



**RKDF UNIVERSITY, BHOPAL**  
**Bachelor of Commerce (Computer)**  
**Third Semester**

| Course                 | Category     | Subject                                                  | Subject Code        |
|------------------------|--------------|----------------------------------------------------------|---------------------|
| <b>B.Com</b>           | <b>Major</b> | <b>CORPORATE ACCOUNTING</b>                              | <b>BCOM-301/M1T</b> |
| <b>Total Credit: 6</b> |              | <b>Max.Marks:100</b><br><b>(Internal:40+External:60)</b> |                     |

**Course Learning Outcomes:**

After completion of the course, learners will be able to:

1. An understanding of the regulatory environment in which the Outcomes companies are formed and operate.
2. A solid foundation in accounting and reporting requirements of the Corporations Act and Accounting Standards
3. Describe the rationale, merits, and demerits of issuing bonus shares for a company.
4. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using online software.
5. Prepare balance sheet after Internal Reconstruction of company
6. Analyze the case study of major amalgamations of companies in India.
7. Describe the process of e-filing of annual reports of companies.

## Syllabus

| Unit | Topics                                                                                                                                                                                                                                                                          | No. of Lectures |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I    | <b>Share:</b> meaning, types, Issue, Forfeiture, Re-issue of shares. Redemption of Preference shares, Corporate Social Responsibility.<br><b>Debenture:</b> meaning, types, Issue and Redemption of Debentures, Profit Loss Account and Balance Sheet of the Company (in brief) | 30              |
| II   | Calculations of Profit and loss prior and post incorporation, Liquidation of company, Accounting for liquidation of companies.                                                                                                                                                  | 15              |
| III  | Goodwill: Concept, types, characteristics/Nature, Valuation of Goodwill, Valuation of shares.                                                                                                                                                                                   | 15              |
| IV   | Meaning of Holding and Subsidiary Company, preparation of Consolidated Balance sheet of a holding company with one subsidiary company.                                                                                                                                          | 15              |
| V    | Accounting for Merger as per AS 14, Internal Reconstruction of a company as per Indian accounting Standard 14                                                                                                                                                                   | 15              |

### Recommended Reference Books:

1. Corporate Accounting, Mohamed Hanif, Mukherjee Amitabha, Tata Mcgraw- hill Publishing Company Limited, New Delhi
2. Advance Accounting, Shuklaa M.C. and Grewal, S. Chand & compny Ltd., New Delhi
3. Corporate Accounting, R.L.GUPTA & RADHASWAMI, Sultan chand and sons, New Delhi
4. Advanced Accounting, Maheshwary&M aheshwary, Vikas Publication House, New Delhi
5. Advanced Accounting, S.P.Iyengar, Sultan chand and sons, New Delhi
6. Corporate Accounting, MariyappaAnil,Rajesh, Himalya Publishing House, New Delhi
7. Corporate Accounting, Agrawal DrMahesh, Ramprasad and sons, Bhopal
8. Corporate Accounting, Dr. karim and Dr.khanuja Accounting, एसबीपीडी पब्लिकेशन, आगरा
9. Corporate Accounting, Agarwal Mangal Shah – Sharma, RBD Publishing house, Jaipur



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| Course          | Category | Subject                                    | Subject Code |
|-----------------|----------|--------------------------------------------|--------------|
| B.Com           | Minor    | BUSINESS STATISTICS                        | BCOM-302/M2T |
| Total Credit: 6 |          | Max.Marks:100<br>(Internal:40+External:60) |              |

**Course Learning Outcomes**

**At the end of the course, students should be able to:**

1. Apply a basic knowledge of statistics to business disciplines;
2. Develop the ability to analyze and interpret data to provide meaningful information to assist in management decision making activities,
3. Apply appropriate graphical and numerical descriptive statistics for different types of data;
4. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context;
5. Explain and interpret a variety of hypothesis tests to aid decision making in a business context;
6. Use simple/multiple regression models to analyze the underlying relationships between the variables.

