



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce SCHEME

Second Semester

Academic Session: 2022-23

Academic Session: 2022-23								
S.No.	Subject Code	Subject Name	Marks Distribution					Credits
			CAA (Continuous Assessment & Assignment)	Theory Marks	Practical Marks		Total Marks	
					Max	Min		
1	BCOM-201/M1T Major (Core)	Business Regulatory Framework	40	60	-	-	100	06
	BCOM-202/M2T (Minor)	Business Mathematics	40	60	-	-	100	06
3	BCOM GEC-203 Generic Elective	1. Business Economics	40	60	-	-	100	04
		2.Banking Institution in India						
		3.Banking Insurance						
		4. Advertising Sales Promotion and Management						
		5.Computer Fundamental						
		6.Probability and Statistics						
		7.Discrete Mathematics						
4	BCOM-204 (AEC)	English Language	40	60	-	-	100	04
Grand Total			160	240	-	-	400	20

Note: The Student may opt for any one of the Generic elective Course.



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Course	Category	Subject	Subject Code
B.Com	Major	BUSINESS REGULATORY FRAMEWORK	BCOM-201/M1T
Total Credit: 6		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Examine various aspects of entering a contract and implications of different types of contracts.
2. To Differentiate between contract of Indemnity and guarantee, contract of Bailment and pledge.
3. To understand the concept of negotiable instruments and their essential of validity.
4. Describe the significant provision of the consumer Protection Act to protect the interest of the consumers. Explain the law governing regulation and management of foreign exchange under FEMA.
5. Discuss the laws governing partnership and legal consequences of their transactions and other action in relation with the partnership and examine contractual obligations and provisions governing limited liability partnership.

Unit	Topics	Duration (In Hours)	Marks
I	Historical Background of Business Laws in India, Indian Contract Act 1872-General Laws भारत में व्यावसायिक सन्नियामों की ऐतिहासिक पृष्ठभूमि, भारतीय अनुबंध अधिनियम 1872-सामान्य उपबंध	26	20
II	Contract Relating to Indemnity and Guarantee हानि रक्षा एवं प्रतिभूति अनुबंध (धारा 124 से 147 तक)	10	20
III	Negotiable Instrument act 1881- General Introduction, Negotiable Instrument (amendment) Act 2002 पराक्राम्य विलेख अधिनियम 1881 का सामान्य परिचय तथा संशोधित पराक्राम्य विलेख (संशोधन), अधिनियम 2002 का परिचय	18	20
IV	General Introduction of Consumer Protection Act 1986 and 2018, FEMA (Foreign Exchange Management Act). उपभोक्ता संरक्षण अधिनियम, 1986 का सामान्य परिचय एवं उपभोक्ता संरक्षण अधिनियम, 2018 का परिचय एवं वर्णन फेमा	18	20
V	Indian Partnership Act 1932- General Introduction. Limited Liability Partnership act 2008. भारतीय साझेदारी अधिनियम, 1932, सीमित देयता साझेदारी अधिनियम, 2008	18	20

Recommended Reference Books:

Name of the Book	Author/Authors Name	Publisher	Edition
Business Regulatory Framework	Dr. G.K. Varshney	Sahitya Bhawan Publication	2021
Elements of Business Law	N.D. Kapoor	Sultan Chand	2019
Business Regulatory Framework	Tejpal Sheth	Pearson	2012
Business Law	P.C. Tulsian Bharat Tulsian	McGraw Hill	2018
Business Law	Dr. R.L. Nolakha	Ramesh Book Depot	2017
Business Regulatory Framework	Dr. Jyoti Mathur and Dr. Vinay Kumar Verma	Thakur Publication Pvt. Ltd.	2022



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Course	Category	Subject	Subject Code
B.Com	Minor	BUSINESS MATHEMATICS	BCOM-202/M2T
Total Credit: 6		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. To apply basic terms of integration in solving practical problems in the field of business.
2. Connect acquired knowledge and skills with practical problems in economic practice.
3. To explain basic methods of Business calculus, types and methods of interest account and their basic applications in practice.
4. To solve problems in the area of business calculus, types and methods of interest account and their basic applications in practice.
5. To discuss effects of various types and methods of interest account.

