



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

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

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	Share: meaning, types, Issue, Forfeiture, Re-issue of shares. Redemption of Preference shares, Corporate Social Responsibility. Debenture: 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:

Name of the Book	Author/Authors Name	Publisher	Edition
Mohamed Hanif, Mukherjee Amitabha	Corporate Accounting	Tata Mcgraw- hill Publishing Company Limited	New Delhi
Shuklaa M.C. and Grewal	Advance Accounting	S. Chand & company Ltd.	New Delhi
R.L.GUPTA & RADHASWAMI	Corporate Accounting	Sultan chand and sons	New Delhi
Maheshwary&M aheshwary	Advanced Accounting	Vikas Publication House	New Delhi
S.P.Iyengar	Advanced Accounting	Sultan chand and sons	New Delhi
MariyappaAnil,Rajesh	Corporate Accounting	Himalaya Publishing House	New Delhi
Agrawal DrMahesh	Corporate Accounting	Ramprasad and sons	Bhopal
Agrawal Dr. Mahesh	Management Accounting	Ramprasad and sons	Bhopal
Dr. karim and Dr.khanuja Accounting	Corporate Accounting	एसबीपीडी पब्लिकेशन	आगरा
Agarwal Mangal Shah - Sharma	Corporate Accounting	RBD Publishing house	Jaipur



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Minor	Business Statistics	BCOM-302/M2T
Total Credit: 6		Max.Marks:100 (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	Statistics: 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	Measurement of Central Tendency- Mean, Mode, Median, Partition Value, Geometric Mean and Harmonic Mean	18
III	Dispersion and Skewness- Range, Lorenz Curve, Quartile Deviation, Mean Deviation, Standard Deviation. Coefficient of Variation, Variance. Correlation: Meaning, Definition, Types and Degree of Correlation, Coefficient of Correlation Methods.	18
IV	Regression Analysis – Meaning , Uses , Difference between Correlation and Regression, Regression Equations, calculation of Coefficient of Regression Analysis of Time Series- Meaning, Importance, Components, Measurement of long term trends. Measurement of cyclical and Irregular fluctuations	18
V	Index Number- Meaning, Characteristics, Importance and uses, construction of Index number, Cos of living Index Fisher's ideal Index number, Diagrammatic and Graphical presentation of data. Association of Attribute (only two variable), Meaning, Types, Characteristics, Methods of determining Association of Attribute	18

Recommended Reference Books.

Name of the Book	Author/Authors Name	Publisher	Edition
Business Statistics	Vohra, N. D.	Publisher McGraw-Hill Education India	New Delhi
Business Statistics A First Course	Levine	Pearson	New Delhi
Fundamentals of Statistics	Gupta, S.C.	Himalya Publication	Nagpur
Practical Statistics	Pillai R.S.N. & Bagavathi	S. Chand and sons	New Delhi
Principles of Statistics	Dr. Mahesh Agrawal Dr. K.L. Gupta	Ram Prasad & Sons	Bhopal



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	APPLIED ECONOMICS	BCOM GEC-303/1 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes (CLO):

On successful completion of this course, students will be able to:

1. Demonstrate a solid understanding of the core concepts and tools of economics.
2. Relate basic economic theory and principles to current economic issues and evaluate related public Economic policies.
3. Apply economic principles and reasoning to solving business problems.
4. Interpret charts, graphs, and tables and use the information to make informed judgments.
5. Communicate their knowledge and understanding of economic issues using written, verbal and visual Expression.
6. Critically reflect on the broader social consequences of economic decision making.

