RKDF UNIVERSITY , BHOPAL
Master of Commerce (M.COM)
SCHEME
Fourth Semester
Academic Session 2025-26

S.No	Subject Code	Subject Name	Marks Distribution							Credits
			CAA (Continuous Assessment & Assignment)		Theory Marks		Practical Marks		Total Marks	
			Max	Min	Max	Min	Max	Min		
1	MCOM-401	` Institutional Accounting	40	18	60	27	-	-	100	05
2	MCOM-402	Corporate Governance Ethics and Sustainability	40	18	60	27	-	-	100	05
3	Group - A MCOM-403/1-F	Financial Planning and Business Analytics	40	18	60	27	-	-	100	05
	Group - B MCOM-403/2-M	Rural and Agriculture Marketing								
	Group-C MCOM-403/3-Mgt	Project Planning and Management								
4	Group-A MCOM-404/1-F	International Financial System	40	18	60	27	-	-	100	05
	Group-B MCOM-404/2-M	International Marketing								
	Group-C MCOM-404/3-Mgt	Supply Chain Management And Logistics								
5	MCOM-405 VAC-1	Artificial Intelligent for Business	40	18	60	27	-	-	100	02
	MCOM-405 VAC-2	Business Ethics								
	MCOM-405 VAC-1	Business Analytics								
Grand Total			200		300				500	22

Note: The student has to opt for any one Group.

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Course	Category	Subject	Subject Code
M.Com	Core-I	Institutional Accounting	MCOM-401
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On Successful Completion of This Course, the Students will be able:

1. Knowledge about the accounting system of holding company.

2. Knowledge about the preparation of final account of a banking company.

3. Knowledge about the preparation of final account of on insurance company.

4. Knowledge about the preparation of dual accounting system.

5. Knowledge about accounting system of Government.

Syllabus

Unit	Topics	No. of Lectures
I	Accounting for holding company (with, one subsidiary company only).	15
II	Accounting for Bank and Insurance Company (General and Life Insurance Company).	15
III	Double Accounts System- Need, purpose, difference between single entry system and double entry system, form of presentation of final Account of Electricity, Gas, Water and Railway company. Money Inflation accounting.	15
IV	Accounting for Co-operative societies, Hotel Accounting.	15
V	Government Accounting, (local government, municipal corporation, panchayat, colleges and universities), Human Resource Accounting (HRA).	15
Keywords/Tags: Accounting for holding company, Bank and Insurance Company, life insurance, Double Accounts System Accounting for Co-operative societies, Hotel Accounting.		

Recommended Reference Books:

1. Dr. Shukla, S.M., 'Institutional Accounting', Sahitya Bhawan Publications, Agra.

2. Krugman, P., Obstfeld, M., Melitz, M. (2017). International Economics-Theory and Policy Pearson.

3. Madura, J. (2017). International Financial Management. Cengage.

4. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets. Pearson.

5. Dr. Agrawal, B.M., 'एडवांस अकाउंट्स', एस. चंद्र प्रकाशन, रामनगर, नई दिल्ली.

6. डॉ. शुक्ला, एम.सी. 'एडवांस अकाउंट्स', एस चंद्र प्रकाशन रामनगर, नई दिल्ली

Master of Commerce
Fourth Semester

Course	Category	Subject	Subject Code
M.Com	Core-II	Corporate Governance Ethics and Sustainability	MCOM-402
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On Successful Completion of This Course, the Students will be able:

