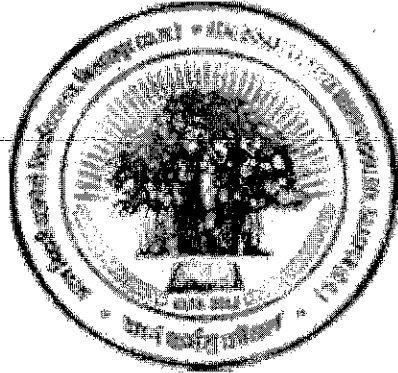


Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur (C.G.)



**Scheme and Syllabus
Of**

M.Com (Final) (3rd and 4th sem.)

Program Code: MCOMR 103

Semester system for affiliated college

(As per LOCF and credit system)

W.E.F- 2024-2025

(As approved AC and EC meeting held on 16.08.2023 and 18.04.2023 respectively)



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Scheme of M.Com under Semester System

Program Code: MCOMR103

Semester	Course Code	Subject Name	Credit			Total Credit	Marks				
			L	T	P		ESE	IA	Total		
									Max	Min	
Third	COMR301	Specialized Accounting	3	1	-	4	80	20	100	36	
	COMR302	Consumer Behavior	3	1	-	4	80	20	100	36	
	COMR303	Advanced Cost Accounting	3	1	-	4	80	20	100	36	
	COMR304	Income Tax Law and Accounts	3	1	-	4	80	20	100	36	
	COMR305	Business Environment	3	1	-	4	80	20	100	36	
	Subtotal			15	5	-	20	-	-	500	
Fourth	COMR401	Project Report and Viva Voice	4	-	-	4	80	20	100	36	
	Elective -I (Marketing)										
	COMR402A	Principles of Marketing	3	1	-	4	80	20	100	36	
	COMR402B	Advertising & Sales Management	3	1	-	4	80	20	100	36	
	COMR402C	Marketing Research	3	1	-	4	80	20	100	36	
	COMR402D	International Marketing	3	1	-	4	80	20	100	36	
	Elective-II: (Management)										
	COMR403A	Financial Management	3	1	-	4	80	20	100	36	
	COMR403B	Personnel Management	3	1	-	4	80	20	100	36	
	COMR403C	Production Management	3	1	-	4	80	20	100	36	
COMR403D	Strategic Management	3	1	-	4	80	20	100	36		
Elective-III: (Banking & Insurance)											
COMR404A	Banking Practice	3	1	-	4	80	20	100	36		
COMR404B	Banking Institution in India	3	1	-	4	80	20	100	36		
COMR404C	Life Insurance	3	1	-	4	80	20	100	36		
COMR404D	General Insurance	3	1	-	4	80	20	100	36		
Subtotal			16	4	-	20	-	-	500		
Total			60	20	-	80	-	-	2000		

Note: Students have to opt one group of in 4th Semester.

Abbreviations used:

ESE: End Semester Exam

IA: Internal Assessment

22/8/22

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Part A: Introduction			
Program: M.Com	Semester: III	Year: II	w.e.f.: 2024-2025
1. Course Code	COMR 301		
2. Course Title	Paper- Specialised Accounting		
3. Course Type	THEORY		
4. Pre-requisite(if any)			
5. Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none">• Understand the accounting principles and practices of general insurance companies.• Analyze the financial statements and accounting procedures of banking companies.• Explore the double account system used by public utility concerns.• Comprehend the accounting treatment of royalty transactions.• Evaluate the accounting methods for investment accounts.		
6. Credit Value			
7. Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36	

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Accounts of General Insurance Companies.	12
II	Accounts of Banking Companies:	12
III	Accounts of Public Utility concerns: Double Account system.	12
IV	Royalty accounts.	12
V	Investments Accounts	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Bussiness Law T.M. Josef Himalaya Publishing House, New Delhi	
2. Goyal, Bhushan Kumar. Corporate Accounting. Taxmann, New Delhi	
3. Kumar, Alok. Corporate Accounting. Kitab Mahal	
4. Monga, J. R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi	
5. Advanced Accountancy, K.S. Raman, M.A. Arulanandam Himalaya Publishing House, New Delhi	
6. Advanced Accounts, M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand Publishing, New Delhi	
7. Advanced Accountancy, S.N. Maheshwari, Vikas Publishing Pvt. Ltd. Noida UP	
8. एडवांस्ड एकाउंटिंग, डॉ. एस एम शुक्ला एवं सहाय साहित्य भवन पब्लिकेशन्स आगरा, उत्तर प्रदेश	

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9. विशिष्टिकृतलेखांकन, डॉकरीम, खनूजा, मेहता, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश
10. विशिष्टिकृतलेखांकन, डॉएस के सिंह, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

1. <https://e pg infibnet.ac.in>

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Part A: Introduction				
Program:M.Com		Semester: III	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 302		
2.	Course Title	Paper-II Consumer Behaviour		
3.	Course Type	THEORY		
4.	Pre-requisite(if any)			
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none">• Understand the concept and importance of studying consumer behavior and its applications.• Analyze various models of consumer behavior, including Howard Sheth, Nicosia, and Engel-Kollat-Blackwell models.• Explore consumer motivation and personality, including the hierarchy of needs and personality development.• Comprehend consumer perception, learning, and attitude formation, including key theories and models.• Evaluate the influence of socio-cultural factors on consumer behavior, including reference groups, family, social class, and cultural impact.		
6.	Credit Value			
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36	