Syllabus

Unit	Topics	No. of Lectures
I	Historical Background of Applied Economics, Concept of Applied Economics, Scope, Nature and Importance, Its Limitations Difference between Micro and Macro economics, National Income-Concept, Gross National Product, Net National Product & Gross Domestic Product Net Domestic Product, Methods of Measurement of National Income and Problem related to that.	18
II	Income and Consumption Relationship- Principles of Determination of Income Classical and Keynes's Theory, Solution of short term and long term consumption function, Consumption function in Indian economy	18
III	Value of money- Concept and determinants of value of money, Quantity theory of money, Theory of Fisher and Cambridge, Theory of demand and supply of money, Theory of value of money, Theory of liquidity of money, Keynes's Money income theory.	18
IV	Concept of economic development and economic growth, economic development and its Determining factors, economic and non-economic factors affecting economic growth, classical and modern theories of economic development, stages of economic development of Keynes and Rostow, strategy of balanced and unbalanced development.	18
V	Changes in the value of money- Money Inflation, Money deflation, inflation and narrative inflation, demand driven inflation, cost growth inflation, Stagflation, effects of Money Inflation & Money deflation in the Indian Economy.	18
Keyword/Tag: Income, Consumption, Savings, Investment, Employment, Money, Inflation, Deflation.		

Recommended Reference Books.

Author	Subject	Publication
Sinha V.C.	Applied Economics	Sahitya Bhavan Publications, Agra
Jhigan ML	Applied Economics	Brinda Publications, New Delhi
Sethi T.T.	Applied Economics	Laxmi Narayan Publishers Agra
Pant and Mishra	Applied Economics	Sahitya Bhavan Publications, Agra



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	Financial Market Operations	BCOM GEC-303/2 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes (CLO):

On successful completion of the course students will be able to:-

1. Understand the role and importance of the Indian financial market.
2. Apply and analyse the Concepts relevant to Indian financial markets and financial institutions.
3. Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated.
4. Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.
5. Research and analyse specific problems or issues related to financial markets and institutions.
6. To gain comprehensive knowledge of investors protection.
7. To evaluate the challenges faced by the regulators in financial service industry.

Syllabus

Unit	Topics	No. of Lectures
I	Historical background and Introduction of financial system in India, formal and informal financial sectors. Financial system and economic growth. An overview of Indian financial system 1951 to 1990. Financial sectors reforms after liberalisation 1990 to 1991 Money Market- Definition, Functions, Significance and Structure of Money Market. Acceptance house, Discount house, Call money market, New trends in Indian money market. Role of RBI and Commercial Bank in Indian Money Market.	30
II	Capital Market- Meaning and Components of Capital market, Securities market, Cash Markets Equity and Debts, Depositories. Function of Stock market, Stock brokers, Margin trading, Forward trading, Primary and Secondary market, NSE, BSE, NIFTY, SENSEX, OTCEI.	15
III	Stock Exchange Board of India- SEBI as capital market regulators. Objectives, functions, powers and Organisational structure of SEBI. SEBI Guideline on primary and secondary market. Listing procedure and legal requirement. Public issue pricing and marketing	15
IV	Stock Exchange and Investor- Functionaries on Stock Exchange- Brokers, Sub Brokers, Market makers, Jobbers, Portfolio consultants, Institutional investors, Investor's protection- Grievances, Dealing and their removal, Grievance cells in Stock exchange, SEBI, Company law board, Press, Remedy through courts.	15
V	Financial Services- Introduction of Financial services industry in India. Merchant- Banking meaning and scope, Underwriting and regulatory framework of Merchant Banking in India. Leasing and hire purchase, Consumers and Housing finance, Venture Capital finance, factoring services, Concept function and types of Credit rating.	15

Recommended Reference Books.

Author	Subject	Publication	City
E. Gordan K. Natarajan	Financial Markets and Operation	Himalaya Publishing House	New Delhi
Alok Goyal, Mridula Goyal	Financial Markets Operation	VK Global publications	Faridabad
Dr. F.C Sharma	Financial Markets Operation	SBPD Publication	Agra
Dr. Bhuvna Venkatraman	Financial Markets Operation	Sahitya Bhawan Publication	Agra



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	E- Commerce	BCOM GEC-303/3 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

On the completion of this course student will be able

- To learn the fundamentals of E-Commerce and its process.
- To understand the role of E-commerce in the present scenario along with the concepts of security and its applications.
- To gain knowledge of e-commerce business needs and resources and match to technology considering human factors and budget constraints.
- To apply knowledge of changing technology on traditional business models and strategy.
- To have skills to a communicate effectively and ethically using electronic communication.

