

Syllabus of Management

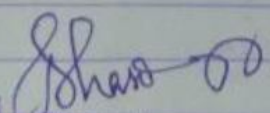
Session - 2017-18 - B. Com 1st Semester

103: Business Organisation & Entrepreneurship Development

Name of Teacher: Prof. M. Roy, M. Chakrabarty & M. Das

Actual Duration of Course: - 01-08-2017-31-10-17

Unit & Name of Topics	Proposed Date of Coverage	Remarks
Part A Unit - 1 - MNC's: Features, form, advantages & Limitations Joint Sector: - Features & Importance, Franchising, Micro-Enterprises, Small Medium Enterprise, Vertical & Learning Organisation.	10-08-2017	
Unit - 2 - Business Combination, Setting up of a new enterprise, Site selection & Location theories. Size of Business Unit, Optimum firm.	17-08-2017	by the month of October there is provision for revision & Examination (Interim)
Unit 3: - Production & Productivity, Rationalisation Part - B - Entrepreneurship.	30-08-17	
Unit - 4: - Meaning & Concept, Theories, Creativity & Innovation.	10-09-17	
Unit: - 5: - Formation of a new venture, Venture Capital, Entrepreneurship education & Training, EDP.	20-09-17	
Unit: - 6: - Role of an entrepreneur, Export promotion & Import substitution.	30-09-17	


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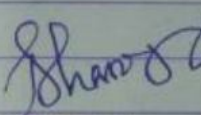
B. Com 1st Semester.

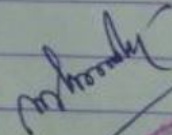
Session - 2017-18

Sub: - 105(M) - Human Resource Management

Name of the Teachers: - Prof. M. Roy, M. Chakraborty & M. Das

Units & theme of the topic	Proposed period of coverage	Remarks
Unit - I :- <u>Introduction & Scope of HRM</u> ; Functions & Challenges, HRM Policies, Kaizen, TQM & Six Sigma.	15-08-2017	October month & for Revision
Unit - II :- <u>Recruitment & Placement</u> : - Concept, Process & Sources of recruitment, Selection procedure, Test, Interview, Concept of placement & Induction.	30-08-17	& Internal Examination.
Unit - III :- <u>Job evaluation & Wage & Salary administration</u> , Meaning, objectives, advantages & disadvantages, Factors influencing wages & Sal; Methods of wage payments, Incentives plans.	15-09-17	
Unit - IV - <u>Emerging Horizons in HRM</u> , Impact of globalisation, Virtual & Learning Org ⁿ . Downsizing, Exit interview, Work force diversity, Repatriation.	30-09-17	


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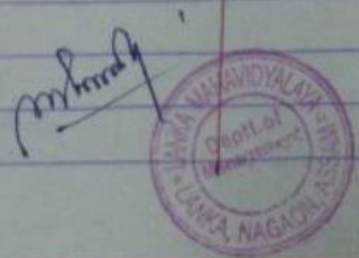


306 - Industrial Relations & Labour Laws -

Ref: - M. Roy, M. Chakraborty & M. Das

Units & Name of the topic	Proposed period of coverage	Remarks
Part: - I		
Unit-I. Concept, importance & scope & Aspect of IR, factors affecting IR, Approaches, Role, Labour Welfare & L.W. officer, Workers Edu.	19-08-2017	
Unit-II - Industrial disputes: - Meaning, concept, essentials, Classification, impact & Cause of strike, lockout, collective bargaining, workers participation in management - Trade Unions, features, functions & recognition	25-08-2017	October is for revision & internal exam.
Unit-III: - Settlement mechanisms, Conciliation & Mediation, arbitration, adjudication Part - I	10-09-2017	
Unit:-I:- Trade Union Act, 1926, Objectives, importance, registration, duties, liabilities of registered Trade unions, Rights & Privileges of reg. T.U.	20-09-2017	
Industrial Employment: - Standing orders, Industrial disputes, Meaning, prohibition of lockout & strikes, lockout layoffs, & retrenchment, closure.		
Unit-I - Factories Act - 1948, Provisions regarding health, safety, welfare, women & young persons. Payment of Bonus Act 1956. Its importance & scope, Payment of maximum & minimum Bonus.	31-09-2017	
Unit-II Payment of wage Act - 1936 - Scope, importance & objectives. Time & mode of payment, deductions.		

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Units & Name of the topic	Proposed period of coverage	Remarks
<p><u>Introduction</u></p> <p>Unit - I - Nature & scope, of concepts of marketing, selling vs Marketing, functions, importance, Marketing mix, Marketing env., Growth & future of marketing in India.</p>	10-18-2017	Rest of the period is for revision.
<p>Unit - II - <u>Consumer Behaviour</u> :- Nature, scope & scope, factors influencing consumer behaviour, Market segmentation: → meaning, need bases for segmenting, in market, factors involved in market segmentation, Forecasting Market Demand - concept & importance</p>	24-08-2017	
<p>Unit - III - <u>Product Management</u> :- product planning & development, product line policy, product life cycle, Packaging - Role & functions, product diversification, Standardisation & simplification, brand name & trade mark.</p>	12-09-2017	
<p>Unit - IV - <u>Pricing Decision</u> Meaning, objectives, Factors affecting price of a product, Pricing a new product, importance & price policy.</p>		
<p>(b) <u>Managing Distribution</u>; - Distribution channels - concept & role, Distribution policies, types of Distⁿ Channels, Factors affecting choice of a distribution channel for consumer & industrial goods.</p>	24-09-2017	
<p>Unit - V - <u>Promotion decision</u>; - Promotion mix & elements; - importance, Personal selling: its advantages & limitations, Advertising: - Budget, agencies & measurement of effectiveness, Sales promotion methods, designing of sales promotion programme.</p>	16-10-17	

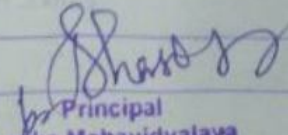
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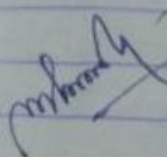
M. Das



B. Com VIII Semester - 2017-18, 503 - Financial Management
 Name of Teachers - Prof. M. Roy & Dr. N. Sharma

Units & Name of the Topic	Proposed period of coverage	Remarks
Unit - I :- Introduction :- Nature, objective & scope, financial goals, Profit vs Wealth maximisation, Finance functions.	11-08-2017	
Unit - II :- <u>Financial decision</u> :- Operating & financial leverage; - Meaning, significance & measurement of degree of leverage; Capital structure; - Meaning; Over & under capitalisation; factors determining capital structure, cost of capital.	25-08-2017	Rest of the session is for revisions
Unit - III :- <u>Investment decision</u> :- Capital budgeting process, pay-back period, ARR, IRR, NPV & profitability index.	10-09-2017	
Unit - IV :- <u>Working Capital mgt</u> :- Meaning & nature; determinants of WC; determination of WC requirements.	24-09-17	
Unit - V :- <u>Dividend Decision</u> :- factors determining dividend policies.	15-10-17	


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B Com - V M Sem - 2017-18

505 :- Customer Relations & Retail Trade Mgt

Prof. M. Chakrabarty

Units & Name of the topic	Proposed period of coverage	Remarks
Unit - I - Introduction - Meaning & significance of CRM, Strategies for building relationship, relationship based pricing schemes, developing TCP, reasons for losing customers.	16-08-2017	Rest of the time is for revision and internal Exams.
Unit - II - Building Customer Relationship :- Customer acquisition, inputs & requisites for effective acquisition, customer interaction routes, factors influencing customer interaction & CR process.	20-08-2017	
Unit - III - CRM Process :- Introduction, objectives & benefits of CRM process, CRM process of a marketing organization. Information Technology & CRM, Key requirements for CRM; Market dynamics, Channels of customer interaction, Necessity to adopt CRM	05-09-2017	
Unit IV - Retail Marketing :- Meaning, Characteristics & importance; Traditional retail scene in India, factors affecting high retail growth in India. Three basic forms of retailing, Theories of Retail Evolution; Globalisation of retail environment analysis; Retailing :- responding to demographic trends; Retail Structure - Ownership pattern.	20-09-2017	
Unit - V. Types of Retail Stores :- (a) stores retailing :- department stores, supermarkets, convenience, Discount - catalogue stores; Malls :- History, types, growth of malls in India; Dynamic emerging stake holders of mall; mall mgt - terminology. b) Non-store Retailing; (c) Decision making in retail trade.	30-09-2017	
Unit - VI :- (a) Concept of Tenant Mix :- Meaning, concept & plan; meaning of retail tenant mix, issue considered in evolving Tenant mix; policies of managing tenant mix. (b) Market Logistics :-		
Meaning & objectives; Market logistic decision; under processing; Warehousing, inventory & transportation.	15-10-2017	

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15-10-2017

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B Com - II nd Sem - 2017-18

203 - Principles of Management

Prof: - M. Roy & Prof. M. Das

Actual period of
Classes: - 18-01-2018 - 30-04-2018

Units & Name of the topic	Proposed period of coverage	Remarks
Unit - I - Development of Mgt. thought :- Introduction, Scientific Mgt & Principles of Mgt.; Theories of Mgt: - Classical, neo-classical & modern theories.	16-02-2018	
Unit - II (1) Planning :- Introduction, definition, process, types, strategies; Planning premise, MBO, (2) Decision making (3) Forecasting	09-03-2018	Rest of the time is for revision &
Unit - III :- Organisation (1) Types, (2) Departmentation (3) Span of Mgt (4) Authority & responsibility	30-03-2018	internal exam.
Unit - IV :- (1) Motivation :- Meaning & significance; Theories of motivation - (2) Leadership :- Characteristics, qualities & leadership style (3) Communication - Meaning &, characteristics, significance & barriers;	25-04-2018	