Unit	Topics	Duration (In Hours)	Marks
I	Brief History of Vedic Mathematics in Indian Knowledge tradition, methods and practice of quick calculation of addition, multiplication, division, square and square root of numbers, method of quick verification of answers from Digit Sum. भारतीय ज्ञान परम्परा में वैदिक गणित का संक्षिप्त इतिहास वैदिक गणित के माध्यम से, संख्याओं के जोड़, गुणवर्ग एवं वर्गमूल की त्वरित गणना की विधियाँ एवं भाग, अभ्यास, योगांक से उत्तर के त्वरित सत्यापन की विधि	18	20
II	Rules for sign in algebra and practice, Rules for Calculation(BODMAS) and practice, simultaneous Equations- Meaning, Characteristics, types, Calculations(with word problems). बीजगणित में चिन्हों संबंधी नियम एवं अभ्यास, गणना संबंधी नियम एवं अभ्यास BODMAS युग्मत समीकरण : अर्थ विशेषताएं प्रकार एवं गणनाएं हैं इबारती प्रश्न सहित	18	20
III	Theory of Indices(preliminary Knowledge only formulae). घातांक के सिद्धांत (प्रारंभिक ज्ञान), लघुगणक एवं प्रतिलघुगणक सिद्धांत एवं गणनाएं, प्रतिशत	18	20
IV	Ratio, Proportion, Percentage, Discount, Brokerage. अनुपात, समानुपात, अपहार बट्, दलाली	18	20
V	Commission, Average, Profit and Loss, Simple Interest and Compound Interest कमीशन, औसत, लाभ एवं हानि, साधारण ब्याज, चक्रवृद्धि ब्याज	18	20

Recommended Reference Books.

Name of the Book	Author/Authors Name	Publisher	Edition
Business Mathematics	Dr. Abhilasha Magar	Himalaya Publication Mumbai	2021
Business Mathematics	Sacheti & Kapoor	Sultan Chand and Sons New Delhi	2020
Business Mathematics	JK Sharma	JK International Pvt. Ltd. New Delhi	2021
Business Mathematics	Kumar Mrityunjay	Sultan Chand and Sons New Delhi	2020
Business Mathematics	Dr. Mahesh Agrawal	Ramprasad and sons	2021



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Second Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	BUSINESS ECONOMICS	BCOM GEC-203/1 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Understand how household (demand) and businesses (supply) interaction various market structures to determine price and quantity of good produced.
2. Understand the links between household behaviour and the economic models of demand.
3. Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
4. Understand the links between production costs and the economic models of supply.
5. Understand the concept of pricing
6. Analyse operations of markets under varying competitive conditions

Unit	Topics	Duration (In Hours)	Marks
I	Historical background of economics in India with special reference to Kautilya, Definition of Economics, Concept of Micro and Macro Economics, Method of Economic study, Economics Law and their nature, Significance of Economics, Basic problems of Economics भारत में अर्थशास्त्र की ऐतिहासिक पृष्ठभूमि कौटिल्य के विशेष संदर्भ में, अर्थशास्त्र की परिभाषा व्यक्तिगत एवं समष्टिगत अर्थशास्त्र की अवधारणा आर्थिक अध्ययन की रीतियाँ अर्थशास्त्र के नियम एवं उनकी प्रकृति, अर्थशास्त्र का महत्व, अर्थव्यवस्था की आधारभूत समस्याएँ	12	20
II	Elasticity of Demand, Concept and measurement of Elasticity of Demand, Price, Income and cross elasticity, Average Revenue, Marginal Revenue and Elasticity of Demand, Determination of Elasticity of Demand, Importance of Elasticity of Demand. मांग की लोच : मांग की लोच की अवधारणा की मांग की कीमत, आय एवं आड़ी लोच, औसत आगम, सीमांत आगम तथा मांग की लोच का निर्धारण, मांग की मूल्य सापेक्षता का महत्व ।	12	20
III	Factors of Production – Land, Labour, Division of labour, Efficiency of Labour, Capital, Organisation and enterprises, the scale of production, Rent-concept, Ricardian and modern theories of Rent, Wages-Concept, nominal and real wages, Profit-Nature, Concept and types of profit. उत्पत्ति के साधन: भूमि, श्रम: श्रम विभाजन श्रम की कार्यकुशलता, पूँजी, संगठन व साहस, उत्पादन का पैमाना , लगान अवधारणा, रिकार्डों का लगन सिद्धांत, लगान का आधुनिक सिद्धांत, मजदूरी अवधारणा, नगरी व असल मजदूरी, लाभप्रकृति अवधारणा व लाभ के	12	20
IV	Production function and Law of returns, Return of scale, Equal product curve analysis, Market and their classification, Theory of cost and concept of revenue. उत्पादन फलन व प्रतिफल के नियम, पैमाने का प्रतिफल, समोत्पाद वक्र विश्लेषण, बाजार एवं उसका वर्गीकरण, लागत का सिद्धांत व आगम की अवधारणा	12	20
V	Price determination under perfect competition and equilibrium of the firm, Monopoly-price and output determination and monopoly control, Price determination under monopoly, Imperfect and monopolistic Competition- price determination. पूर्ण प्रतियोगिता में कीमत निर्धारण व फर्म का साम्, एकाधिकार कीमत व उत्पादन निर्धारण एवं एकाधिकार नियंत्रण, एकाधिकार के अंतर्गत कीमत विभेद, अपूर्ण एवं एकाधिकृत प्रतियोगी कीमत निर्धारण	12	20

Recommended Reference Books.