Syllabus

Unit	Topics	Duration (In
I	Introduction Brief history of e-commerce Types, Advantages & Disadvantages of e-commerce, Elements of e-commerce, Principles of e-commerce, Messaging and Information distribution, Messaging and information distribution, Common service infrastructure, other key support layers	10
II	EDI to e-commerce: EDI Origin, System approach and communication approach, Migration to open EDI-Approach Benefits, Mechanics, E-com with WWW/Internet. E-Government- Concepts, Applications of G2C, G2B, G2G	10
III	Electronic communication : PC and networking, Network topologies and communication media, E-mail, OSI and TCP/IP Models, LAN, WAN, MAN Internetworking - Bridges and gateways, Internet Vs Online services, Open vs. Closed Architecture, Controlled contained Vs Uncontrolled contained, Metered Pricing Vs Flat pricing, Innovation Vs Control.	25
IV	www & Electronic Payment System: Applications - what is web, Why is the Web such a hit, The Web and E-Com, Concepts & Technology -Key concepts, Web Software development Tools. Electronic payment system - Overview, Electronic or digital cash, Electronic Checks, Online credit card based system other Engineering financial instruments, Consumer legal and Business issues	20
V	Security and Application Need of computer security, Specific intruder approaches, Security strategies, Cryptography, Public key encryption, Private key encryption, Digital signatures Advertising on the internet: Marketing, Creating a website. Electronic publishing issues, EP architecture, EP tools, Web page EP-Baseline issues, Application tools and publishing on the internet.	25

Recommended Text Books:

1. "Electronic Commerce" By Ravi Kalakota and Andrew B.
2. "Web Commerce Technologies Handbok" By Daniel Minoli & Emma Minoli
3. "E-Commerce" By Dr. Varinder Bhatia
4. "Promise Of E-Governance" By MP Gupta
5. Book published by M.P. Granth Academy, Bhopal

Recommended Web Reference:

1. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
2. https://onlinecourses.swayam2.ac.in/cec19_cm01/preview
3. <https://www.coursera.org/lecture/innovative-entrepreneur/e-commerce-the-internet-as-a-selling-platform-DYSNa>
4. <https://www.mooc-list.com/tags/e-commerce-market>
5. https://onlinecourses.swayam2.ac.in/nou21_cm14/preview
6. <http://www.mphindigranthacademy.org/>



RKD F UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	SOCIOLOGY (Population and Society)	BCOM GEC-303/4 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Out comes:

1. The course is to introduce the subject of democracy to the student. Student will become familiar with Basic concept of sources of data in demography. This course also tries to discuss the various factors affecting population growth and its proximate determinants.
2. This course is to introduce the student to the theories of a population. General theories of population help to explain the reason for population growth and replacement and effect 30 change on the both economic and social distribution
3. It helps to have knowledge about basic measures of fertility mortality infant mortality morbidity projection age of marriage. ageing and migration which from as an important component of population study.
4. The course will provide a framework for developing and analyzing a range of population policy issue and comprehensive understanding of the various types of population policies introduced by government through a historical perspective.

Units	Topic	Duration (In Hours)	Marks
I	1.Demography 1.1 Concept 1.2 Nature 1.3 Subject Matter 1.4 Importance 1.5 Sociology and Demography 2.A Background to the study of Demography Keywords: Demography, Nature, Subject Matter	9	20
II	Theories of Population 1.1Pre-Malthusian views on population 1.2 The Malthusian theory of population 1.3 Neo Malthusianism 1.4 Optimum Theory of Population Keywords: Malthusian Theory of Population, New Malthusianism, Optimum Theory of Population, Biological Theory of Population, Socio-cultural and Economic Theory of Population.	12	20
III	Demographic Features 1. Fertility 1.1 concept 1.2 Factor Affecting Fertility 2. Mortality 2.1 Concept 2.2 Factor Affecting Mortality 3. Morbidity 3.1 Concept 3.2 Importance of the study of Morbidity 4.Infant Mortality 4.1 Concept 4.2 Causes of High Infant Mortality 5.Population Projection Keywords: Fertility, Measurement of Fertility. Measurement of Mortality,	8	20
IV	1. Census in India 1.1 Concept 1.2 Administrative Structure 1.3 Pre-Independence Censuses 1.4 Post-Independence Censuses 2. Method and Sources of collection of Population Data 3.Composition of Indian population 3.1 Birth Rate 3.2 Death Rate 3.3 Sex Ratio and Youth Population 3.4 Migration 4.Overpopulation in India Keywords: Census in India, Composition of Population, Birth Rate, Death Rate, Sex Ratio Density of Population Literacy Rate Over Population	8	20