## Syllabus

| Unit | Topics                                                                                                                                                                                                                                                                                                                                       | No. of Lectures |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I    | <b>Statistics:</b> Meaning, Definition Significance Scope and Limitations of Statistical investigation Process of data collection primary and secondary Data Methods of sampling, preparation of Questionnaire, Classification and Tabulation of data, preparation of of statistical Series and its types,                                   | 18              |
| II   | <b>Measurement of Central Tendency-</b> Mean, Mode, Median, Partition Value, Geometric Mean and Harmonic Mean                                                                                                                                                                                                                                | 18              |
| III  | <b>Dispersion and Skewness-</b> Range, Lorenz Curve, Quartile Deviation, Mean Deviation, Standard Deviation. Coefficient of Variation, Variance.<br><b>Correlation:</b> Meaning, Definition, Types and Degree of Correlation, Coefficient of Correlation Methods.                                                                            | 18              |
| IV   | <b>Regression Analysis</b> – Meaning , Uses , Difference between Correlation and Regression, Regression Equations, calculation of Coefficient of Regression<br><b>Analysis of Time Series-</b> Meaning, Importance, Components, Measurement of long term trends. Measurement of cyclical and Irregular fluctuations                          | 18              |
| V    | <b>Index Number-</b> Meaning, Characteristics, Importance and uses, construction of Index number, Cos of living Index Fisher's ideal Index number, Diagrammatic and Graphical presentation of data.<br><b>Association of Attribute</b> (only two variable), Meaning, Types, Characteristics, Methods of determining Association of Attribute | 18              |

### Recommended Reference Books.

1. Business Statistics, Vohra, N. D., Publisher McGraw-Hill Education India, New Delhi
2. Business Statistics A First Course, Levine, Pearson, New Delhi
3. Fundamentals of Statistics, Gupta, S.C., Himalya Publication, Nagpur
4. Practical Statistics, Pillai R.S.N. & Bagavathi, S. Chand and sons, New Delhi
5. Principles of Statistics, Dr. Mahesh Agrawal Dr. K.L. Gupta, Ram Prasad & Sons, Bhopal



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| Course          | Category         | Subject                                    | Subject Code                     |
|-----------------|------------------|--------------------------------------------|----------------------------------|
| B.Com           | Generic Elective | INTRODUCTION TO ASP. NET & C#              | BCOM GEC-303<br>Generic Elective |
| Total Credit: 4 |                  | Max.Marks:100<br>(Internal:40+External:60) |                                  |

**Course Learning Outcomes (CLO):**

On the completion of this course student will be able-

1. To learn fundamentals of. Net framework
2. To enrich knowledge about Windows Forms, Controls and ASP.NET based applications.
3. To gain proficiency in C# by building stand-alone applications in the .NET framework using C#.
4. To build data-driven applications using the .NET Framework, C#, and ADO.NET
5. To acquire skills to create web-based applications and Reports using.net technologies.

## Syllabus

| Unit | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No. of Lectures |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I    | Introduction to .NET Framework: Programming Platform .NET framework, .NET Architecture, CLR, the Just-in-Time Compiler, Garbage collection..NET Framework Class Library.<br>C#- The Basics and Console Applications in C#: Introduction to C#. NET Development Environment, Visual development &event driven Programming Methods and events. Data type, type conversion. Variables Constants, operators, Decision Making, Loops, Class, Object, Methods. Arrays, String manipulation.                | 18              |
| II   | Overview of OOPs: Encapsulation, inheritance, polymorphism, abstraction. Operator overloading. Creating and using Class library, Creating User Defined Classes. Understanding Constructors and instance Variables, Handling and Using Interfaces. Preprocessor directives, Exception handling, Understanding Delegates in C#. Windows Forms and Controls: The Windows Forms Model, Creating Window From Window Forms Properties and Events, Windows Form Controls, Menus- Dialogs- ToolTips.         | 18              |
| III  | Introduction to ASP.NET: Overview of ASP.NET framework, Application ASP.NET Life cycle , Page life Cycle phases, Initialization, Instantiation of the controls on the page, Restoration and maintenance of the state, Understanding ASP.NET Controls, Applications Web Servers, installation of IIS. Web forms, Web form controls, Server controls, Client Controls, Web forms & HTML.                                                                                                               | 18              |
| IV   | Programming in ASP.NET, Adding controls to a web form Buttons, Text Box Labels, Checkbox. Radio Buttons, List Box etc. States of ASP. NET: View Stale, Control State, Session State, Application state. Creating a multiform web project, running a web Application, Event Handling- Application and Session Events. Page and Control Events. Validation Controls: Required Field validates, Range Validator, Compare Validator, Regular Expression Validator, Custom Validator, Validation Summary. | 18              |
| V    | Database Connectivity in ASP.NET: Architecture of ADO.NET, Connected and Disconnected Database. Create Connection using ADO.NET Object Model, Connection Class, Command Class, Data Adapter Class, and Dataset Class. Display data on data bound controls and Data Grid. Database Accessing on web applications: Data Binding concept with web, Creating data grid. Binding standard web server controls. Display data on web form using Data bound controls.                                        | 18              |