1. Understand the concepts, need, and scope of corporate governance.

2. Apply the knowledge of board composition and corporate governance committees.

3. Analyse the need for legislation on Corporate Governance.

4. Recall the concepts of business ethics and social responsibilities.

5. Evaluate the concepts oil sustainable development.

6. Evaluating emerging trends in corporate structure, strategy and culture.

Syllabus

Unit	Topics	No. of Lectures
I	**Corporate Governance:** Meaning and Definition Conceptual Framework of Corporate Governance Need-Scope - Evolution of Corporate Governance Elements of Good Corporate Governance Corporate Governance in India- National Committees on Corporate Governance CII, Code of Desirable Corporate Governance 1998, Kumar Mangalam Birla.	15
II	**Corporate and Board Management:** Board Composition Diversity in Board Types of Directors-Roles and Responsibilities of the Board of Directors - Functions and Powers of the Board of Directors-Chairman-CEO-Relationship between Directors and Executives Board Committees Various Board Committees Composition Role and Responsibilities Contribution to Board Governance Audit Committee Shareholders Grievance Committee - Remuneration Committee Nomination Committee Corporate Governance Committee -Corporate Compliance Committee Other Committees	15
III	**Need for Legislation of Corporate Governance**: Legislative Provisions of Corporate Governance in Companies Act 2013-Corporate Governance in PSUs, Banks, Insurance Companies.	15
IV	**Business Ethics:** Meaning-Definition Nature Types Sources Ethical Principles Ethical Dilemma Ethics and Conflicts of Interests-Factors Influencing Business.	15
V	**Sustainability**: Meaning Definition-Scope Corporate Sustainability - Sustainability Terminologies Triple Bottom Line (TBL) - Sustainable Development.	15
Keywords/Tags: corporate governance, board management, business ethics sustainability, legislative provisions etc.		

Recommended Reference Books:

1. C.A. Kamal Garg, Corporate Social Responsibility.

2. Dr. Agrawal L. Corporate Governance Vinod Kothari& company.

3. Dr. Sinha Pradeep Kumar Corporate social responsibility and sustainability, Nirali Prakashan Delhi.

4. Dr. S.S. Khanna, Business Ethics and Corporate Governance (Principal and Practices) S. Chand publications.

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Master of Commerce

Fourth Semester

Group- A

Course	Category	Subject	Subject Code
M.Com	OFA-1	Financial Planning and Business Analytics	MCOM-403/1-F
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Enable the students to understand the premise of financial planning and identify the financial goals of investment in contemporary environment.

2. Help the students to build financial plans and budgets and install budgetary control mechanisms for business projects systematically.

3. Understand the premise of financial planning and identify the financial goals.

4. To develop skills to evaluate the key concepts of business analytics.

5. To develop skills to outline the relationship of the business analytics process within the organization's decision-making process

6.To provide understanding about marketing analytics.

Syllabus

Unit	Topics	No. of Lectures
I	**Financial Planning;** Planning Concept, Characteristic features, Pre-requisites, Types Operational planning. Strategic planning. Technical planning. Contingency planning, Ethical issues in strategic planning. Basic concepts in financial planning, Sources of finance, Financial institutions- Role and functions, Process of financial planning Defining financial objects and goals.	15
II	**Financial Plan:** Concept, Components of financial plan Budgeting, Managing liquidity. Managing risk, Managing Control, Development of Financial plan, Implementation and Review, Building financial plans using spreadsheets, Evaluation of financial plan. **Building Financial Plans**: Critical analysis of investments, Insurance and tax saving instruments, Risk assessment of individual, Building financial plans using spreadsheets, Evaluation of financial plan.	15
III	**Introduction to Analytics**: Introduction, Meaning & Definition, Characteristics, Applications of Analytics, Meaning of Business Analytics, SWOT of Analytics, Importance of Analytics, Tools & Techniques of Analytics, Functions of Analytics, Reports in Analytics, Relevance of Analytics in Business, List of Software for Business Analytics.	15
IV	**Finance Analytics:** Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Critical Financial Analytics, Risk based Pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting Risk Profiling, Portfolio Stress Testing, Potential Application of Analytics in Finance Department, Relevance of Financial Analytics in Business, List of Software's for Finance Analytics.	15
V	**Marketing Analytics:** Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Types of Marketing Analytics, Buying Pattern Behaviour Analysis, Analysis of Trends, Identification of Target Audience Advertising Techniques, Forecasting Demand & Supply, Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting. Use of Google Analytics in Marketing, social media and its relevance on Marketing Analytics, Potential Application of Analytics in Marketing Department, List of Software's for Marketing Analytics.	15
Keywords/Tags: Marketing, Financial Planning, Budgetary Control Mechanisms Forecasting Demand & Supply etc.		

Recommended Reference Books:

1. Alexander, J. Financial Planning & Analysis and Performance Management Jhon Wiley & Sons Publication.
2. Acharya, Seema Chellappan, Subhasini. Big Data Analytics.
3. Berthold, Michael Hand, David J. Intelligent Data Analysis. Springer.
4. Keown, A. J. Personal Finance Turning Money into Wealth. Pearson Publication.
5. Madura, Jeff. Personal Finance. Pearson Education.
6. डॉ. शर्मा, योगेश, वित्तीय नियोजन (कब, क्यों और कैसे ?)

