



Department of Commerce

Course Structure of B.Com (H)						
B.COM SEMESTER I						
Type	Subject Code	Subject (Theory)	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T11101	Financial Accounting-I	3	1	0	4
DSC	TIU-UBC-MJ-T11102	Business Economics	3	0	0	3
DSC	TIU-UBC-MJ-T11103	Principles of Management	2	0	0	2
Interdisciplinary	TIU-UBC-MD-T1101	Business Mathematics & Statistics	2	1	0	3
CVA	TIU-UBC-CVA-T1101	Indian Society & Culture	1	0	0	1
OEC	TIU-UBC-MI-E11101A	Open Elective-I: Business Communication	2	0	0	2
AECC	TIU-UBC-AEC-S1101	CASD: Computer Fundamentals: Theory & Practice	0	0	3	3
SEC	TIU-UES-SEC-S1101	Entrepreneurship Skill Development (ESD)	0	0	2	2
		1st Semester Total	13	2	5	20

Open Elective-II: Economic Application in Business: Macro Economics

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course



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L+T+P: Lecture + Tutorial + Practical

SEMESTER – I



Program: B. COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: FINANCIAL ACCOUNTING - I	Subject Code: TIU-UBC-MJ-T11101
Contact Hours/Week: 3-1-0 (L-T-P)	Credit: 4

Financial Accounting- I: DSC: Discipline Specific Core (Course)

Course Objective: The course aims to provide knowledge and exposure to the concepts, theories and practices in basic Financial Accounting

Develop skills in recording financial transactions using Double-Entry Bookkeeping System

Understand the accounting cycle and the processes involved in maintaining accurate financial records

Learn how to prepare key financial statements Like Trading & Profit & Loss Account and Balance Sheet

Learn Techniques & expertise in maintaining the books of accounts

Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Fundamental concepts of Accounting, Accounting Concepts & Conventions, Accounting Equation, Double Entry System, Significance of Debit and Credit in Accounts, Capital & Revenue Transactions, Journalizing the transactions.
CO2	Cash Book: Fundamental concepts of Cash Book, which is meant to record Cash, Banking Transactions as well as Cash Discount.
CO3	Bank Reconciliation Statement- Concepts of BRS, Reasons for difference between cash book and passbook balances, BRS with Amended Cash Book.
CO4	Depreciation- Concepts of Depreciation, Causes, Objectives of providing for depreciation, Straight Line Method & Diminishing Balance Method, Impact of Depreciation in P/L Account & Balance Sheet.
CO5	Inventory Valuation- Concepts of Inventories, Stores Ledger using FIFO, and Weighted Average Method.
CO6	Final Accounts- Develop analytical abilities to prepare Trial Balance detect errors & prepare key financial statements Like Trading & Profit & Loss Account and Balance Sheet.

Course Contents

Unit 1: Introduction to Accounting

Definition, Need for Accounting, Branches of Accounting, Book keeping Vs Accounting, Groups interested in Accounting Information, Role of Computers in Accounting, Accounting Concepts, Accounting Conventions, Accounting Equation, Double Entry Vs Single Entry, Significance of Debit and Credit in Accounts, Journalizing the transactions, Capital & Revenue Transactions, Advance Journal Entry

Unit 2: Preparation of Books of Accounts

Cash Book

Unit 3: Bank Reconciliation Statement

Bank Reconciliation Statement, Need, Reasons for difference between cash book and pass book balances, problems on favorable and overdraft balances, Ascertainment of correct cash book balance.



Unit 4: Depreciation

Meaning of Depreciation, Causes, objects of providing for depreciation, Factors affecting depreciation, Accounting Treatment, Methods of providing depreciation, Straight line Method & Diminishing Balance Method

Unit 5: Inventory Valuation

Introduction, Accounting for Inventories, Determination of Cost, Valuation of Inventories (FIFO, Weighted Average)

Unit 6: Final Accounts – Basics

Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet

Unit 7: Rectification of Errors

Procedure for Rectification of Errors, Before preparation of Trial Balance, After preparation of Trial Balance but before preparation of Final Accounts, After preparation of Final Accounts

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	2	1
CO2	3	1	2	2	2	3	1	2	2	2	2	1
CO3	1	2	3	3	3	3	2	3	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	2	1
CO5	1	3	2	1	3	3	3	1	3	1	1	2
CO6	2	2	3	2	2	2	2	2	2	2	2	3
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.17	1.83	1.67

BOOKS

- ❖ Hanif & Mukherjee, Financial Accounting, Vol I, McGraw Hill
- ❖ Amitabha Bose, Financial Accounting, Vol I, Tee Dee
- ❖ Mukherjee & Mukherjee, Financial Accounting 1, Oxford Higher Education
- ❖ Sukla, Grewal, Gupta: Advanced Accountancy Vol. I, S Chand



Program: B.COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: BUSINESS ECONOMICS	Subject Code: TIU-UBC-MJ-T11102
Contact Hours/Week: 3-0-0 (L-T-P)	Credit: 3

Business Economics: DSC: Discipline Specific Core (Course)

Course Objective: The course aims at imparting elementary knowledge on microeconomic theory and practice. It shows how business economics differs from normative or positive economics.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Course Outcome Description
CO1	Describe the fundamental idea of nature, type, scope, and application of microeconomics in commerce and business.
CO2	Explain the concept of consumer's and producer's behavior and different forecasting methods of business parameters.
CO3	Develop the idea of market morphology and its various models.
CO4	Examine the concept of equilibrium analysis for the theories of product pricing and its sensitivity to changes in different macroeconomic parameters.
CO5	Apply various qualitative and quantitative tools and models to develop the concept of business decision-making in the short and long run.
CO6	Create and appraise various microeconomic models on pricing theories and forecasting techniques.

Course Contents

Micro Economics

Unit 1: Introduction

Economics: scope and subject matter. Distinction between Economics and Business Economics, Tools required – Functional relationships, schedules, graphs, concept of slope and its measurement- etc., Resources-scarcity and efficiency - Production Possibility Frontier-it's shifting.

Unit 2: Basics of Demand and Supply

The concept of demand and demand function - Derivation of Individual demand curve and Market demand curve- Shifting of the demand curve – The supply function and the supply curve – Derivation of individual supply curve and market supply curve – Shifting of the supply curve- Determination of equilibrium price.

Unit 3: Theory of Consumer Behaviour: Cardinal analysis – Law of diminishing marginal utility –consumer surplus Ordinal approach – Indifference curve analysis – Budget line – Consumer Equilibrium – Income consumption curve and Price consumption curve – Hicksian decomposition of price effect into substitution effect and income effect – Demand curve for Normal, inferior and Giffen goods Concept of Elasticity of demand – Measurement of various elasticity of demand – Distinction between slope of a demand curve and the elasticity of demand – Elasticity of supply – Measurement.

Unit 4: Theory of Production

Production Function – The Law of variable proportions – Relationships among TP, AP, and MP, Concept of Isoquant and Isocost – Finding the optimal employment of inputs – Ridge lines: the economic region of production – Output expansion path and homogeneous production function.



Unit 5: Theory of Cost

Cost analysis – Different concepts – Accounting and Economic costs, Opportunity cost, Private and social costs; Short Run and long run costs.

Unit 6: Market for Commodities

Revenue concepts under different market conditions: TR, AR, MR and relationship among AR, MR and elasticity of demand, Perfect competition – Short run and long run equilibrium – Supply curve in the short run (shutdown and breakeven point concepts). Monopoly – Short run and long run equilibrium – Concept of Price discrimination. Monopolistic competition, Oligopoly: Sweezy Model

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	2	1	1	-	2	2	3	2	1
CO2	1	2	1	3	2	1	-	1	1	2	3	1
CO3	2	3	1	3	3	2	1	1	3	2	3	2
CO4	1	3	-	2	2	2	2	2	2	2	2	1
CO5	2	3	1	3	2	1	3	1	3	3	1	2
CO6	1	3	2	3	3	2	3	2	2	2	2	3
AVERAGE	1.67	2.50	1.20	2.67	2.17	1.50	2.25	1.50	2.17	2.33	2.17	1.67

Suggested Books:

1. Microeconomic Theory by Walter Nicholson and Christopher Synder, Cengage
2. Modern Microeconomics by A. Koutsoyiannis, McMillan Press Limited
3. Microeconomic Analysis by Hal R Varian, Viva Books
4. Managerial Economics by P L Mehta, Sultan Chand & Sons
5. Microeconomic Theory – A Mathematical Approach by James M Henderson and Richard E Quandt, McGraw Hill Book Company
6. Microeconomics by N Gregory Mankiw and Mark P Taylor, Cengage
7. Microeconomics, Theory and Applications by G S Maddala and Ellen Miller, McGraw Hill Book Company

Program: B. COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: PRINCIPLES OF MANAGEMENT	Subject Code: TIU-UBC-MJ-T11103
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Principles of Management: DSC: Discipline Specific Core (Course)

Course Objectives: The program aims to introduce fundamental management concepts, develop analytical and problem-solving skills, foster leadership and teamwork abilities, enhance strategic thinking, and promote ethical and socially responsible management. It teaches students to analyse business situations, apply management theories, and align strategies with business objectives and market demands. It also encourages students to consider the ethical implications of their decisions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Students will demonstrate an understanding of the core ideas, principles, and functions of management,



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	including planning, organizing, leading, and controlling, in various organizational contexts.
CO2	Students will analyze and apply classical, behavioral, and modern management theories to solve real-world business challenges, enhancing their problem-solving and decision-making abilities.
CO3	Students will develop leadership skills by learning how to motivate individuals, foster teamwork, and communicate effectively in dynamic business environments.
CO4	Students will gain expertise in strategic planning by conducting SWOT analyses, setting organizational goals, and implementing strategies for long-term competitive advantage.
CO5	Students will recognize the importance of ethical behavior, corporate social responsibility, and the impact of management decisions on society and stakeholders.
CO6	Students will enhance their ability to adapt to evolving business environments by utilizing technology and contemporary management tools to improve operational efficiency and decision-making.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	3	3	3	3	3	3	3	3	1	3
CO2	1	3	2	2	2	3	1	2	2	2	2	2
CO3	2	1	2	3	2	3	3	3	3	3	2	3
CO4	1	2	1	3	3	2	3	2	2	2	1	3
CO5	3	1	1	3	2	3	3	2	3	1	2	2
CO6	2	2	1	2	3	1	3	3	1	2	2	3
AVERAGE	1.83	1.67	1.67	2.67	2.50	2.50	2.67	2.50	2.33	2.17	1.67	2.67

Suggested Books:

1. "Principles of Management" – P.C. Tripathi & P.N. Reddy
2. "Essentials of Management" – Harold Koontz & Heinz Wehrich
3. "Management: A Global Perspective" – Harold Koontz & Heinz Wehrich
4. "Principles of Management" – L.M. Prasad
5. "Principles and Practice of Management" – T.N. Chhabra

Program: B. COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: BUSINESS MATHEMATICS & STATISTICS	Subject Code: TIU-UBC-MD-T1101
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Business Mathematics & Statistics: Interdisciplinary

Course Objectives: The program aims to Equip students with fundamental mathematical and statistical tools to solve real-world business problems, Enable students to apply mathematical and statistical techniques in business decision-making, market analysis, and financial planning, Introduce students to the concepts of sets, probability, and their applications in risk analysis and forecasting

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO No.	Description
CO1	They are widely used in solving problems involving arrangements and selections.
CO2	Set theory provides a framework for understanding and analysing collections of objects, called sets, and the relationships between them.
CO3	Fundamentals of Statistics give us the idea about the data, how to show the data in Tabular form and Visual Representation of the Data.



CO4	The outcomes of studying measures of central tendency and measures of dispersion in statistics are crucial for understanding the characteristics and variability of data sets.
CO5	Correlation quantifies the strength of the linear relationship between a pair of variables, whereas regression expresses the relationship in the form of an equation.
CO6	The outcome of probability theory is essentially a framework for understanding and quantifying uncertainty.

Course Contents

Unit 1: Permutation and Combination: Fundamental principle of counting, Permutation, n-factorial, Combination

Unit 2: Set Theory: Set Theory: Definition, Presentation of sets, Different types of sets, Set Operations, Laws of algebra of sets.

Unit 3: Fundamentals of Statistics: Definition of Statistics, Scope and limitation of Statistics, Attribute and variable, Primary and secondary data, Method of data collection, Tabulation of data, Graphs and charts, Frequency distribution, Diagrammatic presentation of frequency distribution.

Unit 4: Measures of Central Tendency and Measures of Dispersion: Meaning of central tendency, Common measures – mean (A.M., G.M., H.M.) median and mode, Partition values- quartiles, deciles and percentiles, Applications of different measures

Meaning of dispersion, Common measure- range, quartile deviation, mean deviation and standard deviation; Relative measures of dispersion, Applications of different measures.

Unit 5: Correlation and Regression: Bivariate data, Scatter diagram, Pearson's correlation coefficient, Spearman's rank correlation, Measures of association of attributes, Least squares method, Simple regression lines, properties of regression, Identification of regression lines.

Unit 6: Probability Theory: Meaning of probability; Different definitions of probability; Conditional probability; Compound probability; Independent events, Baye's Theorem, Problems Based on this theorems.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	3	1	2	3	3	2	1	3	1
CO2	2	3	2	3	1	3	2	3	2	2	1	2
CO3	1	2	3	3	1	2	2	3	1	2	2	3
CO4	2	3	3	3	1	2	3	3	2	2	1	3
CO5	3	3	3	3	2	2	3	3	3	2	2	3
CO6	3	3	3	3	2	3	2	3	3	3	1	3
AVERAGE	2.17	2.83	2.67	3.00	1.33	2.33	2.50	3.00	2.17	2.00	1.67	2.50

Books:

1. J. Chakrabarti. Business Mathematics and Statistics- II. Dey Book Concern.
2. J. K. Das. Statistics for Business Decisions. Academic Publishers.
3. Mizrahi and Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.

Program: B. COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: INDIAN SOCIETY AND CULTURE	Subject Code: TIU-UBC-CVA-T1101
Contact Hours/Week: 1-0-0 (L-T-P)	Credit: 1



Indian Society & Culture (CVA: Value Based)

Course Objectives: "Indian Society & Culture" course aims to provide students with a comprehensive understanding of India's rich cultural heritage and societal dynamics. The primary objectives of this course are:

Familiarization with India's Cultural Heritage: Introduce learners to various facets of Indian culture, including its traditions, customs, and historical evolution.

Understanding Societal Structures: Examine the foundational institutions and processes that constitute Indian society, such as family systems, caste dynamics, and religious practices

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Description
CO1	Gaining knowledge of India's historical and cultural development over time.
CO2	Examining the various dimensions of India's social diversity, including caste, class, language, and ethnicity.
CO3	Evaluating the interconnections between society, culture, and economic or scientific advancements.
CO4	Analysing how religious beliefs and practices influence societal norms and institutions.
CO5	Understanding and assessing key social issues such as gender inequality, poverty, and modernization.
CO6	Recognizing and appreciating India's diverse artistic, cultural, and traditional heritage.