### Recommended Reference Books.

1. ASP. NET Unleashed C# programming – Wrox Publication.
2. C# Programming Black Book by Matt Talles.
3. VB.NET Programming Black Book by steven holzner- dream tech publications.
- 4.Mastering VB.NET By Evangelospetroustos – BPB Publications
- 5.Introduction to .NET framework – Worx publication
- 6.Books published by M.P. Hindi Granth Academy , Bhopal



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| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | Startups & Entrepreneurship                | BCOM-304/1 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Learning Outcomes**

1. Understanding related to the tools necessary to create sustainable and viable businesses.
2. Understand the fundamental concepts of start-ups and entrepreneurship.
3. Understanding idea generation, business planning, and market analysis.
4. Generate innovative ideas and exploit market opportunities by turning them into a feasible business plan.
5. Foster an entrepreneurial mindset, including creativity, innovation, resilience, and adaptability, for successful startup ventures

**Syllabus**

| Units | Content                                                                                                                                                            | Marks |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1     | Concept and Nature of Entrepreneurship, Entrepreneurial Trait, Types and Significance, Role and Importance of entrepreneur in economic growth.                     | 20    |
| 2     | Entrepreneurial Development programmes in India, History, Support, Objectives, Stages of Performance, Entrepreneurial Environment, EDP and their valuation.        | 20    |
| 3     | Entrepreneurial Behavior and entrepreneurial Motivation N-Achievement and Management success. Innovation and Entrepreneur, Entrepreneurial Success in Rural Areas. | 20    |
| 4     | Establishing Entrepreneur System, Search for Business Idea, Sources of Ideas, Idea Processing, Input requirement.                                                  | 20    |
| 5     | Sources and Criteria of Financing, fixed and Working capital assessment, technical assistance, Marketing assistance, Sickness of units and Remedial assistance     | 20    |

**Suggested Readings**

1. Desai Vasant, Small Scale Industrial Industries & Entrepreneurship
2. Shukla M.B., Entrepreneurship & Business Management
3. Gupta C.B., Entrepreneurship Development in India



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| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | RETAIL MANAGEMENT                          | BCOM-304/2 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Outcomes:**

**After completing this course student will be able to :**

CO-1 Understand the functions of retail business and various retail formats and retail channels.

CO-2: Get knowledge about retail communication and visual merchandising.

CO-3:- Understand the functions of retail business and various retail formats and retail channels.

CO-4: Acquire insights about the customer relationship and ethics in retail

CO-5: Analyze retail market and financial strategy including product pricing. Integrate the retail management and information system.