1. मध्य प्रदेश हिंदी ग्रंथ अकादमी भोपाल की पुस्तक
2. Kennedy John Fundamentals of Business Economics Himalaya Pub. Nagpur
3. Singh Dr. S.K. Business Economics Sahitya Bhawan Publication Agra
4. Bhatiya H.L. Micro Economics Modern Publisher New Delhi
5. मिश्रदाजपी व्यवसायिक अर्थशास्त्रसाहित्य भवन प्रकाशन

Suggestive digital platforms, web links:

1. [https://www.icsi.edu/media/website/Business%20Economics%20\(FndProg\).pdf](https://www.icsi.edu/media/website/Business%20Economics%20(FndProg).pdf)
2. <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
3. <https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>
4. <http://elibrary.vssdcollege.ac.in/web/data/books-com-sc/bcom1/BUSINESS%20ECONOMICS.pdf>



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce

Second Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	Banking Institutions in India	BCOM GEC-203/2 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Students will gain a strong understanding about the Banking Structure in India.
2. Students will get acquainted with regulatory structure of Banking sector in India.
3. Students will understand about various banking institutions including rural banking institutions along with their basic functions and their role in economic development.
4. Students will gain a deeper insight about emerging trends in banking in India.

Unit	Topics	Duration (In Hours)	Marks
I	Introduction: Structure of the Indian banking system, Origin and evolution of banks, Concept, Definitions and importance of Bank, Primary and Secondary functions of Bank, Role of Banks in Economic Development, Prospects and Challenges of Indian Banking System. Keywords - Indian Banking System, Structure of Indian Banking System, Challenges to Indian banking. परिचय: भारतीय बैंकिंग प्रणाली की संरचना: बैंक का उद्गम एवं विकास: बैंक की अवधारणा, परिभाषायें एवं महत्व, बैंक के मुख्य और सहायक कार्य, आर्थिक विकास में बैंक की भूमिका, भारतीय बैंकिंग प्रणाली की चुनौतियाँ और संभावनायें। शब्दकुंजी: भारतीय बैंकिंग प्रणाली, भारतीय बैंकिंग प्रणाली की संरचना, भारतीय बैंकिंग की चुनौतियाँ	12	20
II	Regulatory Institutions: Objectives of Central Bank and its role in economy, Reserve Bank of India (RBI)- Organization, Objectives, Role, Functions, Credit creation and Control, Banking Sector Reforms, Banking Regulation Act 1949, New Licensing Policy (RBI) Keywords - Central Bank, RBI, Banking Sector Reforms, Banking Regulation Act 1949, New Licensing Policy (RBI) नियामक संस्थायें: केन्द्रीय बैंक के उद्देश्य एवं अर्थव्यवस्था में इसकी भूमिका, भारतीय रिजर्व बैंक – संगठन, उद्देश्य, भूमिका, कार्य, साख निर्माण एवं नियंत्रण, बैंकिंग क्षेत्र में सुधार, बैंकिंग विनियमन अधिनियम 1949, भारतीय रिजर्व बैंक की नवीन लायसेंस नीति। शब्दकुंजी: केन्द्रीय बैंक, भारतीय रिजर्व बैंक, बैंकिंग क्षेत्र में सुधार, बैंकिंग विनियमन अधिनियम 1949 भारतीय रिजर्व बैंक की नवीन लायसेंस नीति।	12	20
III	Banking Institutions: Types of Banks- Objectives, Structure, Functions of Commercial Banks, (Public, Private and foreign Banks). Development Banks, Payments Banks, Small Finance Banks, Indigenous Banks. Role of Banking institutions in economic development, Prospects and Challenges of Banking Institutions in India. Keywords- Banking Institutions, Commercial Banks, Role of banking institutions, prospects and challenges बैंकिंग संस्थायें: बैंक के प्रकार – व्यापारिक बैंक (सार्वजनिक, निजी एवं विदेशी बैंक), विकास बैंक, भुगतान बैंक, लघु वित्त बैंक, देशी बैंकर्स के उद्देश्य, संरचना और कार्य: आर्थिक विकास में बैंकिंग	12	20