Course Contents

Unit 1: Literary and Archaeological sources of ancient and Medieval Indian History • Pre-history and Proto-history: Geographical factors; hunting and gathering (Paleolithic and Mesolithic); Beginning of agriculture (neolithic and chalcolithic) • Indus Valley Civilization: Origin, date, extent, characteristics, decline, survival and significance, art and architecture.

Unit 2: Aryans and Vedic Period: Expansion of Aryans in India. Vedic Period: Religious and Philosophic Literature. • Period of Mahajanapadas: Form action of states (Mahajanapada) spread of Jainism and Buddhism. • Mauryan Empire: Chandragupta, Kautilya and Arthashastra, Asoka, Art, Architecture and Sculpture.

Unit 3: Post-Mauryan Period (Indo-Greeks, Sakas, Kushanas) – Social Conditions, Art, Architecture, Culture & Literature. • Early State and Society in Eastern India, Deccan and South India – The Satavahanas, Tamil States of Sangam – Literature and Culture, Art and Architecture. • Art, Architecture, Science, Literature and Culture of Ancient and early medieval India.

Unit 4: Society, Religion, Culture and Economy of the Delhi Sultanate. • Mughal Afghan Conflict – Akbar and the consolidation of the Mughal Empire. • European Penetration into India – British Extension in India – Social & Cultural Development.

Unit 5: Fascinating Indian Culture: • Traditions and Customs: Greetings. Religious Customs. • Festivals of India. • Family Structure and Marriage. • Symbols. Cuisine and Food. • Traditional Clothing: Dances of India. Epics and Mythology. • Martial Arts. Languages.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	2	1	2	1	3	3	3	1	3
CO2	2	1	1	1	1	1	1	3	2	3	2	2
CO3	2	2	1	2	2	1	2	2	2	3	1	3
CO4	1	1	1	1	1	1	1	3	2	3	2	3
CO5	2	2	2	3	2	2	3	2	2	2	2	2
CO6	2	2	1	3	2	1	2	2	2	3	1	3
AVERAGE	1.67	1.50	1.17	2.00	1.50	1.33	1.67	2.50	2.17	2.83	1.50	2.67



SUGGESTED READING:

- "The Wonder That Was India" by A.L. Basham
- "A Passage to India" by E.M. Forster

Program: B. COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: Open Elective - I: Business Communication	Subject Code: TIU-UBC-MI-E11101A
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Open Elective-I: Business Communication

Course Objectives: The Business Communication course is designed to enhance students' understanding and application of effective communication strategies within a business context.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Course Outcome (CO)
CO1	Speak in English language independently and Enhanced Speaking Skills.
CO2	Develop vital communication skills which are integral to their personal, social and professional interactions.
CO3	Become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as memo, notice report writing, note taking etc.
CO4	Strengthened Reading Comprehension and Critical Thinking and Problem Solving.
CO5	Cultural Awareness and Social Etiquette and Teamwork and Collaboration.
CO6	Confidence in Public Speaking and Use of Technology in Communication.

Course Contents

Unit 1: Introduction

Nature, Process and Importance of Communication, Types of Communication (verbal & Non-Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: Business Correspondence

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume

Unit 3: Business language and presentation

Importance of Business language, Vocabulary Words often confused, Words often misspelt, common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit 4: Technology and Business Communication

Role, effects and advantages of technology in Business Communication like email, email etiquettes, text messaging, instant messaging and modern techniques like video conferencing, social networking, Strategic importance of e-communication.

Unit 5: Self-Development and Communication

Development of positive personal attitudes; SWOT analysis; Time Management, Goal Setting

Unit 6: Corporate Communication



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Formal and informal communication networks; Communication Skills, Work Skill, People Skill, Interview Skill, Grapevine, Miscommunication (Barriers); Improving communication, Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing

Unit 7: Oral Presentation

Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentations skills

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	2	1	2	1	3	3	2	2	3
CO2	2	1	2	1	1	2	1	3	2	3	3	3
CO3	2	2	1	2	2	1	2	2	2	2	2	3
CO4	1	1	2	1	1	2	1	3	2	3	2	3
CO5	2	2	2	2	2	2	3	2	2	2	2	2
CO6	2	2	2	3	2	1	2	2	2	3	3	3
AVERAGE	1.67	1.83	2.00	1.83	1.50	1.67	1.67	2.50	2.17	2.50	2.33	2.83

SUGGESTED READINGS:

- Effective Communication Skills by Dr. Kulbhushan Kumar.
- Communication Skills by Gail Schlicht.

Program: B. COM	Year, Semester: 1 ST Year, 1 ST Semester
Course Title: COMPUTER FUNDAMENTALS	Subject Code: TIU-UBC-AEC-S1101
Contact Hours/Week: 1-0-2 (L-T-P)	Credit: 3

Computer Fundamentals: Theory & Practice: Ability Enhancement

Compulsory Course

Course Objectives: The course aims to provide a foundational understanding of computer systems, including hardware, software, and basic operations, to enable effective and confident computer usage

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO No.	Details
CO-1	This unit lays the groundwork for computer literacy. Candidates will explore hardware and software, navigate Windows, manage files and folders, use basic utilities like Notepad and Calculator, and gain proficiency in number systems, essential for understanding computer data.
CO-2	Mastering word processing with Microsoft Word 2013. Candidates will create, format, and edit documents, leverage features like page setup, paragraph formatting, tables, editing tools, PDF editing, custom templates, and macros to create polished and professional documents.
CO-3	Excel 2013 skills: data manipulation, calculations, conditional formatting, functions, macros, and templates. Ability to analyse and visualize data using formulas and advanced features.
CO-4	Creating compelling presentations in PowerPoint 2013 with themes, animations, transitions, multimedia, master slides, headers, footers, protection, and handouts to communicate effectively.
CO-5	Using the internet for business, email communication via Outlook 2013 — managing inbox, sending/receiving messages, scheduling, and contact management to drive business success.



CO-6	Essential computer maintenance skills — installing software and printers, managing user accounts, sharing resources, handling tasks like printing, scanning, and CD burning to keep computer systems running smoothly.
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Course Contents

Unit 1: Basic Concepts & Essential components of Computer

Introduction to Computer, Hardware & Software, Working with Windows 7, Start Menu, Taskbar, Display & Mouse Properties, Regional and Language and Date & Time Setting, File & Folder Management, Shortcut, Searching Files & Folder, Zip Folder, Wild Cards, Recycle Bin and Working with Notepad & Calculator. Number System.

Unit 2: Word Processing (MS-Word)

Introduction to Word 2013, Page Setup, Formatting, Paragraph Formatting, Bullets & Numbering, Border & Shading, Open and Edit PDF inside word, Resume Reading, Change Case, Drop Capital, Page, Section & Column Break and Header & Footer, Tables, Caption, Tab, Footnote & Endnote, Symbol, Date & Time and Bookmark, Building Block, Cover page, Auto-correct, Find & Replace, Spelling and Grammar, Equation, Hyperlink and Template, Macro, TOC, Graphics, Smart Art, Screen Shoot, Word Art, Watermarks, Track Change, Protect Document, Mail Merge, Envelops and Levels

Unit 3: Spreadsheet (MS-Excel)

Introduction to Excel 2013, Entering Data, Simple Calculations, Working with Rows & Columns, Table Style, Cell References, Fill Series, Flash Fill, Custom List, Advanced Number Formatting, Conditional Formatting, Understanding Formula Basis, Functions-Math & Trigonometry, Statistical, Date, Logical, Statistical & Math Functions, Validation, Paste Special, Format Painter, Engineering, Lookup, Text Functions, Financial Functions, MROUND(), Scenario, Goal Seek, Solver, Database Functions, Filtering, Chart, Pivot Table & Chart, Sorting, Subtotal, Auditing, Macro, Consolidating, Data Form, ISBLANK(), IFERROR(), Template, Importing Data, Spark lines and Quick Analysis, Split, Freeze, Tracking, Protection, Views, Page Setup

Unit 4: Power Point

Introduction to Open Power Point 2013, Creating a Presentation, Applying Theme, Effect, Quick Styles, Transition to Slides, Insert Blank Slide and Creating Text Box, Custom Animation, Sound and Applying Sound, Set Advance Slide and Recording a Narration, Inserting a Picture, Word Text, Content Slide Layout, Adding a Background Style, Creating Presentation Using Templates, Slide Master, Inserting Slide Numbers, Different Views, Adding Header and Footer, Protecting Presentation, Delete Slide, Create Word Handouts from PowerPoint 2013

Unit 5: Internet and its business applications

Internet & Emailing, Overview of Microsoft Outlook 2013 & its advantage and Configuring Outlook 2013, Sending & Receiving Mails from Outlook 2013, Setting Password for Mail Folders, Task Scheduling, Rule in Outlook 2013, Importing Contact from Online Account, How to Add Signature

Unit 6: Utilities

Software Installation, Installing Printer, Add & Remove Programs, Managing User, Sharing Files Folders and Printer, Printing & Scanning and CD Burning

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	1	1	1	3	1	1	3	2	3
CO2	3	2	3	2	2	2	3	2	2	2	3	2
CO3	3	3	2	3	2	2	3	2	1	3	2	2
CO4	3	1	2	2	1	2	2	1	2	3	2	3
CO5	3	3	3	2	2	3	3	1	2	2	2	3
CO6	2	2	1	1	1	1	2	2	1	3	3	2



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W E S T B E N G A L

AVERAGE	2.83	2.00	2.00	1.83	1.50	1.83	2.67	1.50	1.50	2.67	2.33	2.50
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BOOKS :

1. Computer Fundamentals by P.K. Sinha & P.S. Sinha, BPB Publications.
2. Introduction to Computers by Peter Norton, McGraw-Hill Education.

Program: B.COM	Year, Semester: 1 st Year, 1 st Semester
Course Title: Entrepreneurship Skill Development (ESD) (Project & Presentation)	Subject Code: TIU-UES-SEC-S1101
Contact Hours/Week: 0-0-2 (L-T-P)	Credit: 2



Course Structure of B.Com (H)						
B.COM SEMESTER II						
Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T12101	Financial Accounting - II	3	1	0	4
DSC	TIU-UBC-MJ-T12102	Business Law	3	0	0	3
DSC	TIU-UBC-MJ-T12103	Banking & Insurance	3	0	0	3
Interdisciplinary	TIU-UBC-MD-T1201	Business Organization	2	0	0	2
CVA	TIU-UBC-CVA-T1201	Business Ethics and Governance	1	0	0	1
OEC	TIU-UBC-MI-E12101A	Open Elective - II: Economic Application in Business	2	0	0	2
AECC	TIU-UBC-AEC-S1201	CASD: Tally Prime – I	0	0	3	3
SEC	TIU-UES-SEC-S1201	Entrepreneurship Skill Development	0	2	0	2
		2nd Semester Total Credit	14	3	3	20

Open Elective-II: Economic Application in Business: Macro Economics

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



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W E S T B E N G A L

SEMESTER – II



Program: B.COM	Year, Semester: 2 nd Year, 2 nd Semester
Course Title: FINANCIAL ACCOUNTING- II: DSC: Discipline Specific Core (Course)	Subject Code: TIU-UBC-MJ-T12101
Contact Hours/Week: 3-1-0 (L-T-P)	Credit: 4

Financial Accounting- II: Discipline Specific Core (Course)

Course objective: The course aims at providing knowledge and exposure to the concepts, theories and practices in Financial Accounting which incorporates Partnership and allied aspects of accounting like Branch & Departmental Accounts

To find out technical expertise in maintaining the books of accounts

To encourage the students to maintain the books of accounts for further reference

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Details
CO1	Fundamental Concepts of Partnership: Introduction to Partnership Accounts, Past Period Adjustments, Profit & Loss Appropriation Account.
CO2	Distributing Profits and Losses: Capital & Current Accounts, Guarantee of Profit – By Firm, Guarantee of Profit – By Partner.
CO3	Admission, Retirement, Death, and Dissolution: Change in Profit-Sharing Ratio, Goodwill Treatment, Revaluation of Assets & Liabilities, Adjustment of Capital & Reserves, Joint Life Policy, Settlement of Liabilities, Insolvency of Partners, Realization Account.
CO4	Branch Accounting: Introduction, Types of Branches, Synthetic & Analytical Methods, Branch Trading & P/L Account, Normal & Abnormal Losses, Independent Branch Accounts, Foreign Branch - Trial Balance & Final Accounts.
CO5	Departmental Accounts: Concept, Objectives, Apportionment of Common Expenses, Departmental Profit & Loss Account, Consolidated Trading & P/L Account, Inter-Departmental Transfers, Unrealized Profit in Stock.
CO6	Insurance Claim for Loss of Stock: Trading & Memorandum Trading Account, Computation of Claim, Price Changes, Unusual Selling Line, Under-Insurance & Average Clause, Change in CP/u & SP/u.

Course Contents

Unit 1: Partnership Accounts: P/L Appropriation account; Capital & Current account, Guarantee – by firm, by partner and both, Change in constitution of firm – change in P/S ratio, admission, retirement and retirement cum admission–treatment of Goodwill, revaluation of assets& liabilities (with/without alteration of books), treatment of reserve and adjustment relating to capital; treatment of Joint Life Policy, Death of a partner, Accounting for dissolution of firm – insolvency of one or more partner, consideration of private estate and private liabilities.

Unit 2: Branch Accounting: Concept of Branch; different types of Branches, Synthetic method – preparation of Branch account, Preparation of Branch Trading and P/L account, normal and abnormal losses, Analytical method – preparation of Branch Stock, Adjustment A/C (at cost & at IP) – normal & abnormal losses, Independent Branch



Unit 3: Departmental Accounts: Concept, difference with Branch, objective of preparation of departmental accounts apportionment of common cost; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; inter departmental transfer of goods at cost, cost plus and at selling price and elimination of unrealized profit.

Unit 4: Insurance claim for loss of stock and for loss of profit: Loss of stock: Physical & ownership concept; concept of under-insurance and average clause; computation of claim – with price change; consideration of unusual selling line; price reduction etc.