# Syllabus

| Units | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Duration | Marks |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| 1     | <b>Retail Theory and Practices</b> <ol style="list-style-type: none"> <li>Retail: Nature, Scope and Types</li> <li>India Retailing Scenario</li> <li>Retail Manager-Roles, Skill and Scope</li> </ol> <b>Keywords: Retailing Scenario, Role of Retail manager</b>                                                                                                                                                                                                                                                                                                 | 12       | 20    |
| 2     | <b>Retail Marketing &amp; Communication</b> <ol style="list-style-type: none"> <li>The Role of Marketing in Retail</li> <li>The Retail Marketing Mix - Product, Price, Place, Promotion, Presentation and People</li> <li>The STP Approach-Segmentation, the Target Market, Positioning d.</li> <li>The Retail Communication Mix- Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, Point of Purchase (POP),Displays</li> <li>The Concept of Integrated Marketing Communication.</li> </ol> <b>Keywords: STP, Communication Mix</b> | 12       | 20    |
| 3     | <b>Retail Store Design, Visual Merchandising.</b> <ol style="list-style-type: none"> <li>Importance of Store Design, Exterior and Interior Store Design -Fixtures, Flooring and Ceilings, Lighting, Graphics and Signage</li> <li>Types of Layouts, Layout Selection, Methods of Display</li> </ol> <b>Keywords: Store Design, Layouts</b>                                                                                                                                                                                                                        | 12       | 20    |
| 4     | <b>Retail Pricing &amp; Customer Relationship Management</b> <ol style="list-style-type: none"> <li>Concept and Elements of Retail Price, Price Determination, Retail Pricing.</li> <li>Concept of Customer Service, Importance of Service In Retail Policies.</li> <li>Measuring the Gaps in Service, Gathering Customer Information and Enhancing Loyalty .</li> <li>Importance of Customer Relationship Management in Retail.</li> <li>Keywords: Pricing in Retail, CRM</li> </ol>                                                                             | 12       | 20    |
| 5.    | <b>Ethnic in Retail</b><br>Ethics in Retailing Customers, Community and the General Public.<br>Employees, Business Partners, Shareholders, Banks and the Other.<br>Professional Organisations<br><b>Keywords: Ethics, Stakeholders.</b>                                                                                                                                                                                                                                                                                                                           | 12       | 20    |

## **Suggested Readings**

Levy Michael, Weitz Barton Retailing Management, V Edition, Tata McGraw Hill, New York, 2006

Berman Berry, Evans JR- Retail Management A Strategic Management Approach, IX

Edition, Pearson Education, New York, 2006

Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007 Nair Suja Retail Management, V Edition, HPH, Mumbai, 2006

5 Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi

6. Agarwal, Bansal, Yadav, Kumar Retail Management, Pragati Prakashan, Meerut

7 Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, TX

Edition, Pearson Education, New York, 2006 8. Pradhan Swapna- Retailing Management-Text and Cases, 11 Edition, Tata Mc Graw Hill.

Suggestive digital platform web links

<https://fgc.kar.nic.in/vemagal/FileHandler/61-72ac8417-1fcc4590-8def-7eba23116cd2.pdf>



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**Third Semester**

| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | Creative Writing                           | BCOM-304/3 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Outcomes:**

**After completing this course student will be able to:**

CO-1:The art of writing and self -expression

CO-2:how to write for high reputed publication companies

CO-3:Becoming an Enriched writer for media and having clarification of thought.

# Syllabus

| Units | Content                                                                                                                                                                                                                                                                                     | Duration | Marks |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| 1     | <b>Creative art of writing</b><br>1. What is Creative Writing?<br>2. Essential Features of Creative Writing<br><br><b>Keywords: Well-knit, Unity and order, Coherence and completeness etc.</b>                                                                                             | 12       | 20    |
| 2     | <b>Writing Skills</b><br>The Art and Craft of Writing, Story, Novel, Drama, Memoir, Biograph Autobiography etc.<br><br><b>Keywords: Character, Plot, Theme, Setting Style and diction. Point of view and Literary devices</b>                                                               | 12       | 20    |
| 3     | <b>Manners of Writing</b><br>1. Modes of Creative Writing!"<br>2. Ethics of writing for Official and Unofficial Purposes<br><br><b>Keywords: Narrative technique, descriptive method, expository/informative approaches, Persuasive and reflective manners etc.</b>                         | 12       | 20    |
| 4     | Writing for the Media and Journals<br><br><b>Keywords: Outline, Simple words, Avoiding fillers. Short sentences and paragraphs, Editing, Drafting and re-drafting. Conveying message easily etc.</b>                                                                                        | 12       | 20    |
| 5.    | <b>Methods of Writing for Publication</b><br>1. Preparing for Publication and Citing Resources<br>2. Writing Story, Novel, Drama, Poetry etc.<br><br><b>Keywords: Abstract, Introduction, Hypothesis, Review of literature, Result and findings, Research rules such as references etc.</b> | 12       | 20    |