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Concept and Need for Study of Consumer Behaviour. Application of Consumer Behaviour; Factors Affecting Consumer Behavior; Individual Consumer – Features of Individual Consumers; Consumer Decision-making Process; Organizational Consumer–Concept, Characteristics and Types of Organizational Consumer; Organizational Consumer Decision -making Process; Consumer Research.	12
II	Economic, Learning, Psychoanalytical and Sociological Models; Howard Sheth Model; Nicosia Model; Engel-Kollat-Blackwell Model; Sheth Model of Industrial Buying.	12
III	Consumer Motivation and Personality : Motivation –Concept of Motivation, Needs and Goals; Dynamic Nature of Motivation; Hierarchy of Needs; A Trio of Needs; Major Aspects of Motivation Research; Personality – Concept and Characteristics; Stages in the Development of Personality; Self and Self-image.	12
IV	Consumer Perception, Learning and Attitude : Concept and Elements of Perception; Factors Influencing Perception; Dynamics of Perception; Consumer Imagery; Concept, Process and Theories of Learning; Concept and Characteristics of Attitude; Factors Involved in Attitude Formation; Models of Attitude; Cognitive Dissonance and Attribution Theories.	12
V	Consumer in Scio-Cultural Settings : Reference Groups; Family Influences and Life Cycle; Social Class and its Measurement; Cultural Influence on Consumer Behaviour; Subcultures and Consumer Behaviour;	12



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Diffusion Process; Adoption Process.

Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Business Law T.M. Josef Himalaya Publishing House, New Delhi
2. Aggarwal V. K. (2018) Consumer Protection: Law and Practice, Bharat Law House, Delhi
3. Kapoor Sheetal, (2019) Consumer Affairs and Customer Care, 2nd Edition, Galgotia Publishing Company
4. Rajya Laxmi Rao, (2012) Consumer is King, 3rd Ed. Universal Law Publishing Company
5. Sharma, Deepa, (2011) Consumer Protection and Grievance-Redress in India (LAP LAMBERT, Germany)
6. Choudhary, R. N. (2005) Consumer Protection: Law and Practice. 5th Ed. Bharat Law House, Delhi.
7. उपभोक्ताव्यवहार, एसएनदुहन, एनकेसाहनी, मीनूगुप्ता, गरिमा, कल्याणीपब्लिशिंग, नईदिल्ली

E-Resources:

1. <https://e pg infibnet.ac.in>

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Part A: Introduction			
Program:M.Com	Semester: III	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 303	
2.	Course Title	Paper-III Advanced Cost Accounting	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none">• Understand cost analysis concepts and techniques of materials control.• Compute and control labor costs and manage overhead accounting.• Explore unit costing, contract costing, and operating costing methods.• Analyze process costing and costing for joint products and by-products.• Evaluate the importance of budgetary control and prepare various types of budgets.	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Introduction Cost Analysis, concept and classification, Materials control-Techniques of Materials Control.	12
II	Labour Cost- Computation and control, Overheads- Accounting and Control. Unit Costing	12
III	Contract Costing and Operating Costing.	12
IV	Process Costing, Joint products & By-Products costing.	12
V	Budgetary Control, Importance of budgets in accounting. Nature of budgetary control. Organization for budgetary control preparation of fixed and variable budgets. Cash Budgets, Production and Sales Budgets.	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Arora, M.N. Cost Accounting-principles and practice. Vikas Publishing House, New Delhi.	
2. Jhamb, H. V. Fundamentals of Cost Accounting. An Books Pvt Ltd, New Delhi	
3. Lal, Jawahar., and Srivastava, Seema. Cost Accounting. McGraw Hill Publishing Co., New Delhi.	



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4. Singh, Surender. Fundamentals of Cost Accounting. Kitab Mahal, Allahabad/New Delhi.
5. Drury, Colin. *Management and Cost Accounting*. Thomson Learning.
6. Horngren, Charles T., George Foster and Srikant M. Dattar. *Cost Accounting: A Managerial Emphasis*. Prentice Hall of India Ltd., New Delhi.
7. Jain, S.P., and Narang, K.L. *Cost Accounting: Principles and Methods*. Kalyani Publishers, Jalandhar.
8. उच्चतरलागतलेखांकन, प्रो एमएलअग्रवाल एवं डॉकेएलगुप्ता, साहित्य भवन पब्लिकेशन्स आगरा, उत्तरप्रदेश
9. उच्चतरलागतलेखांकन, डॉबी के मेहता, एसबीपीडीपब्लिशिंग हाऊस आगरा, उत्तरप्रदेश
10. उच्चतरलागतलेखांकन, डॉआरएन खण्डेलवाल एसबीपीडीपब्लिकेशन्स आगरा, उत्तरप्रदेश

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Part A: Introduction				
Program: M.Com		Semester: III	Year: II	w.e.f.: 2024-2025
1.	Course Code	COMR 304		
2.	Course Title	Paper-IV Income Tax and Accounts.		
3.	Course Type	THEORY		
4.	Pre-requisite (if any)			
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> Understand the main provisions and important definitions of the Indian Income Tax Act. Calculate taxable income under the heads of Salary and House Property. Explore depreciation, development allowance, and taxable income for Business and Profession, and Capital Gains. Comprehend set-off and carry forward of losses, and deductions from gross total income. Evaluate the process of appeals, revisions, and the roles of income tax authorities. 		
6.	Credit Value			
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36	

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Law relating to Income tax Brief study of the main provisions of the Indian Income Tax Act. Important definition. Income exempted from tax. Residence and Tax liability.	12
II	Calculation of taxable income under the head: Salary and House property.	12
III	Depreciation and development allowance, Calculation of taxable Income under the head: Business and Profession, capital gains.	12
IV	Set off and Carry forward of losses. Deduction from gross total Income Calculation of taxable Income and tax of an individual, and Hindu divided Families. Income from other sources.	12
V	Appeals & Revisions Reference of High Court and Supreme Court, offences & Penalties, Income tax authorities.	12