Loss of profit: Concept–insured & uninsured standing charges, GP rate, short sales and increased cost of working, average clause and computation of claim.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	1	1	-	2	2	1
CO2	2	3	2	2	1	1	1	1	3	1	3	1
CO3	3	2	3	2	2	2	1	1	2	1	3	2
CO4	2	3	3	2	1	1	2	1	-	2	2	1
CO5	1	3	3	2	2	2	2	1	-	1	1	2
CO6	2	2	3	2	3	3	2	1	2	2	2	3
AVERAGE	2.17	2.50	2.50	1.83	1.67	1.67	1.50	1.00	2.33	1.50	2.17	1.67

BOOKS

- Hanif & Mukherjee, Financial Accounting, Vol II, McGraw Hill
- Amitabha Bose, Financial Accounting, Vol II, Tee Dee
- Mukherjee & Mukherjee, Financial Accounting 2, Oxford Higher Education
- Sukla, Grewal, Gupta: Advanced Accountancy Vol. II, S Chand

Program: B.COM	Year, Semester: 1 st Year, 2 nd Semester
Course Title: Business Law	Subject Code: TIU-UBC-MJ-T12102
Contact Hours/Week: 3-0-0 (L-T-P)	Credit: 3

Business Law: DSC: Discipline Specific Core (Course)

Course objective: The "Business Law" course in a Bachelor of Commerce program aims to provide students with a foundational understanding of legal principles and regulations governing business activities. It covers various aspects such as contract law, corporate law, commercial transactions, employment law, intellectual property law, consumer protection law, dispute resolution, regulatory compliance, ethical and social responsibility, business entity types, agency law, property law, recent legal developments, and critical thinking and legal analysis.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description



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CO-1	Understand the fundamental principles of the Indian Contract Act, 1872, including agreements, contracts, offer, acceptance, consideration, void and voidable contracts, indemnity, guarantee, bailment, pledge, and agency.
CO-2	Explain the key provisions of the Sale of Goods Act, 1930, including the distinction between sale and agreement to sell, sale and hire-purchase agreements, conditions and warranties, transfer of property, and rights of an unpaid seller.
CO-3	Analyze the Indian Partnership Act, 1932, covering the definition, essentials, and types, tests of partnership, partnership deeds, firm property, and dissolution of a firm.
CO-4	Evaluate the Limited Liability Partnership (LLP) Act, 2008, including the nature, characteristics, liabilities of LLPs, and the process of winding up and dissolution.
CO-5	Gain insights into the Negotiable Instruments Act, 1881, covering promissory notes, bills of exchange, cheques, types of endorsements, rights of holders in due course, dishonor of negotiable instruments, and related legal consequences.
CO-6	Understand the Consumer Protection Act, its salient features, the definition of a consumer, and the grievance redressal mechanism.

Course Contents

Unit: 1 Indian Contract Act, 1872

Agreement, Contract, Offer, Acceptance, Consideration, Void agreements, Voidable agreement, Essentials of a contract, Kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract, Free Consent, Void Agreements, Indemnity

Unit: 2 Sale of Goods Act, 1930

Definitions, Formalities of the contract of sale, Distinction between 'sale' and 'agreement of sale', Conditions and Warranties, Transfer of property as between the seller and the buyer, Rights of an unpaid seller

Unit: 3 Indian Partnership Act, 1932

Definition, Essentials, Types, Test of partnership, Sharing of profits is not the real test of partnership, Partnership deed, property of the firm, Dissolution of the firm

Unit: 4 Limited Liability Partnership Act, 2008

Limited Liability Partnership, 2008 - Definitions, Body corporate, Business, Partner, Nature of LLP, Extent and limitation of liability of LLP, Winding up and dissolution

Unit:5 Negotiable Instruments Act, 1881

Definition, features; Promissory Note, Bill of Exchange and Cheque – essential elements; distinction between Promissory Note, Bill of Exchange and Cheque; types of cheques – modes of crossing cheques; Endorsement – types of endorsement, Holder and Holder in Due Course: rights of holder in due course, Dishonour of Negotiable Instruments: modes of dishonour; consequences; notice of dishonour; Noting; Protest

Unit: 6 Consumer Protection Act

Salient features; Definition of consumer; Grievance Redressal Machinery.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	1	2	3	3	3	3	3	2	1
CO2	2	2	2	3	1	2	2	2	2	3	3	2
CO3	3	3	3	1	2	3	3	3	3	3	2	2



	W	E	S	T	B	E	N	G	A	L	
CO4	1	3	2	2	1	2	3	3	2	2	1
CO5	1	3	2	1	3	1	3	3	1	2	2
CO6	1	2	3	2	2	2	2	2	3	3	2
AVERAGE	1.50	2.67	2.50	1.67	1.83	2.17	2.67	2.67	2.17	2.67	2.33
											1.67

SUGGESTED READINGS

- ❖ "Business Law" by N.D. Kapoor (Sultan Chand & Sons)
- ❖ "Elements of Mercantile Law" by N.D. Kapoor
- ❖ "Law of Contracts" by Avtar Singh

Program: B. COM	Year, Semester: 1 st Year, 2 nd Semester
Course Title: Banking & Insurance	Subject Code: TIU-UBC-MJ-T12103
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Banking: DSC: Discipline Specific Core (Course)

Course objective: The "Banking and Insurance" course in a Bachelor of Commerce program aims to provide students with a comprehensive understanding of banking operations, insurance principles, regulatory environment, financial products and services, risk management, technological integration, customer relationship management, ethical and professional standards, global perspectives, and analytical and critical thinking skills. This prepares students for various roles in the banking and insurance sectors.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Course Outcome Description
CO1	Provides an in-depth understanding of the role, history, types, operations, and regulatory environment of banks, focusing on their functions and responsibilities.
CO2	Covers various deposit types, account management procedures, interest calculation, deposit insurance, and deposit mobilization strategies to protect depositor interests and maintain banking stability.
CO3	Explores loan types, credit assessment, loan documentation, interest rates, repayment structures, and NPA management for better comprehension of loan applications.
CO4	Provides an in-depth understanding of business loans, their application process, credit card types, risk management, and their impact on financial health and operational efficiency.
CO5	Examines various banking instruments, their usage, processing, clearing, legal framework, and fraud prevention strategies in modern banking.
CO6	Focuses on Letter of Credit, Bank Guarantee, and Bank Rates in India, emphasizing their role in international trade, financial transactions, and economic impact. Also includes bank asset classification, investments, fixed assets, quality, provisioning norms, and balance sheet analysis.

Course Contents

Unit 1: Introduction to Banking: Definition, Functions of bank, Structure of Banking Sector in India

Unit 2: Deposits: Classification of bank accounts, Savings, Current, Recurring and Fixed Deposit Account, Calculation Interest on Deposits



Unit 3: Loans and Advances: Merits and Principles of Granting Loan, Personal Loan, Home Loan, Loan against property, Car Loan, Education Loan, Business Loan

Unit 4: Business Loans: Types of Business Loan, Process of obtaining Business Loan, Documents needed for securing a business loan, Securities needed for loan, Calculate interest on C/C Loan

Unit 5: Cards: Debit Card, ATM Card, Credit Card, Calculation of Interest on Credit Card

Unit 6: Non Performing Assets: Performing Asset, NPA, Provision on types of assets, Calculation of Gross & Net NPA

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	2	3	3	3	3	3	3	1	3
CO2	2	3	1	1	2	3	1	2	2	2	2	1
CO3	3	1	2	2	2	3	3	3	3	3	2	2
CO4	3	2	1	1	3	2	3	2	2	2	1	1
CO5	3	1	3	3	2	3	3	2	3	1	2	2
CO6	2	2	2	2	3	2	3	3	1	2	2	2
AVERAGE	2.67	1.67	1.83	1.83	2.50	2.67	2.67	2.50	2.33	2.17	1.67	1.83

Suggested Books:

1. "Banking Theory, Law & Practice" – K.C. Shekhar & Lekshmy Shekhar
2. "Principles & Practices of Banking" – Indian Institute of Banking & Finance (IIBF)
3. "Banking and Financial Systems" – B. Santhanam
4. "Modern Banking" – R.S. Sayers

Program: B. COM	Year, Semester: 1 st Year, 2 nd Semester
Course Title: BUSINESS ORGANIZATION	Subject Code: TIU-UBC-MD-T1201
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Business Organization: Interdisciplinary

Course objective: The course on Business Organization aims to provide students with a comprehensive understanding of the foundational aspects of business entities and their operations.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding and applying fundamental business concepts, environment analysis, and ethical considerations.
CO2	Evaluating factors for business setup, regulatory requirements, and operational considerations.



CO3	Assessing business structures, legal implications, and their impact on operations and strategy.
CO4	Understanding business mergers, acquisitions, and integration strategies.
CO5	Applying financial management principles for investment and risk assessment.
CO6	Developing critical thinking skills for informed business decision-making.

Course Contents

Unit 1: Basic concepts of Business Organization: Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Modern Business, Business & Profession

Unit 2: Business Unit and its establishment: Business Unit, Establishing a new business unit, Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit

Unit 3: Forms of Business Organization: Forms of Business Organization, Sole Proprietorship, Partnership, LLP, Joint Stock Companies, OPC & Co-operatives.

Unit 4: Business Combinations: Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions

Unit 5: Business Finance: Financial need of Business methods & sources of finance, Security Market, Money Market, Study of Stock Exchange & SEBI.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	3	1	1	2	1	2	1	3
CO2	2	2	1	2	2	3	2	3	2	1	2	1
CO3	2	3	1	3	3	2	1	2	2	1	2	2
CO4	3	3	2	3	3	3	2	3	3	2	1	1
CO5	3	3	2	2	2	1	3	2	2	3	2	2
CO6	2	3	2	3	2	2	2	3	3	2	2	2
AVERAGE	2.33	2.67	1.83	2.50	2.50	2.00	1.83	2.50	2.17	1.83	1.67	1.83

SUGGESTED READING:

- "Good to Great" by Jim Collins
- "The Lean Startup" by Eric Ries
- "High Output Management" by Andrew S. Grove

Program: B. COM	Year, Semester: 1 st Year, 2 ND Semester
Course Title: BUSINESS ETHICS AND GOVERNANCE	Subject Code: TIU-UBC-CVA-T1201
Contact Hours/Week: 1-0-0 (L-T-P)	Credit: 1

Business Ethics and Governance (CVA: Value Based)

Course Objective: The **Business Ethics** course aims to provide students with a comprehensive understanding of ethical principles and their application in the business environment.

**COURSE OUTCOME:**

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding ethical concepts, theories, and principles to evaluate business dilemmas.
CO2	Developing ethical reasoning and decision-making skills in business contexts.
CO3	Examining ethical challenges in various business functions and implementing ethical practices.
CO4	Gaining knowledge of corporate governance principles and their significance in business.
CO5	Analyzing different governance structures and their impact on business operations.
CO6	Understanding the legal framework and ethical decision-making processes in business.

Course Contents**Unit: 1 Introduction to Business Ethics**

Definition, Role in various types of business structures, responsibilities and obligations, Structure of business ethics

Unit: 2 Ethics in the Workplace

Small Business Ethics, Codes of Conduct, Code of Ethics, Corporate Responsibility

Unit: 3 Corporate Compliance

Definition, Responsibility, Laws and Regulations

Unit: 4 Social Responsibility

Business accountability, Ethical Values, Environment

Unit: 5 Ethics' Positive Impact on Business

Employee rights, Productivity, Legality Issues

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	2	3	2	2	3	1	2	2	3
CO2	2	1	1	1	1	3	3	3	2	2	3	3
CO3	2	2	1	2	2	2	1	2	2	2	2	3
CO4	1	1	1	1	1	2	2	2	1	1	2	3
CO5	2	2	2	2	2	1	2	3	2	2	2	2
CO6	2	2	1	3	2	1	1	3	1	3	3	3
AVERAGE	1.67	1.50	1.17	1.83	1.83	1.83	1.83	2.67	1.50	2.00	2.33	2.83

SUGGESTED READING:

- Business Ethics by Shailendra Kumar, Alok Kumar Rai.
- Ethics for Governance: Reinventing Public Services by Mathur, B. P.

Program: B.COM	Year, Semester: 1 st Year, 2 nd Semester
Course Title: Open Elective - II: Economic Application In Business	Subject Code: TIU-UBC-MI-E12101A
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Open Elective-II: Economic Application in Business

Course Objective: Principles of Macroeconomics" course aims to provide students with a comprehensive understanding of the economy at an aggregate level. The "Macroeconomics" course is designed to provide



students with a comprehensive understanding of the principles and concepts that govern the economy at a large scale.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Describe the basic concept of the nature and scope of macroeconomics and its connection with other streams of economics and allied subjects.
CO2	Develop the concept of the circular flow of economic resources among the principal sectors of the economy.
CO3	Examine the role of money as a medium of exchange, its circular flow, velocity, and the banking system's association with it.
CO4	Elaborate on accelerators and multipliers as driving forces of the country's growth and development.
CO5	Apply macroeconomic models to identify equilibrium conditions that facilitate fiscal and monetary policy-making.
CO6	Create and appraise various macroeconomic models to establish causal relationships among macroeconomic variables.

Macro Economics

Unit 1: Macro Economics: Scope and basic concepts

Unit 2: National Income Accounting: Concepts and measurement of GDP, GNP, NNP, NI and DPI -Circular flow of income – Real and Nominal GDP –Implicit deflator

Unit 3: Income & Employment: Theory of Equilibrium Income Determination: Simple Keynesian Model; Consumption, saving and investment functions – National income determination; Investment and Government expenditure multipliers, Effectiveness of monetary and fiscal policies

Unit 4: Money and Inflation: Concept of demand for and supply of money, Quantity theory of money and Keynesian theory of demand for money. Measures of money supply – High powered money: Money multiplier. Concept of Inflation: Demand-pull and cost

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	1	1	2	1	1	2	2	2	1
CO2	2	1	1	2	2	3	-	1	-	2	3	2
CO3	1	1	-	1	1	2	1	1	2	2	2	2
CO4	-	2	1	3	3	2	2	1	2	2	2	1
CO5	1	3	1	2	2	3	2	2	1	3	2	2
CO6	1	3	2	3	3	2	2	2	2	3	3	2
AVERAGE	1.60	1.83	1.60	2.00	2.00	2.33	1.60	1.33	1.80	2.33	2.33	1.67

Suggested Books:

1. Macroeconomics: Theory and Policy by H L Ahuja, S Chand Publication.
2. Macroeconomics: Theory and Policy by D N Dwivedi, McGraw Hill.
3. Macroeconomics Essentials by Dr. Amlan Roy, Vibrant Publishers.
4. Principles of Macroeconomics by Soumyen Sikdar, Oxford Press.
5. Macroeconomics: Theory and Policy by Branson H, Prentice Hall India.
6. Macroeconomics by Rudiger Dornbusch, McGraw Hill.



7. Macroeconomics by Richard T Froyen, Pearson.

Program: B. COM	Year, Semester: 1 ST Year, 2 ND Semester
Course Title: TALLY PRIME – I - CASD	Subject Code: TIU-UBC-AEC-S1201
Contact Hours/Week: 0-0-3 (L-T-P)	Credit: 3

Tally Prime - I: Ability Enhancement Compulsory Course

Course Objective: Tally accounting course is designed to provide participants with comprehensive knowledge and practical skills in utilizing Tally software for effective financial management. By achieving these objectives, participants will be equipped to efficiently manage financial accounting tasks using Tally, enhancing their competency in the field of accounting and finance.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	To introduce the students to Basic of Accounts and the usage of Tally for accounting purposes.
CO2	Students will learn to operate Tally Prime, masters creation, and voucher entries.
CO3	Students will learn to enter advanced accounting voucher entries, cost allocation feature activation, and implementation in voucher entries in Tally Prime software.
CO4	Students will learn to maintain and integrate inventory through masters creation, voucher entry passing, BOM, manufacturing entries, and stock transfer.
CO5	Students will learn about other advanced voucher entry passing through non-accounting voucher creation and passing, along with budget and scenario creation.
CO6	Students will learn about data import, export and back up, restore of company data in Tally software.