## Suggested Readings

Textbooks, Reference Books, Other Resources

Creative writing A Beginner's Manual by Anjana Neira Dev and Others, Published by Person Delbi, 2009

Suggest digital platform web links

[bapen.wikipedia.org/wiki/Relational](https://bapen.wikipedia.org/wiki/Relational) model (Working Link for the [www.google.com/hgcreative](https://www.google.com/hgcreative) writing&rig-ICIRENS enTN9251N925&oq=reative twnt



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**Third Semester**

| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | Tourism, Transport And Travel Services     | BCOM-304/4 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Outcomes:**

**After completing this course student will be able to:**

CO1:- Understand the core concept of tourism, travel and transport services

CO2:- Practically perform passport and visa formalities

CO3:- Manage airport ground handlings CO-4 Independently escort the tourists group

CO5:-Understand and practically know the procedure and functioning of a travel

## Syllabus

| Units | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Duration | Marks |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| 1     | <b>Tourism: Types and Forms:</b> <ol style="list-style-type: none"> <li>Types of tourism: Inter-regional and intra-regional tourism, domestic and international tourism</li> <li>Forms of tourism religious, historical, social, health, business, sports and adventure, senior tourism</li> </ol> <b>Keywords: Types and Forms of Tourism. etc.</b>                                                                                                                                                                                                | 12       | 20    |
| 2     | <b>Travel Agencies and Travel Agents</b> <ol style="list-style-type: none"> <li>1 Travel Agency and Tour Operation Thurines Linkages and arrangements with hotels, airlines, and transport ageless.</li> <li>Approval of Travel Agents and Tosa Operators Approval by Depart of Tourism, Government of India, IATA Creational Air Transport Association) rules and regulations for approval of a travel agency approval by airlines and railways</li> </ol> <b>Keywords: Rules and Regulations. Tourist Counselling, Marketing of Tour Packages</b> | 12       | 20    |
| 3     | <b>Case study of some cultural events –</b><br>1.Ganga Mahossava, Taj Mahotsava, Tamson Samarah.Dance festival.<br><b>Keywords: Mahotsavas and Dance Festivate</b>                                                                                                                                                                                                                                                                                                                                                                                  | 12       | 20    |
| 4     | <b>Tourist Guide, Duties, Responsibilities and Skills-</b> <ol style="list-style-type: none"> <li>1.Procedure of getting a guide license.</li> <li>Review of itinerary, checking vehicle, locating vehicle, and contacting driver</li> <li>Skills leading the group, general instructions to the participants an</li> <li>monuments, sacred places, and crowded areas, giving commentary, answering questions, and concluding a tour</li> </ol> <b>Keywords: Interaction with the Tourist</b>                                                       | 12       | 20    |
| 5.    | <b>Air Travel Airlines and Airports-</b> <ol style="list-style-type: none"> <li>Formalities: passport, visa, health requirements, taxes, customs, currency, travel insurance, baggage, and airport information</li> <li>Cooperation between airlines and service providers. 3. Principles of customer service, baggage handling</li> </ol> <b>Keywords: Passport, Visa, Service Providers, Customer Services</b>                                                                                                                                    | 12       | 20    |
| 6.    | Field Visit/ Training - Each student is required to participate in a 2-3-day field study tour. The objectives behind the field tour are to provide practical knowledge of tourist resources of the country and to analyze the existing infrastructure and amenities of tourism development ard to examine prospects of tourism promotion, (50 Marks)<br>Presentation based on the visit. (25 Marks) Viva-Voce. (25 Marks)                                                                                                                           |          |       |

### **Suggested Readings**

- Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995 2.
- Bhatia A. K: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi
3. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali Publishing House, New Delhi.
4. Holloway, J.C., The Business of Tourism, McDonald and Evans, Plymouth, 1993.
5. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinemann, London, 1995.
6. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers, Inc.New York, 1990.
7. Gaddy B. & Parkin L.; Urban Interpretation: Vol. 1, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
8. Pond K.L. The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York,

Suggestive digital platform web links

. [https://onlinecourses.swayam2.ac.in/sec 20 pc19/preview](https://onlinecourses.swayam2.ac.in/sec20pc19/preview)



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| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | Managing Elections And Election Campaign   | BCOM-304/5 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Outcomes:**

**After completing this course student will be able to :**

CO1:-Learn about the procedure to file an election nomination and the technical issues involved it.