	संस्थानों की भूमिका, भारत में बैंकिंग संस्थानों की चुनौतियाँ एवं सम्भावनाएँ। शब्दकुंजी: बैंकिंग संस्थाएँ, व्यापारिक बैंक, बैंकिंग संस्थाओं की भूमिका, बैंकिंग संस्थानों की चुनौतियाँ और संभावनाएँ		
IV	Rural Banking institutions: Rural Banking institutions: Features, Objectives, structure, Functions of Commercial banks, Co-operative Banks, Primary Agriculture Credit Societies (PACS), Regional Rural Banks, Micro credit Institutions and NABARD Role of Banking institutions in rural development, Prospects and Challenges of Rural Banking Institutions in India. Keywords - Rural Banking Institutions, Cooperative Banks, Regional Rural Banks, Micro credit, NABARD, prospects and challenges ग्रामीण बैंकिंग संस्थाएँ: ग्रामीण बैंकिंग संस्थाएँ – व्यापारिक बैंक, सहकारी बैंक, प्राथमिक कृषि साख समिति (PACS), क्षेत्रीय ग्रामीण बैंक, सूक्ष्म साख संस्थाएँ, नाबार्ड के उद्देश्य, संरचना और कार्य: ग्रामीण विकास में बैंकिंग संस्थाओं का योगदान, भारत में ग्रामीण बैंकिंग संस्थानों की चुनौतियाँ एवं संभावनाएँ। शब्दकुंजी: ग्रामीण बैंकिंग संस्थाएँ, सहकारी बैंक, क्षेत्रीय ग्रामीण बैंक, सूक्ष्मसाख, नाबार्ड, ग्रामीण बैंकिंग की चुनौतियाँ और संभावनाएँ	12	20
V	Issues and Challenges to Banking Sector: Financial inclusion in India, Digital Banking, Technology in Banking sector, Issues of Non-Performing Assets (NPA) of Banking institutions, Operational efficiency & profitability, security issues, Recent Trends in Banking system in India. Keywords-Financial inclusion, Digital Banking, NPA in Banking Sector, Recent Trends in Banking बैंकिंग क्षेत्र की चुनौतियाँ और मुद्दे : भारत में वित्तीय समावेशन, डिजिटल बैंकिंग, बैंकिंग क्षेत्र में प्रौद्योगिकी, बैंकिंग संस्थाओं में गैर निष्पादित सम्पत्तियों (NPA) के मुद्दे, क्रियात्मक दक्षता एवं लाभदायकता, सुरक्षा के मुद्दे, भारत में बैंकिंग प्रणाली की वर्तमान प्रवृत्तियाँ। शब्दकुंजी: वित्तीय समावेशन, डिजिटल बैंकिंग, बैंकिंगक्षेत्र में (NPA) गैर निष्पादित सम्पत्ति, बैंकिंग में वर्तमान प्रवृत्तियाँ	12	20

Recommended Reference Books.

Suggested Readings:

1. Indian Institute of Banking and Finance (LIBF), Rural Banking (CAIIB 2018), Macmillan Publishers India Private Limited, 2018
2. Chakrabarti, Manas, Rural Banking in India, New Century Publications, 2011
3. Gopinath, M.N., Banking Principles and Operations, Snow White Publications (P) Ltd. 2017
4. Saha, Satish Kumar, Indian Banking System, SBPD Publishing House, 2020-21
5. Chawla, OP, Evolution of Banking System in India since 1900 SAGE Publications India Pvt. Ltd July 2019
6. Singh, Sultan, Banking Sector Reforms in India, Kanishka Publishing House, 2008
7. India Institute of Banking, Basics of Banking, Taxmann Publications, 2015
8. Indian Institute of Banking, Banking-An Introduction, Taxmann Publications, 2015
- 9^० इण्डियन इंस्टीट्यूट आफ बैंकिंग एण्ड फाइनेंस : पठ्यक्रम बैंकिंग सिद्धान्त एवं व्यवहार टैक्समैन , जगदल छछद पब्लिकेशन प्रायवेट लिमिटेड जनवरी 2015
- 10^० गुप्ता शर्मा . वशिष्ठ भारतीय बैंकिंग एवं वित्तीय व्यवस्थाएं आर० बी० डी० पब्लिकेशन जयपुर राजस्थान
- 11^० सिन्हा बी० सी० मुद्रा एवं वित्तीय प्रणालियों एम बी पी डी पब्लिशिंग हाउस आगरा जनवरी 2020

Suggestive digital platforms web links:

1. <https://www.rbi.org.in/Scripts/AboutusDisplay.aspx>
2. <https://www.nabard.org/>
3. <https://www.cpw.in/>

Suggested Equivalent Online Courses:

1. <https://onlinecourses.nptel.ac.in/>
2. <https://www.edx.org/school/state-bank-of-india>



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Second Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	Banking and Insurance	BCOM GEC-203/3 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

The successful completion of this course shall enable the student:

1. To understand Banking and insurance services for the economics growth of a Country and importance for the entire business procedure.
2. To understand the banking system, banking procedure, practical banking etc.
3. To understand the insurance system, insurance procedure, regulation of banking and insurance.
4. They also shall be capable to earn employment in the field of banking and insurance.