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B. Com. Sem - II
 2017 - Business Statistics - 2017-18

Prof. M. Chatterjee & Dr. L. K. Khatu

Units & name of the topic	Period provided of coverage	Remarks
Unit - I: Introduction to Statistics: - Meaning, Scope, Limitations of Stat; Collection of data; Sampling methods, Construction of frequency distribution, Graphs & diagrams.	31-01-2018 18-01-2018	Part of the
Unit - II: Analysis of Univariate Data: - Measures of central tendency & variation; Measure of skewness, Kurtosis.	15-02-2018 30-01-2018	period of last revision.
Unit - III: Analysis of Bi-variate Data: - Correlation & Regression analysis; Interpolation & Extrapolation.	15-02-2018 15-02-2018 28-02-2018	
Unit - IV: Index number & Time series analysis. Index number: - Meaning, types, uses & limitations; Methods of constructing price & quantity indices; test of adequacy; Problems in the construction of index no; Consumer price index number.	25-02-2018 25-02-2018 25-03-2018	
Time series: - Cause of variation in time series data; Components, Determination of trend.		
Unit - V: Theory of probability & probability distribution.	10-04-2018 10-04-2018	
Unit - VI: - Sampling Theory & Level of Significance. Statistical Quality Control; - (SQC).	25-04-2018 20-04-2018	

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L. K. Khatu



B. Com - Sem - II

2017 - 18

205 - Human Resource Planning & Development.
Prof. M. Roy, M. Chakraborty & M. Das

Units & Name of the topics	Proposed period of coverage	Remarks
<u>Unit - I</u> : Nature & Scope of HRP & HRD; Nature & Importance; HR Planning process; Job analysis; Concept & Feature of HRD; Difference bet ⁿ HRP & HRD; Need of HRD; Qualities of HRD manager; Employee counseling; quality circles.	15-02-2018	Rest is for Revising & Internal exam.
<u>Unit - II</u> - Employee Training, Executive Development & Career Mgt: - Meaning & importance of training; Identification of training needs; evaluating effectiveness; Outsourcing; Career planning, Replacement & succession planning; measure for successive career planning.	22-03-2018	
<u>Unit - III</u> : - Performance Appraisal & HR mobility, Concept, objectives & methods of performance appraisal; Appraisal of potential, Concept of Promotion, transfer & demotion; downsizing strategies; VRS & employee Turnover.	25-03-2018	
<u>Unit - IV</u> : Measurement Techniques: - HR Accounting: - Meaning, advantages & limitations, methods HR Audit of Valuation of HRs HR Audit: - Meaning, advantages & techniques of HR audit.	20-04-2018	
HR Information system: - Meaning & importance of HRIS; steps involved in designing & developing a sound HRIS.		

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B. Com - IVth Sem. 2017-18

Topic - Cost & Management Accounting.
Prof. M. Chandrababu & Dr. R. Sharma

Units & name of the topic	Proposed period of coverage	Remarks
<u>Group - A - Costing</u> <u>Unit - I</u> : Introduction: - Meaning, objectives, functions; costing as an aid to mgmt; cost concepts & classification, Relationship betw cost, financial & mgmt accounting; Methods & techniques of costing; Concept of cost audit; Cost sheet - <u>Unit - II</u> : Accounting for material, Labour and Overheads; Cost control techniques, Labour cost control procedure, Labour turn-over, idle time & over time; Methods of wage payment, incentive plans; Importance & classification of overheads; Factory, Administrative & selling overheads; Allocation & apportionment; Absorption - Under & over absorption.	15-02-2018	Rest of the period is for Revision.
<u>Unit - III</u> : - Standard Costing. Meaning of Standard cost & Costing; Steps involved in Standard Costing; Advantages; Variance analysis (Simple application).	30-03-2018	
	30-04-2018.	

M. Chandrababu

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B. Com - VI Sem. 2017-18
 602 - Marketing of Services.

M. Chakraborty & M. Das

Unit & name of the topic	Proposed period of coverage	Remarks
<u>Unit-I</u> - Introduction - Service Sector Growth rate of services, state of services, nature & characteristics of services, challenges of intangibility, need of marketing.	15-02-2018	
<u>Unit-II</u> - Service marketing mix, product, price, place, promotion, - service distribution strategies, Franchising, participants, service process.	15-03-2018	Part of the period is for revision
<u>Unit-III</u> - Service system & customer behaviour; Front & back office operating system, service delivery system, need to know customer; Decision making; Customer decision process; need for new services, information search; service evaluation, pre and post purchase behaviour.	05-04-2018	
<u>Unit-IV</u> - Marketing of Banking & Insurance services, Health & Tourism marketing, Hotel marketing; Transport Marketing! - Concept, products, users; marketing mix, marketing process.	20-04-2018	

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Session - 2018-19

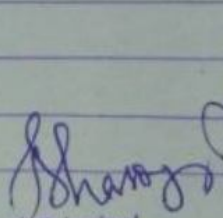
103 BOED

Prof. M. Roy, M. Chatterjee & M. Das

B. Com - SEM-I

Actual Period - 01-08-2018 - 31-10-18

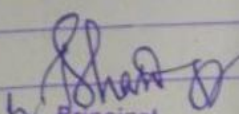
Unit & Name of the topic	Proposed date of Coverage	Remarks
Part - A : ^{Unit - I} MNC's - Features, forms, advantages & limitations	03-08-18	Rest of the period is for revision & interest.
Joint Sector - Executives, importance, franchising	06-08-18	
MSMED, Virtual & Learning Organisation	14-08-18	
Unit - II - Business combination	20-08-18	Rest of the period is for revision & interest.
Setting up of a new enterprise, site selection & location theories	24-08-18	
Size of Business Unit & Optimum firm	30-08-18	
Unit - III - Production & Productivity	06-09-18	Rest of the period is for revision & interest.
Rationalisation	10-09-18	
Part - B - Entrepreneurship		
Unit - IV :- Meaning & Concept, theories	18-09-18	Rest of the period is for revision & interest.
Creativity & Innovation	25-09-18	
Unit - V :- Promotion of a new venture	30-09-18	
Venture Capital	02-10-18	Rest of the period is for revision & interest.
Entrepreneurship education & Training, EDP	06-10-18	
Unit - VI - Role of an entrepreneur in export promotion & import substitution	31-10-2018	


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HRM, M.C, M.D.

Unit & Name of the topic	Proposed date of coverage	Remarks
<u>Unit-I</u> :- Nature & Scope of HRM - Functions & Challenge - HRM policies, Kaizen, TQM & Six Sigma.	05-08-18 12-08-18 18-08-18	Rest of the period is for
<u>Unit-II</u> :- Recruitment & Placement :- Concept, process & sources of recruitment - Selection procedure, Test, Interview Concept of placement & induction.	21-08-18 25-08-18 02-09-18 08-09-18	revision & internal exam.
<u>Unit-III</u> :- Job evaluation & Wage & salary administration :- Meaning, objectives, advantages & disadvantages. Factors influencing wages & salary. Methods of wage payment - Incentive plans -	15-09-18 17-09-18 30-09-18 04-10-18	
<u>Unit-IV</u> :- Emerging Horizons in HRM, - Impact of globalization. Virtual & Learning Organization. Downsizing & Exit interview - Work-force diversity, Repatriation.	07-10-18 09-10-18 13-10-18 30-10-18 05-11-18	


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Units & Name of the Topic	Proposed date of coverage	Remarks
<u>Part - I :- Unit - I</u>		
Concept, importance & scope & aspect of IR	10-08-18	
Factors affecting IR, Approaches, Role	15-08-18	
Labour Welfare, Labour Welfare officers, worker's education	18-08-18	
<u>Unit - II :- Industrial dispute: Meaning & causes</u>	29-08-18	
Classification, impact & causes of strike & lockout. Collective bargaining	28-08-18	
Worker's participation in mgt. -	02-09-18	
Trade unions :- features, functions & Registration.	10-09-18	
<u>Unit - III Settlement mechanisms.</u>		
Conciliation & Mediation, arbitration & adjudication	27-09-18	
<u>Part - II :- Unit - I</u>		
Trade Union Act 1926 :- Objectives, importance, registration, duties & liabilities of a registered TU.	02-10-18	
Rights & privileges of registered TU.	06-10-18	
Industrial employment :- standing orders	09-10-18	
Industrial Disputes :- Meaning, prohibition of lockouts & strikes, -	13-10-18	
Layoffs, retrenchment, closure.	28-10-18	
<u>Unit - II :- Factories Act - 1948</u>		
Provision regarding health safety, welfare. Women & young persons	30-10-18	
Payment of Bonus Act 1956 - importance & scope	04-11-18	
" " " maximum & minimum bonus	06-11-18	
Payment of Wages Act - 1946 - scope, importance & objectives; time & mode of payment, deductions -	12-11-18	

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Units & title of the topic	Proposed date of coverage	Remarks
<u>Unit - I</u> - Introduction :- Nature, scope & concept of Marketing	05-08-2018	
Selling vs Marketing, Functions, Importance	09-08-18	
Marketing mix, Marketing Env., Growth & future of marketing	15-08-18	
<u>Unit - II</u> :- Consumer Behaviour :- Nature & Scope	18-08-18	
Factors influencing consumer behaviour	20-08-18	
Market Segmentation :- Meaning, need, bases for segmenting the market	23-08-18	
Factors involved in market segmentation	25-08-18	
Forecasting market demand - concept & importance	28-08-18	
<u>Unit - III</u> -- Product mgmt :- Product planning & development, product line policy, product life cycle	08-09-18	
Packaging :- Role & functions, Product diversification	12-09-18	
Standardization & simplification	15-09-18	
Brand name & trade	17-09-18	
<u>Unit - IV</u> :- (a) Pricing decision :- Meaning & objectives	24-09-18	
Factors affecting price of a product, pricing a new product, importance & price policy	24-09-18 25-09-18	
(b) Managing distribution :- Distribution channels, concept & role, policies, types of distribution channels, Factors affecting choice of a distribution channel for consumer & industrial goods	31-09-18	
<u>Unit - V</u> :- Promotion decisions :- Promotion mix & elements, importance	08-10-18	
Personal selling :- Its advantages & limitations	13-10-18 13-10-18	
Advertising :- Budget, agencies & measurement of effectiveness	30-10-18	
Sales promotion methods, designing of sales promotion programs	06-11-18	