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Group-B

Course	Category	Subject	Subject Code
M.Com	OMR-B-1	Rural and Agriculture Marketing	MCOM-403/2-M
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able –

1. Knowledge about the rural marketing system

2. Knowledge about the trends of Indian rural consumer.

3. Knowledge about the marketing of agricultural producer

4. Knowledge about the marketing management and channel Strategies of rural marketing

5. Knowledge about the regulated and irregulated rural marketing of India.

Syllabus

Unit	Topics	No. of Lectures
I	**Indian Rural Marketing:** Meaning, Characteristics, Importance and Scope, Rural consumer-meaning, characteristics, modern trends, problems and rural market segmentation.	15
II	**Agricultural Marketing:** Concept, Nature, Scope, Importance and Subject matter, Classification of agricultural products and their difference with manufactured goods. Problems of Agriculture market: Meaning, Components, Dimensions and Classification Market structure: Dynamics of market structure, Components of market, structure and Market forces.	15
III	**Market Management and Channel Strategy:** Modern marketing management and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, forward dealing, Exchange market, Speculative market, Channels of distribution for consumer goods, marketing of agricultural consumer goods and agricultural raw materials.	15
IV	**Rural Market in India:** Regulated market. Genesis of regulated market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market. Organization of regulated market, Future of regulated and regulated markets in India. Agriculture marketing strategy .	15
V	**Marketing of farm Products:** packing, packaging material Transportation-means of transportation in rural areas cost of transport. Grading and Standardization, Labelling and Warehousing-processing and selling.	15
Keywords/Tags : Indian rural marketing, channel strategy, genesis of market, farm products, market strategy, market structure, distribution channel etc.		

Recommended Reference Books:

1. Dr. Pradeep Kashyap, 'Rural Marketing'

2. Lalita Rama Krishnan, 'Cases in Rural Marketing Management

3. डॉ. शर्मा एफ. सी. 'ग्रामीण विपणन'

4. डॉ एम. ए. सुदाती. 'Fundamental of Rural marketing

5. जैन अशोक एवं वरुण ग्रामीण विपणन

6. सिंहमहेंद्र प्रताप भारत में ग्रामीण वितरण

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Group-C

Course	Category	Subject	Subject Code
M.Com	OMG-C-1	Project Planning and Management	MCOM-403/3-Mgt
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Understand about the need and importance of project planning and management in an enterprise.

2. Understand about the sources of project identification

3. Understand about the analyse technical and risk factor of the project.

4. Understand about the knowledge of project formulation

5. Understand about pre and post evaluation of the project.

Syllabus

Unit	Topics	No. of Lectures
I	Old tradition of business plan and project planning in ancient India Need and concept of project planning and management, classification of project, identification, sources of project ideas.	15
II	Project formulation feasibility analysis technical and risk analysis.	15
III	Project finance sources of project finance, project financial planning, main financial institutions of India.	15
IV	Project implementation requirements for successful Project implementation project management system project management information system PMIS uses of network techniques in project management.	15
V	Pre and post project evaluation project audit environment appraisal of project, Human aspects of project management.	15
Keywords/Tags: Project planning, project management, risk analysis, technical analysis etc.		

Recommended Reference Books:

1. Prof. Agrawal N.P. and Mishra B.K. 'Project Management' RBD Professional Publications, Jaipur.

2. Erik Larson, Clifford Gray, Rohit Joshi- 'Project Management', McGraw-Hill Education, Noida, India.

3. Er. Kundan Singh, Dr. M.L. Kansal- 'Project Planning and Management', HP Hamilton Ltd.

4. CA G.S. Sawhney- 'Project Management', Willey India.

5. अग्रवाल एम. आर. 'परियोजना प्रबंध', गरिमा पब्लिकेशन।

6. सज्जन सिंह बागिया- 'परियोजना प्रबंध', नीलकण्ठ पब्लिकेशन।

7. अग्रवाल डॉ. बी. के. 'परियोजना नियोजन एवम नियंत्रण', मे० राम प्रसाद एंड सन्स, भोपाल।

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Group-A

Course	Category	Subject	Subject Code
M.Com	OFA-II	International Financial System	MCOM-404/1-F
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Understand the relevance and implications of global imbalances.