V	Population Policy and Welfare Program 1.Population Policy 1.1 Concept 1.2 Objectives 1.3 Noe Population Policy 2020 2.Family Planning and Welfare Program 2.1 Concept 2.2 Need 2.3 Constitutional Provision 2.4 Family Welfare Program Keywords: Population Policy, Family Planning Program, Family Welfare Program, Development Index, Population Education.	8	20
---	--	---	----

Suggested Readings:

- 1- Bhende, Asha&Kanitkar Tara Principle of Population studies Himalaya Publications
- 2- Bogue, Donald, J Principle of demography John Wiley and sons New York 1969
- 3- Chandrashekhar S. Asia Population problem Davis Kingsley the population of India and Pakistan New Jersey Princeton 1951
- 4- Rao C.N. Shankar sociology

Reference Book:

1. Raghu Ramakrishnan& Johannes Gehrke, "Database Management System", 3rd Edition, 2014. McGraw Hill Education.

Suggestive digital platforms web links

Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities MOOC platforms such as "SWAYAM" in India and Abroad.



RKD F UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	Generic Elective	English - Language and Linguistics	BCOM GEC-303/5 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

1. Recognize/understand the structure and various parts of the language,
2. Understand the existence of language in the form of different dialects based
3. Identify the various functions a language performs and the roles assigned to it
4. Investigate that all languages behave alike and develop a tolerance for other
5. Asses that making errors is a process of learning and not hesitate to use language for the fear of making errors

Units	Topic	Duration (In Hours)	Marks
I	Language: Language and Communication; Language varieties: Standard and non-standard; language Change. Keywords: communication and language, language acquisition	15	20
II	Structuralism: Distinctive Features of Human Language.	20	20
III	Language learning acquisition	20	20
IV	Phonology and Morphology	20	20
V	Syntax and Semantics: Categories and Constituents phrase structure; maxima of Conversation.	15	20

Recommended Books:

1. Suggestive digital platforms web links
01-Rosan-Management Sales Force-McGraw Hill
02-Anne Coughlan, Erin Anderson - Marketing Channels- Stem & Adel El-Ansary, Pearson,
03-Sachin Bert- Professional approach to modern salesmanship - McGraw Hill
04-SHH Kazmi, Satish K Batra - Advertising And Sales Promotion-McGraw Hill
05-Sanjay-Advertising And Sales Promotion-SBPD Agra
06-Taylor, John (1978).How to start and succeed in a business of your own.p. 290.
07- Belch & Belch-Advertising & Promotion-Tata McGraw Hill
08-Kotler, Philip and Armstrong, Gary, principles of Marketing, Prentice Hall. 2. Buskirk, Selling: Principles and Practices, McGraw-Hill. 3. Futrell, Charles, Sales Management, South-Western College.
09- 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-](https://www.classcentral.com/course/sales-marketing-alignment-9729)

[9729 https://www.coursera.org/specializations/the-art-of-sales-mastering-the-selling-process](https://www.coursera.org/specializations/the-art-of-sales-mastering-the-selling-process)



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Third Semester

Course	Category	Subject	Subject Code
B.Com	GEC	HISTORY (History-Constitutional History of India)	BCOM GEC-303/6 Generic Elective
TotalCredit:4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to:

- Analyze the salient features of the constitutional development during the Company's rule in India from 1773 to 1857 and assess its impact on the freedom struggle of India.
- Know about the influence of British Crown on India.
- Critically examine the major reforms by the British government and their impact of the socio-political life of Indians.