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Units & Name of topic	Proposed period of coverage
<u>Unit - I</u> :- Introduction :- Nature, objectives & scope Financial goals, Profit vs Wealth maximization Finance functions.	08-08-2018 12-08-2018 14-08-2018
<u>Unit - II</u> :- Financial decision :- Operating & Financial leverage :- meaning, significance & measurement of degree of leverage. Capital Structure :- Meaning, over & under capitalisation, factors determining capital structure. Cost of capital.	18-08-2018 24-08-18 27-08-18
<u>Unit - III</u> :- Investment decision :- Capital budgeting process - Pay back period, ARR, IRR, NPV & profitability index.	22-09-18
<u>Unit - IV</u> :- Working Capital mgmt :- Meaning, nature, determinants of W.C.; Determination of W.C. requirements.	13-10-18
<u>Unit - V</u> :- Dividend decision :- Factors determining dividend policies.	31-10-18

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B. Com SEM - V. Session - 2018-19
 505 - CR & RT mgmt -
 Prof. M. Chakraborty -

Units & Name of Topic	Proposed period of coverage	Remarks
Unit-I - Introduction: - Meaning & Significance of CRM, Steps for building relationship, relationship based pricing schemes, developing TCEP, reasons for losing customers	15-08-2018	
Unit-II - Building Customer Relationship: - Customer acquisition, inputs & requisites for effective acquisition, customer interaction routes, factors influencing customer interaction & CR process	20-08-18 30-08-18	
Unit-III - CRM Process: - Introduction, objectives & benefits of CRM process. CRM process of a marketing organization -	09-09-18 12-09-18	
Information technology & CRM, Key requirements for CRM, Market dynamics, Channels of customer interaction Necessity to adopt CRM	18-09-18 20-09-18	
Unit-IV: - Retail Marketing: - Meaning, characteristics, importance, Traditional Retail scene in India - Factors affecting single retail growth in India, Three basic tasks of retailing, Theories of retail evolution - Globalisation of retail environmental analysis, Retailing responding to demographic trends, Retail structure: Partnership pattern -	25-09-18 02-10-18 13-10-18	
Unit-V: - Types of Retail stores: - (A) Stores retailing - Departmental stores, Supermarkets, Convenience & discount catalogue stores. Multi: - History, types, Growth of malls in India, Dynamics among stake holders of mall; Mall Mgt. terminology - (B) Non-store retailing. (C) Retailing marketing in retail trade -	07-11-18 09-11-18 10-11-18	
Unit-VI: (A) Concept of tenant mix: - Meaning, layout plan, issues considered in evolving tenant mix, Policies of managing tenant mix	13-11-18	
(B) Market Logistics: - Meaning & objectives, Market logistic decisions, order processing, warehousing, inventory & transportation -	17-11-18	

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203 PMG

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Units & name of the topic	Proposed period of coverage	Remarks
<u>Unit-I</u> : - Development of mgt. thoughts: - Introduction, Scientific mgt & Principles of mgt.	25-01-19	
Theories of mgt: - Classical, Neo-classical & modern theories -	17-02-19	
<u>Unit-II</u> : - (1) Planning: - Introduction, definition, process, types, strategies, Planning horizons, MAD.	23-02-19	
(2) Decision (3) Span of mgt (4) Authority and responsibility (5) forecasting -	05-03-19	
<u>Unit-III</u> : - (1) Organisation (2) Types, (3) Departmentation, (3) Span of mgt; (4) Authority & responsibility	04-04-19	
<u>Unit-IV</u> : - (1) Motivation: - Meaning & significance, theories of motivation -	12-04-19	
(2) Leadership - Characteristics, qualities & leadership style.	13-04-19	
(3) Communication: - Meaning characteristics, significance & barriers.	20-04-19.	

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205 - HR Planning & Development

Prof: U. Roy, M. Das, M. Chakraborty

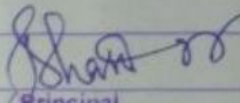
Units & Name of the topic	Proposed period of coverage	Remarks
Unit - I: - Nature & Scope of HRP & HRD, Importance of HR Planning process, Job Analysis; concept & features of HRD; difference bet ⁿ HRP & HRD, Qualities of HRP Manager; Employee counselling, quality circle.	20-01-2019 15-02-2019	
Unit - II: - Employee Training, Executive Development & Career mgmt: - Meaning & Importance of training; Identification of training needs, evaluating effectiveness, Outsourcing, Career Planning; Replacement & Succession Planning; on-career for successive career planning.	22-02-2019 04-03-19	
Unit - III: - Performance Appraisal & HR mobility: - Concept, objective & methods of performance appraisal; Appraisal Method. Concept of promotion, transfer & demotion; Downsizing strategies, VRS & Employee Turnover.	12-03-19 25-03-19	
Unit - IV: - Measurement Techniques: - HR Accounting: - Meaning, advantages & limitations; Method of valuation of HR.	08-04-19	
HR Audit: - Meaning, advantages & techniques of HR audit	20-04-19	
HR Information system: - Meaning & importance of HRIS; steps involved in designing & developing a sound HRIS.	30-04-19	

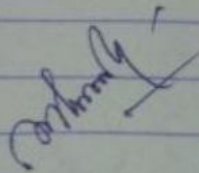
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Units & Name of the topic	Proposed period of coverage	Remarks
Unit-I: — Introduction: Meaning, Objectives - Costing as an aid to mgt.; Cost concept & classification; Relationship bet ⁿ Cost, Financial & Management Accounting; Methods & techniques of costing, Concept of Cost Audit, Cost sheet.	15-02-19	
Unit-II: — Accounting for material, Labour & overheads; Material control techniques; Labour cost control procedure; Labour turn-over; Idle-time & Over-time; methods of wage payment, Incentive plans - Importance & classification of overhead, Factory, Administrative & selling overheads; Allocation & Apportionment; Absorption - Over & under absorption.	30-03-2019	
Unit-III: — Standard Costing: — Meaning of Standard Cost & Costing; steps involved in Standard Costing, Advantages; Variance Analysis (Simple application)	30-04-19	


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602 - Marketing of Services
M. Chakrabarty & M. Das

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-I :- Introduction :- Service Sector; Growth & Role of Services; Nature & characteristics of Services; Challenges of intertelligibility; need of marketing.	15-02-2019	
Unit-II :- Service Marketing Mix :- Product; Price, Place, Promotion; Service distribution strategies; Franchising, participants, service process.	15-03-2019	
Unit-III :- Service System & customer behaviour; front & back-office operation system; Service delivery system; Customer decision process, need for new services, information search, service evaluation, pre and post-purchase behaviour.	05-04-19	
Unit-IV :- Marketing of Banking & Insurance services; Health & Tourism marketing; Hotel marketing; Transport marketing :- concept, products, users; marketing mix, marketing process.	12-04-19	
	25-04-19.	

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Session :- 2019 - 20

B. Com SEM-I. CBCS *

COM-RC-1036 :- Business Organisation & Management
M. Chatterjee :-

Unit & Name of the topic	Proposed period of coverage	Remarks
<p>Unit - I :- Foundation of Indian Business :- Manufacturing & Service sectors; Small & Medium enter- prises; - Problems & Govt. Policy & India's experience of Liberalisation & Globalisation; Technological innovati- ons & Skill development; 'Make in India' movement. Social Responsibility & ethics. Emerging opportunities in business: - Franchising, Outsourcing & E-commerce.</p>	15-08-2019	Prof. M. Roy & M. Das were in- vited in NAC Duly.
<p>Unit - II :- Business Enterprises :- Forms of Business Organisations; - Sole Proprietorship; Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Co-operative Society, Limited Liability Partnership, choice of Forms of Organisation. Government - Business inter- actions face; Rationale & forms of public enterprises. International Business. MCQs.</p>	31-08-2019	
<p>Unit - III :- Management & Organisation :- The process of Mgt :- Planning, Decision making, Strategy formulation. Organising :- Basic Considerations; Departmentation - Functional, Project, Matrix & Network. Delegation & Decentralisation of Authority; Group & Teams -</p>	18-09-19	
<p>Unit - IV :- Leadership, Motivation & Control :- Leadership: - Concept & Styles; Trait & Situation theory of leadership; Motivation: - Concept & importance; Maslow's & Herzberg's theories. Communication: - Process & Barriers; Control: - Concept & process.</p>	07-10-19	
<p>Unit - V :- Functional Areas of Management :- Marketing Mgt :- Concept, Mix, Product life cycle, Pricing policies & practices. Financial Mgt :- Concept & objectives; Sources of funds :- Equity Shares, Deben- tures Venture Capital & Lease Finance; Security Market, Role of SEBI. HRM :- Concept & Functions; Basic Dynamics of Employer-Employee Relations.</p>	31-10-19	

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Mamika Chakraborty.