Tally Accounting

1. Introduction to Tally and Company Creation, Company Info, Account Info
2. Cash & Bank Voucher
3. Cost Centre & Cost Categories and B.R.S
4. Stock Info and Goods Transfer
5. Purchase Order, Challan, Bill and Return
6. Sales Order, Challan, Bill, Return
7. Batch, Stock Behaviour and Additional Features
8. Voucher Class and Interest Calculation
9. Manufacturing
10. Price List and Stock Adjustment
11. Unconventional Voucher, Scenario and Budget
12. Account Confirmation and Export, Import, User Maintenance, Tally Audit

TDS using Tally

1. Concept of TDS & Enabling TDS in Tally, Master, Deduction, Payment & Challan
2. TDS on Rent & Commission
3. TDS on Commission
4. TDS on Advance Payment



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Payroll using Tally

1. Basic Concepts of PF & ESI, Employee Category, Group & Employee Creation, Payroll Unit, Attendance & Production type and Earning Pay Head Creation, Employees PF & ESI Deduction Pay head, Employer's PF & ESI Contribution Pay Heads and PF Admin Chargers
2. Attendance & Production Entry, Salary, PF, PF Admin Charges & ESI Processing and Salary, PF & ESI Payment
3. Reports - Payment Advice, PF & ESI Challan, Generation of Pay Slip

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	1	1	2	1	1	2	2	3	1
CO2	2	1	1	2	2	3	-	1	-	2	1	2
CO3	1	1	-	1	1	2	1	1	2	2	2	3
CO4	-	2	1	3	3	2	2	1	2	2	1	3
CO5	1	3	1	2	2	3	2	2	1	3	2	3
CO6	1	3	2	3	3	2	2	2	2	3	1	3
AVERAGE	1.60	1.83	1.60	2.00	2.00	2.33	1.60	1.33	1.80	2.33	1.67	2.50

Books :

1. Tally Prime: The Complete Guide by Dinesh Moidasani
2. Mastering Tally Prime by G.K. Soni

Program: B.COM	Year, Semester: 1 st Year, 2 nd Semester
Course Title: Entrepreneurship Skill Development (ESD) (Project & Presentation)	Subject Code: TIU-UES-SEC-S1201
Contact Hours/Week: 0-0-2 (L-T-P)	Credit: 2



Course Structure of B.Com (H)

B.COM SEMESTER III

Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T21201	Corporate Accounting	4	0	0	4
DSC	TIU-UBC-MJ-T21202	Goods and Services Tax	3	0	0	3
DSC	TIU-UBC-MJ-T21203	Cost Accounting	2	1	0	3
Interdisciplinary	TIU-UBC-MD-T2101	Auditing	2	0	0	2
CVA	TIU-UBC-CVA-T2101	Marketing Management	2	0	0	2
AECC	TIU-UBC-AEC-S2101	CASD: SAP	0	0	1	1
SEC	TIU-UBC-SEC-P2101	Tally Prime – II	0	0	3	3
SEC	TIU-UES-SEC-S2102	Entrepreneurship Skill Development	0	2	0	2
SEC	TIU-UBC-SEC-S2102	Foreign Language	0	0	0	0
		3rd Semester Total	13	3	4	20

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



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W E S T B E N G A L

SEMESTER – III



Program: B. COM	Year, Semester: 2 nd Year, 3 rd Semester
Course Title: CORPORATE ACCOUNTING	Subject Code: TIU-UBC-MJ-T21201
Contact Hours/Week: 3-1-0 (L-T-P)	Credit: 4

Corporate Accounting: DSC: Discipline Specific Core (Course)

Course Objectives: The course aims at providing exposure towards the preparation financial statements of company within the framework of IndAS as well as Demonstrate an understanding of the accounting requirements for Joint Stock Companies

Maintenance of Books of Accounts by Companies, Issue of Shares, Forfeiture & Reissue of Shares, Right and Bonus Issue, Evaluate the Restructuring of capital structure during Internal Reconstruction

Accounting procedures involved in Amalgamation, Mergers, Acquisitions and preparing Financial Statement in Post-Acquisition stage (Merger & Purchase Method)

Process of Issue, Payment of Interest & redemption of Preference share

Acquire the ability to perform financial analysis and valuation of corporations

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Maintenance of Books of Accounts by Companies, Issue of Shares, Forfeiture & Reissue of Shares, Right and Bonus Issue, Equity Shares with Different Rights, ESOP, Buyback of Shares.
CO2	Issue of Preference Shares & Its Buyback.
CO3	Issue of Debentures, Interest Calculation, and Accounting for Redemption of Debentures: By Conversion, Lot Redemption, Open Market Operations, DRR, DRI.
CO4	Business Combination (IND AS 103), Business Purchase Consideration & Its Settlement, Accounting from the Angle of Vendor & Purchasing Company.
CO5	Various Techniques and Methods Used in Internal Reconstruction, Including Capital Reduction, Reorganization of Share Capital, and Restructuring of Liabilities.
CO6	Understand the Concept and Structure of Holding Companies and Their Subsidiaries; Comprehend the Principles and Procedures of Preparing Consolidated Financial Statements, Develop Skills in Preparing Consolidated Balance Sheets & Income Statements, Identify and Eliminate Intercompany Transactions, Including Sales, Dividends, and Loans, in the Consolidation Process.

Course Contents

Unit: 1 Company – Introduction and Accounting for Shares & debentures: Meaning of Company; Maintenance of Books of Accounts; Statutory Books; Annual Return; Issue of Shares – issue, forfeiture, reissue, issue other than in cash consideration and issue to the promoters; Pro-rata issue of shares. Issue of debentures, Sweat equity, Right and Bonus Share – Rules, Accounting. Alteration of Share Capital; Conversion of fully paid shares into stock; Equity Shares with different rights. Accounting. Employee Stock Option Plan

Unit: 2 Buy back and Redemption of Preference Shares: Buy Back of Securities – meaning, rules and Accounting. Redemption of Preference Shares – Rules and Accounting



Unit 3: Redemption of Debenture: Redemption of Debenture – Important Provisions, Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum and ex-interest), held as Investment and Use of Sinking Fund

Unit 4: Company Merger and Acquisition: External Reconstruction: Amalgamation, Absorption and Reconstruction– Meaning; relevant standard and meaning of different terms, Accounting in the books of Transferor Company. Accounting in the books of Transferee (both for amalgamation in the nature of Merger and of Purchase); inter-company transactions (including inter-company shareholding).

Unit 5: Internal Reconstruction – meaning, provisions and Accounting, Surrender of Shares for redistribution; preparation of Balance Sheet after reconstruction

Unit 6: Holding Company: Meaning of Holding Company & Subsidiary Company; relevant standard; Consolidation of Balance Sheets of Parent & Subsidiary (only one); Minority Interest – Basic principles and preparation of CBS; CBS with loss balance of Subsidiary

Treatment for: Revaluation of Assets of Subsidiary, Intragroup Transactions, Holding of different securities. Consideration of dividend paid or proposed by Subsidiary in CBS; Bonus Shares issued or proposed to be issued by Subsidiary (excluding shares acquired on different dates by the Parent company, chain and cross holding)

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	1	1	-	2	2	1
CO2	2	3	2	2	1	1	1	1	3	1	3	1
CO3	3	2	3	2	2	2	1	1	2	1	3	2
CO4	2	3	3	2	1	1	2	1	-	2	2	1
CO5	1	3	3	2	2	2	2	1	-	1	1	2
CO6	2	2	3	2	3	3	2	1	2	2	2	3
AVERAGE	2.17	2.50	2.50	1.83	1.67	1.67	1.50	1.00	2.33	1.50	2.17	1.67

BOOKS

- ❖ Hanif & Mukherjee, Fundamentals of Corporate Accounting, McGraw Hill
- ❖ Amitabha Bose, Corporate Accounting, Tee Dee
- ❖ Mukherjee & Mukherjee, Corporate Accounting, Oxford Higher Education
- ❖ M C Sukla: Corporate Accounting, S Chand

Program: B. COM	Year, Semester: 2 ND Year, 3 RD Semester
Course Title: GOODS & SERVICES TAX	Subject Code: TIU-UBC-MJ-T21202
Contact Hours/Week: 3-0-0 (L-T-P)	Credit: 3

GST: DSC: Discipline Specific Core (Course)

Course Objectives: The course is intended to give an idea on Goods and Service Tax (GST). The course includes various aspects of GST. The course is designed in such a way that after successful completion of the course the students would be able to help the industry and small trader to work out their GST and timely submission tax return to avail the benefit of tax credit mechanism.



COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO-1	This introductory chapter equips candidates with a solid foundation in GST, covering core concepts, objectives, benefits, key components, liability, comparison with previous tax structure, and essential definitions.
CO-2	Focuses on the levy and collection of tax, understanding supply, composite and mixed supplies, tax rates, collection mechanisms, Composition Scheme, and exemptions from GST.
CO-3	Clarifies Time of Supply (ToS) and Place of Supply, essential for determining the correct tax rate and ensuring compliance.
CO-4	Explains Value of Supply and complexities of Input Tax Credit (ITC), including eligibility, utilization rules, and limitations.
CO-5	Covers GST compliance processes like registration, invoicing, recordkeeping, tax payment, return filing, ITC management, refunds, e-way bills, and transitional provisions.
CO-6	Equips candidates with practical skills for GST accounting, transaction recording, use of Tally software, and GSTN portal navigation.

Course Contents

Unit: 1 Introduction: Basic concepts of GST, Objectives of implementation of GST, Benefits of GST, Components of GST, Person liable to pay GST, Difference between present tax structure and GST structure, Important Definitions

Unit: 2 Levy & Collection of Tax: Meaning and Scope of supply, Supplies neither a supply of goods nor a supply of services, Tax liability on Composite Supply, Tax liability on Mixed Supply, Levy and collection of tax, Composition Scheme, Exemption from Tax

Unit: 3 Time and Place of Supply: Time of Supply, Place of Supply

Unit: 4 Value of Supply: Value of Supply, Discount

Unit: 5 Input Tax Credit: Eligibility and conditions, Utilization of ITC, ITC not available, Apportionment of credit, Input Tax Credit on advance payment, Input Tax credit on supplies for which payment is not made within 180 days, ITC on Capital Goods, ITC on stock held as on the date of registration, ITC in case of goods sent for Job Work

Unit: 6 General Procedures: Registration, Tax Invoice, Accounts & Records, Payment of Tax, Returns, ITC Matching and Auto-Reversal, Refund of Tax, E-Way Bill, Transitional Provisions

Unit: 7 GST Accounting: Accounting treatment of GST, GST using Tally, GSTN

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	-	-	2	2	2	2	1
CO2	2	1	2	2	1	1	1	1	1	2	3	2
CO3	2	1	2	2	1	1	1	1	1	2	2	2
CO4	2	1	2	2	1	1	1	1	1	2	2	1



	W	E	S	T	B	E	N	G	A	L	
CO5	2	1	2	2	1	1	1	1	1	2	2
CO6	3	2	3	3	2	2	1	2	2	2	3
AVERAGE	2.17	1.33	2.17	2.17	1.33	1.20	1.00	1.33	1.33	2.00	2.33
											1.67

Books :

- ❖ "GST: Law and Practice" by V.S. Datey, Taxmann Publications
- ❖ "GST: A Practical Guide" by Dr. S.S. Gupta, Bharat Law House
- ❖ "GST & Indirect Taxes" by CA. P. C. Jain, Shree Mahavir Book Depot

Program: B. COM	Year, Semester: 2 nd Year, 3 rd Semester
Course Title: Cost Accounting	Subject Code: TIU-UBC-MJ-T21203
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Cost Accounting: Discipline Specific Core (Course)

Course Objective: To provide an in depth study of the Cost Accounting Principles and Techniques for identification, analysis and classification of cost components which is primarily used as a decision-making tool for individuals in charge of business operations

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding Cost Concepts and Classification – Develop a comprehensive understanding of various cost concepts and their classifications, enabling students to differentiate between direct and indirect costs, fixed and variable costs, and other cost categories essential for accurate financial analysis.
CO2	Application of Costing Techniques – Equip students with the knowledge and skills to apply various costing techniques such as job costing, process costing, activity-based costing, and standard costing to real-world business scenarios, enhancing their ability to make informed managerial decisions.
CO3	Cost Control and Reduction – Enable students to identify and implement cost control and reduction strategies, fostering an ability to optimize resource utilization, improve operational efficiency, and enhance overall profitability within an organization.
CO4	Budgeting and Variance Analysis – Train students in the preparation and analysis of budgets and conducting variance analysis to monitor and manage financial performance, ensuring effective contribution to financial planning and control processes within a business.
CO5	Decision-Making Support – Prepare students to support managerial decision-making through the provision and interpretation of relevant cost information, including cost-volume-profit analysis, make-or-buy decisions, and pricing strategies, thereby adding value to strategic business planning and operations.
CO6	Contemporary Cost Management Tools and Techniques – Introduce students to modern cost management tools and techniques such as target costing, life cycle costing, and kaizen costing, enabling them to adapt to evolving business environments and improve cost efficiency.

Course Contents

Unit: 1 Introduction to Cost Accounting: Objectives and scope of Cost Accounting, Cost centres and Cost units, Profit measurement, Elements of Cost, Separating the components of semi-variable costs, Installation of a Costing system, Relationship of Cost Accounting & Financial Accounting



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Unit: 2 Cost Ascertainment: Material Cost, Labour Cost & Overheads

Unit: 3 Job Costing, Batch Costing, Contract Costing and Process Costing: Job Costing - Ascertainment of Job based Cost, Attributing overhead costs to jobs, Batch Costing - Ascertainment of Batch based cost

Contract Costing - Progress payments, Retention money, Escalation clause, Contract accounts, Contract Profit Process Costing - Meaning, Features, Process vs Job Costing, Normal loss, Abnormal loss and gain and preparation of process accounts

Unit: 4 Marginal Costing: Marginal Cost, Contribution, P/V ratio, Break Even Point, Make or Buy decision

Unit: 5 Standard Costing & Variance Analysis: Variance Analysis: Materials & Labour Variance & Overheads

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	2	1
CO2	3	1	2	2	2	3	1	2	2	2	3	2
CO3	1	2	3	3	3	3	2	3	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	2	1
CO5	1	3	2	1	3	3	3	1	3	2	2	2
CO6	2	2	3	2	2	2	2	2	2	3	3	2
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.50	2.33	1.67

Suggested Books:

1. Cost Accounting: Principles and Practice – M.N. Arora (Vikas Publishing)
2. Cost Accounting: A Managerial Emphasis – Charles T. Horngren, Srikant M. Datar, and Madhav Rajan (Pearson)
3. Cost Accounting – Jawahar Lal & Seema Srivastava (Tata McGraw-Hill)
4. Advanced Cost Accounting – J.R. Balibo (Snow White Publications)

Program: B.COM	Year, Semester: 2 nd Year, 3 rd Semester
Course Title: Auditing	Subject Code: TIU-UBC-MD-T2101
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Auditing: Interdisciplinary

Course Objective: Auditing course aims to provide students with a comprehensive understanding of auditing principles and practices. By achieving these objectives, students will be well-equipped to understand and perform auditing tasks, ensuring financial transparency and integrity within various organizational settings

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description



CO1	Understanding Auditing Principles and Standards – Equip students with a comprehensive understanding of fundamental auditing principles, standards, and the role of auditing in the financial reporting process, ensuring they grasp the ethical and regulatory frameworks governing the practice.
CO2	Developing Audit Planning and Execution Skills – Train students in audit planning, risk assessment, and execution methodologies, enabling them to design effective audit procedures, perform audit tests, and gather sufficient and appropriate audit evidence.
CO3	Mastering Internal Controls and Risk Management – Enable students to evaluate and analyse internal control systems and their role in risk management, ensuring they can assess the adequacy of controls and recommend improvements to enhance organizational efficiency and compliance.
CO4	Enhancing Analytical and Critical Thinking Abilities – Cultivate students' analytical and critical thinking skills by engaging them in the examination of financial statements, identifying irregularities, and assessing the fairness and accuracy of financial reporting.
CO5	Applying Assurance Services and Professional Ethics – Prepare students to provide a range of assurance services beyond traditional financial statement audits, including compliance and operational audits, while adhering to professional ethical standards and demonstrating integrity and objectivity in their practice.
CO6	Leveraging Technology in Auditing – Introduce students to the use of auditing software, data analytics tools, and emerging technologies in auditing, enhance their ability to conduct efficient and technology-driven audits in a digital business environment.