2CO 2:-Learn the difference in approach of political parties while entering into election mode.

CO 3:-Understand the importance and ways of making posters, pamphlets and manifesto in order to publicize their candidates.

CO 4: Made aware of the role of new media and technology involved in election campaign..

CO 5: Explain the election code of conduct including the ethics to be maintained in expenditure and

CO 6 :elections campaign f. Know about the election procedure.

CO 7: Know the on ground challenges and solutions to resolve

# Syllabus

| Units | Content                                                                                                                                                                                                                                                                                                                                                                              | Duration | Marks |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| 1     | <b>Electoral Democracy and Management of Elections</b><br>a. Democracy: meaning and its kinds<br>b. Electoral Democracy vs Liberal Democracy: A Perspective<br>c. How Crucial is Management of Elections?<br>I. Role of an Election Manager/ consultant<br>II. Role of Treasurer<br>III. Idea of 'Star Campaigners'<br><br><b>Keywords: Democracy, Liberal, Election Consultancy</b> | 12       | 20    |
| 2     | <b>Organizational management and election campaign</b><br>a.Membership Drive<br>b.Boot Management                                                                                                                                                                                                                                                                                    | 12       | 20    |
| 3     | <b>Traditional methods of Electoral Campaign:</b><br>I . Posters<br>ii. Pamphlets/Campaign Material<br>iii. News portals, both print and electronic<br>iv. Rallies<br><br>Use of New Techniques and Methods in Election Campaign:<br>I. Social Media Platforms/ IT Cells<br>ii. Digital Marketing for Political Campaigns such as mass texting, etc.<br>iii. Crowd Funding.          | 12       | 20    |
| 4     | <b>Learning from field experts</b><br>Exposure visit to political parties' office (Membership drive, learning about the proceeding related to campaigns, planning of electoral campaign and its execution.                                                                                                                                                                           | 12       | 20    |
| 5     | Discuss case studies related to election practices & reforms<br>A webinar to interact with State election commission members understanding the election procedure.<br><b>Keywords: party office, booth management, State Election Commission</b>                                                                                                                                     | 12       | 20    |

## Suggested Readings

Lambert, P. (2000). A Decade of Electoral Democracy: Continuity, Change and Crisis in Paraguay. *Bulletin of Latin American Research*, 19(3), pp. 379-396

a. Yadav, (2000) 'Understanding the Second Democratic Upsurge', in Frankel, Z. Hasan, and R. Bhargava (eds.) *Transforming India: Social and Political Dynamics in Democracy*, New Delhi: Oxford University Press, p 120-145.

b.. Jaffrelot, (2008) 'Why Should We Vote? The Indian Middle Class and Functioning of World's Largest Democracy', in *Religion, Caste and Politics*

c.G. Rose, (2005) 'How to Be a Media Darling: There's No getting Away From It.

*State Legislatures*, Vol. 31(3).

d.Herrnson, P. (1988). The Importance of Party Campaigning. *Polity*, 20(4), pp. 714-719. West, D. (1994). *Television Advertising in Election Campaigns* Political

*Science Quarterly*, 109(5), pp. 789-809.

e. Goldstein, K., & Freedman, P. (2002). Campaign Advertising and Voter

Turnout: New Evidence for a Stimulation Effect. *The Journal of Politics*,

64(3), pp. 721-740.

f.Kahn, K., & Kenney, P. (1999). Do Negative Campaigns

. <https://onlinecourses.swayam2.ac.in/sec20/pc19/preview>



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| Course          | Category | Subject                                    | Subject Code     |
|-----------------|----------|--------------------------------------------|------------------|
| B.Com           | SEC      | Social Survey And Report Writing           | BCOM-304/6 (SEC) |
| Total Credit: 4 |          | Max.Marks:100<br>(Internal:40+External:60) |                  |

**Course Learning outcomes (CLO):**

After the successful completing of the course, the students will be able to understand and capable for following: Understand the Fundamentals of Social Survey  
Understand the Social Survey techniques and Data Analysis  
Understand the process of effective writing of social survey Gain detailed knowledge about major Social Survey Institutes of India Apart of this, will get knowledge about Career Enhancement Opportunities in this field of Social Survey and Report Writing.