2. Understand the factors affecting exchange rates and the inter linkages among them.

3. Critically analyze the evolution of the international monetary system both in terms of historical construct and its implications for the contemporary system.

4. Understand the evolution and spread of international financial markets and the implications of globalized finance.

5. Understand international banking and its consequences for the international financial system.

6. Understand the causes and consequences of financial crises in both developing and developed countries, the similarities and differences between the crises and implications of different ways of handling the crisis.

Syllabus

Unit	Topics	No. of Lectures
I	**Introduction:** Growing importance of international finance, costs of international investment, crisis & contagion Balance of Payments-current account, capital account official reserve account, the J curve, foreign exchange reserves-costs and benefits, BOP trends in major countries, persistent current account deficits & surpluses among nations (Global Imbalances) & their repercussions, Shifting global dominance of the U.S.A., Growing importance of unified Europe and emerging Asia, Role of New Development Bank/ BRICS bank as an alternative to IMF	15
II	**Exchange Rate Determination & Forecasting:** Measuring exchange rate movements & volatility, factors influencing exchange rates, Government intervention-direct & indirect intervention and sterilized & non-sterilized intervention Interest rate parity, covered and uncovered interest arbitrage Purchasing Power Parity-absolute & relative; Fisher effect & international fisher effect, Forecasting exchange rates technical approach, fundamental approach & efficient market approach.	15
III	**International Monetary System:** Evolution of the International monetary system, bimetallism, Gresham's Law classical gold standard, its strengths and weaknesses, inter war period, Bretton woods system, Triffin's Paradox, special drawing rights, flexible exchange rate regime, present arrangements including dollarization, The European Monetary Union & its costs & benefits, Fixed versus floating exchange rate systems.	15
IV	**International Financial Markets:** Foreign exchange markets, international money markets, international credit markets, international bond markets & international stock markets, Regulatory asymmetry & its implications, recycling of petrodollars.	15
V	**Financial Crisis:** Financial flows to developing countries the problem of original sin, crisis in the Latin American countries, growth & crisis in Asia, contagion, Capital mobility-the trilemma of the exchange rate regime or the impossible trinity, Lessons from the crisis; Role of International financial institutions like IMF & World Bank, Securitization and the financial crisis of U.S.A. (2008-09) role of credit rating agencies, Euro zone crisis and other contemporary issues.	15
Keywords/Tags: Financial institutions, Financial flows, IMF & World, foreign exchange, Role of New Development Bank		

Recommended Reference Books:

1. Eun, C. & Resnick, B. (2017). International Financial Management. McGraw Hill/Irwin Scries in Finance Insurance and Real Estate

2. Krugman, P., Obstfeld, M., Melitz, M. (2017) International Economics-Theory and PolicyPearson.

3. Madura, J. (2017). International Financial Management. Cengage.

4. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets. Pearson.

5. डॉ. सिंघई, जी. सी., डॉ. मिश्रा, अन्तर्राष्ट्रीय व्यापार एवं वित्त, साहित्य भवन पब्लिकेशन्स

6. डॉ. उशीर, डी. जी., डॉ. जावळे, एस. आर. जावळेवित्तीय व्यवस्था -11, निराली प्रकाशन, नई दिल्ली

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Master of Commerce

Fourth Semester

Group-B

Course	Category	Subject	Subject Code
M.Com	OMR-B-II	International Marketing	MCOM-404/2-M
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Describe concept and nature of international marketing, international marketing environment and its components, understand the process of international market segmentation, selection and positioning, and critically assess the suitability of different modes of entry into international markets.

2. Understand decisions related to international product planning and pricing.

3. Explain methods for promoting product in foreign markets and understand issues involved with designing of international promotion strategy.