Unit & name of the topic	Proposed date of coverage
Part - I :- Unit - I :- Concept, importance, scope & aspect of IR.	09-08-19
Factors affecting IR, Approaches, Role	15-08-19
Labour Welfare, Labour welfare officers, Worker's Edn.	18-08-19
Unit - II :- Industrial Dispute :- Meaning & concept	22-08-19
Classification, impact & causes of strike & lockout,	
collective bargaining.	28-08-19
Worker's Participation in Mgt.	01-09-19
Trade Unions :- Features, functions & Registration	10-09-19
Unit - III :- Settlement Mechanisms :-	
Conciliation, Mediation, arbitration & adjudication.	25-09-19
Part - II. Unit - I. TRADE UNION ACT. 1926 :-	
Objectives, importance, registration, duties &	
liabilities of a registered Trade Union.	02-10-19
Rights & Privileges of registered TU.	06-10-19
Industrial employment :- Standing orders,	
Industrial Dispute :- Meaning, prohibition of	
lockouts & strikes.	13-10-19
Lay offs, Retrenchment, closure	28-10-19
Unit - II :- Factories Act - 1948.	
Provision regarding health, safety & welfare;	
Woman & young persons.	31-10-2019
Payment of Bonus Act 1956 - Importance & scope.	04-11-19
" " Maximum & Minimum bonus.	06-11-19
Payment of Wages Act - 1936 :- Scope,	
importance & objectives, time & mode of	
payment, deductions.	12-11-19

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Units & Name of the topic	Proposed date of coverage	Remarks
Unit-I :- Introduction :- Nature, scope & concept of marketing. Selling & marketing. Functions, importance, marketing mix, marketing environment. Growth & future of marketing in India.	15-08-19	
Unit-II :- Consumer behaviour :- Nature & scope, factors influencing consumer behaviour. Market Segmentation :- Meaning, need, Prises for market segmentation, factors involved in market segmentation. Forecasting market demand :- Concept & importance.	30-08-19	
Unit-III :- Product Management :- Product planning & development, product line policy, product life cycle. Packaging :- Role & Functions, product diversification, Standardisation & simplification; Brand name & Trade Mark.	17-09-19	
Unit-IV :- (A) Pricing decision :- Meaning & objectives, factors affecting price of a product, pricing a new product, importance & price policy; (B) Managing distribution :- Distribution channels :- Concept & role, Distribution policies, Types of distribution, channels, factors affecting choice of a distribution channel, for consumer & industrial product.	25-09-19.	
Unit-V :- Promotion decision :- Promotion mix & elements, importance. Personal selling :- Its advantages & Limitations. Advertising :- Budget, agencies & measurement of effectiveness, Sales promotion methods, designing of sales promotion programme.	31-09-19	
	10-11-2019	

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SEM - V.
503 - FIN.

Mt Chakraborty & Dr. N. Sharma -

Units & Name of the topic	Proposed date of coverage	Remarks
Unit - I :- Introduction :- Nature, objectives & scope	08-08-2019	
Financial goals, Profit vs Wealth maximization	19-08-2019	
Finance Functions -	14-08-19	
Unit - II :- Financial decision :- Operating & Financial leverage :- meaning, significance & measurement of degree of leverage.	20-08-19	
Capital Structure :- Meaning, over & under capitalisation; factors determining capital structure	28-08-19	
Cost of capital.	04-09-19	
Unit - III :- Investment decision :- Capital budgeting process. Pay-back period, ARR, IRR, NPV, Profitability index.	26-09-19	
Unit - IV :- Working Capital Mgt :- Meaning, nature, Determinants of W.C.; Determination of W.C. requirements	28-10-19	
Unit - V :- Dividend decision :- Factors determining dividend policies.	20-11-19	

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Sem - V
505 - CR & RT Mgt.
M. Chandrahasi

Session - 2019-20

Units & Name of a topic	Proposed period of coverage	Remarks
Unit - I: - Introduction: Meaning & Significance of CRM. Strategies for building relationships; Relationship based Pricing system schemes, Developing TCEP, Reasons for losing customer	15-08-19	
Unit II: - Building Customer Relationship: - Customer acquisition, inputs & requisites for effective acquisition. Customer interaction routes. Factors influencing customer interaction & CR process.	30-08-19	
Unit - III: - CRM Process: - Introduction, Objectives & benefits of CRM process	10-09-19	
CRM process of a marketing Organisation.	12-09-19	
Information technology & CRM, Key requirements for CRM.		
Market dynamics, channels of customer interaction.	18-09-19	
Necessity to adopt CRM.	20-09-19	
Unit - IV: - Retail Marketing: - Meaning, characteristics & importance, Traditional Retail scene in India.	25-09-19	
Factors affecting high retail growth in India; Three basic tasks of retailing. Theories of retail evolution.	03-10-19	
Globalisation of retail environmental analysis, Retailing responding to demographic trends. Retail Structure: - Ownership pattern.	13-10-19	
Unit - V: - Types of Retail Stores: (a) Stores retailing: - Department stores, Super markets, Convenience, discount catalogue stores.	03-11-19	
Malls: - History, Types, Growth of malls in India. Dynamics among stake holders of mall, Mall mgmt terminology.	07-11-19	
(b) Non-store retailing (c) Decision making in retailing.	10-11-19	
Unit - VI: - Concept of Tenant Mix: - Meaning, concept & factors considered in evolving tenant mix; policies of managing tenant mix	13-11-19	
(b) Market Logistics: - Meaning & objectives. Market logistics decisions, Underprocessing; Warehousing, Inventory & transportation.	17-11-2019	

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B. Com SEM - IV

404 - CMA

M. Chakraborty & Dr. T. Sharma

Units & Slms of the topic	Proposed period of coverage	Remarks
<u>Unit - I</u> : - Introduction: - Meaning, Objectives, Costing as an aid to mgmt. Cost concept & classification. Relationship between Cost, financial & Mgt. Accounting. Methods & techniques of costing. Concept of Cost Audit, Cost sheet.	15-02-2020	
<u>Unit - II</u> : - Accounting for material, labour & overheads. Material control techniques. Labour cost control procedure. Labour turn-over; Idle time & over time; Methods of wage payment. Incentive plans. Importance & classification of overhead. Factory, Administrative & selling overheads. Allocation & Apportionment; Absorption - Over & under absorption.	30-03-2020	
<u>Unit - III</u> : - Standard Costing: - Meaning of Standard Cost and Costing. Steps involved in standard costing. Advantages. Variance Analysis (Simple application)	30-04-2020	

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602 - Marketing of Services
M. Chakraborty

Units & Name of the topic	Proposed date of coverage	Remarks
Unit - I: - Introduction: - Service Sector, Growth & State of Services. Nature & characteristics of Services, Challenges of interangibility. Need of marketing.	15-02-2020	
Unit - II: - Service Marketing Mix: - Product, Price, place, Promotion. Service distribution strategies. Fore-casting, participants - Service process -	15-03-2020	
Unit - III: - Service system and customer behaviour. Front-office & Back-office operations system. Service delivery system. Customer decision process. Need for new services. Information search. Service evaluation - Pre and Post purchase behaviour.	06-04-2020	
Unit - IV: - Marketing of Banking & Insurance Services. Health & Tourism marketing. Hotel Marketing.	12-04-20	
Transport Marketing: - Concepts, Products, users. Marketing mix. Marketing process.	24-04-2020	

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SESSION - 2020-21

B. Com SEM-I
COM-RC-1036 BDM

Unit & Name of the topic	Proposed date of coverage	Remarks
<p><u>Unit-I</u>:- Foundation of Indian Business:- Manufacturing & service sectors. Small & Medium enterprises, Problems & Govt. Policies. Indian experience of Liberalisation & Globalisation. Technological innovations, & skill development 'Make in India' movement, Social Responsibility & Ethics. Emerging opportunities in business:- Franchising, Outsourcing & E-Commerce.</p>	15-08-20	
<p><u>Unit-II</u>:- <u>Business Enterprises</u>:- forms of Business Organisations:- Sole proprietorship, Joint Hindu Family Business, Partnership firm, Joint Stock Company, cooperative society, limited liability partnership. Choice of forms of Organisation. Government-Business interface. Rationale of & forms of Public enterprises - International Business - MNCs.</p>	31-08-20	
<p><u>Unit-III</u>:- <u>Mgt & Orgn</u>:- The process of Mgt:- Planning, Decision making. Strategy formulation. Organising:- Basic considerations. Departmentation:- Functional, Project Matrix & Net-work. Delegation & Decentralisation of authority. Group & Teams.</p>	20-09-20	
<p><u>Unit-IV</u>:- <u>Leadership, Motivation & Control</u>:- <u>Leadership</u>:- Concept & Style, Trait & Situation Theory of leadership. <u>Motivation</u>:- Concept & Importance, Maslow & Herzberg theories.</p>	06-10-20	
<p><u>Communication</u>:- Process & Barriers. <u>Control</u>:- Concept & Process. <u>Unit-V</u>:- <u>Functional Areas of Mgt</u>:- <u>Marketing Mgt</u>:- Concept, Mix, Product Life cycle. Pricing Policies & practices. <u>Financial Mgt</u>:- Concept & Objectives. Sources of funds:- Equity, Shares, Debentures, Venture Capital & Lease Financing. <u>Security Market</u>. Role of SEBI. <u>HRM</u>:- Concept & Functions. Basic dynamics of Employer-Employee Relations.</p>	31-10-20	



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COM-HE-3036 - Management Principles & Applications.