Course Contents

Unit: 1 Basic Concept: Nature, Scope and Significance of Auditing, Basic principles governing an audit, Overview of Auditing and Assurance Standards, Types of Audit

Unit: 2 Conducting an Audit: Audit of payments, audit of receipts, audit of purchases, audit of sales, audit of assets and liabilities, audit of debtors and creditors

Unit: 3 Company Audit: Qualification and disqualification of auditors, Remuneration of auditors

Unit: 4 Audit Report: Qualifications, disclaimers, adverse opinion, reports and certificates, CARO

Unit: 5 Audit Project: Project on how to conduct an audit

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	1	1	2	1	1	2	2	2	1
CO2	2	1	1	2	2	3	-	1	-	2	3	2
CO3	1	1	-	1	1	2	1	1	2	2	2	2
CO4	-	2	1	3	3	2	2	1	2	2	2	1
CO5	1	3	1	2	2	3	2	2	1	3	2	2
CO6	1	3	2	3	3	2	2	2	2	3	3	2
AVERAGE	1.60	1.83	1.60	2.00	2.00	2.33	1.60	1.33	1.80	2.33	2.33	1.67

Suggested Books:

- ❖ **Auditing & Assurance** – Aruna Jha
- ❖ **Principles of Auditing** – Rick Hayes, Philip Wall age & Hans Gort maker
- ❖ **Auditing & Assurance Services** – Alvin A. Arens, Randal J. Elder & Mark S. Beasley
- ❖ **Fundamentals of Auditing** – Kamal Gupta & Ashok Arora
- ❖ **Auditing Principles and Techniques** – S. K. Basu
- ❖ **Modern Auditing** – William C. Boynton & Raymond N. Johnson



Program: B. COM	Year, Semester: 2nd Year, 3rd Semester
Course Title: MARKETING MANAGEMENT	Subject Code: TIU-UBC-CVA-T2101
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Marketing Management (CVA: Value Based)

Course Objective: The Marketing Management course is designed to equip students with a comprehensive understanding of marketing principles and their practical applications. By achieving these objectives, students will be prepared to apply marketing concepts effectively in real-world scenarios, enhancing their strategic decision-making skills in the field of marketing

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding core marketing concepts and consumer behavior analysis to develop strategic marketing approaches.
CO2	Creating strategic marketing plans and implementing brand management strategies for long-term brand equity.
CO3	Developing analytical skills for problem-solving in marketing and effectively presenting solutions.
CO4	Applying marketing theories to real-world scenarios and formulating practical recommendations.
CO5	Understanding and responding to dynamic market trends for business adaptability.
CO6.	Integrating ethical considerations into marketing decisions and articulating insights clearly.

Course Contents

Unit: 1 Introduction: Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.

Unit: 2 Consumer Behavior and Market Segmentation: Nature, scope and significance of consumer behavior; Market segmentation – concepts and importance; Bases for market segmentation, Targeting and positioning.

Unit: 3 Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept.

Unit: 4 Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates

Unit: 5 Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing

Unit: 6 Promotion: Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman

CO-PO-MAPPING:



CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	1	1	2	2	2	2	1	3
CO2	3	3	2	3	2	3	2	3	3	2	2	1
CO3	2	3	3	3	2	1	2	3	3	2	2	2
CO4	2	3	2	3	2	1	3	2	2	3	1	1
CO5	2	3	1	2	2	2	3	2	3	2	2	2
CO6	1	2	3	3	3	2	2	3	2	3	2	2
AVERAGE	2.00	2.67	2.33	2.67	2.00	1.67	2.33	2.50	2.50	2.33	1.67	1.83

SUGGESTED READINGS:

Marketing Management By Philip Kotler And Kevin K Keller.

Marketing Management - marketing cases in the Indian context.

Program: B.COM	Year, Semester: 2 nd Year, 3 rd Semester
Course Title: CASD: SAP	Subject Code: TIU-UBC-AEC-S2101
Contact Hours/Week: 0-0-1 (L-T-P)	Credit: 1

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Description
CO1	Understand the fundamentals of ERP and SAP systems, including SAP GUI navigation, organizational structures, and the differences between SAP R/3 and S/4HANA.
CO2	Gain proficiency in SAP Financial Accounting (FI) processes such as General Ledger, Accounts Payable, Accounts Receivable, Asset Accounting, and financial reporting.
CO3	Apply SAP Controlling (CO) techniques, including cost element and cost center accounting, profit center management, budgeting, and profitability analysis.
CO4	Manage procurement and inventory through SAP Material Management (MM), including purchase orders, goods movement, vendor management, and invoice verification.
CO5	Execute sales and distribution processes in SAP SD, including customer data handling, sales orders, billing, shipping, and credit management.
CO6	Utilize SAP for human resource operations (HCM), reporting, and analytics, including employee data management, payroll, BI tools, SAP Fiori apps, and integration techniques.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	2	1
CO2	3	1	2	2	2	3	1	2	2	2	3	2
CO3	1	2	3	3	3	3	2	3	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	2	1
CO5	1	3	2	1	3	3	3	1	3	2	2	2
CO6	2	2	3	2	2	2	2	2	2	3	3	2
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.50	2.33	1.67

SUGGESTED READINGS



- ❖ "AP for Dummies" – Andreas Vogel & David Jones
- ❖ "SAP ERP: An Introduction" – Hans-Jürgen Scheruhn
- ❖ "SAP S/4HANA: An Introduction" – Thomas Saueressig, Oliver Betz

Program: B. COM	Year, Semester: 2 ND Year, 3 RD Semester
Course Title: TALLY PRIME – II	Subject Code: TIU-UBC-SEC-P2101
Contact Hours/Week: 0-0-3 (L-T-P)	Credit: 3

TALLY PRIME – II: SEC: Skill Enhancement

Course Objective: The Tally Accounting course is designed to equip students with comprehensive knowledge and practical skills in using Tally, widely-used accounting software. By achieving these objectives, students will be well-prepared to utilize Tally for efficient financial management and contribute effectively to organizational accounting processes.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Description
CO1	Understand the fundamental concepts and structure of Goods and Services Tax (GST), including its components and registration process.
CO2	Apply knowledge of GST for activating, configuring, and managing tax master data in an accounting environment.
CO3	Record and manage GST-compliant transactions for inward and outward supplies, including inter/intra-state scenarios.
CO4	Prepare and analyze GST-related documentation such as invoices, returns, and reports to ensure tax compliance.
CO5	Evaluate and handle advanced GST topics such as reverse charge, discount impact, additional charges, and mixed supplies.
CO6	Develop practical skills through projects on GST implementation and virtual office workflows in simulated environments.

Chapter – 1

1. What is GST
2. GST Benefits
3. GST Registration
4. Know your GST Registration Number
5. GST Components
6. Time of Supply
7. Input Tax Credit
8. Payment of GST
9. Return Filling
10. Consequences of Non-Compliance in GST

Chapter – 2

1. Activating GST
2. De-active other Taxes (VAT, Central Excise, Service Tax)
3. Master Creation – GST Related
4. Inward Supply of Goods - Local
5. Outward Supply of Goods - Local
6. Invoice Printing
7. GST Reports



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Chapter – 3

1. Inward Supply of Goods - Interstate
2. Outward Supply of Goods – Interstate
3. Debit and Credit Notes
4. Different Rate – One Invoice
5. Input Tax Credit
6. Payment of Tax
7. Generate Return
8. Reconcile Status

Chapter – 4

1. Sale Services (Local)
2. Service Invoice Printing
3. Purchase Services (Local)
4. Sale Services (Interstate) – Inclusive GST
5. Handling Errors
6. Treatment of Advanced Receipt

Chapter – 5

1. Purchase Capital Goods
2. Supply of Goods and Services in same invoice
3. Sales Invoice with Additional Charges
4. Impact of Discount on Sales Invoice
5. Treatment of Reverse Charge
6. Voucher Class

Chapter 6

Project on GST

Chapter – 7

Project: Virtual Office and Work flow Management

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	1	1	2	2	2	2	1	3
CO2	3	3	2	3	2	3	2	3	3	2	2	1
CO3	2	3	3	3	2	1	2	3	3	2	2	2
CO4	2	3	2	3	2	1	3	2	2	3	1	1
CO5	2	3	1	2	2	2	3	2	3	2	2	2
CO6	1	2	3	3	3	2	2	3	2	3	2	2
AVERAGE	2.00	2.67	2.33	2.67	2.00	1.67	2.33	2.50	2.50	2.33	1.67	1.83

Books :

1. GST & Tally Prime: Complete Guide by CA Vishal Gupta, Taxmann Publications.
2. Mastering GST in Tally Prime by CA Neeraj Agarwal, Gullybaba Publishing House.

Program: B.COM	Year, Semester 2nd Year, 3rd Semester
Course Title: Entrepreneurship Skill Development (ESD) (Project & Presentation)	Subject Code: TIU-UES-SEC-S2101
Contact Hours/Week: 0-0-2 (L-T-P)	Credit: 2



Program: B.COM	Year, Semester: 2 nd Year, 3 rd Semester
Course Title: French (Foreign Language)	Subject Code: TIU-UBC-SEC-S2102
Contact Hours/Week: 0-0-0 (L-T-P)	Credit: 0

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Enhance business and professional communication by developing fluency in spoken and written French tailored for workplace scenarios.
CO2	Learn advanced sentence structures and professional etiquette to communicate effectively in professional French settings.
CO3	Master business correspondence and negotiation skills through drafting business letters, emails, reports, and practicing contract and trade negotiations in French.
CO4	Gain a deeper insight into commercial and trade terminology, including understanding financial statements, tax terms, and analyzing case studies from Francophone economies.
CO5	Apply French language skills to international business scenarios, including handling import-export documentation and participating in trade discussions.
CO6	Improve comprehension of business reports, formal discussions, and client communication strategies, enhancing customer service interaction in French.

SYLLABUS

Unit 1: Enhance Business & Professional Communication – Develop fluency in spoken and written French for workplace scenarios, mastering advanced sentence structures, professional etiquette, and comprehension of business documents.

Unit 2: Master Business Correspondence & Negotiation Skills – Learn to draft professional business letters, emails, and reports, develop negotiation techniques for contracts and trade discussions, and refine client communication strategies.

Unit 3: Gain Deeper Insight into Commercial & Trade Terminology – Understand financial statements, balance sheets, and tax-related terms in French, analyze case studies of business transactions, and explore economic trends in Francophone regions.

Unit 4: Apply French in International Business Scenarios – Utilize French for import-export documentation, logistics, and global trade negotiations to enhance cross-border business operations.

CO-PO-MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	3	1
CO2	3	1	2	2	2	3	1	2	2	2	1	2
CO3	1	2	3	3	3	3	2	3	3	3	2	3
CO4	2	1	2	2	3	2	1	2	3	2	1	3
CO5	1	3	2	1	3	3	3	1	3	2	2	3



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	W	E	S	T	B	E	N	G	A	L		
C06	2	2	3	2	2	2	2	2	2	2	3	1
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.50	1.67	2.50

SUGGESTED READINGS

- ❖ "Easy French Step-by-Step" – Myrna Bell Rochester
- ❖ "Practice Makes Perfect: Basic French" – Eliane Kurbegov



Course Structure of B.Com (H)						
B.COM SEMESTER IV						
Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T22201	Financial Management - I	2	1	0	3
DSC	TIU-UBC-MJ-T22202	Management Accounting	2	1	0	3
DSC	TIU-UBC-MJ-T22203	Direct Tax	2	1	0	3
Interdisciplinary	TIU-UBC-MD-T2201	Corporate Law	2	0	0	2
CVA	TIU-UBC-CVA-T2201	Business Environment	1	0	0	1
SEC	TIU-UBC-SEC-S2201	Advanced Excel	0	0	3	3
OEC	TIU-UBC-MI-S22201A	Open Elective - III: Soft Skills	0	0	2	2
AECC	TIU-UBC-AEC-S2201	CASD: SAP	0	0	1	1
SEC	TIU-UES-SEC-S2201	Entrepreneurship Skill Development	0	2	0	2
		4th Semester Total	9	5	6	20

Open Elective-III: Soft Skills

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



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CO LIST: SEMESTER – IV



Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: FINANCIAL MANAGEMENT - I	Subject Code: TIU-UBC-MJ-T22201
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Financial Management – I: DSC: Discipline Specific Core (Course)

Course objective:

Course aims at providing knowledge and exposure to the concepts, theories and practices in Financial Management which incorporates Capital Structure, Cost of Capital, Leverage & its impact on EPS & MPS, Capital Structure Models

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Fundamental concepts of Financial Management, its objectives, features, functions, Risk & Return Analysis, and effects of financial decision-making on shareholder wealth maximization.
CO2	Analyzing Long-Term Sources of Funds: Define capital structure and its components (Equity, Debt, Preference Shares, and Retained Earnings), evaluate factors influencing capital structure, differentiate between debt and equity financing, and assess their impact on financial decisions.
CO3	Concept of capital structure and its components, different sources of long-term funds, company's capital structure, and the trade-offs between debt and equity financing.
CO4	Concept of Cost of Capital, Calculation of Cost of Equity, Debt, Preference, and Weighted Average Cost of Capital (WACC).
CO5	Fundamental concepts of leverage, including operating, financial, and combined leverage. Understand how leverage affects a company's earnings and risk profile, Financial BEP, Equity Debt Advantage, and Indifference Point.
CO6	Fundamental concepts of Capital Structure Theories and their impact on WACC and Market Value of the Firm. Understand the theories guiding capital structure decisions, including Modigliani and Miller propositions.