4. Describe decisions related to international channel and physical distribution strategies.

5. Identify and describe emerging trends and issues in international marketing.

Syllabus

Unit	Topics	No. of Lectures
I	**Introduction:** Marine trade in ancient India and its marketing system, history of international marketing before and after independence of India. **International Marketing:** Meaning, Scope, Nature and Significance. International Marketing Environment - Internal and External Environment, International Market. Orientation, Identification and Selection of foreign market, Functions and qualities of an Export Manager.	15
II	**Export Organization:** Meaning, affecting factors and types,Overseas Product and product planning Development: It's concept and methods, pricing and its factors, Methods of Pricing, Price quotation, Exim Policy in India.	15
III	**Direct Trading and Indirect Trading:** Meaning and Methods. Methods of Payment in international Marketing.	15
IV	**International Product Planning and Pricing Decisions:** Major product decisions –product quality, design, labeling, packaging branding and product support services; Issue of product standardization vs. adaptation; International trade product life cycle; New product development. **Pricing Decisions for International Markets**: Factors influencing international price determination; International pricing process, policies and strategies; Delivery terms and currency for export price quotations, Standardized vs. differentiated pricing strategies; Transfer pricing.	15
V	**International Distribution Decisions:** Distribution channel strategy; Different types of international distribution channels their roles and functions; Selection and management of overseas middlemen; International distribution logistics inventory management, transportation, warehousing, and insurance. **Emerging Trends in International Marketing:** International marketing through Internet; Ecological concerns in international marketing, international marketing ethics.	15
Keywords/Tags: **International Marketing, direct and indirect trading, export organisation, product planning, pricing decision, distribution decision, trends in international marketing etc.**		

Recommended Reference Books:

1. Prasad, L. M. 2020. Principles and Practice of Management. 10th ed. New Delhi: Sultan Chand & So
2. Dr. Agrawal Shalini 'International Marketing'. Sahitya Bhawan
3. Philip R. Cateora- 'International Marketing'. Mc grawhill Publications
4. Dr. Umesh U., Dr. Indrajeet Goswami- 'International Marketing Management'.
5. डॉ. जैन एस. सी. 'अन्तर्राष्ट्रीय विपणन 'साहित्य भवन पब्लिकेशन आगरा
6. डॉ. जोशी, राकेशमोहन-'अन्तर्राष्ट्रीय विपणन' ऑक्सफोर्ड वूनिवर्सिटी प्रेस, भोपाल
7. डॉ. सिंघई, जी. सी., मिश्रा जे. पी. 'अन्तर्राष्ट्रीय व्यापार एवं वित्त' साहित्य भवन पब्लिकेशन,आगरा
8. डॉ. शर्मा राजेन्द्र, 'अन्तर्राष्ट्रीय विपणन', मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Group-C

Course	Category	Subject	Subject Code
M.Com	OMG-C-II	Supply Chain Management And Logistics	MCOM-404/3-Mgt
Total Credit: 5		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Describing fundamental supply chain management and logistics concepts at macro and micro levels.
2. Understanding the role of Relationship Marketing in SCM
3. Understand the foundational role of logistics as it relates to procurement, transportation, and warehousing and inventory.
4. Develop an understanding of Performance Measurement, Supply Chain Metrics (KPIs), Balanced Score Card Approach and Benchmarking.
5. Analysing the importance of the third party and fourth party logistic outsourcing. Develop an understanding of the Technology