Units	Topic	Duration (In Hours)	Marks
I	Constitutional Development Under the Company's Rule (1773 - 1793) 1. Regulating Act, 1773: causes for the passing of the Regulating Act, main provisions of the act. 2. Bengal Judicature Act, 1781. Keywords: Regulating Act, Pitt's India Act, Charter Act, 1793.	10	20
II	Constitutional Development Under the Company's Rule (1813-1853) 1. Charter Act of 1813: background, main provisions of the act. 2. Charter Act of 1833 background, main provisions of the act 3. 3. Charter Act of 1853 background, main provisions of the act, significance of the act Keywords: Charter Act of 1813, 1833 and 1853. Keywords: Charter Act of 1813, 1833 and 1853.	10	20
III	Constitutional Development Under the Crown's Rule: 1 Government of India Act, 1858. background, main provisions, evaluation 2. Queen Victoria's Proclamation: significance 3. Indian Councils Act, 1861: causes, main provisions, provisions related to provincial legislative assemblies, defects in the act, significance. 4. Indian Councils Act, 1892 causes, main provisions, defects, significance. Keywords: Queen Victoria's proclamation, Indian Councils Act, 1861 and 1892.	15	20
IV	Constitutional Development During the 20th Century: 1. Morley-Minto reforms and Mont-ford reforms. 2. 2 Government of India Act, 1909: causes, government's outlook towards the reforms, main provisions, defects, significance. 3. Goverment of India Act, 1919 causes, significance of Montague's declaration, Montague-Chelmsford report, passing of the	10	20

	act, preamble of the act, main features of the act Keywords: Government of India Act 1909 and 1919.		
V	Provincial Autonomy, Indian Independence, and Indian Constitution: 1. The Government of India Act, 1935. Features of the act, Home Government, advisors of the Indian Secretary, High Commissioner, proposed federal plan-organization, criticism, conclusion, meaning of provincial autonomy. 2 Government of India Act, 1947 The Mountbatten plan, factors responsible for Indian independence, provisions and significance of the act. 3. Making of Indian Constitution 4. Main features of the Indian constitution Keywords: Government of India Act, 1935 and 1947, Salient features of the Constitution.		

Recommended Books:-

Text Books, Reference Books, Other resources

1. Sumit Sarkar Modern India
2. Jeffery, From Rebellion to the Republic
- 3 RC Agarwat: The Indian National Movement and Constitutional Development
4. AR Desai India's Path of Development
5. Tara Chand History of Freedom Movement in India.



RKDF UNIVERSITY, BHOPAL

**Bachelor of Commerce
Third Semester**

Course	Category	Subject	Subject Code
B.Com	GEC	POLITICAL SCIENCE (Indian Foreign Policy)	BCOM GEC-303/7 Generic Elective
TotalCredit:4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to understand:

1. India's world view, geopolitical vision, and key principles
2. New Frontiers of Indian Foreign Policy and Diplomacy
3. India's Nuclear Policy and Strategy
4. India's connectivity challenge both on land and at sea
5. India's Look East and Act East Policy
6. India's engagement with the Indian Ocean and Indo-Pacific

Syllabus

Units	Topic	Duration (In Hours)	Marks
I	Continuity and change in India's foreign policy: principles, interest & strategies. a. Historical perspective of India Policy b. key Principles and Determinants of India Foreign Policy c. India's Geo Economic Strategy. Keywords: Panchsheel, geo-economic, on-alignment	12	20
II	India as a Leading power a. India's Quest for a Multipolar World Order b. New Frontiers of India's Foreign Policy (outer space, polar Regions, Climate Change) c. Nuclear Policy on India.	12	20
III	India Relations with Major Powers a. India Relations with the USA b. India Relations with Russia c. India-China Relations d. India-EU Relations Keywords: Major Powers, EU	12	20
IV	India and United Nation a. India's role in United Nations b. Demand for reform in the UN c. India's role in environment Protection	12	20
V	India in South Asia a. India's Relation with Nepal and Bangladesh b. India's Relation with Pakistan and Afghanistan c. India's relations with Sri Lanka.	12	20