M. Roy & A. Das -

Units & Name of the topic	Proposed period of coverage	Remarks
Unit - I :- (a) Concept :- Need for Study - Managerial functions - An overview; to introduction: Essence of Management -	03-08-2020	
(b) Evolution of Mgt thought :- Classical Approach - Taylor, Fayol, Neo-classical & Human Relations Approaches - Mayo, Hawthorne Exp-eriments, Behavioural Approach, System Approach, Contingency Approach - Lawrence & Lorsch. MBO - Peter Drucker, Re-engineering - Hammer & Champy, Michael Porter - Three generic strat-egies & Valuechain analysis. Senge's Learning Org: Portents at the Bottom of the Pyramid - C.K. Prahalad.	18-08-2020	
Unit - II :- (a) Types of Plan - An overview to highlight the differences.	20-08-20	
(b) Strategic Planning :- Concept, process, importance & Limitations.	24-08-20	
(c) Env. Analysis & Diagnostic - Definition, importance & techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitive analysis. Business Env-Concept & Components.	04-09-20	
(d) Decision making - Concept, importance, Committee & Group Decision-making process. Perfect Rationality & bounded rationality. Techniques (Quantitative & Qualitative) (MIS, DSS).	10-09-20.	
Unit - III :- Concept & process of Organising, Span of Mgt. Different types of authority (line, staff & functional). Decentralisation, Delegation of authority. Formal & Informal structure: Principles of Organising. Network Organisation structure -	14-09-20 - 20-09-20.	
Unit IV :- (a) Staffing :- Concept & Staffing process.	30-09-20	
(b) Motivation :- Concept, importance, Extrinsic & Intrinsic motivation Motivational Theories :- Maslow's; Herzberg's; Vroom's Theory.	16-10-20 10-10-20	
(c) Leadership :- Concept, importance, Major theories (Lippert, Bask & Mouton, House's, Fred Fielder's, Transactional Leader-ship, Transformational leadership, Transforming Leadership.	30-10-20	
Unit - V :- (a) Control :- Concept, process, principles, Techniques - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.	05-11-20	
(b) Emerging issues in Management.	10-11-20	

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Units & Name of the topic.

Unit-1: Introduction: - Meaning, elements, determinants and importance. Creative behaviour, Entrepreneurship & creative response to the societies problems & at work.	07-08-20
Dimensions of Entrepreneurship. Intrapreneurship, Technopreneurship, Cultural entrepreneurship, International entrepreneurship, Ethopreneurship & Social Entrepreneurship.	15-08-20.
Unit-2: - Entrepreneurship & MSME: - Concept of business groups & role of business houses & family business in India.	20-08-20.
Risk models of Indian business; their values, business philosophy & behavioural orientations.	27-08-20.
Conflict in family business & its resolution.	30-08-20.
Unit-3: - Public & Private system of stimulation, support & sustainability of entrepreneurship: - Requirement, availability & access to finance & Marketing assistance.	07-09-20.
Technology & industrial accommodation, Role of industries/entrepreneurs associations & self help groups. The concept, role & functions of business incubators. Angel investors, Venture capital & Private equity fund.	13-09-20.
Unit-4: - Sources of business ideas & test of feasibility: - Significance of writing a business plan/project proposal - Contents, Project proposal, Designing business process, Location, layout, operation, Planning & control. Preparation of Project report. Project submission/presentation & appraisal theory by external agencies, Such as financial/institutional institutions.	13-10-20.
Unit-5: - Mobilising resources for start-up. Accommodation & utilities. Preliminary contracts with the vendors, suppliers, principal customer. Contract management. Basic start-up problems.	10-11-20.

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Unit & Name of the topic	Proposed period of coverage	Remarks
Unit-1: Introduction: - Nature, scope & concept of marketing.		
Selling & Marketing; Functions, importance.		
Marketing mix.	10-08-20	
Marketing env.; Growth & future of marketing in India.	15-08-20	
Unit-2: Consumer behaviour:-		
Nature & scope. Factors influencing consumer behaviour.	22-08-20	
Market Segmentation:- Meaning, need, bases for market segmentation. Factors involved in market segmentation.	30-08-20	
Forecasting market demand:- concept & importance.	04-09-20	
Unit-3:- Product management:- Product planning & development; Product line policy, product life cycle.	09-09-20	
Packaging:- Role & functions, product diversification, standardisation & simplification; Brand name & trade mark.	16-09-20	
Unit-4:- (A) Pricing Decision:- Meaning & objectives. Factors affecting price of a product, importance & price policy.	24-09-20	
Managing Distribution:- Distribution channels:- Concept & role; Distribution policies, types of dist. channels. Factors affecting choice of a distribution channel for consumer & industrial product.	31-09-20	
Unit-5:- Promotion decision:- Promotion mix & elements; Importance. Personal selling:- its advantages & limitation.	05-10-20	
Advertising:- Budget, agencies & measurement of effectiveness, sales promotion methods, designing of sales promotion program.	10-11-20	

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M. Roy & Dr. N. Sharma

Units & Name of the topic.	Proposed period of coverage	Remarks.
Unit - I :- Introduction :- Nature, objectives & scope.	08-08-20.	
Financial goals, Profit & Wealth maximisation	12-08-20	
Finance functions.	14-08-20.	
Unit - II :- Financial decision :- Operating & financial leverage :- Meaning, significance, Measurement of degree of leverage.	21-08-20.	
Capital Structure :- Meaning, over & under capitalisation. Factors determining capital structure.	30-08-20	
Cost of capital	04-09-20	
Unit - III :- Investment decision :- Capital budgeting process. Pay back period, ARR, NPV, IRR, Profitability index.	30-09-20.	
Unit - IV :- Working capital Mgt :- Meaning, Nature, determinants of W. cap; determination of W. cap requirements.	28-10-20	
Unit - V :- Dividend decision :- Factors determining dividend policy.	10-11-20.	

M. Roy



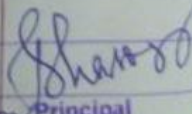
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SEM-V
505 - CR & RT Management

2020-21

A- Laboratory

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: Introduction: - Meaning & Significance of CR&T. Strategies for building relationship; Relationship based pricing system or schemes; Developing Trust, Reasons for losing customers	15-08-20	
Unit-2: Building Customer Relationship: - Customer acquisition, inputs & requisites for effective acquisition; Customer interaction roles; factors influencing customer interaction & CR Process.	30-08-20	
Unit-3: - CRM Process: - Introduction, objectives & benefits of CRM process.	10-09-20	
CRM Process of a marketing organization.	12-09-20	
Information Technology & CRM; Key requirements for CRM; Market dynamics; channels of customer interaction.	18-09-20	
Necessity to adopt CRM	20-09-20	
Unit-4: - Retail Marketing: - Meaning, characteristics & importance; Traditional retail scene in India.	26-09-20	
Factors affecting high retail growth in India. Three basic tasks of retailing. Theories of retail evolution.	04-10-20	
Globalisation of retail env. analysis; Retailing responding to demographic trends. Retail Structure: - Ownership pattern.	25-10-20	
Unit-5: - Types of Retail Stores: (A) Stores retailing: Departmental stores; Supermarket, convenience, discount, catalogue stores.	03-11-20	
Malls: - History, Types, Growth of malls in India. Dynamics among store holders of mall. Mall mgmt terminology.	06-11-20	
(B) Non-Store retailing: (B) decision making in retailing	09-11-20	
Unit-6: Concept of Tenant mix: - Meaning, concept & plan. Issues considered in evolving tenant mix; Policies of managing tenant mix.	19-11-20	
(C) Market Logistics: - Meaning & Objectives; Market Logistics decisions; Underprocessing, Warehousing, Inventory & Transportation.	18-11-20	


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COM-HE-4036 - Human Resource Management

H. Chakraborty & Dr. N. Sharma

Units & Name of the topics	Proposed period of coverage	Remarks
<p>Unit-I: - Introduction; Meaning, Objectives, Costing as an aid of mgt. Cost concept & classification. Relationship betⁿ cost, financial & mgt. Accounting. Methods & techniques of costing. Concept of cost audit, cost sheet.</p>	15-02-21	
<p>Unit-II: - Accounting for material; Labour & Overheads. Material control techniques, Labour cost control procedures. Labour turn-over, idle time & overtime; Methods of wage payment. Incentive plans. Importance & characteristics of overheads - factory, administrative & selling overhead. Allocation and apportionment. Absorption; - Over & under absorption.</p>	30-03-21	
<p>Unit-III Unit-III: - Standard Costing: - Meaning of Standard cost & Costing. Steps involved in Standard costing. Advantages. Variance analysis (simple application).</p>	30-04-21	

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B. Com SEM - VI
 602 - Marketing of Services
 M. Chakraborty & H. Das

2020-21

Units & Name of the topics	Proposed period of coverage	Remarks
Unit-1: - Introduction: - Service sector; Growth & state of services. Nature & characteristics of services. Challenges of intangibility - Need of marketing.	15-02-21	
Unit-2: - Service marketing mix: - Product, Price, Place, Promotion. Service distribution strategies. Force-casting, Participants; Service process.	15-03-21	
Unit-3: - Service system & customer behaviour. Front-office & back-office operation system. Service delivery system. Customer decision process need for new services. Information search. Service evaluation. Pre & Post-purchase behaviour.	05-04-21	
Unit-4: - Marketing of Banking & Insurance services. Health & Tourism marketing. Hotel marketing.	12-04-21	
Transport marketing: - Concepts, Products-users, Marketing mix. Marketing process.	25-04-21	

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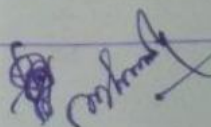
Semester - 2021 - 2022

B. Com - SEM - I

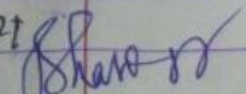
COM-RC-1036 - BDM

M. Roy, M. Das, M. Chatterjee

Units & Name of the topic	Proposed period of coverage	Remarks
<u>Unit I</u> : Foundation of Indian Business Manufacturing and service sectors, Small and Medium enterprises, Problems and Govt policy Indians experience of liberalisation and Globalisation, Technological innovation and Skill development, Make in India Movement Social responsibility and Ethics, emerging opportunities in business; Franchising, Outsourcing and e-commerce.	15-08-2021	
<u>Unit II</u> Business enterprise; forms, Choice of forms of organisation, Govt - Business interface, Rationale and forms of public enterprise, international business, MNC.	31-08-2021	
<u>Unit III</u> Management and Org ⁿ . The process of Mgt - Departmentation. Delegation and decentralisation of authority, Group and teams.	20-09-2021	
<u>Unit IV</u> Leadership, Motivation and Control Leadership → Concepts, Styles, Theory of leadership Motivation → Concept, importance, Theory. Communication → Process and barriers Control → concept and process.	06-10-2021	
<u>Unit V</u> Functional Areas of Management. Marketing Mgt - concept, mix, Product life cycle, Pricing Policy and practices Financial Mgt → Concept and objectives Sources of Funds - Equity Shares, Debenture, Venture Capital, Lease finance Security Market, Role of SEBI HRM → Concept and function, Basic dynamics of employer-employee relationship.	31-10-2021	