SYLLABUS

Unit 1: Fundamental concepts of Financial Management, its objectives, features, functions, Risk & Return Analysis, and effects of financial decision-making on shareholder wealth maximization.

Unit 2: Analyzing Long-Term Sources of Funds: Define capital structure and its components (Equity, Debt, Preference Shares, and Retained Earnings), evaluate factors influencing capital structure, differentiate between debt and equity financing, and assess their impact on financial decisions.

Unit 3: Concept of capital structure and its components, different sources of long-term funds, company's capital structure, and the trade-offs between debt and equity financing.

Unit 4: Concept of Cost of Capital, Calculation of Cost of Equity, Debt, Preference, and Weighted Average Cost of Capital (WACC).



Unit 5: Fundamental concepts of leverage, including operating, financial, and combined leverage. Understand how leverage affects a company's earnings and risk profile, Financial BEP, Equity Debt Advantage, and Indifference Point.

Unit 6: Fundamental concepts of Capital Structure Theories and their impact on WACC and Market Value of the Firm. Understand the theories guiding capital structure decisions, including Modigliani and Miller propositions.

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	1	2	3	3	3	3	3	2	1
CO2	2	2	3	3	1	2	2	3	2	3	3	2
CO3	3	3	3	1	2	3	3	3	3	3	2	2
CO4	2	3	2	2	1	2	3	3	2	2	2	1
CO5	2	3	2	1	3	1	3	3	1	2	2	2
CO6	1	2	1	2	2	2	2	2	2	3	3	2
AVERAGE	1.83	2.67	2.33	1.67	1.83	2.17	2.67	2.83	2.17	2.67	2.33	1.67

BOOKS

- ❖ Dr. Debasish Mazumdar, Dr. Sk. Raju Ali, Dr. Lutfun Nesha, An Introduction To Financial Management, ABS Publishing House Paperback
- ❖ Subrata Kar, Nimai Bagchi, Financial Management 6th Semester, Dey Book Concern
- ❖ C Paul S K Paul, Financial Management (Vol. I), New Central Book Agency (NCBA)
- ❖ Dr. Sanjin Kumar Pakira, Financial Management Semester VI, Oriental Book Company Pvt Ltd
- ❖ Prasanna Chandra, Financial Management: Theory and Practice, McGraw Hill Education

Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: MANAGEMENT ACCOUNTING	Subject Code: TIU-UBC-MJ-T22202
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Management Accounting: DSC: Discipline Specific Core (Course)

Course Objective: The **Management Accounting** course is designed to equip students with the knowledge and skills necessary to utilize accounting information for effective managerial decision-making. By achieving these objectives, students will be well-prepared to contribute to effective financial management and strategic planning within their organizations.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding and Application of Accounting Ratios – Students will learn to calculate, interpret, and compare various accounting ratios, identify trends, assess financial health, and effectively communicate insights to stakeholders.
CO2	Financial Statement Analysis – Students will develop analytical skills to interpret financial statements, conduct comparative and trend analysis, integrate financial data, and present findings to diverse audiences.
CO3	Cash Flow Statement Preparation and Analysis – Students will understand the components of cash flow statements, prepare and analyze them, use them for investment decisions, and reconcile cash



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	flow with profitability for better financial management.
CO4	Budgeting and Budgetary Control – Students will learn budget preparation techniques, monitor financial performance, apply budgetary control principles, align budgets with organizational objectives, and communicate budgetary information effectively.
CO5	Fund Flow Statement Interpretation – Students will understand the concept of fund flow statements, prepare and analyze them, use them for strategic decision-making, and integrate them with other financial tools for a holistic assessment.
CO6	Application of Financial Analysis in Decision-Making – Students will apply financial analysis techniques to evaluate business performance, assess risk, support managerial decision-making, and recommend strategies for financial improvement.

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	1	3
CO2	3	1	2	2	2	3	1	2	2	2	2	1
CO3	1	2	3	3	3	3	2	3	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	1	1
CO5	1	3	2	1	3	3	3	1	3	1	2	2
CO6	2	2	3	2	2	2	2	2	2	2	2	2
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.17	1.67	1.83

Suggested Readings

- ❖ Maheshwari, S.N. – Management Accounting and Financial Control (Sultan Chand & Sons)
- ❖ Horngren, Charles T., Sundem, Gary L., Stratton, William O. – Introduction to Management Accounting (Pearson)
- ❖ Khan, M.Y., Jain, P.K. – Management Accounting: Text, Problems and Cases (McGraw-Hill)
- ❖ Drury, Colin – Management and Cost Accounting (Cengage Learning)

Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: Direct Tax	Subject Code: TIU-UBC-MJ-T22203
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding Direct Tax Laws – Students will gain a comprehensive understanding of direct tax laws, including income tax and corporate tax regulations, and develop proficiency in identifying and interpreting various sections.
CO2	Tax Planning and Management – Students will learn effective tax planning strategies for individuals and businesses, focusing on legitimate tax-saving instruments and understanding their implications.
CO3	Computation of Taxable Income and Filing – Students will develop skills in accurately computing taxable income, understanding tax deductions, exemptions, rebates, and credits, and filing tax returns in compliance with legal requirements.
CO4	Tax Compliance and Legal Framework – Students will understand tax compliance, the



	importance of accurate reporting, and the consequences of non-compliance, including penalties and legal implications.
CO5	Critical Analysis of Tax Scenarios – Students will enhance their critical thinking and problem-solving skills by analyzing complex tax cases, interpreting tax laws, and applying them to real-world scenarios.
CO6	Contemporary Issues and Technological Integration in Taxation – Students will explore emerging issues in taxation, such as digital taxation and GST integration, and learn how technology, such as tax software and e-filing systems, enhances tax compliance and efficiency.

Course Contents

Unit: 1 Management Accounting - Meaning, Definitions, Nature and Scope, Objectives, Functions, Process, Relationship with Financial Accounting and Cost Accounting, Role of Management Accountant, and Organization of Management Accounting System;

Unit: 2 Budgetary Control

Budget and Budgetary Control, preparation and monitoring procedures, preparation of functional budgets, cash budget, (idea of master budget), Flexible budget

Unit: 3 Introduction to Financial Statements

Nature and Component of Financial Statement; Meaning and Need for FSA, Parties interested in FSA.

Comparative Statement – meaning, preparation, uses, merits and demerits

Common-size Statement - meaning, preparation, uses, merits and demerits

Trend Analysis - meaning, determination, uses, merits and demerits

Unit: 4 Accounting Ratios for FSA

Meaning, objective, Classification of Accounting Ratios, Advantages & Limitations

Preparation of Financial Statement and Statement of Proprietor's Fund from the given Ratios.

Computation, Analysis and Interpretation of important ratios for measuring – Liquidity, Solvency, Capital Structure, Profitability and Managerial Effectiveness

Unit: 5 Fund Flow Statement

Concept of fund, meaning, nature, various sources, advantages & limitations of Fund Flow Statement and its preparation

Unit: 6 Cash Flow Statement

Meaning, objectives, difference with Fund Flow Statement; activity classification and preparation and presentation

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	3	3	3	3	3	3	3	3	3	1
CO2	1	3	2	2	2	3	1	2	2	2	1	2
CO3	2	1	2	3	2	3	3	3	3	3	2	3
CO4	1	2	1	3	3	2	3	2	2	2	1	3
CO5	3	1	1	3	2	3	3	2	3	1	2	3
CO6	2	2	1	2	3	1	3	3	1	2	1	3
AVERAGE	1.83	1.67	1.67	2.67	2.50	2.50	2.67	2.50	2.33	2.17	1.67	2.50



Suggested Books:

- ❖ **Singhania, V. K. & Singhania, Monica** – *Students' Guide to Income Tax* (Taxman Publications)
- ❖ **Ahuja, Girish & Gupta, Ravi** – *Systematic Approach to Income Tax* (Wolters Kluwer)
- ❖ **Mehrotra, H. C. & Goyal, S. P.** – *Income Tax Law and Accounts* (Sahitya Bhawan Publications)
- ❖ **Lal, B. B. & Vashisht, N.** – *Direct Taxes: Law and Practice* (I.K. International Publishing)
- ❖ **Pillai, G. S.** – *Direct Tax Laws and Practice* (McGraw-Hill Education)

Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: CORPORATE LAW	Subject Code: TIU-UBC-MD-T2201
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Corporate Law: Interdisciplinary

Course Objective: Corporate Law course is designed to provide students with a comprehensive understanding of the legal frameworks governing corporate entities. By achieving these objectives, students will be equipped to navigate the complex legal landscape of the corporate world, ensuring compliance and promoting ethical business practices.

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Meaning, Characteristics, Types of Company, OPC (One Person Company)
CO2	Steps, registration, incorporation, promoters' duties and liabilities, allotment of shares
CO3	Differences, alterations, Doctrine of Ultra Vires, Indoor Management, various types of prospectus, dematerialized shares
CO4	Types of shares, stock, sweat equity, ESOP, share certificates, bonus shares, buyback, debentures
CO5	Qualifications, appointment, legal position, duties, liabilities, managing director
CO6	Loans to Directors, Investments by a Company, Deposits provisions

Course Contents

Unit: 1 Basic Concepts of Company: Meaning, Characteristics and Types of Company, OPC

Unit: 2 Formation of a Company: Essential steps, procedure for registration and incorporation, certificate of incorporation and commencement of business, promoters—legal status, duties, liabilities and remuneration, allotment of shares

Unit: 3 Memorandum of Association and Articles of Association: Distinction, alteration of Memorandum and Articles of Association, Doctrine of Ultra Vires and Indoor Management; Prospectus- form and content- statutory requirements of a prospectus, additional disclosures in prospectus statement in lieu of prospectus statement by experts, Shelf prospectus, red- herring prospectus, abridged prospectus, misstatement in prospectus and its consequences; minimum subscription; Dematerialized shares

Unit: 4 Share Capital: Equity and preference shares; stock; sweat equity shares; rights issue; share certificate and share warrants - distinction; bonus shares; transfer and transmission of shares; buy back of shares; debenture- classification

Unit: 5 Director: Qualification, disqualification, appointment, legal position; number of directorship, removal, Resignation of Director; duties, liabilities, powers of board of directors; Managing Director—qualification, appointment



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Unit: 6 Loans and Advances: Provisions regarding Loans to Directors, Provisions of Loans and Investments by a Company, Provisions of Deposits

Unit: 7 Accounts & Audit: Rules and regulations regarding maintenance of accounts of a company, Rules regarding Audit of a company

Unit: 8 Meetings, Minutes & Resolution: Types of meeting, Quorum, Notice of meeting, Minute, Resolution

Unit: 9 MCA: Introduction, Corporate Identity Number, Director Identification Number, Company Forms, Fees, Company Master Data, Digital Signature Certificate, E-filing of Company Forms, XBRL, DIN, CIN

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	1	2	3	3	3	3	3	1	3
CO2	2	2	3	3	1	2	2	3	2	3	2	1
CO3	3	3	3	1	2	3	3	3	3	3	2	2
CO4	2	3	2	2	1	2	3	3	2	2	1	1
CO5	2	3	2	1	3	1	3	3	1	2	2	2
CO6	1	2	1	2	2	2	2	2	2	3	2	2
AVERAGE	1.83	2.67	2.33	1.67	1.83	2.17	2.67	2.83	2.17	2.67	1.67	1.83

Suggested Readings

- ❖ Company Law by Avtar Singh
- ❖ A Ramaiya's Guide to the Companies Act
- ❖ Company Law by H.K. Saharay
- ❖ Corporate Laws in India by Rashmi Aggarwal

Program: B. COM	Year, Semester: 2 ND Year, 4 TH Semester
Course Title: BUSINESS ENVIRONMENT	Subject Code: TIU-UBC-CVA-T2201
Contact Hours/Week: 1-0-1 (L-T-P)	Credit: 1

Business Environment (CVA: Value Based)

Course Objective: Business Environment course aims to equip students with a comprehensive understanding of the various internal and external factors that influence business operations. By achieving these objectives, students will be better prepared to navigate and succeed in the complex and evolving world of business

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understanding fundamental environmental factors affecting businesses.
CO2	Analyzing and applying micro and macroeconomic principles in business decision-making.
CO3	Examining how environmental factors shape different business structures and strategies.
CO4	Evaluating the role of financial institutions and global alliances in business operations.
CO5	Applying strategic alliance theories to real-world business cases.
CO6	Understanding the role of demographics and environmental factors in business sustainability.



Course Contents

Unit: 1 Business Structure: Evolution from local to global state- Changing Scenario since liberalization – Concept of Business Structure- Structural relationship of Business components – like trade, Industry, commerce & services – role of business associations

Unit: 2 Business Environment: Concept & Significance - Economic - political - Social -Technological - Legal - Cultural & Ecological Environment. Inter - dependence of Business& Environment-National priorities & fiscal concessions

Unit: 3 International Environment: International trading environment (overview); Trends in world trade and the problems of developing countries; foreign trade and economic growth; International Economic groupings; International economic institutions - GATT, WTO, UNCTAD, World Bank, IMF, GSTP; Counter trade.

Unit: 4 Current Five Year Plan: Major policies; Resource allocation

Unit: 5 Major Industry Associations: FICCI, CII, ASSOCHAM, PHDCCI, Role of Industry Associations.

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	2	1	2	1	1	1	1	2	1
CO2	3	3	2	3	2	3	2	3	2	2	3	2
CO3	2	2	1	2	2	2	2	2	1	2	2	2
CO4	2	3	1	3	2	3	2	2	3	2	2	1
CO5	3	3	2	3	2	3	3	3	3	2	2	2
CO6	2	2	1	2	2	2	2	2	1	2	3	2
AVERAGE	2.33	2.33	1.33	2.50	1.83	2.50	2.00	2.17	1.83	1.83	2.33	1.67

SUGGESTED READING:

- **Business Environment** by Dr. V. C. Sinha, Ritika Sinha.
- **Business Environment**: FERNANDO.

Program: B. COM	Year, Semester: 2 ND Year, 4 TH Semester
Course Title: ADVANCED EXCEL	Subject Code: TIU-UBC-SEC-S2201
Contact Hours/Week: 0-0-3 (L-T-P)	Credit: 3

Advanced Excel (Practical): SEC: Skill Enhancement

Course Objective: To equip learners with advanced Excel skills for effective data analysis, visualization, automation, and decision-making in a professional environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Description
CO-1	Master Flash Fill, Data Validation, VLOOKUP, INDEX/MATCH, SUMPRODUCT, Data Tables, and Solver for optimization and advanced calculations.
CO-2	Analyze financial data, utilize Power Pivot, Power Query, troubleshoot errors, and automate tasks using macros and array functions.



CO-3	Securely upload, download, and share files. Create custom Google Forms with advanced features and analyze responses in real-time.
CO-4	Master spreadsheet creation, formatting, sorting, filtering, visualization, pivot tables, and generate MIS reports. Automate with Google Apps Script.
CO-5	Design interactive Excel dashboards using controls like scroll bars, checkboxes, and drop-down lists for real-time insights. Apply advanced design principles.
CO-6	Cultivate continuous learning, apply Excel across domains, and develop critical thinking for data-driven decision-making.