Unit	Topics	Duration (In Hours)	Marks
I	Introduction to Banking: Historical background of banking. Definition, principles and importance of bank. Classification of Bank. Functions of commercial bank. Structure of Commercial banking in India. Features of Indian banking system. Credit creation. Central Banking: RBI and its functions. Credit Control. Nationalization and Merger of Banks; General introduction to Nationalization of Banks, Objective and Introduction to Private Banks Functioning and usefulness or importance, effects, Evaluations of nationalization and merger of Indian banks. अधिकोषण का परिचय : अधिकोषण की ऐतिहासिक पृष्ठभूमि, बैंक की परिभाषा, सिद्धांत एवं महत्व, बैंक का वर्गीकरण, वाणिज्यिक बैंक के कार्य, भारत में वाणिज्यिक अधिकोषण की संरचना, भारतीय अधिकोषण व्यवस्था की विशेषताएं, साख निर्माण । केन्द्रीय अधिकोषण: भारतीय रिजर्व बैंक एवं उसके कार्य, साख नियंत्रण । बैंकों का राष्ट्रीयकरण एवं विलय: बैंकों के राष्ट्रीयकरण का सामान्य परिचय, उद्देश्य एवं निजी बैंक, परिचय, कार्यप्रणाली, उपयोगिता या महत्व, प्रभाव भारत में बैंकों के राष्ट्रीयकरण एवं विलय का मूल्यांकन	12	20
II	Bank Deposits: Meaning and types. Features of bank accounts. Procedure to open and close bank accounts (Including online procedure). Loans and advances: Principles to sanction loans and advances. Classification of loans and advances. Procedure to apply for house loan, personal loan, education loan and commercial loan. बैंक जमा: अर्थ एवं प्रकार, बैंक खातों की विशेषतायें, बैंक खाते खोलने एवं बंद करने की प्रक्रिया (ऑनलाईन प्रक्रिया सहित) ऋण एवं अग्रिम: ऋण एवं अग्रिम स्वीकृति के सिद्धांत, ऋण एवं अग्रिम का वर्गीकरण, गृह ऋण, व्यक्तिगत ऋण, शिक्षा ऋण एवं वाणिज्यिक ऋण हेतु आवेदन प्रक्रिया	12	20
III	Insurance: Historical background of Insurance, Meaning, elements, basic principles and importance of insurance, Kinds of insurance, Regulation of insurance in India. IRDA: Functions and role to regulate insurance in India. बीमा: बीमा की ऐतिहासिक पृष्ठभूमि, बीमा का अर्थ, तत्व, आधारभूत सिद्धांत तथा महत्व, बीमा के प्रकार, भारत में बीमा का नियमन, आई.आर.डी.ए.: कार्य तथा भारत में बीमा नियमन में भूमिका	12	20
IV	Life Insurance- Historical background, meaning, objectives, importance, essential elements, Life insurance policy and its types. 'Insurance proposal to policy' Procedure. Conditions of Life insurance policies. Claim filing procedure and settlement of claims. Life Insurance Corporation of India: Functions, Progress and evaluation. जीवन बीमा : ऐतिहासिक पृष्ठभूमि, उद्देश्य, महत्व, आवश्यक तत्व, जीवन बीमा पत्र तथा उसके प्रकार, बीमा प्रस्ताव से बीमा पत्र – प्रक्रिया । जीवन बीमा पत्रों की शर्तें, दावा प्रस्तुत करने की प्रक्रिया तथा दावों का निपटारा ।	12	20

V	General Insurance: Meaning Objectives & importance. Kinds of general insurance and its features. Basic principles of general insurance. Procedure to apply general insurance policies. Claim filing procedure and settlement of claims. General Insurance Corporation of India: Functions, Progress and structure Performance of Private sector companies in general insurance sector. सामान्य बीमा : अर्थ, उद्देश्य, तथा महत्व, सामान्य बीमा के प्रकार तथा उनकी विशेषताएँ, सामान्य बीमा के आधारभूत सिद्धांत, सामान्य बीमा पत्रों की आवेदन प्रक्रिया, दावा प्रस्तुत करने की प्रक्रिया तथा दावों का निपटारा, भारतीय सामान्य बीमा निगम : कार्य, प्रगति एवं संरचना, सामान्य बीमा क्षेत्र में निजी क्षेत्र की कंपनियों का प्रदर्शन	12	20
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Recommended Reference Books.

1. मध्य प्रदेश हिंदी ग्रंथ अकादमी भोपाल की पुस्तक
2. Dr. O.P. Gupta & Dr. Sudhir Kumar Sharma, Banking & Insurance Sahitya Bhawan Publication Agra.
3. Dr. R.L. Nolkhha Principles of Insurance R.B.D Publication Jaipur
4. Dr. K.P.M. Sundaram & Dr. P.N. Varshney, Banking Theory, Law & Practice S.Chand & Sons New Delhi
5. शर्मा, जैन, और दयाल ए बीमा के सिद्धांत ईवा व्यवहारहिमालय पब्लिकेशन हाउस नागपुर

Suggestive digital platforms, web links:

1. http://www.universityofcalicut.info/SDE/Banking_on_19may2016.pdf
2. <http://www.gdcoboyasang.ac.in/About/droid/uploads/BI5thsemBcom.pdf>
3. https://ebooks.lpude.in/management/bba/term_5/DMGT303_BANKING_AND_INSURANCE.pdf.