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Units & Name of the topic	Proposed period of coverage	Remarks
Unit I (A) Concept, Need for study - Management function - An overview, Coordination.	03-08-21	
Unit I (B) Evolution of Management thought Classical - Neo Classical - Modern theory of Mgt. M.B.O. - Peter Drucker, Michel Porter leaving org ⁿ . Fortune at the bottom of pyramid - C.K. Prahalad.	18-08-21	
Unit II (A) Types of Plan	30-08-21	
(b) Strategic planning - Concepts, Process, importance and limitation.	24-08-21	
(c) Environment Analysis.	04-09-21	
(d) Decision Making.	08-09-21	
Unit III Organising → Span of Mgt. Departmentation, Authority and Responsibility, New types of org ⁿ .	20-09-21	
Unit IV (A) Staffing: Concept and Process.	30-09-21	
(b) Motivation.	10-10-21	
(c) Leadership.	20-10-21	
(d) Communication.	30-10-21	
Unit V Control - Concept and importance, Techniques, Ratio Analysis, ROI, Budgetary control, PERT, CPM.	05-11-21	
Emerging issues in Mgt.	10-11-21	

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Unit & Name of the topic	Proposed period of course	Remarks
<p><u>Unit-1</u> :- Introduction :- Meaning, elements, determinants & importance. Creative behaviour. Entrepreneurship & creative response to the society's problems & at work.</p>	07-08-2021	
<p>Dimensions of entrepreneurship, Intrapreneurship, Technopreneurship, cultural entrepreneurship, international entrepreneurship, entrepreneurship & social entrepreneurship.</p>	15-08-2021	
<p><u>Unit-2</u> :- Entrepreneurship & MSME :- Concept of business groups & role of business houses & family business in India. Role model of Indian business, their values, business philosophy & behavioural orientation.</p>	26-08-2021	
<p>Conflict in family business & resolution.</p>	30-08-21	
<p><u>Unit-3</u> :- Public & private system of stimulation, support & sustainability of entrepreneurship :- Requirement, availability & access to finance - Marketing assistance.</p>	08-09-21	
<p>Technology & industrial accommodation; Role of industries/entrepreneurs associations & self help groups. The concept, role & functions of business incubators. Angel investors, venture capital & private equity fund.</p>	15-09-21	
<p><u>Unit-4</u> :- Sources of business ideas & test of feasibility. Significance of Writing a business Plan/Project proposal - Contents, Project proposal, Designing business process, location, layout, process Operation Planning & Control. Preparation of project report. Project Submission/Presentation & Appraisal theory by external agencies - such as financial/non financial institutions.</p>	13-10-21	
<p><u>Unit-5</u> :- Mobilising resources for start-up. Accommodation & utilities. Preliminary contracts with the vendors, suppliers, financial customers. Contract mgt. Basic start-up problems.</p>	10-11-21	

M. Das



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H-20

Units & Theme of the topic	Proposed period of coverage	Remarks
<p><u>Unit-1</u>: - Introduction: - Nature Scope & Importance. Evolution of Marketing; Selling vs Marketing. Marketing Mix. Marketing Env: - Concept, importance & components.</p>		
<p><u>Unit-2</u>: - (A) Consumer behaviour: - Nature & importance, Consumer buying decision process. Factors influencing consumer buying behaviour.</p>		
<p>(B) Market Segmentation: - Concept, importance & bases. Target market selection.</p>		
<p>Positioning Concept: - importance & bases. Product differentiation vs market segmentation.</p>		
<p><u>Unit-3</u>: - Product: - Concept & importance. Product classifications. Concept of product mix, Branding, packaging & labeling.</p>		
<p>Product support services, Product life cycle. New product development process. Consumer adoption process.</p>		
<p><u>Unit-4</u>: (A) Pricing: - Significance, Factor affecting price of a product.</p>		
<p>Pricing policies & strategies.</p>		
<p>(B) Distribution channel & Physical distribution.</p>		
<p>Channel of distribution: - Meaning & importance.</p>		
<p>Types, functions of middle-man factors affecting choice of distribution channels.</p>		
<p>Wholesale & Retailing.</p>		
<p><u>Unit-5</u> Promotion: (A) Nature & importance of promotion.</p>		
<p>Communication process. Types of promotion. Promotion mix. Factors affecting promotion mix.</p>		
<p>(B) Recent developments in marketing: - Social, Online, Direct, services, Green & Rural marketing.</p>		
<p>= Consumerism.</p>		

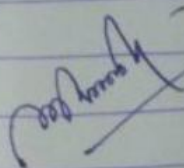
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Lanka, Hojai, Assam

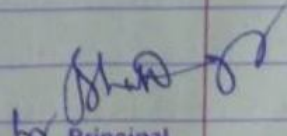


M. K. Saha

M. Roy & Dr. N. Sharma

Unit & Name of the topic	Proposed period of coverage	Remarks
Unit 1 - Introduction: - Nature, scope, objectives. Time value of money. Risk & return. Valuation of bonds, securities & equities.		
Unit 2 - Investment decision: - Capital budgeting process; - Cash flow estimation, pay-back period method, Accounting rate of return, NPV, NTV, IRR, Profitability index.		
Unit 3: Financing Decision: - Cost of capital & financing decision - Sources of finance. Methods for calculating cost of equity capital. Cost of retained earnings, Cost of debt & Cost of Preference Capital, Weighted cost of Cap.		
Capital Structure: - Meaning & theories. Operating & financial leverage. Determinants of cap. structure.		
Unit 4: Dividend decision: - Theories of dividend decision. Cash & Stock dividends.		
Dividend policies in practice. Unit 5: - Working Capital - concept, short-term & long term. Working Cap. estimation. Cash mgmt. receivables mgmt, inventory mgmt & payables mgmt.		




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M. Chakraborty

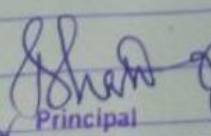
Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: - Introduction: - Meaning, element, determination & importance. Creative behaviour, entrepreneurship & Creative response to the (various) problems & at work.	07-08-21	
Situations of entrepreneurship; Intra-preneurship, Techno-preneurship, cultural entrepreneurship, international entrepreneurship, self-preneurship & Social entrepreneurship.	15-08-21	
Unit-2: - Entrepreneurship & MSME: - Concept of business groups & role of business houses & family business in India.	21-08-21	
Role models of Indian Business; their values; business philosophy & behavioural orientations.	27-08-21	
Conflict in family business & its resolutions.	30-08-21	
Unit-3: - Public & private system of stimulation, support & sustainability of entrepreneurship: - Requirement, availability & access to finance - Marketing assistance, Technology & industrial accommodation. Role of industries/Entrepreneur's association & Self-help groups - The concept, role & functions of business incubators - Angel investor, venture capital & private equity fund -	15-09-21	
Unit-4: - Sources of business ideas & test of feasibility: - Significance of writing a business plan/project proposal: - Contents, project proposal designing business process, location, layout, operation, planning & control preparation of project report project submission/presentation & appraisal by external agencies, such as financial & non-financial institution.	13-10-21	
Unit-5: - Mobilising resources for start-up. Accommodation & utilities. Preliminary contracts with the, vendors, suppliers, principal customers.	17-10-21	
Contract mgmt. Basic start-up problems	20-10-21	

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Prof. M. Roy, M-243 ; M. Lakshmi

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-I: HRM - Concept & Functions, Role status & Competencies of HR Manager. HR Policies, Evolution of HRM; HRM vs HRD	08-08-25-01-22	
Emerging challenges of HRM; Work force Diversity; Empowerment, Downsizing; VRS, HRIS.	05-02-22	
Unit-II: Acquisition of HR: - HR Planning; - Qualitative & Quantitative dimensions.	10-02-22	
Job analysis - Job Description & job specification	13-02-22	
Recruitment :- Concept & sources. Selection:- Concept & process	16-02-22	
Test & interview; Placement & induction	20-02-22	
Unit-III: - Training & Development; - Concept & importance; Identifying training & Dev. needs. Designing training programs, evaluating training effectiveness	28-02-22	
Training process; Outsourcing, Mgt. Development, Career Development.	05-03-22	
Unit-IV: - Performance Appraisal: - Objectives & importance. Modern techniques of Performance Appraisal	12-03-22	
Potential appraisal & employee counselling; Job changes: - Transfer & Promotion. Con	20-03-22	
Compensation: - Concept & policies Job evaluation. Methods of Wage payments & incentive plans. Fringe benefits. Performance linked compensation.	26-03-22	
Unit-V: - Maintenance: - Employee health & safety. Employee welfare; Social Security	04-04-22	
Employer-employee relations & overview; Concept of redeployment, or redundancy, VRS, Downsizing, layoffs & re-employment.	12-04-22 12-04-22	
Ethics & HRM.	15-04-22	


