*. Wiley
8. Khandwalla, P.-*Corporate creativity*. New Delhi: Tata McGraw Hill
9. Mullins, J.-*New business road test*. New Delhi: PHI

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DSE 4-Project & Viva Voce

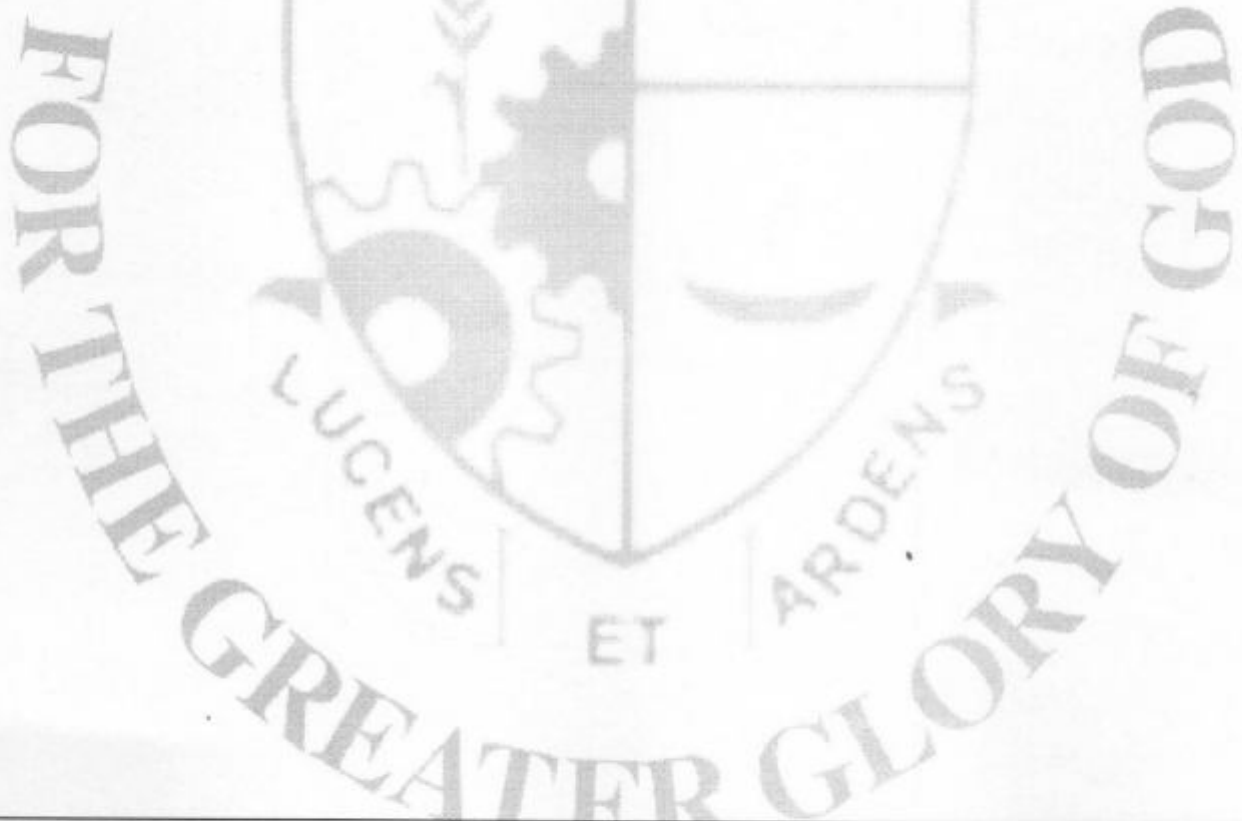
Objectives: To provide basic and hand on understanding of the industry.

Each students of this course shall undergo Practical Internship of four weeks in an approved business/industrial/government/service organization. The objective of this training is to make the student acquainted with the industrial/business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the sixth semester. It is to be submitted by the date fixed by the college.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/her by the college. The project report will be evaluated as above.

***Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**



End of Syllabi-B.Com (Office Management & Secretarial Practice)