Part- C Learning Resource

Text Books, Reference Books, Other Resources

Suggested Readings:

- Mukherji, R. (2014). India and Global Economic Governance: From Structural Conflict to Embedded Liberalism. *International Studies Quarterly*, 16(4), pp. 460-466.97
- Basrur, R. (2011). India: A Major in the Making. In Volgy, J. T. et al (Eds.), *Major Powers and the Quest for Status in International Politics: Global and Regional Perspectives*. New York: Palgrave Macmillan.
- Chaturvedi, S. (2013). China and India in the 'Receding' Arctic: Rhetoric, Routes and Realities. *Jadavpur Journal of International Relations*, 17(1) pp. 41-68.
- Chaturvedi, S. (2012). *India and Antarctica: Towards Post-Colonial*



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Third Semester

Course	Category	Subject	Subject Code
B.Com	GEC	Child Rights And Woman Empowerment	BCOM GEC-303/8 Generic Elective
TotalCredit:4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

Studying child rights and Gender Empowerment would enable students to learn about the various dimensions of Vulnerability with regard to children.

The students will be able to-

1. Understand the issues related to child rights, gender roles and conservatism.
2. Familiarize with policies and programs related to Child Protection and Gender empowerment.
3. Contribute to social work in collaboration with non-governmental organizations.

Syllabus

Units	Topic	Duration (In Hours)	Marks
I	1. Understanding Child Rights 1.1 Child Rights: Child Rights Concept 1.2 Demographic Profile of Indian Children 1.3 Disadvantages, Deprivation and Social Exclusion with reference to children 2. Children in need of care and protection 2.1 Vulnerable groups: Causes and Consequences 2.2 Street children, working children and homeless children 2.3 Child abuse 2.4 Child trafficking 2.5 Children Conflict with law 2.6 Child rights in other countries and UNCRC	15	20
II	1. Laws, Policies and Programs for Children in India. 1.1 National Commission for Protection of Child Rights-NCPCR 1.2 Child helpline, Umeed-Child Abuse 1.3 Bachpan bachao Aandolan-Child labour, Child trafficking 1.4 PRAYAS- Delinquent, Street Children 1.5 Juvenile Justice Act(JJA)-2015 1.6 Pre Natal Diagnostic Techniques(PNDT Act-2003) 1.7 Domestic Violence Act-2005 1.8 National Child Labour(protection and regulation) Act-1986 1.9 POCSO-2012	15	20
III	1. Conceptualizing gender 1.1 Defining terms-sex, gender, masculinity, femininity 1.2 Socialization for gender- gender roles and stereotypes 1.3 Patriarchy and social institutions 1.4 Perspective on feminism 2. Gender Empowerment 2.1. Status of girls child and women in India 2.2 Issues and concerns related to girls and women in India 2.3 Media and gender 2.4 Laws, Policies and Programs for girls and women in India.	15	20

Part C- Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

1. Bajpai.A.2006, Child Rights in India: Law, Policy and Practice, Oxford University press.
2. Bhasin. K 2017, Understanding Gender, New Delhi: Raj Press
3. Chopra, G 2015. Child Rights in India: Challenges and Social Action, New Delhi: Springer.
4. Saukia, N 2008. Indian Women: A Socio-legal Perspective, New Delhi: Serials Publications
5. Bhasin.K 2014, Feminism and its Relevance in South Asia. New Delhi: Raj Press

Suggestive digital Platforms web Links:

1. <https://www.drishtias.com/hindi/daily-updated/daily-news-analysis/sc-question-neper-on-repatriation-of-children>
2. <https://www.savethechildren.in/child-protection/fundamentals-of-child-rights-in-india/>
3. <https://www.humanium.org/en/india/>



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	Startups & Entrepreneurship	BCOM-304/1 (SEC)
Total Credit: 4		Max.Marks:100 (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