Syllabus

Unit	Topics	No. of Lectures
I	**Introduction:** Supply chain management in ancient Indian Trade meaning, importance, scope, concept of Supply Chain Management (SCM) and trade logistics; Supply chain management as a Management Philosophy, Function of SCM, Value chain for supply chain management; Design of SCM; Logistic activities - An overview, contribution of logistics at macro and micro levels, SCM and trade logistics, Logistics and competitive advantage; Logistics mix; Concept, span and process of integrated SCM; Difference between logistics and supply chain management, demand management; Forecasting-Need, quantitative and qualitative methods, Selecting the appropriate forecasting technique; Functional applications - HR, marketing, operations, finance, IT; Logistics organization - Logistics in different industries..	15
II	**Behavioural Issues in Supply Chain Management:** Role of relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers; Strategic partnerships; Supplier-retailer collaboration and alliances.	15
III	**Focus Areas of Logistics and Supply Chain Management:** Product development process and SCM, purchasing cycle, types of purchases, JIT purchasing, strategic role of purchasing in the supply chain and total customer satisfaction, purchasing vs. procurement, procurement strategies, Transportation: Introduction, objectives, different modes of transportation, importance of effective transportation system; Warehousing and inventory management: Reasons for warehousing, warehousing evaluation and requirements. warehousing location strategies, inventory-Introduction, objectives, concept of inventory, types of inventory, concept of inventory management, importance of inventory management, objectives of inventory management, different types of inventory costs, inventory management principles and approaches, Logistical packaging: Introduction, objectives, concept of logistical packaging, types of packaging material, packaging costs.	15
IV	**Performance Measurement:** Framework of performance indicators, methods of performance measurement and the balanced score card approach, benchmarking, supply chain metrics (KPIs), performance measurement and continuous improvement.	15
V	**Trends and Challenges in Logistics and Supply Chain Management:** Third party and fourth party logistic outsourcing-Challenges and future directions; Reverse logistics; Bullwhip effect; Push based and pull based systems; Green supply chain management; E-Commerce logistics: Requirements of Logistics in e-commerce, EDI, bar coding, RFID; Re-engineering the supply chain-Future directions.	15
Keywords/Tags: Organisation, Organisational Behaviour, Group Behaviour, Conflict, Culture, work stress.		

Recommended Reference Books:

1. Chopra, S. & Meindl, P. Supply Chain Management: Strategy, Planning and Operation, Pearson Education.

2. Hult, M.G., Closs, D., Frayer, D. Global. Supply Chain Management: Leveraging Processes, Measurements and Tools for Strategic Corporate Advantage. Mc Graw Hill Ltd.

3. Shapiro, J.F., Modelling the Supply Chain, Cengage Learning

4. Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar. Designing and Managing the Supply Chain. Tata MCGraw Hill Education Private Limited.

5. डॉ. शर्मा, राजकुमार, आपूर्ति शृंखला प्रबंधन

6. बंगा, सुरिंदर कौर, शर्मा मोनिका, सिंघल सीमा, आपूर्ति शृंखला प्रबन्धन, वी. के. ग्लोबल, पब्लिकेशन, दिल्ली

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Fourth Semester

Course	Category	Subject	Subject Code
M.Com	Vocational	Artificial Intelligent for Business	MCOM-405 VAC-1
Total Credit: 2		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Understand the current nature of Al in business and its role in delivering business value and enabling new business models.

2. Extend their knowledge of robotics to Software Robots, particularly those used for Robotic Process Automation, and understand how to make business processes more efficient.

3. Comprehend the strategic implications of Al.

4. Identify the challenges and risks associated with Al.

Syllabus

Unit	Topics	No. of Lectures
I	Introduction to Artificial Intelligent, Application of Al in business decision making, machine learning, natural language processing transformers	10
II	Autonomous vehicles, robotics, robotic process automation ChatGPT.	10
III	Strategic implications of Al, challenges, risk and ethical 10 consideration, regulating Al.	10
Keywords/Tags: Artificial Intelligent, robotics, machine learning, Al tools, and ethics etc.		

Recommended Reference Books:

1. Ajay Agrawal, Joshua Gans and Avi Goldfarb 'The Simple Economies of Artificial Intelligent', Harvard Business Review Press.
2. Margaret Boden, 'AI: Its Nature and Future', Oxford University Press.
3. Stuart Russel and Peter Norving, 'Artificial Intelligence: A Modern Approach', 3 edition, Pearson.
4. Brett Lantz, 'Machine Learning with R', 2nd edition, Packt Publishing.
5. Luciano Floridi, 'The Cambridge Handbook of Information and Computer Ethics', Cambridge University Press.
6. Paul and James Wilson, "Human + Machine: Reimagining Work in the Age of Al', Harvard Business Review Press.