Part C - Learning Resource
Text Books, Reference Books, E-Resources



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Text Books, Reference Books:

1. Ahuja, Girish and Gupta Ravi. Systematic Approach to Income Tax. Bharat Law House, Delhi.
2. Singhanian, Vinod K. and Singhanian Monica. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
3. George A Steiner and John F Steiner, Business , Government and Society, McGraw Hill International
4. Agrwal, Jain & Jain, Income Tax, RBD Publishing House, Jaipur, Rajasthan
5. आयकरनियोजन एवंप्रबंध, डॉ एचसीमेहरोत्रा एवंगोयलसाहित्य भवनपब्लिकेशन्सआगरा, उत्तरप्रदेश
6. आयकरविधान एवंलेखे,डॉ मुखर्जी, जैन एवंत्यागी, एसबीपीडीपब्लिशिंगहाऊसआगरा, उत्तरप्रदेश
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Part A: Introduction			
Program:M.Com	Semester: III	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 305	
2.	Course Title	Paper- V Business Environment	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none"> Understand the concept and scope of the business environment. Analyze economic policies and international economic organizations. Evaluate political institutions and legal frameworks affecting business. Explore technological trends and their societal impact. Comprehend social responsibility and environmental aspects of business. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Business Environment: Concept, Nature and scope of Business Environment, Global Business Environment, and Business Environment in the Indian context.	12
II	Economic Environment : Types of economic policies, economic liberalization, fiscal and monetary policies and budget; WTO, and international economy Industrial policy– Trade Policy –Economic Development and role of government–Privatization & Public Systems Management. Various Summits: ASEAN, BRICS, G20, G7, APEC, OPEC, NATO	12
III	Political & Legal environment: Political institutions – Legislature – executive –Judiciary interaction between political institutions and business firm, legal framework of business, Company laws, Labor legislations: Consumer Protection Act,1986.	12
IV	Technological Environment, Impact of Technology, Technology and Society; Trends in Technology Management, Issues & Challenges.	12
V	Social Environment: Business and Society, Social responsibility of Business, Social pressures, groups and dimensions. Natural Environment: Environmental aspects in business, Environmental hazards: Government role and interventions.	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Cherunilam, Fransis, Business Environment, Himalya Publishing House, Mumbai	
2. Ashwathappa, K.: Essentials of Business Environment, Himalaya Publishing House, Mumbai	
3. Ashwathappa, K.: Essentials of Business Environment, Himalaya Publishing House, Mumbai	



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4. व्यावसायिकपर्यावरण, डॉ.जे.पी.मिश्रा, साहित्य भवनपब्लिकेशन्सआगरा, उत्तरप्रदेश
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6. व्यावसायिकपर्यावरण, डॉ.विनय ऋषिश्वर, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

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Part A: Introduction			
Program: M.Com	Semester: IV	Year: II	w.e.f.: 2024-2025
1.	Course Code	COMR402 (A)	
2.	Course Title	Paper-I Principles of Marketing	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none"> • Understand the scope and importance of marketing. • Analyze market environment and segmentation. • Evaluate product decisions and lifecycle. • Comprehend pricing strategies and factors. • Explore distribution channels and management. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Introduction- Meaning, nature Scope and importance of marketing, Marketing concept and its evolution; Marketing mix, Strategic marketing planning- an overview	12
II	Market Analysis and Selection Marketing environment- macro and micro components and their impact of marketing decision, Market segmentation and positioning: Buyer behavior; Consumer versus organizational buyers, Consumer; consumer decision, making process,	12
III	Product Decision- Concept of a product: Classification of products. Major Product decisions; Product line and product mix, Branding, Packaging and labeling, Product lifecycle- strategic implication, New product development and consumer adoption process.	12
IV	Pricing Decisions- Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	12
V	Distribution Channels and physical Distribution Decisions- Nature, functions, and types of distribution channels; Distribution channel intermediaries, Channel management decisions, Retailing and wholesaling. Physical Distribution Management.	12



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Website : www.bilaspuruniversity.ac.in

Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Kapoor, Neeru. Principles of Marketing. PHI
2. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th Edition), Pearson Education. Indian edition.
3. Mahajan, J.P. and Mahajan Anupama. Principles of Marketing. Vikas Publications.
4. Sharma, K., & Swati Aggarwal. (2018). Principles of Marketing. Taxmann's.
5. Grewal, D. & Levy, M. (2017). Marketing (5th ed.). McGraw Hill Education.
6. Saxena R Marketing Management, Tata McGraw Hill.
7. विपणन के सिद्धांत, डॉ एससीजैन, साहित्य भवन पब्लिकेशन्स आगरा, उत्तर प्रदेश
8. विपणन के सिद्धांत, डॉ एफ सी शर्मा, एसबीपीडी पब्लिकेशन्स आगरा, उत्तर प्रदेश
9. विपणन के सिद्धांत, आरएसनौलखा, आरबीडी पब्लिशिंग हाउस जयपुर, राजस्थान
10. विपणन के सिद्धांत, डॉ अग्रवाल एवं कोठारी, एसबीपीडी पब्लिकेशन्स आगरा, उत्तर प्रदेश

E-Resources:

1. <https://e pg inflibnet.ac.in>




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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 402 (B)	
2.	Course Title	Paper-II Advertising & Sales Management	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">• At the end of this course, the students will be able to:• Understand the concept, scope, and objectives of advertising.• Analyze pre-launch advertising decisions including target audience and media choice.• Evaluate promotional management, including advertising agencies and budget.• Comprehend personal selling and its importance compared to advertising.• Explore sales management, including sales force recruitment and evaluation.	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Introduction Concept, Scope, Objectives and Functions of Advertising, Role of Advertising in marketing mix and the advertising process. Legal ethical and social aspect of advertising.	12
II	Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice, Advertising messages, Layout of advertisement and Advertising Appeal, Advertising Copy.	12
III	Promotional Management-Advertising Department. Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.	12
IV	Personal Selling Meaning and Importance of Personal Selling- Difference between Personal Selling, Advertising and Sales Promotion Methods and Procedure of Personal Selling	12
V	Sales Management Concept of Sales Management. Objectives and Function of Sales Managements. Sales Organization. Management of Sales force and Sales force objectives. Sales force Recruitment:- Selection. Training, Compensation and Evaluation.	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Still, Cundiff and Govani, Sales Management, Pearson Education	
2. Sahu, P.K. and Raut, K.C., Salesmanship and Sales Management, Vikas Publishing House, New Delhi.	
3. Panda and Sahadev, Sales and Distribution Management, Oxford Publication	



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Website : www.bilaspuruniversity.ac.in

4. Still, Cundiff and Govani, Sales Management, Pearson Education
5. Kirkpatrick, C.A.: Salesmanship, D.B. Taraporevala Sons and Co., Bombay
6. Advertising and Sales Management, Pankhuri Bhagat, SBPD Publishing House, Agra
7. निगमीय नियमन रूपरेखा, डॉ. जी.के. वार्ष्ण्य एवंसहाय, साहित्य भवनपब्लिकेशन्सआगरा, उत्तरप्रदेश
8. विज्ञापन एवंविक्रय प्रबंध, आरएलनौलखा,आरबीडीपब्लिशिंगहाउसजयपुर, राजस्थान
9. विज्ञापन एवंविक्रय प्रबंध,संजय गुप्ता, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

1. <https://e pg infibnet.ac.in>

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Part A: Introduction			
Program: M.Com	Semester: IV	Year: II	w.e.f.: 2024-2025
1.	Course Code	COMR 402 (C)	
2.	Course Title	Paper-III Marketing Research	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the basics of marketing research and information systems. • Analyze pre-launch advertising decisions including target audience and media. • Evaluate promotional management, advertising agencies, and budget. • Comprehend personal selling and its methods compared to advertising. • Explore sales management, including sales force recruitment and evaluation. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Marketing Research: An Introduction; Marketing Research and Information System.	12
II	Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice, Advertising messages, Layout of advertisement and Advertising Appeal, Advertising Copy.	12
III	Promotional Management-Advertising Department. Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.	12
IV	Personal Selling Meaning and Importance of Personal Selling- Difference between Personal Selling, Advertising and Sales Promotion Methods and Procedure of Personal Selling	12
V	Sales Management Concept of Sales Management. Objectives and Function of Sales Managements. Sales Organization. Management of Sales force and Sales force objectives. Sales force Recruitment: - Selection. Training, Compensation and Evaluation.	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Malhotra, N. K. and Dash, S.; Marketing Research; PHI, New Delhi	
2. Marketing Research, Alvin C Burns & Ronald F Bush, Pearson India Education Service-Pvt. Ltd. Noida UP	



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Website : www.bilaspuruniversity.ac.in

3. Marketing Research, Naval Bajpai, Pearson India Education Service Pvt. Ltd. Noida UP
4. Marketing Research and Consumer Behaviour, S Sumathi & P Saravanavel, Vikas Publishing Pvt. Ltd. Noida UP
5. विपणनअनुसंधान, आरसीअग्रवाल, एसबीपीडीपब्लिशिंगहाउसआगरा, उत्तरप्रदेश
6. विपणन शोध प्रबंध, पीसीजैन, आरबीडीपब्लिशिंगहाउसजयपुर, राजस्थान
7. विपणनअनुसंधान, एफसी शर्मा, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश
8. विपणनअनुसंधान, शशि के. गुप्ता एवंपरनीतरांगी, कल्याणीपब्लिशिंग, नईदिल्ली

E-Resources:

9. <https://e pg inflibnet.ac.in>

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Part A: Introduction		Program: M.Com	Semester: IV	Year: II	w.e.f.: 2024-2025
		COMR402 (D)			
1.	Course Code	Paper-IV International Marketing			
2.	Course Title	THEORY			
3.	Course Type				
4.	Pre-requisite(if any)				
5.	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • At the end of this course, the students will be able to: • Understand the scope, benefits, and challenges of international marketing. • Analyze the differences between international and domestic marketing. • Explore the international marketing environment and market selection process. • Evaluate foreign market entry modes, product adaptation, branding, and packaging. • Comprehend international pricing, promotion, distribution channels, and logistics decisions. 			
6.	Credit Value				
7.	Total Marks	Internal Marks: 20	External Marks: 80	Min Passing Marks: 36	

Part B: Content of the Course		Total Hours
Unit	Topics	
I	International Marketing; Scope, benefits and difficulties of International Marketing, International marketing and Domestic Marketing, reasons for entering International marketing. International marketing environment, Identifying and selecting foreign market.	12
II	Foreign market entry mode: Product designing, standardization Vs. Adaptation; Branding, packaging and Labeling.	12
III	Quality issues and after sales service; International pricing: International price quotation; payment terms and methods of payment.	12
IV	Promotion of products and services abroad: International channels of distribution; Selection and appointment of foreign sales agent. Logistic decision.	12
V	Export policy and practices in India, Trends in India's foreign trade, steps in starting export business: Export finance, documentation and procedure.	12