| Units | Topic                                                                                                                                                                                                                                                                                                                                                                                                                            | Duration (In Hours) | Marks |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| I     | <b>Fundamental of social Survey</b><br>1. Social Survey: Concept, Matter, Scope, Objectives And Importance, Steps of Social Survey, Process, Merits And Limitations, Qualities Of Good Social Surveyor<br>2. Forms of Data Collection: Primary and Secondary Sources, Survey Planning<br>3. Survey Instruments: Observation, Interview Questionnaire, Schedule, Sealing Techniques, Social Distance Measuring Scale, Socio metry | 12                  | 20    |
| II    | <b>Data Analysis And Report Writing:</b><br>1. Survey Response Rate, Pretesting Survey Technique<br>2. Classification, Analysis and Tabulation of Data, Diagrammatic And Graphic Presentation, Use Of Statistics Software, Releasing Information and Data Protection.                                                                                                                                                            | 12                  | 20    |
| III   | <b>Major Survey Research and Training Institutes Of India:</b><br>1. Survey Of India<br>2. National Sample Survey Organization(NSSO)<br>3. Indian Council of Social Science And Research(ICSSR)<br>4. National Environmental Engineering Research(NEERI)<br>5. Council for Scientific and Industrial Research(CSIR)<br>6. Tata institute of Social Science(TISS)<br>7. Tata Institute of Fundamental Research(TIFR)              | 12                  | 20    |
| IV    | <b>Practical</b><br>1. Diagrammatic and Graphic Presentation Of Rural And Urban Population of Madhya Pradesh<br>2. Making of Pilot Survey Report on any Social Issue<br>3. Use any survey techniques to collect Primary Data of the problem of your locality and report writing<br><b>Project/Field Trip:</b><br>1. VisittoRegisteredN.G.Os.<br>Visit to Central Jail, Sos Village(Any One)                                      | 12                  | 20    |
| V     | <b>Project</b><br>1. Visit to Registered N.G.Os.<br>2. Visit to Central Jail, Sos Village(Anyone)                                                                                                                                                                                                                                                                                                                                | 12                  | 20    |

Text Books, Reference Books, Other resources

- (1) R.K. Mishra, IS Yadav, A. P Kumar, S P Mishra, J. Kiranmai, "Risk Management in Banking, Insurance and Financial Services", 2014, Academic Foundation.
- (2) R. Gordan & Natarajan, "Future scenario of Financial services", Himalaya Publication
- (3) Satyadevi, C., Financial Services Banking and Insurance, S.Chand
- (4) Kunjukunju, Benson, Mohanan,S, "Financial Markets and Financial Services In India",New Century Publication
- (5) Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan
- (6) Khan, M. Y. Financial Services. New Delhi: Tata McGraw Hill Education. (2005) (7) Machiraju, H. R. Indian Financial System. New Delhi: Vikas Publishing House (2010). (8) Agarwal, O. P. Banking and Insurance. New Delhi: Himalaya Publishing (2011).

Suggestive digital platforms web links

1 <https://ves.ac.in/tulsitech/wp->

Rise and grecontent/uploads/sites/16/2017/05/Banking Financial Services and Insurance.pdf

2 <https://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf>

3 <https://nsdeindia.org/sites/default/files/Banking-Financial-Services-Insurance.pdf>

4 <https://sgp.fas.org/crs/misc/IF10043.pdf>

5 <http://impcollege.org/downloads/BASICS> OF FINANCIAL SERVICES 1.pdf



## RKDF UNIVERSITY, BHOPAL

### Bachelor of Commerce (Computer)

#### Third Semester

| Course           | Category | Subject                                             | Subject Code     |
|------------------|----------|-----------------------------------------------------|------------------|
| B.Com            | SEC      | व्यक्तित्व विकास                                    | BCOM-304/7 (SEC) |
| Total Credit : 4 |          | Max. Marks : 100<br>(Internal : 40 + External : 60) |                  |

पाठ्यक्रम परिणाम:

कोर्स पूरा होने के बाद छात्र सक्षम हो सकेंगे

1. छात्र व्यक्तित्व गतिशीलता की मूल बातों के बारे में ज्ञान प्राप्त करेंगे
- 2- छात्र व्यक्तित्व विकास की तकनीकों को लागू करना सीखेंगे
3. छात्र अपने व्यक्तित्व में आत्म-लचीलापन और मुखरता के कौशल विकसित करेंगे।
4. छात्र साक्षात्कार कौशल सीखेंगे।
5. छात्र व्यक्तित्व विकास के लिए आवश्यक जीवन कौशल के महत्व को समझ सकेंगे।

| Units | Topic                                                                                                                                                                                                                                                                                                                                                                                                                  | Duration<br>(In Hours) | Marks |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| I     | व्यक्तित्व, सफलता और असफलताओं का सामना<br>व्यक्तित्व की अवधारण, सफलता क्या है ? सफलता प्राप्त करने में बाधाएं सफलता के लिए जिम्मेदार कर्क, प्रभावी आदतें विकसित करना असफलता क्या है ? – असफलताओं को प्रभावित करने वाले कर्क, असफलताओं से सीखना, असफलताओं पर काबू पाना, विश्वास की शक्ति, विश्वास का अभ्यास स्वाट विश्लेषण और लक्ष्य निर्धारण (स्पेसिफिक, मापन योग्य, प्राप्ति योग्य, वास्तविक, समयबद्ध, स्मार्ट लक्ष्य | 12                     | 25    |
| II    | समय और तनाव प्रबंधन और रोजगारपरकता – लब्धि<br>एक संसाधन के रूप में समय, समय की बर्बादी के कारकों की पहचान, बेहतर समय प्रबंधन के लिए तकनीक, तनाव का परिचय, तनाव के कारण और प्रभाव, तनाव प्रबंधन, रिज्यू में बिल्डिंग, ग्रुप डिस्कशन में भाग लेने की कला, साक्षात्कार – अक्सर पूछे जाने वाले प्रश्न साक्षात्कार, अभ्यास सत्र                                                                                             | 12                     | 25    |
| III   | संचार कौशल और डिजिटल शिष्टाचार<br>संचार कौशल : प्रभावी पठन/लेखन/श्रवण/कौशल हार्ड स्किल्स और सॉफ्ट स्किल्स, मंच के डर पर काबू पाना, बॉडी लैंग्वेज की भूमिका, पेशेवर प्रस्तुति की कला, प्रस्तुतियों में श्रव्य और दृश्य माध्यम का उपयोग, सामाजिक शिष्टाचार प्रतिदिन के प्रबंधन में सूचना और संचार प्रौद्योगिकी का उपयोग सोशल मीडिया का प्रभावी उपयोग, इमेल शिष्टाचार, उपयोगी इलेक्ट्रॉनिक गैजेट और मोबाइल एप्लीकेशन      | 12                     | 25    |
| IV    | 1. स्वाट (SWOT) विश्लेषण<br>2. लक्ष्य निर्धारण<br>3. समय प्रबंधन<br>4. रिज्यूमें लेखन और मॉक साक्षात्कार सत्र<br>5. संचार कौशल<br>6. ई-मेल                                                                                                                                                                                                                                                                             | 12                     | 25    |
| V     | प्रोजेक्ट/क्षेत्र भ्रमण<br>1. किसी एक सफल व्यक्तित्व के जीवन से प्राप्त सीख के आधार पर एक रिपोर्ट प्रस्तुत करें ।<br>2. व्यक्ति विकास प्रशिक्षण संस्थान का भ्रमण तथा वहां से प्राप्त जानकारी के आधार पर रिपोर्ट प्रस्तुत करें ।                                                                                                                                                                                        | 12                     | 20    |

### PART-C : LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

##### Reference Book :

1. Andrews, Sudhir (1998) How to Succeed At Interviews. (21<sup>st</sup> Rep) Tata Megraw-Hill New Delhi
2. Convey, Stephen 1989, The Seven Habits of Highly Effective People. NY : Free Press
3. Hindle, Tim 2003, Reducing Stress, Essential Manager Series, DK Publication.

#### Suggestive digital platform web links