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Course	Category	Subject	Subject Code
M.Com	Vocational	Business Ethics	MCOM-405 VAC-2
Total Credit: 2		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Assess and examine the significant contemporary ethical issues and challenges existing in Business today
2. Interpret the role of Business Managers and Enterprises for Societal Benefits.
3. Examine ethical dilemmas and decision-making frameworks.
4. Identify the approaches at the personal. Organizational and societal levels for ethical decision-making

Syllabus

Unit	Topics	No. of Lectures
I	**Introduction to Business Ethics:** Moaning, Definition & nature, Morals and Ethics, importance of Business Ethics, Causes of Unethical behavior Characteristics of Ethical Problems in Management, Ethical theories; Causes of unethical behavior, Work ethic, Values, Norms, Beliefs and Standards.	6
II	**The Institutionalization of Business Ethics:** Ethics and organisation, Ethics in practice- in functional areas (Like HR, Marketing, Finance), Intellectual Property rights, Code of ethics; Competitiveness, organizational size, profitability and ethics. Developing an Effective Ethics. Program.	6
III	**Ethical Decision-Making and Ethical Leadership:** Model of Decision making, Individual factors, Moral Philosophies and Values, Indianism and Indian Value Systems, Servant Leadership.	6
IV	**Business Ethics and Audit**: Corporate Ethics and Ethical Business Behavior, Audit of Ethical Behaviour .Business Practices and Social Audit.	6
V	Business Ethics and Business Development: Concept of Globalization and Global business Network. Relationship between Business, Business Ethics and Business development, Ethics in Global Economy. Marketing Ethics in Foreign Trade. Role of ethics in developing civilized Global Business.	6
Keywords/Tags: Business Ethics, Institutionalization of Business Ethics, Ethical Decision-making, Business development		

Recommended Reference Books:

S .NO	TITILE OF THE BOOK	AUTHOR	PUBLISHER
1	Business Ethics	CSV Murthy	Himalaya Publishing House
2	Ethics in Management	S.A. Sherlekar	Himalaya Publishing House
3	Business and its Environment	Davis, Kaith and Blostorm	McGraw Hills Publications
4	Business Ethics and Corporate Governance	---------------	ICFAI publication
5	The International Business Environment	Hamilton	Oxford Press

RKDF UNIVERSITY, BHOPAL

Master of Commerce

Fourth Semester

Course	Category	Subject	Subject Code
M.Com	Vocational	Business Analytics	MCOM-405 VAC-3
Total Credit: 2		Max.Marks:100 (Internal:40+External:60)	

Course Learning Outcomes:

On successful completion of this course, students will be able -

1. Understand the concept and practices of Business Analytics.

2. Learn about application of business analytics to real world problems.

3. Learn Data Preparation, Summarisation and Visualisation Using spreadsheet.

4. Understand concepts of Descriptive, Prescriptive and Predictive Analytics.

Syllabus

Unit	Topics	No. of Lectures
I	Introduction to business analytics, Data Scientist vs. Data Engineer vs. Business Analyst,, Categories of Business Analytical methods and models, Analyst Role in Business Analytics Model, Application of Business Analytics: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics, Career in Business Analytics.	6
II	Data and Data Science; Data analytics and data analysis, Classification of Analytics, Application of analytics in business, Types of data: nominal, ordinal, scale; Big Data and its characteristics, Applications of Big data.Challenges in data analytics	6
III	Descriptive analytics: Overview of Description Statistics Canal Tendency, Variability).	6
IV	Data Preparation, Summarisation and Visualisation Using spreadsheet. Data Preparation and Cleaning. Sort and filter. Conditional formatting. Text to Column. Removing Duplicates, Data Validation, identifying outliers in the data, covariance and correlation matrix, Moving Averages, Finding the missing value front data, Summarisation; Visualisation: scatter plots, line charts, histogram, etc, Pivot Tables, pivot charts and interactive dashboards.	6
V	Predictive Analytics and Prescriptive analytics: Concept, Meaning, Nature, Importance and applications.	6

Keywords/Tags: Business Analytics, Data and Data Science, Descriptive analytics, and Prescriptive analytics, Data Visualisation, Predictive Analytics

Recommended Reference Books:

S .NO	TITILE OF THE BOOK	AUTHOR	PUBLISHER
1	Business analytics: the science of data driven decision making	Kumar, D. U. (2017)	Wiley, New Jersey. United States
2	Business analytics an application focus	Rao, P. H. (2013)	PHI Learning Private Limited, New Delhi
3	Essentials of Business Analytics: An Introduction to the methodology and its application	Bhimasankaram Pochiraju, Sridhar Sesitadri	Springer
4	Business Analytics	Albright & Winston	Cengage Learning
5	Business Analytics	Banerjee and Banerjce	SAGE Publishing