<https://www.subhshiv.in/2021/03/Bima-avm-bank-ke-prakar-notes-PDF.html>



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce

Second Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	Advertising Sales Promotion & Management	BCOM GEC-203/4 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

Students will be able to understand:- The Meaning and importance of Sales promotion. Types, tools and Programme of Sales promotion, Sales promotion- result to increase sales of organisation

Unit	Topics	Duration (In Hours)	Marks
I	Historical Background of sales Promotion in India. Nature and importance of sales promotion – Definition, Functions and limitations, Objectives, Sales Promotion Budget, Role in marketing. भारत में बिक्री संवर्धन की ऐतिहासिक पृष्ठभूमि, विक्रय संवर्धन की प्रकृति और महत्व – परिभाषा, कार्य एवं सीमाएं, उद्देश्य, विक्रय संवर्धन बजट, पिणन में भूमिका ।	12	20
II	Forms of sales promotion- Consumer Oriented, Trade Oriented, Sales Force Oriented विक्रय संवर्धन के रूप – उपभोक्ता उन्मुख, व्यापार उन्मुख, विक्रय विभाग उन्मुख ।	12	20
III	Major tools of sales promotion- Samples, Display and Demonstration, Fashion . shows, Sales Contest, lotteries, gift offers, rebates, rewards विक्रय संवर्धन के प्रमुख साधन-नमूने, प्रदर्शन एवं क्रियात्मक प्रदर्शन, फैशन शो, विक्रय प्रतियोगिता, लॉटरी, उपहार, छूट, पुरस्कार ।	12	20
IV	Sales promotion- Requirement identification, Designing of sales promotion campaign, Involvement of salesmen and dealers, Outsourcing sales promotion, National and International promotion strategies, coordination within the various promotion techniques. विक्रय संवर्धन – आवश्यकता की पहचान, विक्रय संवर्धन अभियान की डिजाइनिंग, विक्रेता व डीलर की भागीदारी, आउट सोर्सिंग विक्रय संवर्धन, राष्ट्रीय एवं अंतराष्ट्रीय प्रचार रणनीतियां, विभिन्न प्रचार तकनीकों में समन्वय ।	12	20

V	Developing Sales promotional programme, pre-testing implementing, evaluation of results and making necessary modifications. विक्रय प्रचार कार्यक्रम विकसित करना, परीक्षण के पूर्व कार्यान्वयन, परिणामों का मूल्यांकन और आवश्यक संशोधन करना ।	12	20
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Recommended Reference Books.

Suggested Readings:

1. Suggestive digital platforms web links

1. Rosan- Management Sales Force – McGraw Hill
2. Anne Coughlan, Erin Anderson – Marketing Channels – Stern & Adel El-Ansary, Pearson,
3. Sachin Bert- Professional approach to modern salesmanship – McGraw Hill
4. SHH Kazmi, Satish K Batra – Advertising and Sales Promotion – McGraw Hill
5. Sanjay- Advertising and Sales Promotion – SBPD Agra
6. Taylor, John(1978). How to start and succeed in a Business of your own.p.290.
7. डॉ. ए.सी.जैन व नीरज सिंह।विक्रय और विज्ञापन एसबीपीडी प्रकाशन ए आगरा
8. Belch & Belch – Advertising & Promotion- Tata McGraw Hill
9. Kotler, Philip and Armstrong, Gray, principles of Marketing, Prentice Hall. 2. Buskrik, Selling: Principles and Practices, McGraw Hill. 3. Futrell, Charles, Sales Management, South- Western College.
10. Walker, Stanton, Pandit, Ajay, Marketing, McGraw-Hill

S.A. Chunawalla- Advertising, Sales and Promotion Management, Himalaya.

2. Suggested web links:

<https://raventools.com/blog/8-link-marketing-techniques-for-smbs/>

Suggested equivalent online courses:

<https://www.classcentral.com/course/sales-marketing-alignment-9729>

<https://www.coursera.org/specializations/the-art-of-sales-mastering-the-selling-process>



RKDF UNIVERSITY, BHOPAL
Second Semester

Course	Category	Subject	Subject Code
B.Com	GEC	Computer Fundamental	BCOM GEC-203/5
TotalCredit:4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

The course will enable to the students to develop and understanding of the Concept of computer fundamental.

Units	Topic	Duration (In Hours)	Marks
I	Knowing Computer: What is Computer, Basic Application of Computer Components of Computer system ,modern central processing unit (C.P.U.),video display unit ,key board and mouse ,optional storage devices basics of hard drive ,concepts of hard ware and software ,concept of hard ware and software concept of computing ,data and information :application of information electronics and communication technology ;connecting key board ,mouse ,monitor and printer to CPU and checking power supply. Computer software & its Types; System software, application software. Types of operating system, role of operating system, Utility programs, packages, Communication software, commonly used application software.	12	20
II	Operating computer using GUI based operating system, what is an operating system, Basics of popular Operating systems; the user interface, basics of O.S. Setup, common utilities Intelligence. MS Windows Operating System: Definition and function, Basic components of Windows. Icons Desktop Taskbar, Notification area. Files and Folder, start menu operations, my computer, network neighbourhood, and recycle-bin. Windows explorer, creating copying moving and deleting files, setting wall paper, changing the mouse pointer, paint, notepad, setting date and time, screen saver and appearance. Using mouse, using right button of the mouse and moving icons on the screen, use of common	12	20