Part C - Learning Resource
Text Books, Reference Books, E-Resources
Text Books, Reference Books:
1. Cherunilam, Francis, "International Marketing", Himalaya Publishing House, Mumbai
2. Rathore, Rathore & Jani, "International Marketing", Himalaya Publishing House, Mumbai



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Website : www.bilaspuruniversity.ac.in

3. Varshney, R. L. and Bhattacharya, B. (2001). International Marketing: An Indian Perspectives, Sultan Chand, New Delhi
4. Srinivasan, R, International Marketing, PHI, New Delhi
5. International Marketing and Export Management, Gerald Albaum & Edwin Duerr, Pearson India Education Service Pvt. Ltd. Noida UP
6. अंतर्राष्ट्रीय विपणन, मनोजअरोरा, कल्याणीपब्लिशिंग, नईदिल्ली
7. अंतर्राष्ट्रीय विपणन, डॉ.आईएमसहाय, एसबीपीडीपब्लिशिंगहाऊसआगरा, उत्तरप्रदेश
8. अंतर्राष्ट्रीय विपणन, वीएसराठौड़, आरकेकोठारी एवंजैन,आरबीडीपब्लिशिंगहाउसजयपुर, राजस्थान
9. अंतर्राष्ट्रीय विपणन, डॉसतीशकुमारसाहा, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR403 (A)	
2.	Course Title	Paper-I Financial Management	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none">• Understand the scope and functions of financial management, including investment, financing, and dividend decisions.• Analyze capital budgeting techniques and their evaluation criteria.• Comprehend the cost of capital and its components, including cost of debt, equity, and weighted average cost.• Evaluate operating and financial leverage and their effects on profitability.• Explore capital structure theories, dividend policies, and management of working capital, including cash and inventory management.	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Financial Management: Meaning nature and scope of finance; Finance function investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions, Investment evaluation criteria-net present value. Internal rate of return, profitability index, payback period, accounting rate of return; NPV and IRR comparison; Capital rationing, Risk analysis in capital budgeting.	12
II	Cost of Capital Meaning and significance of cost of capital: Calculation of cost of debt. Preference capital, equity capital and retained earnings, Combined cost of capital (weighted). Cost of equity and CAPM.	12
III	Operating and Financial Leverage Measurement of leverages: Effects of operation and financial leverage on profit; Analyzing alternate financial plans; Combined financial and operation leverage Capital structure Theories Traditional an MM. hypotheses- without taxes and with taxes, Determining capital structure in practice.	12
IV	Dividend Policies Issues in dividend decisions. Walter's model, Gordon's model. M-M hypothesis, dividend and uncertainty, relevance of dividend: Dividend policy in practice. Forms of dividends, stability in dividend policy, Corporate dividend behaviour.	12
	Management of Working Capital: Meaning, significance and types of working	12



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V	capital; Calculating operating cycle period and estimation of working capital requirement: Financing of working capital and norms of bank finance; Dimension of working capital management. Management of cash, and inventory
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Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Chandra Prasanna: Financial management; Tata McGraw Hills, New Delhi
2. Pandey, I.M: Financial management, Vikash Publishing House, New Delhi
3. Maheshwari S.N: Principles of financial Management, S. Chand & Sons, New Delhi
4. Khan M.Y and Jain PK; Financial Management: Tata McGraw Hills, New Delhi
5. Sharma and Gupta: Financial Management, Kalyani Publishing House, New Delhi
6. Reddy Sudarshan: Financial Management-Principles and Practices, HPH, New Delhi
7. R.M.Srivastava: Financial Management and Policy, HPH, New Delhi
8. उच्चवित्तीय प्रबंध, डॉ एसपीगुप्ता, साहित्य भवन पब्लिकेशन्स आगरा, उत्तर प्रदेश
9. वित्तीय प्रबंध, डॉ आरएसकुलश्रेष्ठ, एसबीपीडी पब्लिशिंग हाऊस आगरा, उत्तर प्रदेश
10. वित्तीय प्रबंध, एमडीअग्रवाल एवं एनपीअग्रवाल, आरबीडी पब्लिशिंग हाऊस जयपुर, राजस्थान
11. वित्तीय प्रबंध, डॉ शर्मा एवं मित्र, एसबीपीडी पब्लिकेशन्स आगरा, उत्तर प्रदेश

E-Resources:

12. <https://e pg inflibnet.ac.in>

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3.	Dr. K.K. Agrawal	Subject Expert	
4.	Shri Tikaram Kashyap	Member	
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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR403 (B)	
2.	Course Title	Paper-II Personnel Management	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none"> • Understand the concept and importance of personnel management. • Analyze personnel policies, programs, and procedures. • Comprehend manpower planning, recruitment, and selection. • Evaluate training, development, performance appraisal, and discipline. • Explore compensation, fringe benefits, and employee welfare. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Concept, Definition, Importance & Objectives of personnel Management, Historical Development of Personnel Management, Nature, scope planning, philosophy and Principles of personnel Management and its relation with behaviour sciences.	12
II	Personnel policies, programmes & procedures. Personnel Department, Personnel Functions. Position of Personnel Department& Organization of Personnel Management.	12
III	Man power planning Recruitment and Selection. Training & Development of Employees & Executives. Promotion, Demotion, Transfers, Absenteeism & Turnover	12
IV	Performance Appraisal and Ment Routing. Discipline. Job evaluation wage & Salary Administration, plans of Remuneration & Financial Rewards/Incentive payments.	12
V	Employees Fringe Benefits & Services-Safety, Health & Security programme and welfare Motivation and Moral.	12