Course Contents

Unit: 1 Advanced Excel Applications

- ❖ Flash Fill, Advance Number Formatting, Advance Conditional Formatting, Data Validation – Advanced Application
- ❖ Quick Analysis, Lookup Functions, Match & Index, V lookup from Multiple Table, Dynamic V Lookup, SUMPRODUCT Function
- ❖ DATA Table, Solver, Depreciation Functions, Financial Functions [NPV, IRR, MIRR] etc.
- ❖ PowerPivot, Creating Dashboard, Power View, Power Map, Power Query
- ❖ Common Error Messages in Excel, Advanced uses of Macro, Array Functions, Apps for Office, Other Functions

Unit: 2 Google Drive: Files in Google Drive, Form Creation, Sending and receiving response

Unit: 3 Google Sheets and MIS Reporting: Use of Google Sheets and MIS Reporting

Unit: 4 Dashboard: Using Interactive Control in Excel Dashboards (Scroll bar, Check Box, Radio Button, Drop Down list, etc.)

Unit: 5 Project work

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	-	2	3	-	-	2	3	1
CO2	3	2	1	2	-	2	3	-	-	2	1	2
CO3	3	2	1	2	1	2	3	1	1	2	2	3
CO4	3	1	2	1	1	2	3	1	1	2	1	3
CO5	3	2	2	1	-	2	3	1	-	2	2	3
CO6	3	2	1	1	1	2	3	1	1	2	1	3
AVERAGE	3.00	1.83	1.33	1.33	1.00	2.00	3.00	1.00	1.00	2.00	1.67	2.50

BOOKS :

1. Books on Data Analysis with Excel by Michael R. Middleton, Cengage Learning.
2. Advance Excel 2016: Training guide (English Edition) by Ritu Arora.



Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: Open Elective - III: Soft Skills	Subject Code: TIU-UBC-MI-S22201A
Contact Hours/Week: 0-0-2 (L-T-P)	Credit: 2

Soft Skills: Open Elective

Course Objective: The **Communication Skills and Personality Development** course is designed to enhance students' communication abilities and foster personal growth, preparing them for professional success. By achieving these objectives, students will be better equipped to communicate effectively and present themselves professionally in diverse settings

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Description
CO1	Overall understanding of verbal and non-verbal communication skills, including clarity, active listening, and empathy. Develop interpersonal skills such as conflict resolution, teamwork, negotiation, and relationship building.
CO2	Prioritizing tasks, managing time effectively, setting achievable goals, and organizing workload. Adapting to change, overcoming obstacles, and fostering resilience.
CO3	Enhancing emotional intelligence, recognizing and managing emotions effectively, understanding others' perspectives, and building strong interpersonal relationships. Cultivating creativity and innovative thinking.
CO4	Strategies for managing stress, maintaining work-life balance, and promoting well-being. Improving presentation skills including content organization, delivery techniques, and audience engagement.
CO5	Functioning effectively in multi-disciplinary and heterogeneous teams through teamwork, interpersonal relationships, conflict management, and leadership quality.
CO6	Becoming a more effective individual through goal/target setting, self-motivation, and practicing creative thinking.

Course Contents

Unit 1 Mastering Communication Skills

- a) Activities based on Verbal, Non-Verbal Communication.
- b) Activities based on Reading, Writing, Speaking, Listening.

Unit 2 Personal Grooming

Grooming for interview, transform yourself from within faster than ever before

Unit 3 Business Correspondence

Business letters, Notices, Memos, Agenda, Minutes of the meeting, e-mail etiquette etc.

Unit 4 Activities on Self Development

- a) Building right attitude.
- b) Johari window & SWOT analysis
- c) Transformation of Human Behavior
- d) Time management, Stress management, Goal Settings.
- e) Presentation skills.



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f) Mock Interview sessions (Including resume making with Cover letter, Group discussions and Personal Interviews)

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	1	3
CO2	3	1	2	2	2	3	1	2	2	2	2	1
CO3	1	2	3	3	3	3	2	3	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	1	1
CO5	1	3	2	1	3	3	3	1	3	1	2	2
CO6	2	2	3	2	2	2	2	2	2	2	2	2
AVERAGE	1.67	1.83	2.50	2.17	2.67	2.67	1.83	2.17	2.67	2.17	1.67	1.83

SUGGESTED READING:

- ❖ -How to Win Friends and Influence People BY Dale Carnegie.
- ❖ -Soft Skills BY K Alex.

Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: CASD: SAP	Subject Code: TIU-UBC-AEC-S2201
Contact Hours/Week: 0-0-1(L-T-P)	Credit: 1

COURSE OUTCOME:

On completion of the course, the student will be able to:

CO	Description
CO1	Understand the fundamentals of ERP and SAP systems, including SAP GUI navigation, organizational structures, and the differences between SAP R/3 and S/4HANA.
CO2	Gain proficiency in SAP Financial Accounting (FI) processes such as General Ledger, Accounts Payable, Accounts Receivable, Asset Accounting, and financial reporting.
CO3	Apply SAP Controlling (CO) techniques, including cost element and cost center accounting, profit center management, budgeting, and profitability analysis.
CO4	Manage procurement and inventory through SAP Material Management (MM), including purchase orders, goods movement, vendor management, and invoice verification.
CO5	Execute sales and distribution processes in SAP SD, including customer data handling, sales orders, billing, shipping, and credit management.
CO6	Utilize SAP for human resource operations (HCM), reporting, and analytics, including employee data management, payroll, BI tools, SAP Fiori apps, and integration techniques.

Course Contents

Unit 1: Understand the fundamentals of ERP and SAP systems, including SAP GUI navigation, organizational structures, and the differences between SAP R/3 and S/4HANA.



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Unit 2: Gain proficiency in SAP Financial Accounting (FI) processes such as General Ledger, Accounts Payable, Accounts Receivable, Asset Accounting, and financial reporting.

Unit 3: Apply SAP Controlling (CO) techniques, including cost element and cost center accounting, profit center management, budgeting, and profitability analysis.

Unit 4: Manage procurement and inventory through SAP Material Management (MM), including purchase orders, goods movement, vendor management, and invoice verification.

Unit 5: Execute sales and distribution processes in SAP SD, including customer data handling, sales orders, billing, shipping, and credit management.

Unit 6: Utilize SAP for human resource operations (HCM), reporting, and analytics, including employee data management, payroll, BI tools, SAP Fiori apps, and integration techniques.

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	3	3	3	3	1
CO2	3	1	2	2	2	3	1	2	2	2	1	2
CO3	1	2	3	3	3	3	2	3	3	3	2	3
CO4	2	1	3	2	3	2	1	2	3	2	1	3
CO5	1	3	3	1	3	3	3	1	3	2	2	3
CO6	2	2	3	2	2	2	2	2	2	3	1	3
AVERAGE	1.67	1.83	2.83	2.17	2.67	2.67	1.83	2.17	2.67	2.50	1.67	2.50

SUGGESTED READINGS

- ❖ "AP for Dummies" – Andreas Vogel & David Jones
- ❖ "SAP ERP: An Introduction" – Hans-Jürgen Scheruhn
- ❖ "SAP S/4HANA: An Introduction" – Thomas Saueressig, Oliver Betz

Program: B.COM	Year, Semester: 2 nd Year, 4 th Semester
Course Title: Entrepreneurship Skill Development (ESD) (Project & Presentation)	Subject Code: TIU-UES-SEC-S2201
Contact Hours/Week: 0-2-0 (L-T-P)	Credit: 2



B.COM (H) SEMESTER-V

Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T31301	Financial Management - II	2	1	0	3
DSC	TIU-UBC-MJ-T31302	Financial Market Operations	2	1	0	3
DSC	TIU-UBC-MJ-T31303	Leadership Skill Development	2	0	0	2
Interdisciplinary	TIU-UBC-MD-S3101	Handling Human Resource in Workplace	0	0	4	4
OEC	TIU-UBC-MI-S31201A	Open Elective - IV: Mentored Seminar	0	0	4	4
Internship	TIU-UBC-MI-I31201	Internship, Project Work & Viva Voce	0	0	4	4
TOTAL CREDIT			6	2	12	20

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



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SEMESTER – V



Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: FINANCIAL MANAGEMENT - II	Subject Code: TIU-UBC-MJ-T31301
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Financial Management - II: DSC: Discipline Specific Core (Course)

Course objective:

Course aims at providing knowledge and exposure to the concepts, theories and practices in Financial Management which incorporates Capital Budgeting, Working Capital Management, Cash & Inventory Management & Dividend Policy

CO	Details
CO1	Evaluate Investment & Investment Decisions, Time Value of Money (TVM) including PVIF, PVIFA, FVIF, FVIFA.
CO2	Concept and principles of Capital Budgeting & Investment Appraisal, Evaluate investment opportunities using undiscounted techniques (ARR, Payback Period) & discounted techniques (NPV, PI, IRR, Discounted Payback Period, Capital Rationing Techniques, Machine Replacement, Projects with unequal lives - Capital Recovery Factor, MIRR).
CO3	Working Capital Requirements & Receivables Management - Learn strategies for managing current assets and liabilities effectively, Estimating Working Capital Requirements, Receivables Management.
CO4	Cash Management - Motives for Holding Cash; Cash Models (Baumol Model, Miller-Orr Model).
CO5	Inventory Management - Major Determinants of the Volume of Inventory, Inventory Control Techniques.
CO6	Dividend Policy - Understand the factors influencing dividend policy decisions and their impact on shareholder value, Dividend Relevant & Irrelevant Models.

Course Contents

Unit: 1 Investment Decision: Meaning, purpose, Types of investment decision, Time Value of Money

Unit: 2: Capital Budgeting: ARR, Payback, NPV, IRR, MIRR, Capital Rationing (Divisible & Indivisible), Machine Replacement

Unit: 3: Working Capital Management: Meaning and objective, Concept of operating cycle, Factors determining need of working capital, Cash Management, Receivables management

Introduction: Concepts of Workings Capital - Gross and Net Working Capital; Nature, Scope and Objectives of Working Capital Management; Factors Influencing Working Capital Requirements; Estimating Working Capital Needs.

Unit 4: Management of Cash: Motives for Holding Cash; Need and Objectives of Cash Management; Cash Forecasting and Budgets; Cash Models



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Unit 5: **Management of Inventory:** Major Determinants of the Volume of Inventory; Objectives of Inventory Management; Costs and Benefits of Inventory; Inventory Control and Planning; Inventory Control Techniques.

Unit: 6 **Dividend Policies:** Issues in dividend policies; Walter's, Gordon model; M.M. Hypothesis

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	1	1	-	2	2	1
CO2	2	3	2	2	1	1	1	2	3	1	3	1
CO3	3	2	3	2	2	2	1	1	2	1	3	2
CO4	2	3	3	2	1	1	2	2	-	2	2	1
CO5	1	3	3	2	2	2	2	2	-	1	1	2
CO6	2	2	3	2	3	3	2	1	2	2	2	3
AVERAGE	2.17	2.50	2.50	1.83	1.67	1.67	1.50	1.50	2.33	1.50	2.17	1.67

BOOKS

- ❖ C Paul S K Paul, Financial Management (Vol. I), New Central Book Agency (NCBA)
- ❖ Dr. Sanjin Kumar Pakira, Financial Management Semester VI, Oriental Book Company Pvt Ltd
- ❖ Prasanna Chandra, Financial Management: Theory and Practice, McGraw Hill Education
- ❖ McGrawHill Education's Financial Management - Text, Problems and Cases, M. Y. Khan and P. K. Jain

Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: Financial Market Operation	Subject Code: TIU-UBC-MJ-T31302
Contact Hours/Week: 2-1-0 (L-T-P)	Credit: 3

Financial Market Operations: Discipline Specific Core (Course)

Course Objective: The course aims to provide knowledge and exposure to develop a comprehensive understanding of the financial system, including rudimentary, direct, and indirect finance, and the role of financial intermediaries in the Indian economy

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Understanding the Financial System – Students will develop a comprehensive understanding of the financial system, including rudimentary, direct, and indirect finance, and the role of financial intermediaries in the Indian economy.
CO2	Interest Rate Structures and Economic Impact – Students will analyze the structure of interest rates, identify factors influencing variations, and understand their impact on economic growth, including recent changes in India's interest rate framework.
CO3	Indian Money and Capital Markets – Students will gain knowledge of the structure of the Indian money market, including acceptance houses, discount houses, and call money markets, along with insights into the primary and secondary capital markets and key players.
CO4	Derivative and Commodity Trading Mechanisms – Students will learn the fundamentals of derivatives, including futures and options, and understand the processes involved in trading, clearing, and



	settlement of derivatives and commodities.
C05	Mutual Funds and Investment Strategies – Students will explore mutual fund structures, investment schemes, tax benefits, and the role of the Association of Mutual Funds in India (AMFI), as well as learn to calculate the Net Asset Value (NAV) of mutual funds.
C06	Financial Services and Emerging Trends – Students will examine various financial services such as credit rating, lease financing, venture capital, and insurance, along with emerging trends in financial markets and fintech innovations.