	icons status bar using menu and menu-selection running an application viewing of file ,folders and directories, creating and renaming of files and folders, opening and closing of different windows ,using help, creating shortcuts , using windows accessories.		
III	MS Word: Introduction, windows 2007 interface customizing the word application, document views, creating & editing document .selecting, deleting replacing text copying text to other files. Insert, formatting text and paragraph, using the font, dialog box paragraph formatting using bullets and numbering in paragraph .basic formatting in MS Word 2007, advanced formatting, navigating through a word document, performing a mail merge, A Quick look at macros Printing document, Print Preview. Excel 2007: Introduction, Print Preview MS Power Point: Introduction, Creating and Presenting.	12	20
IV	Introduction to Internet, WWW and Web browsers; Basic of computer networks, LAN WAN, concept of internet, application of internet connecting to internet, what is ISP? Knowing the internet, basics of internet connectivity related Domain name, IP Address, Using e-governance website. Basic of electronic mail, getting an email account, Sending and receiving emails, Accessing sent emails, Using Emails, Document collaboration, Instant Messaging, Netiquettes (internet etiquette).	12	20
V	Useful Google tools such as drive, sheet, doc, meet etc. Firewall, Computer virus and Antivirus Software, Internet security & Privacy basics of Electronic Data Interchange (EDI) and Electronic Payment System (EPS). Types of Payment System: Digital Cash, Electronic Cheque Smart Card. Introduction to digital signature and digital certificates.	12	20

Part- C Learning Resource	
Text Books, Reference Books, Other Resources	
Suggested Digital Platforms, Web links:: 1- https://edu.gcfglobal.org/en/computerbasics/ 2- https://edu.gcfglobal.org/en/subjects/office/ 3- http://onlinecourse.swayam2.ac.innou20_cs03/ 4- http://edu.gcfgloble.org/en/topics/googleapps .	
Suggested Readings: 1-Introduction to Computers: C. Xavier, new age international. 2- Computer Fundamentals: concepts system & application n: Priti Sinha, Pradeep K. Sinha, BPB publications. 3- Microsoft to office 2019 for dummies: Wallace Wang, Wiley	



RKDF UNIVERSITY, BHOPAL
Bachelor of Computer Application
Second Semester

Course	Category	Subject	Subject Code
B.Com	GEC	Probability and Statistics	BCOM GEC-203/6
TotalCredit:03		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Apply a basic knowledge of statistics to business disciplines
2. Develop the ability to analyze and interpret data
3. Evaluate problems in business context using Probability and Random Variables
4. Evaluate estimated values of variables through regression analysis
5. Develop hypothesis to aid business decision making

Unit	Topics	Duration (In Hours)
I.	Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean & Relationship Between Arithmetic Mean, Geometric mean and Harmonic Mean Measures of Dispersion Range, Quartile Deviation, Deciles, Percentile, Mean Deviation, Standard Deviation, Variance & Mean square deviation & Standard Deviation, Standard Deviation of combined series & Relation between various measures of dispersion Measures of Skewness, Moments & Kurtosis.	12
II	Correlation Analysis: Definition, scatter diagram, Correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient, Partial and multiple correlations (3 variables only) Regression Analysis: Linear and Non-linear Regression, Line of Regression of x and y, Coefficient of Regression & Multiple regression	12

III	Theory of Probability: Concept of Probability, Theorems on Probability, Complementary Events, Happening of at least one event, Application of Permutation and Combination, Conditional Probability, Bayes Theorem Random Variable: Discrete Random Variable, Probability of discrete random variable, Probability Mass Function, Continuous Random variable: Mathematical Expectation or expected values (without proof).	12
IV	Theory of distribution: Binomial Distribution, Poisson distribution & Normal Distribution (Only Application Part) Sampling: Population & Sample, Parameter & Statistics, Principles of Sampling (Without Proof), Types of Sampling (Only Concept)	12
V	Statistical Inference: Testing of Hypothesis: Significance Tests in Attributes, Significance tests in variables. Difference between Large and Small Sample, Type I and Type II errors, degree of freedom, Level of Significance, One-Tailed and Two-Tailed tests, Test of Significance of a single Mean (Large Sample), Test of Significance of a difference of two Mean (Large Sample), Test of Significance of a single Mean (Small Sample), Paired t-test for difference of Mean, Test of Significance of a difference of two Mean (Small Sample) Analysis of Variance: Classification of variance: One-way classification, Two-way classification & Analysis of Co-Variance (Concept Only)	12

Recommended Text Books:

1. Dr. SP Gupta. "Statistical Methods", 45111 edition, Sultan Chand & Sons, New Delhi
2. Kapoor J N and Saxena I I C. "Mathematical Statistics", Sultan Chand and Company, 2014
3. Bhat B R, Sri Venkataramana T and Rao Madhava K., "Statistics: A Beginner's Text, Volume I and II", New Age International Pvt Ltd.