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	RETAIL MANAGEMENT	BCOM-304/2 (SEC)
Total Credit: 4		Max.Marks:100 (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	Retail Theory and Practices - Retail: Nature, Scope and Types - India Retailing Scenario - Retail Manager-Roles, Skill and Scope Keywords: Retailing Scenario, Role of Retail manager	12	20
2	Retail Marketing & Communication - The Role of Marketing in Retail - The Retail Marketing Mix - Product, Price, Place, Promotion, Presentation and People - The STP Approach-Segmentation, the Target Market, Positioning d. - The Retail Communication Mix- Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, Point of Purchase (POP),Displays - The Concept of Integrated Marketing Communication. Keywords: STP, Communication Mix	12	20
3	Retail Store Design, Visual Merchandising. - Importance of Store Design, Exterior and Interior Store Design -Fixtures, Flooring and Ceilings, Lighting, Graphics and Signage - Types of Layouts, Layout Selection, Methods of Display Keywords: Store Design, Layouts	12	20
4	Retail Pricing & Customer Relationship Management - Concept and Elements of Retail Price, Price Determination, Retail Pricing. - Concept of Customer Service, Importance of Service In Retail Policies. - Measuring the Gaps in Service, Gathering Customer Information and Enhancing Loyalty . - Importance of Customer Relationship Management in Retail. - Keywords: Pricing in Retail, CRM	12	20
5.	Ethnic in Retail Ethics in Retailing Customers, Community and the General Public. Employees, Business Partners, Shareholders, Banks and the Other. Professional Organisations Keywords: Ethics, Stakeholders.	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>



RKDF UNIVERSITY, BHOPAL
Bachelor of Commerce
Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	CREATIVE WRITING	BCOM-304/3 (SEC)
Total Credit: 4		Max.Marks:100 (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	Creative art of writing 1. What is Creative Writing? 2. Essential Features of Creative Writing Keywords: Well-knit, Unity and order, Coherence and completeness etc.	12	20
2	Writing Skills The Art and Craft of Writing, Story, Novel, Drama, Memoir, Biograph Autobiography etc. Keywords: Character, Plot, Theme, Setting Style and diction. Point of view and Literary devices	12	20
3	Manners of Writing 1. Modes of Creative Writing!" 2. Ethics of writing for Official and Unofficial Purposes Keywords: Narrative technique, descriptive method, expository/informative approaches, Persuasive and reflective manners etc.	12	20
4	Writing for the Media and Journals Keywords: Outline, Simple words, Avoiding fillers. Short sentences and paragraphs, Editing, Drafting and re-drafting. Conveying message easily etc.	12	20
5.	Methods of Writing for Publication 1. Preparing for Publication and Citing Resources 2. Writing Story, Novel, Drama, Poetry etc. Keywords: Abstract, Introduction, Hypothesis, Review of literature, Result and findings, Research rules such as references etc.	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 model (Working Link for the www.google.com/hgcreative writing&rig-ICIRENS enTN9251N925&oq=reative twnt



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce

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 (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 viss 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

Units	Content	Duration	Marks
1	Tourism: Types and Forms: 1. Types of tourism: Inter-regional and intra-regional tourism, domestic and international tourism 2. Forms of tourism religious, historical, social, health, business, sports and adventure, senior tourism Keywords: Types and Forms of Tourism. etc.	12	20
2	Travel Agencies and Travel Agents 1. 1 Travel Agency and Tour Operation Thurines Linkages and arrangements with hotels, airlines, and transport ageless. 2. 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 Keywords: Rules and Regulations. Tourist Counselling, Marketing of Tour Packages	12	20
3	Case study of some cultural events – 1.Ganga Mahossava, Taj Mahotsava, Tamson Samarah.Dance festival. Keywords: Mahotsavas and Dance Festivate	12	20
4	Tourist Guide, Duties, Responsibilities and Skills- 1. 1.Procedure of getting a guide license. 2. Review of itinerary, checking vehicle, locating vehicle, and contacting driver 3. Skills leading the group, general instructions to the participants an 4. monuments, sacred places, and crowded areas, giving commentary, answering questions, and concluding a tour Keywords: Interaction with the Tourist	12	20
5.	Air Travel Airlines and Airports- 1. Formalities: passport, visa, health requirements, taxes, customs, currency, travel insurance, baggage, and airport information 2. Cooperation between airlines and service providers. 3. Principles of customer service, baggage handling Keywords: Passport, Visa, Service Providers, Customer Services	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) 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