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SEM - VI

COM - MC - 6016 - Auditing & Corporate Governance

Prof. M. Roy

Unit & Name of the topic	Proposed period of coverage	Remarks
Unit - 4 - Corporate Governance: - Conceptual Framework. Theories & models of CSR; Board Committees; CSR Corporate Governance reforms.	31-01-22 31-01-22	
Major Corporate scandals in India & abroad.	05-02-22	
Common Corporate Governance problems noticed in various corporate failures. Codes & standards on Corporate Governance.	07-02-22 10-02-22	
Unit - 5 - Business Ethics - Morality & Ethics; Business Value & Ethics. Approaches & practices of business ethics, Corporate Ethics. Ethics program. Code of ethics; ethics Committee; Ethical behaviour; - benefits & advantages.	15-02-22	
Rating agencies; Green Governance; Clause-49 & listing agreement.	28-02-22	
Unit - 6. CSR - Concept; Philanthropy. Strategic planning & CSR; Relationship of CSR with corporate sustainability. - CSR & Business ethics.	07-03-22	
CSR & Corporate Governance.	20-03-22	
CSR provisions under Companies Act - 2013.	22-03-22	
CSR committee; CSR model, codes & standards on CSR.	28-03-22 30-03-22 04-04-22	

M. Roy

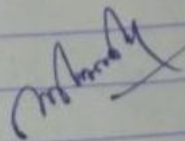


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COM-SEC-RC-6034(B) - Retail Management

M. Chakraborty

Units & Scope of the Topic	Proposed period of coverage	Remarks
Unit-I: Introduction to retailing:- Definition, characteristics, evolution, emerging trends in retailing.	07-01-22	
Factors behind the change in Indian Retailing.	30-01-22	
Unit-II:- Retail formats:- Retail sales by ownership on the basis of merchandise offered.	04-02-22	
New store based retail mix & non-traditional selling.	08-02-22	
Unit-III:- Stores planning:- Design & layout. Location planning & importance.	12-02-22	
Retail image mix, effective retail store mgmt.	14-02-22	
Floor store mgmt.	20-02-22	
Retail marketing:- Advertising & sales promotion.	24-02-22	
Store positioning. Retail marketing mix.	28-02-22	
CRM, Application of CRM in retailing.		
Advertising in retailing.		
Unit-IV - Retail Merchandising:- Buying functions; Mark-up & mark down prices; Visual merchandising techniques.	10-03-22	
Merchandise pricing. Concept of Merchandise Pricing. Pricing objectives, Pricing strategies & objectives; Types of pricing.	20-03-22	
Unit-V:- Retail Operation:- Elements/Components of retail store operation - Store administration. Store manager -> responsibilities.	30-03-22	
Inventory mgmt:- mgmt of receipts; customer service, mgmt of retail outlets/store, store maintenance; store security.	10-04-22	



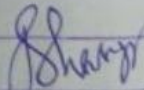

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Session - 2022 - 23

B. Com - Sem - I
Com - Re - 1036 - PBM

H. Roy, M. Das, M. Chatterjee

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-I: Foundation of Indian Business:- Manufacturing & Service Sectors; Small & Medium Enterprises; Problems & Govt Policy; Indian experience of Liberalisation & Globalisation; Technological innovations & skill development; Make in India movement; Social Responsibility & Ethics; Emerging opportunities in business:- Franchising, Out-sourcing & E-commerce	15-08-22	
Unit-II: - Business Enterprises:- Forms of business Org ⁿ :- Sole proprietorship, Joint Hindu Family firm, Partnership firm, Joint Stock Company, Co-operative Society; Limited Liability Partnership; Choice of forms of Org ⁿ - Govt - Business interface; Rationale of & forms of public enterprises; International business, MNC'S.	31-08-22	
Unit-III: - Mgt & Organization:- The process of mgt - Planning & Decision making; Strategy formulation; How; Organization:- Basic considerations; Reproduction:- functional & project, Matrix & Network. Delegation & decentralisation of authority; Group & Teams.	22-09-22	
Unit-IV: - Leadership, Motivation & Control:- Leadership:- Concept & styles; Trait & Situation Theory of Leadership. Motivation:- Concept & importance; Maslow & Herzberg's theories. Communication:- process & Barriers; Control:- Concept & Process.	08-10-22	
Unit-V: - Functional Areas of Mgt:- Marketing Mgt:- Concept; Mix; Product Life cycle; Pricing Policies; & Practices; Financial Mgt:- Concept & Objectives; Sources of funds:- Equity shares, debentures, Venture Capital & Lease Finance; Security Market; Role of SEBI; HRM:- Concept & functions; Basic dynamics of Employer - Employee Relations.	10-11-22	


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M. Roy & M. Das

Units & Name of author	Proposed period of coverage	Remarks
Unit - I :- (A) Concept, Need for study - Mgt. Functions - An overview; Coordination. (B) - Evolution of mgt thought; Classical; Neo-classical & Modern theories of mgt MBSO - Peter Drucker, Michael Foster; Learning Org ⁿ . Foundation at the bottom of the Pyramid - C.K. Prahalad.	20-08-22	
Unit - II :- (A) Types of Plan :- (B) Strategic Planning :- Concept & Process; impor- tance & limitation. (C) Environment Analysis. (D) Decision Making.	08-09-22	
Unit - III :- Organising → Span of Mgt; Delegation; Authority & Responsibi- lity; New types of Org ⁿ .	20-09-22	
Unit - IV :- (A) Staffing - Concept & Forces, (B) Motivation. (C) Leadership (D) Communi- cation.	08-10-22	
Unit - V :- Control :- Concept & importance; Techniques, Ratio Analysis, BCI, Budgetary Control, PERT/CPM Emerging issues in Mgt.	10-11-22	

M. Roy



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3rd & 5th SEM -
SEC - 3154(A)/5024(A) - Entrepreneurship -

M. Roy, M. Das, M. Chakraborty -

Units & Name of the Topic	Proposed period of coverage	Remarks
Unit-1. Introduction - Meaning, concept, elements, determinants & importance - Creative Behaviour - Entrepreneurship & creative response to society's problems & at work.	08-08-22	
Dimensions of entrepreneurship, Intrapreneurship, Technopreneurship, cultural entrepreneurship, International entrepreneurship, E-entrepreneurship & Social entrepreneurship.	15-08-22	
Unit-2. Entrepreneurship & MSME: - Concept of business process & role of business houses & family business in India. Role models of Indian business - their values, business philosophy & behavioural orientation - Conflict in family business & its resolutions.	30-08-22	
Unit-3. Public & Private system of stimulation, support & sustainability of entrepreneurship; - Requirement, availability & access to finance. Marketing assistance, Technology & industrial accommodation. Role of industries / Entrepreneurs' Association & Self-help groups. The concept, role & functions of business incubators. Angel investor, Venture capital & private equity fund.	15-09-22	
Unit-4. - Sources of Business ideas & test of feasibility; Significance of writing a business plan/Project proposal, Content, Project proposal designing business process, Location, layout, operation, planning & control; Preparation of project report. Project submission/Presentation & appraisal by external agencies, such as financial & non-financial institution.	01-10-22	
Unit-5. Mobilising resources for start-ups. Accommodation & utilities. Preliminary contract with the vendors, suppliers; Principal customers - Contract mgt. Possible start-up problems.	05-11-2022	

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M. Das

Unit & Name of the topic	Proposed period of coverage	Remarks
Unit - 1 - Introduction: Nature, scope & importance. Evolution of marketing; Selling & Marketing; Marketing mix. Marketing Environment: Concept, importance & components	15-08-22	
Unit - 2 (a) Consumer behaviour: - Nature & importance, Consumer buying decision process; factors influencing consumer buying behaviour.		
(b) Market Segmentation: - Concept, importance & bases. Target market selection; Positioning Concept: - Importance & bases. Product Differentiation vs market segmentation.	25-08-22	
Unit - 3: - Product: - Concept & importance; Product classifications - Concept of product mix, Branding, Packaging & Labeling. Product support service, Product life cycle; New product development process; consumer adoption process.	03-09-22	
Unit - 4 (a) Pricing: - Significance, Factors affecting price of a product; Pricing policies & strategies.		
(b) Distribution channel & Physical distribution: - Channel of distribution: Meaning & importance, Types; Functions of middleman. Factors affecting choice of distribution channels.	20-09-22	
Whole-selling & Retailing.		
Unit - 5: Promotion: - (a) Nature & importance of promotion. Communication process. Types of promotion; Promotion mix; Factors affecting promotion mix; (b) Recent development in marketing: Social, Online, Direct, Services, Green & Rural marketing; Consumerism.	05-10-22	

M. Das



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M. Roy & N. Sharma

Unit & name of the topic	Proposed period of coverage	Remarks
Unit-1: - Introduction: Nature, scope, objectives. Time value of money; Risk & Return, valuation of bonds, securities & equities.	15-08-22	
Unit-2: - Investment decision: Capital budgeting process, cash flow estimation; pay-back-period method, Accounting Rate of Return (ARR); NPV, NTV, IRR, Profitability index.	05-08-22	
Unit-3: - Financing decision: - Cost of Capital & financing decision - Sources of finance; Methods for calculating cost of equity capital; cost of retained earnings; cost of debt & cost of preference capital; Weighted cost of capital. Capital Structure: - Meaning & theories of operating & financial leverage. Determinants of capital structure.	15-09-22	
Unit-4: - Dividend decision: - theories of dividend decision; cash & stock dividends; Dividend policies in practice.	18-09-22	
Unit-5: - Working Capital: - Concept; Short-term & long term. Working capital estimation; cash mgt; receivable mgt; inventory mgt & payable mgt.	15-10-22	