Recommended Reference Books:

1. Agarwal B L, "Basic Statistics", 6th Edition, New Age International Pvt Ltd, 2013
2. Medhi J, "Statistical Methods - An Introductory Edition, New Age Publishers, 2016 Text", 2nd



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce

Second Semester

Course	Category	Subject	Subject Code
B.Com	GEC	Discrete Mathematics	BCOM GEC-203/7
Total Credit:03		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Apply the Boolean Algebra ,switching circuits and their applications.
2. Minimize the Boolean Function using Karnaugh Map.
3. Understand the lattices and their types.
4. Graphs, their types and its applications in study of shortest path algorithms.
5. Test whether two given graphs are isomorphic .
6. Understand the Eulerian and Hamiltonian graphs.
7. Represent graphs using adjacency and incidence matrix.
8. Understand the discrete numeric functions, generating Functions and Recurrence Relations

Units	Topic	Duration (In Hours)
I	Relations: Binary , Inverse Composite and Equivalence relation, Equivalence classes and its Properties, Partition of a set , Partial order relation, Partially ordered and totally ordered sets, Hasse diagram. Lattices: Definition and examples, Dual, bounded, distributive and complemented lattices.	18
II	Boolean Algebra: Definition and properties ,Switching circuits and its applications, Logic gates and circuits. Boolean Functions : Disjunctive and conjunctive normal forms, Bool's expansion theorem, Minimize the Boolean function using Karnaugh Map.	18

III	Graphs: Definition and types of graphs, Sub graphs, Walk, Path and Circuit, Connected and disconnected graphs, Euler graph, Hamiltonian path and circuit, Dijkstra's Algorithm for shortest paths in weighted graph.	18
IV	Trees: Definition and its properties, Rooted, Binary and Spanning tree Rank and nullity of a graph, Kruskal's and Prim's Algorithm, Cut-Set, and its properties, Fundamental Circuit and Cut-Set, Planar graphs. Matrix Representation of graphs: Incidence, Adjacency, Circuit, Cut-Set, Path.	18
V	Discrete numeric and generating Functions: Operations on numeric functions, Asymptotic behavior of numeric Functions, Generating Function. Recurrence relations and recursive algorithms: Recurrence relations, Linear recurrence relations with constant coefficients, Homogeneous solutions, Particular solutions, Total solutions, Solution by the method of generating Functions.	18

Recommended Books:-

1. J. P. Tremblay and R. Manohar, Discrete Mathematical Structures With Applications To Computer Science, McGraw Hill Education, 1st edition, 2017.
2. C. L. Liu: Elements of Discrete Mathematics, McGraw Hill Education, 4th 2017.
3. Narsingh Deo: Graph Theory with Applications to Engineering and Computer Sci Prentice Hall India Learning Private Limited, 1979.
4. मध्य प्रदेश हिन्दी ग्रंथ अकादमी से प्रकाशित विषय से संबंधित पुस्त

Reference Books:

1. Seymour Lipschutz and Mark Lipson: Discrete Mathematics (Schaums Outline), McGraw Hill Education, 3rd edition, 2017,
2. Edgar G. Goodaire and Michael M. Parmenter, Discrete Mathematics with Graph Theory, Pearson Education Pt.Ltd., Indian Reprint 2003.

Suggested Digital Platforms Web

links: <https://www.highereducation.mp.gov.in/?page=xhzlQmpZwkyIQo2b/y5G7w=%3>

Suggested Equivalent online courses: <https://nptel.ac.in/courses/111106086/>



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce

Second Semester

Course	Category	Subject.	Subject Code
B.Com	AEC	English Language	BCOM-204 (AEC)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Outcomes:

1. Prepare for various competitive exams by developing their English language competence
2. Promote their comprehension skills by being exposed to a variety of texts and their interpretations.
3. Build and enhance their vocabulary.
4. Develop their communication skills by strengthening grammar and usages.
5. Inculcate values which make them aware of national heritage and environmental issues, making them responsible citizens.

Unit	Topics	Duration (In Hours)	Marks
I	Reading, Writing and Interpretation Skills : 1. Where The Mind is without fear – Rabindranath Tagore (Key Word: Patriotism) 2. National Education – M.K. Gandhi (Key Word : Edification) 3. The Axe – R.K. Narayan (Key Word : Environment) 4. Preface to the Mahabharata C. Rajagopalachari [Key Word : Indian Mythology)	5	20
II	Paragraph Writing, Letter writing (both formal, informal letters)	5	20
III	Comprehension Skill: Unseen Passage Followed by Multiple choice questions, Adequate Practice of Reading English text book in classroom for proper pronunciation.	5	20
IV	Basic Language Skills : Vocabulary Building : Suffix , Prefix, Synonyms , Antonyms, Homophones, Homonyms and One- word substitution.	5	20
V	Basic Grammar : Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles, Time and Tense, Sentence, Modal verbs, stress and Intonation, Narration.	5	20

Recommended Reference Books.

Name of the Book	Author/Authors Name	Publisher
Essential English Grammar	Raymond Murphy	Cambridge University Press
Practical English Grammar Exercises	A.J. Thomson & A.V. Martinet	Oxford India
Practical English Usage	Michael Swan	Oxford
English Grammar in Use	Raymond Murphy	Cambridge University Press