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Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Personnel-Management, Dr. CB Mamoria, Dr. VSP Rao, Himalaya Publishing House, New Delhi
2. सेविवर्गप्रबंध एवं औद्योगिकसंबंध, डॉ. चतुर्भुजमामोरिया, डॉ. कामेश्वरपंडित, ए. प्रीतिरैना, साहित्य भवन पब्लिकेशन्स आगरा, उत्तरप्रदेश
3. सेविवर्गीय प्रबंध, शर्मा, शर्मा, सुराणा, आरबीडी पब्लिशिंग हाउस जयपुर, राजस्थान

E-Resources:

1. <https://e pg inflibnet.ac.in>

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Part A: Introduction			
Program: M.Com	Semester: IV	Year: II	w.e.f.: 2024-2025
1.	Course Code	COMR 403 (C)	
2.	Course Title	Paper-III Production Management	
3.	Course Type	THEORY	
4.	Pre-requisite (if any)		
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> Understand the fundamentals, nature, scope, and functions of production management. Analyze production organization, productivity, and types of manufacturing systems. Comprehend production planning, factors affecting it, and forecasting methods. Evaluate process design, layout planning, and factors affecting design decisions. Explore work measurement techniques, production control functions, and quality control methods. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Fundamentals of production management, Nature, Scope, Function: Problems. Production and Productivity organizing for production. Types of Manufacturing systems	12
II	Production planning Objective. Factors affecting Production Planning. Planning future activities forecasting. Qualitative & Quantitative forecasting methods. Long-range forecasts, project planning method (P.E.R.T. and C.P.M.) process planning System. Techniques of process planning: Assembly charts: Process charts mark or buy analysis.	12
III	Process design, Factors affecting design Relation with types of manufacturing plan location and layout, Factors affecting location. Types of plans layout, evolution of alternative layout.	12
IV	Work measurement and work standards uses of work measurement data; procedure for work measurement. Direct work measurement. Time study, activity sampling. Indirect work measurement: Synthetic timing Pre determined motion time system. Analytical estimation. Methods analysis: Ares of application Approaches to methods design. Tools for methods analysis, work simplification programme.	12
V	Production Control- Control functions: Routing Loading, Scheduling, and Dispatching. Follow up. Quality control & inspection: place of quality control in modern enterprises. Organisation of quality control. Statistical quality control. Inspection location for inspection. Inspection procedure and records, Inspection devices.	12



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Website : www.bilaspuruniversity.ac.in

Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Production and Operation Management, K Awathappa, K Shridhara Bhat, Himalaya Publishing House, New Delhi
2. Production and Operation Management, Alan Muhlemann, Keith Lockyer & JS Oakland, Pearson India Education Service Pvt. Ltd. Noida UP
3. Operation Management and Control, Boswajit Banerjee, S. Chand Publishing, New Delhi
4. Production Management, Dr Bhatia & Fauzdar, SBPD Publishing House, Agra UP
5. उत्पादनप्रबंध, एसबीपीडीपब्लिशिंगहाउसआगरा, उत्तरप्रदेश
6. उत्पादनप्रबंध, नीतिगुप्ता एवं अनुजगुप्ता, आरबीडीपब्लिशिंगहाउसजयपुर, राजस्थान
7. व्यवसायिकसन्ध्या, डॉ सिंह एवंतिवारी, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

1. <https://e pg infliibnet.ac.in>

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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 403 (D)	
2.	Course Title	Paper-IV Strategic Marketing	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> Understand the concept and levels of strategy, including strategic decision-making approaches. Analyze environmental analysis, SWOT analysis, and strategic advantage. Comprehend strategy formulation, choice, and competitive strategies. Evaluate functional strategies in marketing, production, R&D, personnel, and finance. Explore strategy implementation, resource allocation, and structural considerations. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Concept of Strategy Defining strategy, levels at which strategy operates: Approaches to strategic decision making: Mission and purpose objective and goals, Strategic business unit (SBU); function level strategies. Environmental analysis and Diagnosis: Concept of environment and its components Environment scanning and appraisal, Organizational appraisal Strategic advantage analysis and diagnosis, SWOT analysis.	12
II	Strategy Formulation and Choice of Alternatives: Strategies- modernization. Diversification, integration, Merger, take-over and joint strategies Turnaround. Disinvestment and liquidation strategies, Process of strategic choice-industry competitor and SWOT analysis; factory affecting strategic choice, Generic competitive strategies-cost leadership, differentiation fobs: Value chain analysis, benchmarking, service blue printing.	12
III	Functional Strategies: Marketing, production/operations and R& D plans and policies Functional Strategies: Personnel and financial plans and policies.	12
IV	Strategy Implementation inter-relationship between formulation and implementation, Issues in strategy implementation, Resource allocation. Strategy and Structure Structural considerations, strictures for strategies, Organisational design and change.	12
V	Strategy Evaluation Overview of strategic evolution; Strategic control; Techniques of strategic evaluation and control Global Issues in Strategic Management.	12



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Website : www.bilaspuruniversity.ac.in

Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Grant, Robert M., Contemporary Strategy Analysis, 5th ed., 2005 Blackwell Publishers, Massa chussets, U.S.A.
2. David, Fred R.; Strategic Management, Prentice-Hall
3. Sharma, R. A. Strategic Management in Indian Companies. Deep & Deep Publications, New Delhi
4. Strategic Management : A Dynamic Perspective, Mason A Carpenter, Gerard Sanders & Prashant Salwan, Pearson India Education Service Pvt. Ltd. Noida UP
5. व्यूहरचनात्मकप्रबंध, डॉ एके चौधरी, साहित्य भवन पब्लिकेशन्स आगरा, उत्तरप्रदेश
6. व्यूहरचनाप्रबंध, एसबीपीडीपब्लिशिंग हाउस आगरा, उत्तरप्रदेश
7. व्यूहरचनात्मकप्रबंध, पीसीजैन, आरबीडीपब्लिशिंग हाउस जयपुर, राजस्थान