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	Managing Elections And Election Campaign	BCOM-304/5 (SEC)
Total Credit: 4		Max.Marks:100 (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	Electoral Democracy and Management of Elections a. Democracy: meaning and its kinds b. Electoral Democracy vs Liberal Democracy: A Perspective c. How Crucial is Management of Elections? I. Role of an Election Manager/ consultant II. Role of Treasurer III. Idea of 'Star Campaigners' Keywords: Democracy, Liberal, Election Consultancy	12	20
2	Organizational management and election campaign a.Membership Drive b.Boot Management	12	20
3	Traditional methods of Electoral Campaign: I . Posters ii. Pamphlets/Campaign Material iii. News portals, both print and electronic iv. Rallies Use of New Techniques and Methods in Election Campaign: I. Social Media Platforms/ IT Cells ii. Digital Marketing for Political Campaigns such as mass texting, etc. iii. Crowd Funding.	12	20
4	Learning from field experts 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 A webinar to interact with State election commission members understanding the election procedure. Keywords: party office, booth management, State Election Commission	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>



RKDF UNIVERSITY, BHOPAL

Bachelor of Commerce Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	Social Survey And Report Writing	BCOM-304/6 (SEC)
Total Credit: 4		Max.Marks:100 (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	Fundamental of social Survey 1. Social Survey: Concept, Matter, Scope, Objectives And Importance, Steps of Social Survey, Process, Merits And Limitations, Qualities Of Good Social Surveyor 2. Forms of Data Collection: Primary and Secondary Sources, Survey Planning 3. Survey Instruments: Observation, Interview Questionnaire, Schedule, Sealing Techniques, Social Distance Measuring Scale, Socio metry	12	20
II	Data Analysis And Report Writing: 1. Survey Response Rate, Pretesting Survey Technique 2. Classification, Analysis and Tabulation of Data, Diagrammatic And Graphic Presentation, Use Of Statistics Software, Releasing Information and Data Protection.	12	20
III	Major Survey Research and Training Institutes Of India: 1. Survey Of India 2. National Sample Survey Organization(NSSO) 3. Indian Council of Social Science And Research(ICSSR) 4. National Environmental Engineering Research(NEERI) 5. Council for Scientific and Industrial Research(CSIR) 6. Tata institute of Social Science(TISS) 7. Tata Institute of Fundamental Research(TIFR)	12	20
IV	Practical 1. Diagrammatic and Graphic Presentation Of Rural And Urban Population of Madhya Pradesh 2. Making of Pilot Survey Report on any Social Issue 3. Use any survey techniques to collect Primary Data of the problem of your locality and report writing Project/Field Trip: 1. VisittoRegisteredN.G.Os. Visit to Central Jail, Sos Village(Any One)	12	20
V	Project 1. Visit to Registered N.G.Os. 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 Third Semester

Course	Category	Subject	Subject Code
B.Com	SEC	व्यक्तित्व विकास	BCOM-304/7(SEC)
Total Credit: 4		Max.Marks:100 (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 (In Hours)	Marks
I	व्यक्तित्व, सफलता और असफलताओं का सामना 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 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 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, ईमेल शिष्टाचार, उपयोगी इलेक्ट्रॉनिक गैजेट और मोबाइल एप्लीकेशन	12	25
IV	1. स्वाट (SWOT) विश्लेषण 2. लक्ष्य निर्धारण 3. समय प्रबंधन 4. रिज्यूमें लेखन और मॉक साक्षात्कार सत्र 5. संचार कौशल 6. ई-मेल	12	25
V	प्रोजेक्ट/क्षेत्र भ्रमण 1. किसी एक सफल व्यक्तित्व के जीवन से प्राप्त सीख के आधार पर एक रिपोर्ट प्रस्तुत करें । 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. (21st 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