M. Roy



N. Sharma
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M. Rey, M. DS, M. Chakraborty

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: - HRM:- Concept & functions, Role, status & competencies of HR Manager. HR Policies, Evolution of HRM. HRM vs HRD. Emerging challenges of HRM; Work-force diversity, Empowerment, Downsizing, VRS, HRIS.	07-12-23	
Unit-2:- Acquisition of HR:- HR Planning :- Qualitative & quantitative dimensions. Job Analysis:- Job description & Job specification. Recruitment:- Concept & sources, Selection:- Concept & Process. Test & interview; Placement & induction.	25-02-23	
Unit-3:- Training & development:- Concept & importance. Identifying training & dev. needs. Designing training programme; evaluating training effectiveness, Training process, Outsourcing; Mgt. development; Career dev.	08-03-23	
Unit-4:- Performance Appraisal:- Objectives & importance; Modern techniques of performance appraisal. Potential appraisal & employee counselling; Job changes:- Transfer & promotion.	20-03-23	
Compensation:- Concept & policies; Job-evaluation. Methods of wage payments & incentive plans. Fringe benefits. Performance linked compensation.	26-03-23	
Unit-5:- Maintenance:- Employee health & safety. Employee welfare, Social security. Employer-employee relations & overview, Concept of redeployment, redundancy, VRS, downsizing, lay-offs & retrenchment. Ethics & HRM.	21-04-23	

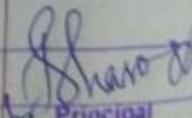
M. Rey



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SEM - VI
 601-H1-8216 - Auditing & Corporate Governance -
 Prof. M. Roy · K.M. Chakrabarty

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-4: Corporate Governance :- Conceptual framework, theories & models of CG; Board committees.	31-01-23	
Corporate Governance reforms; Major corporate scandals in India & abroad. Common Governance problems noticed in various corporate failures. Course & standards in Corporate Governance.	12-02-23	
Unit-5: Business Ethics :- Morality & Ethics; Business values & ethics; Approaches & practices of business ethics, corporate ethics; Ethics program. Code of ethics, Ethics Committee, Ethical behaviour. Concept & advantages, Rating agencies; Green Governance; Case-49 & testing agreement.	28-02-23	
Unit-6: CSR :- Concept, Philosophy. Strategic planning & CSR. Relationship of CSR with corporate sustainability. CSR & business ethics. CSR & Corporate Governance.		
CSR provisions under Companies Act 2013. CSR Committee, CSR model, codes & standards in CSR.	05-04-23	


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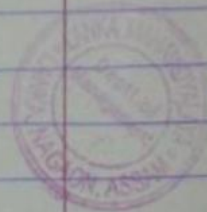


Chakrabarty

M. Chakraborty -

Units & Theme of the topic	Proposed period of coverage	Remarks
Unit-1 - Introduction to retailing: - Definition, characteristics, evolution, emerging trends in retailing.	20-01-23	
Factors behind the change in Indian retailing.	27-01-23	
Unit-2 - Retail formats: - Retail sales by ownership on the basis of merchandise offered. Non-store based retail mix & non-traditional selling.	10-02-23	
Unit-3: - Stores planning: - Design & layout, Location planning & importance; Retail image mix, effective retail store mgmt. Floor-store mgmt.	28-02-23	
Retail marketing: - Advertising & sales promotion; Store positioning. Retail marketing mix; CRM, Application of CRM in retailing. Advertising in retailing.	04-03-23	
Unit-4: - Retail merchandising: - Pricing functions, Mark-up & Mark-down prices. Visual merchandising techniques. Merchandise pricing: Concept of merchandise pricing. Pricing options, pricing strategies & objectives. Types of pricing.	25-03-23	
Unit-5: - Retail operation: - Elements/Components of retail store operation. Store administration, Store Manager: - Responsibilities.		
Inventory Mgt: - Mgt. of receipts, customer service, mgt. of retail outlets/store; Store maintenance, Store security.	15-04-23	

M. Chakraborty



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B. Com. SEM - I - 2023-24
 Business Organisation & Management (NEP)

M. Roy, M-Des.

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: - Introduction: - Nature & purpose of business, Factors to be considered for starting a business, forms of business org ⁿ ; Business formats - Brick & Mortar, Brick & click; E-commerce, Franchising, Outsourcing, Nature & functions of Mgt (An overview); Managerial Competencies - Concept -	15-08-2023	
Unit-2: - Business Env.: - Meaning & layers of business Env. (Micro/Immediate, Meso/intermediate; Macro & International, Business Ethics & Social responsibility	25-08-2023	
Unit-3: - Planning & Organising: - Strategic Planning (Concepts) Decision making - process & techniques, Organising: - Formats & informal Org ⁿ ; Centralisation & decentralisation, Delegation, Factors affecting organisational design, Organisation structure & Organograms - Divisional, product, matrix, Project & virtual org ⁿ .	15-09-2023	
Unit-4: - Directing & Controlling: - Motivation: - Meaning, importance & factors affecting motivation, Leadership: - Meaning, importance, trait & leadership styles, Communication: - New trends & directions (Role of IT & Social Media), Controlling: - Principles of controlling, Measures of controlling; Relationship bet ⁿ planning & controlling.	22-10-2023	
Unit-5: - Contemporary issues in Mgt: - Business process Reengineering (BPR); Learning Org ⁿ , Six sigma, Supply chain Mgt; Work Life balance, Freelancing; Flexi-time & Work from home, Co-starting/Co-working.	29-10-2023	

M. Roy



M. Shaha
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Management Principles & Applications -

M. Roy, 14. Dec, M. University.

Units & Frame of the topic.

Proposed period of coverage

Remarks -

Unit - I: - (A) Concept, Need for study; Mgt. Functions; An overview; Coordination.

(B) Evolution of Mgt. thought :- Classical, Neo-classical & modern theories of Mgt.; MHD - Peter Drucker, Michael E. Porter, Learning Orgⁿ; Fortune at the bottom of the Pyramid - C.K. Prahalad.

Unit - II: (A) Types of plan (b) Strategic Planning: - concept & process; importance & limitations.

(c) Environmental analysis; (d) Decision making.

Unit - III: - Organising: - Span of Mgt; Departmentation; Authority & responsibility; New types of Orgⁿ.

Unit - IV: - (A) Staffing: - Meaning & concept & process; (B) Motivation (C) Leadership (d) Communication.

Unit - V: - Control: - Concept & importance; Techniques: - Ratio Analysis, ROI, Budget & budgeting control; PERT/CPM; Emerging issues for Mgt.

M. Roy



S. Sanyal
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3rd & 5th SEM - Entrepreneurship

M. Ray, M. Das, M. Chatterjee

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: - Meaning, concepts, elements, determinants & importance. Creative behaviour - Entrepreneurship & creative response to society's problems & at work. Dimensions of entrepreneurship, Intrapreneurship, Technopreneurship, Cultural entrepreneurship, International entrepreneurship, Ecopreneurship & Social entrepreneurship.		
Unit-2 - Entrepreneurship & MSME: - Concept of business groups & role of business houses & family business in India. Role models of Indian business - their values, business philosophy & behavioural orientation. Conflict in family business & its possible resolutions.		
Unit-3: - Private & public system of stimulation, support & sustainability of entrepreneurship; Requirement, availability & access to finance; marketing assistance, Technology & industrial accommodation. Role of industries/entrepreneurs association & self help group; The concept, role & functions of business incubators; Angel investor, venture capital & private equity fund.		
Unit-4: - Sources of business ideas & test of feasibility. Significance of writing a business plan/project proposal; - Contents; project proposal designing business process, location, layout, operation, planning & control; preparation of project report. Project submission/presentation & appraisal by external agencies, such as financial & non-financial agencies.		
Unit-5 - Mobilising resources for start-up; Accommodation & utilities; preliminary contracts with the vendors, suppliers, principal customers - Contract mgt. Basic start-up problems.		

M. Das



Dr. Sharmila
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B. Com 5th SEM
Principles of Marketing

M. Das, M. Chakravarty

Units & Name of the topic	Proposed period of coverage	Remarks
<p><u>Unit-1</u>: Introduction: - Nature, scope & importance, Evolution of marketing, Selling vs Marketing, Marketing mix; Marketing Env; Concept, importance & components.</p>		
<p><u>Unit-2</u>: (A) Consumer behaviour: - Nature & importance, consumer buying decision process, factors influencing consumer buying behaviour.</p> <p>(B) Market Segmentation: - Concept, importance & bases; target market selection, positioning concept: importance & bases; product differentiation & market segmentation.</p>		
<p><u>Unit-3</u>: - Product: - Concept & importance, product classifications; concept of product mix; Branding, packaging & labeling. Product support service, product lifecycle; new product development process, consumer adoption process.</p>		
<p><u>Unit-4</u>: (A) Pricing: - Significance, factors affecting price of a product; pricing policies & strategies.</p> <p>(B) Distribution channel & Physical distribution: - Channel of distribution: - Meaning & importance, types, functions of middlemen. Factors affecting choice of distribution channels.</p> <p>Wholesale & Retailing.</p>		
<p><u>Unit-5</u>: - Promotion: - Types of promotion, Promotion mix; Nature & importance of promotion; communication process; Factors affecting promotion mix;</p> <p>(B) Recent development in marketing: - Social, online, direct, services, green & rural marketing; Consumerism.</p>		

M. Das



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Fundamentals of Financial Management

M. Roy, U. Chakrabarty - R.N. Sharma

Units & Name of the topic	Proposed period of coverage	Remarks
Unit-1: - Introduction: - Nature, scope, objectives. Time value of money; Risk & return, valuation of bonds; Securities & equities.		
Unit-2: - Investment decision: - Capital budgeting process; Cash-flow estimation, pay-back-period method; Accounting Rate of Return (ARR); NPV, MTV, IRR, Profitability index.		
Unit-3: - Financing decision: - Cost of capital & financing decision; sources of finance; methods for calculating cost of capital, cost of retained earnings, cost of debt & cost of preference capital, weighted cost of capital; Capital structure: - Meaning & theories of operating & financial leverage. Determinants of capital structure.		
Unit-4: - Dividend decision: - Theories of dividend decision; cash & stock dividends; dividend policies in practice.		
Unit-5: - Working Capital: - Concept, short-term & long-term. Working capital estimation; cash mgt.; Receivable mgt.; inventory mgt. & payables mgt.		

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