E-Resources:

1. <https://e pg inflibnet.ac.in>

Members Board of Studies-

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1.	Dr. Sudhir Sharma	Chairman	
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8.	Dr. Sharad Kumar Dewangan	Member	



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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR 404 (A)	
2.	Course Title	Paper-I Banking Practices	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able:</p> <ul style="list-style-type: none"> • Understand the concept, functions, and services of banks, including prohibited businesses. • Analyze the nature of banking, qualities of bankers, and banker-customer relationships. • Comprehend various customer accounts, including opening procedures and special types of customers. • Evaluate the employment of bank funds, liquidity management, and principles of lending. • Explore bill purchase/discounting, letter of credit, and securities for advances, including types and legal positions. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Bank: Concept, Functions and Services, prohibited Business. Nature of Banking, Qualities of Banker, Bank and Customer Relationship, Concept of Customer, general Relationship, Bankers, Rights and obligations. Termination of Relationship.	12
II	Accounts of Customers: Various Customers Accounts. Opening an account, Nomination facility, Special Type of Customers Minors. Pardanashin woman, Lunatics, Intoxicated Persons, Joint Hindu Family, Limited Companies and Non Trading Concern.	12
III	Employment of Bank Funds. Importance of Liquidity, Cash Reserve, Money at call and short notice, Investments, statutory provisions regarding liquid Assets. Principles of lending. Types of loan, Interest Tax Act.	12
IV	Purchase/Discounting of Bills, legal Position, Bill Market scheme, Lodgments of bills, Vaghul Working Group Report, Letters of Credit, Concept and types, Crossing and endorsements of cheque.	12
V	Securities for Advances: General Principal, Advances against Goods, Stock exchange Securities, Real Estate, Life Policies, Fixed Deposits. Gold, Silver,	12



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Bond and Debenture. Lien and mortgage, Type of mortgage Hypothecation, pledge.

Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Sethi & Bhatia; Elements of Banking and Insurance; PHI Learning Private Limited, New Delhi
2. Shekhar, K.C.; Banking Theory & Practice, Vaani Publishing House, New Delhi
3. Gopal & Gopal; Principles and Practices of Banking and Insurance, Himalaya Publishing House, Mumbai
4. Banking Theory, Law and Practice, Prof. E Gordon & K Natarajan, Himalaya Publishing House, Mumbai
5. भारतमेंबैंकिंगविधि एवंव्यवहार, प्रो. वीपीअग्रवाल, साहित्य भवनपब्लिकेशन्सआगरा, उत्तरप्रदेश
6. बैंकिंगव्यवहार, डॉ. वीसीसिन्हा, एसबीपीडीपब्लिशिंगहाउसआगरा, उत्तरप्रदेश
7. बैंकिंगव्यवहार, डॉ. सतीशकुमारसाहा, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

1. <https://e pg infibnet.ac.in>

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Part A: Introduction			
Program: M.Com	Semester: IV	Year: II	w.e.f.: 2024-2025
1.	Course Code	COMR 404 (B)	
2.	Course Title	Paper-II Banking Institution in India	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> Understand the evolution and effects of nationalization in the Indian banking system. Analyze the classification of banking institutions, including commercial, regional rural, and cooperative banks. Comprehend the roles of development banking institutions and credit guarantee institutions. Evaluate the functions and regulatory powers of the Reserve Bank of India (RBI). Explore emerging trends in the banking sector, including committee reports and privatization impacts. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks: 36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Indian Banking System: Indigenous Banking, Money Landers, Nationalization of commercial Bank and their Effects. Classification of Banking Institutions. Commercial Banks. Regional Rural Banks, Cooperative Banks	12
II	Development Banking in India: IFCI, ICIC, SIDBI, Credit Guarantee Instituting: Export Credit Guarantee corporation of India, Deposit Insurance an Credits Goren.	12
III	R.B.I. Organization, function, Central Banking functions, Promotional functions, Control of credit by RBI, NBFC, and RBI, Commercial Banks and RBI, Power of RBI.	12
IV	Banking Regulation Act 1949: Important features, Forms of Business of a Bank, Regulation for Capital, Control over Management, Restrictions on loans and advances winding up of a Banking Company, Amalgamation of Banks.	12
V	Emerging trends in Banking Sector Narasimham Committee Report, Committee on Banking Sector Reforms, Bridge Loan and Privatization of Banks and its impact.	12



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Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Bank and Institutional Management, Dr. Vasant Desai, Himalaya Publishing House, New Delhi
2. Indian Banking, S Natarajan & R Parameswaran, S Chand Publishing, New Delhi
3. Indian Financial System, Sapana Nibsaiya, Vikas Publishing House, Noida UP
4. भारतमें बैंकिंग संस्थाएं, डॉ. वीसीसिन्हा, एसबीपीडीपब्लिशिंग हाउस पब्लिकेशन्स आगरा, उत्तर प्रदेश
5. भारतमें बैंकिंग संस्थाएं, डॉ. सतीश कुमार साहा, एसबीपीडीपब्लिकेशन्स आगरा, उत्तर प्रदेश
6. विनीय संस्थाएं एवं बाजार, शशि के गुप्ता, निशिअग्रवाल एंवरजनीशजैन, कल्याणीपब्लिकेशंस दिल्ली

E-Resources:

1. <https://e pg inflibnet.ac.in>

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3.	Dr. K.K. Agrawal	Subject Expert	
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5.	Shri K.S. Pusham	Member	
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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1. Course Code	COMR 404 (C)		
2. Course Title	Paper-III Life Insurance		
3. Course Type	THEORY		
4. Pre-requisite(if any)			
5. Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none"> • Understand the history, importance, and characteristics of life insurance. • Comprehend the procedure for obtaining life insurance policies, including non-medical insurance. • Analyze different types of life insurance policies and their conditions. • Evaluate premium and annuity concepts, including computation methods. • Explore the role of life insurance agents, claims settlement, and the impact of privatization in India. 		
6. Credit Value			
7. Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36	

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Life insurance: introduction, History of life insurance, Utility, Object, Characteristics and importance of life insurance, procedure of getting life insurance, non-medical insurance, Insurance of sub-standard lives, insurance of female lives and Minors.	12
II	Life insurance policy: Conditions and kinds of Life insurance policies, some important plans of life insurance.	12
III	Premium and Annuity: Elements of premium; methods of premium computation, Natural premium plan, level premium plan, Gross and net premium, Loading mortality table meaning, characteristics and importance in life insurance, Kinds of mortality table. Annuity: Meaning, objects, advantages and kinds of annuity, annuity Vs Life insurance.	12
IV	Life Insurance agent and his working, settlements of Life insurance claims. Guidelines and procedures, Organisation and management of life insurance corporation of India, working and progress.	12
V	Privatization of Life insurance in India, Insurance Regulatory & Development Authority Act, 1999, - powers and functions of authority	12

Part C - Learning Resource	
Text Books, Reference Books, E-Resources	
Text Books, Reference Books:	
1. Tripathy & Pal; Insurance: Theory and Practice; PHI Learning Private Limited, New Delhi 2. Gopal & Gopal; Principles and Practices of Banking and Insurance, Himalaya Publishing House, Mumbai 3. Principales of Life Insurance, Dr. Shrikrishna Laxman Karve, Himalaya Publishing House, Mumbai 4. बीमा के तत्व, बालचन्द्रश्रीवास्तव, साहित्य भवनपब्लिकेशन्सआगरा, उत्तरप्रदेश	



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5. जीवन बीमा, डॉआरकेविश्वनोई, एसबीपीडीपब्लिशिंगहाउसआगरा, उत्तरप्रदेश
6. जीवन बीमा, डॉसतीशकुमारसाहा, एसबीपीडीपब्लिकेशन्सआगरा, उत्तरप्रदेश

E-Resources:

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Part A: Introduction			
Program:M.Com	Semester: IV	Year: II	w.e.f.:2024-2025
1.	Course Code	COMR404 (D)	
2.	Course Title	Paper-IV General Insurance	
3.	Course Type	THEORY	
4.	Pre-requisite(if any)		
5.	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to: <ul style="list-style-type: none"> Understand the origin, importance, and fundamental principles of insurance. Comprehend the classification and organization of insurance, including reinsurance. Analyze marine insurance, its elements, policies, premiums, and claim settlements. Evaluate fire insurance, including hazards, principles, policy conditions, and claim settlements. Explore miscellaneous insurance types such as personal accident, motor, liability, and engineering insurance. 	
6.	Credit Value		
7.	Total Marks	Internal Marks: 20 External Marks: 80	Min Passing Marks:36

Part B: Content of the Course		
Unit	Topics	Total Hours
I	Introduction: Origin and Development of Insurance: Advantages Importance and Functions of Insurance, Fundamental principles of Insurance - insurable, interest, utmost good faith, other principles indemnity, subrogation, contribution, mitigating of loss warranties, Proximate cause etc.	12
II	Classification and Re-insurance: General Principles, various methods fire-insurance, under insurance, Over-insurance, double insurance Classification and organisation of Insurance.	12
III	Marine Insurance: Introduction, Evolution & Development of marine insurance. Necessary elements of marine insurance contract Peril & Scope of marine insurance. Procedure of Taking out Marine Insurance Policy, kinds of Marine insurance Policies, Computation of Marine Insurance Premiums and Returns, Marine Losses Total loss, Actual and Constructive, Partial Loss-particular average loss and general average loss, Settlements of Claims and Recoveries, Salvage and Particular Charges.	12
IV	Fire insurance Physical and moral hazards, functions of fire insurance, history of fire insurance; principles of fire insurance, meaning of fire, characteristics of fire insurance, contract rights of insurer under a fire insurance contract, procedure of fire insurance policy, fire policy conditions, settlement of claims.	12
V	Miscellaneous Insurance Personal accident Insurance, Motor, employer's liability fidelity guarantee, burglary, live stock, crop. And workmen's compensation insurance, Cattle Export Risks, Engineering, Aircraft insurance.	12



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Part C - Learning Resource

Text Books, Reference Books, E-Resources

Text Books, Reference Books:

1. Dorfman; Introduction to Risk Management and Insurance; PHI Learning Private Limited, New Delhi
2. Principle and Practice of Non Life Insurance, PK Gupta, Himalaya Publishing House, Mumbai
3. Insurance Principles and Practice, MN Mishra & SB Mishra, S Chand Publication, Noida UP
4. Principles of Insurance, Dr. Shakti Prathaban & Dr. NP Dwivedi, Himalaya Publishing House, Mumbai
5. General Insurance, SBPD Publishing House, Agra UP
6. सामान्य बीमा एसबीपीडीपब्लिशिंगहाउसआगरा, उत्तरप्रदेश

E-Resources:

1. <https://e.pg.inflibnet.ac.in>

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