Course Contents

Unit: 1 Financial System: Meaning and significance; Role of finance in an economy, Components (instruments, markets, etc.); kinds of finance – Rudimentary finance, Direct and Indirect finance; Role of financial intermediaries, the structure of Indian Financial System

Unit: 2 Interest Rate Structure: Meaning – Gross and Net interest rate – their difference, Nominal and Real interest rate – their difference, Differential interest rate, Causes of variation of interest rate, relationship between interest rate and economic progress, Administered and Market determined interest rate. Recent changes in interest structure in India

Unit: 3 Money Market: Concept, Structure of Indian Money Market, Acceptance Houses, Discount Houses, Call money market, Recent trends of Indian money markets

Unit: 4 Capital Market

Concept, Security market, Primary & Secondary markets-Functions & Role, Functionaries of stock exchanges- Brokers, Sub- Brokers, Jobbers, Consultants, Institutional Investors & NRIs

Unit: 5 Derivative: Futures & Options, Trading, Clearing & Settlement

Unit: 6 Commodity: Clearing, Settlement & Risk Management of Commodity Trading

Unit: 7 Mutual Fund Operations: Introduction, Schemes of Mutual Fund, Return & Tax Relief, AMFI, NAV Calculation

Unit: 8 Financial Services: Merchant Banking-Functions & Roles, SEBI guidelines, Credit rating-concept & types, Functions & limitations, Profile of Indian Rating Agencies

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	1	2	3	3	3	3	3	1	3
CO2	2	2	3	3	1	2	2	3	2	3	2	1
CO3	3	3	3	1	2	3	3	3	3	3	2	2
CO4	2	3	2	2	1	2	3	3	2	2	1	1
CO5	2	3	2	1	3	1	3	3	1	2	2	2
CO6	1	2	1	2	2	2	2	2	2	3	2	2
AVERAGE	1.83	2.67	2.33	1.67	1.83	2.17	2.67	2.83	2.17	2.67	1.67	1.83

Suggested Books:

- M. Y. Khan – Indian Financial System
- L. M. Bhole & Jitendra Mahakud – Financial Institutions and Markets: Structure, Growth, and Innovations
- E. Gordon & K. Natarajan – Financial Markets and Services
- S. Gurusamy – Financial Services and Markets
- Vasant Desai – The Indian Financial System and Development



- H.R. Machiraju – Indian Financial System
- Clifford Gomez – Financial Markets, Institutions and Financial Services
- Frank J. Fabozzi & Franco Modigliani – Capital Markets: Institutions and Instruments
- Madura Jeff – Financial Markets and Institutions
- Anthony Saunders & Marcia Millon Cornett – Financial Markets and Institutions

Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: Leadership Skill Development	Subject Code: TIU-UBC-MJ-T31303
Contact Hours/Week: 2-0-0 (L-T-P)	Credit: 2

Leadership and Skill Development: Discipline Specific Core (Course)

Course Objective: The **Leadership Development** course is designed to cultivate essential leadership competencies across individual, team, and organizational levels. By achieving these objectives, students will be better prepared to lead effectively in various contexts, driving positive outcomes within their organizations.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Enhance Self-Awareness and Personal Leadership: Facilitate self-assessments to help students understand their personality profiles, leadership styles, and use of political power, fostering personal growth and ethical leadership.
CO2	Develop Effective Communication and Conflict Resolution Skills: Equip students with the ability to communicate effectively, coach team members, and manage conflicts, which are vital for building strong leader-follower relationships.
CO3	Strengthen Team Leadership Abilities: Provide insights into leading teams, including self-managed teams, and assess teamwork dynamics to enhance collaborative efforts.
CO4	Understand and Apply Organizational Leadership Theories: Explore charismatic and transformational leadership models, and assess personal alignment with these approaches to lead organizational change effectively.
CO5	Navigate Cultural, Ethical, and Diversity Issues: Examine the role of culture, ethics, and diversity in leadership, encouraging students to assess their personal values and promote inclusive practices.
CO6	Master Strategic Leadership and Change Management: Develop strategic thinking skills necessary for leading organizational change, managing crises, and fostering a learning organization.

Course Contents

Unit 1: Individuals as Leaders

- 1.1 Leadership Characteristics
- 1.2. Leadership Traits and Ethics.
- 1.3 Self-Assessment: Personality Profile
- 1.4. Leadership Behavior and Motivation.
- 1.5 Self-Assessment: Leadership Style
- 1.6. Influencing: Power, Politics, Networking, and Negotiation.
- 1.7 Self-Assessment: Use of Political Power
- 1.8. Leadership in the workplace review week

Unit 2: Team Leadership



- 2.1 Communication, Coaching and Conflict Skills
- 2.2 Self-Assessment: Listening Skills
- 2.3 Leader – Follower Relations.
- 2.4 Self-Assessment: Relationship with your Manager
- 2.5. Team Leadership and Self-Managed Teams
- 2.6 Self-Assessment: Assessing Teamwork

Unit 3: Organizational Leadership

- 3.1. Charismatic and Transformational Leadership
- 3.2 Self-Assessment: Transactional/Transformational Leader
- 3.3. Leadership of Culture, Ethics and Diversity.
- 3.4 Self-Assessment: Personal Values
- 3.5. Strategic Leadership and Change Management.
- 3.6 Self-Assessment: Strategic Leadership
- 3.7. Crisis Leadership and the Learning Organization.
- 3.8 Self-Assessment: Learning Organizations

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	1	3	3	2	3
CO2	3	1	2	2	2	3	1	3	2	2	1	1
CO3	2	2	3	3	3	3	2	1	3	3	1	2
CO4	2	1	2	2	3	2	1	2	3	2	2	1
CO5	1	3	2	2	3	3	3	1	3	2	3	2
CO6	2	2	2	3	2	2	2	2	2	3	2	2
Average	1.83	1.83	2.33	2.50	2.67	2.67	1.83	1.67	2.67	2.50	1.83	1.83

BOOKS

- ❖ “The Seven Commandments of Leadership” – Dr. Shiv Shivakumar
- ❖ Chanakya's 7 Secrets of Leadership, Authors: Radhakrishnan Pillai & D. Sivanandhan
- ❖ “The Habit of Winning”, Author: Prakash Iyer

Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: Handling Human Resource in Workplace	Subject Code: TIU-UBC-MD-S3101
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4

Handling Human Resource in Workplace: Interdisciplinary

Course Objective: Human Resource Management (HRM) course is structured to provide students with a comprehensive understanding of HRM principles, practices, and their applications within organizations.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Understand the Fundamentals of Human Resource Management: Gain insights into the conceptual framework of HRM, including human resource planning, job analysis, recruitment, selection, placement, induction, training and development, performance management, job evaluation, compensation



	management, and employee benefits and incentives.
CO2	Explore Human Resource Development (HRD) Concepts: Delve into HRD mechanisms, the action-research model, HRD culture and climate, interventions, HR accounting and audit, consultant-client relationships, knowledge management, and human resource information systems.
CO3	Analyze Organizational Behavior: Examine the nature and scope of human behavior within organizations, focusing on personality, perception, learning, attitude, motivation, interpersonal behavior, group dynamics, leadership, communication, power and authority, stress, organizational change, and development.
CO4	Understand Industrial Relations and Trade Unions: Study the concepts, evolution, approaches, actors, and models of industrial relations, including conflict and cooperation, collective bargaining, workers' participation in management, grievance handling, disciplinary actions, and the role of employers' organizations. Additionally, explore the evolution, recognition, and challenges of trade unions in India, along with relevant legislation such as The Trade Unions Act, 1926.
CO5	Examine Industrial Disputes and Labor Welfare: Identify factors, forms, trends, prevention, and settlement mechanisms of industrial disputes, including the role of state and central labor administration, strikes, and lockouts. Understand labor welfare concepts, scope, types, theories, principles, industrial health and hygiene, industrial accidents and safety, occupational diseases, and social security measures encompassing social assistance and social assurance.
CO6	Apply HRM Theories and Practices: Develop the ability to design and implement various HRM processes such as recruitment, selection, training, development, performance appraisals, reward systems, compensation plans, and ethical considerations within an organizational context.

Course Contents

Unit – I Human Resource Management: Conceptual framework, Human Resource Planning, Job Analysis, Recruitment, Selection, Placement, Induction, Training and Development, Performance Management, Job Evaluation, Compensation Management, Employee Benefits and Incentives,

Unit - II Human Resource Development (HRD): Concepts, Assumptions, Values, HRD Mechanisms, Action – research Model, HRD Culture and Climate, HRD Interventions, HR Accounting and Audit, Consultant – client relationship, Knowledge Management, Human Resource Information systems.

Unit - III Organizational Behavior: Concept, Scope, Nature of human behavior, Personality, Perception, Learning, Attitude, Motivation, Interpersonal Behavior, Group Dynamics, Leadership, Communication, Power and Authority, Stress, Organizational Change and Development.

Unit - IV Industrial Relations: Concept, Scope, Evolution, Approaches, Actors and Models, Conflict and cooperation, Bi-patriotism, Tri-patriotism, Collective Bargaining, Workers' Participation in Management, Grievance Handling and Disciplinary Action, Code of Conduct, Industrial Relations in changing scenario, Employers' organizations.

Trade Unions: Concepts, Evolution, Problems of trade unions in India, Recognition, The Trade Unions Act, 1926. Emerging role of trade unions in India.

Unit - V Industrial Disputes: Factors, Forms, Trends, Prevention and Settlement, Role of State and Central Labour Administration, Strikes and Lockouts. The Industrial Employment (Standing Orders) Act, 1946. The Industrial Disputes Act, 1947.

Unit - VI Labour Welfare: Concept, Scope, Types, Theories and Principles, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases Social Security: Concept and Scope, Social Assistance and Social assurance.

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	1	3	3	2	3
CO2	3	1	2	2	2	3	1	3	2	2	1	1
CO3	1	2	3	3	3	3	2	1	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	2	2



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	W	E	S	T	B	E	N	G	A	L		
CO5	1	3	1	1	3	3	3	1	3	2	2	2
CO6	2	2	2	3	2	2	2	2	2	3	2	2
Average	1.67	1.83	2.17	2.33	2.67	2.67	1.83	1.67	2.67	2.50	1.83	2.00

BOOKS

- ❖ Human Resource Management – K. Aswathappa
- ❖ Human Resource Management: Text and Cases- VSP Rao
- ❖ Managing Human Resources – Arun Monappa

Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: Open Elective - IV: Mentored Seminar	Subject Code: TIU-UBC-MI-S31201A
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4

Program: B.COM	Year, Semester: 3 rd Year, 5 th Semester
Course Title: Internship, Project Work & Viva Voce	Subject Code: TIU-UBC-MI-I31201
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4



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W E S T B E N G A L

SEMESTER – VI



B.COM (H) SEMESTER-VI

Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T32301	International Finance	3	1	0	4
DSC	TIU-UBC-MJ-T32302	Project Finance	3	1	0	4
Interdisciplinary	TIU-UBC-MD-P3201	Accounting Project	0	0	4	4
OEC	TIU-UBC-MI-P32201A	Tax Project	0	0	4	4
Internship	TIU-UBC-MI-I32201	Internship, Project Work & Viva Voce	0	0	4	4
TOTAL CREDIT			6	2	12	20

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



Program: B.COM	Year, Semester: 3 rd Year, 6 th Semester
Course Title: International Finance	Subject Code: TIU-UBC-MJ-T32301
Contact Hours/Week: 3-1-0 (L-T-P)	Credit: 4

International Finance: Discipline Specific Core (Course)

Course Objective: The course aims to provide knowledge and exposure to develop a comprehensive understanding of the financial system, including rudimentary, direct, and indirect finance, and the role of financial intermediaries in the Indian economy

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Understanding International Financial Markets – Students will develop a comprehensive grasp of international financial markets, including the purposes and operations of foreign exchange markets, international money markets, and capital markets.
CO2	Application of Exchange Rate Processes – Students will be able to examine and apply their understanding of exchange rate determination, currency exchange processes, and the impact of exchange rate fluctuations on international business operations.
CO3	Risk Management in International Finance – Students will learn to identify, assess, and manage various risks associated with international finance, including currency risk, political risk, and interest rate risk, utilizing appropriate hedging methods and financial instruments.
CO4	Evaluation of International Investment Opportunities – Students will gain the capacity to analyze international investment opportunities and make informed decisions regarding foreign direct investment, portfolio investment, and multinational capital budgeting.
CO5	Understanding Global Financial Regulations and Institutions – Students will understand the global regulatory environment of international finance, including the role of institutions such as the International Monetary Fund (IMF), the World Bank, and the impact of global financial regulations on multinational corporations.
CO6	Emerging Trends and Technology in International Finance – Students will explore the impact of fintech, blockchain, and digital currencies on international finance, examining how technological advancements are reshaping financial markets and cross-border transactions.

Course Contents

Unit: 1 Introduction: Meaning – Scope of International Finance – Forms of international business – exports, joint venture, licensing, franchise and other contracts, Factors contributing to growth in International Finance– Recent Changes in Global Financial Markets

Unit: 2 International Business: International trade and specialization, absolute advantage and comparative cost advantage, factor properties, terms of trade, Balance of payment problems, international finance – disequilibrium, exchange rate determination

Unit: 3 International Monetary System: Introduction – Exchange rate regime- The International Monetary Fund: Objectives and Funding Facilities – International Liquidity and Special Drawing Rights, International institutions for business advancement – World Bank, GATT and WTO

Unit: 4 Foreign Exchange Market: Major Participants- Spot market – Forward market, Exchange Rate Quotation, Determination of exchange rates in spot and forward market –Factors influencing exchange rates. Types of Foreign Exchange Rates and Interest rate.



Unit: 5 Risks Associated: International Equities- Bonds- Gains from International Market – Short term and Medium term Instruments types of risks and tools

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	3	2	1	3	3	2	3
CO2	3	2	1	2	1	3	1	3	1	2	1	2
CO3	2	3	2	3	2	3	2	1	2	3	2	3
CO4	2	2	2	2	2	2	1	2	2	2	2	2
CO5	1	1	2	2	2	3	3	1	2	2	2	1
CO6	2	3	2	3	2	2	2	2	2	3	2	2
Average	2.17	2.33	1.83	2.33	2.00	2.67	1.83	1.67	2.00	2.50	1.83	2.17

Suggested Books:

- ❖ "International Financial Management" – P.G. Apte
- ❖ "Multinational Financial Management" – Alan C. Shapiro
- ❖ "International Finance: Theory and Policy" – Paul Krugman & Maurice Obstfeld
- ❖ "Global Financial Markets and Institutions" – Anthony Saunders & Marcia Cornett

Program: B.COM	Year, Semester: 3 rd Year, 6 th Semester
Course Title: Project Finance	Subject Code: TIU-UBC-MJ-T32302
Contact Hours/Week: 3-1-0 (L-T-P)	Credit: 4

Project Finance: DSC: Discipline Specific Core (Course)

Course objective: Course aims at providing knowledge and exposure to the basic principles and concepts of project finance, distinguish between project finance and other forms of corporate financing. Understand the roles and responsibilities of various stakeholders, including sponsors, lenders, and government agencies

Explore different sources of funding for project finance, including debt, equity, and hybrid instruments. To understand the implications of various capital structures on project performance and returns, Risk & Return Analysis

Develop skills in creating and interpreting financial models for project finance

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO	Details
CO1	Understanding Project Finance Fundamentals – Learning basic concepts, differentiating from other corporate financing methods, analyzing project cash flows and feasibility studies.
CO2	Risk Assessment in Project Finance – Assessing various risks in project finance and evaluating projects using methods like Risk-Adjusted Discount Rate (RADR) and Certainty Equivalent Approach.
CO3	Due Diligence and Feasibility Studies – Understanding due diligence, feasibility studies, and working capital finance for projects, RBI guidelines, operating cycle methods, and turnover methods (Nayak Committee Norms, MPBF).
CO4	Project Evaluation Techniques – Evaluating projects using probability models, Hiller's model, decision tree analysis, Certainty Equivalent Approach, and Adjusted Present Value (APV) approach.
CO5	Project Financing Structures and Instruments – Exploring sources and structures of project financing, including Debt, Equity, Public-Private Partnerships (PPP), and financial institutions' roles in funding large-scale projects.

**CO6**

Working Capital Financing Methods – Covering working capital finance for projects, RBI guidelines, working capital concepts, WC cycle & components, operating cycle method, drawing power method, turnover method, Nayak Committee Norms, and MPBF Method I & II.

Course Contents

Unit: 1 Project Finance

An Introduction, Project Finance Markets, Role of Advisors in Project Finance, project Development and Management, valuing the Project and Project Cash Flow Analysis, Project Feasibility Studies

Unit: 2 Risk Analysis

Assessing Risks in Project Finance Unit, Project Finance and Commercial Risks, Project Finance and Macroeconomic Risks and Political Risks, Risk Mitigation

Unit: 3 Financing of Projects

Means of Financing Projects, Working Capital Finance for Projects, RBI Guidelines

Unit: 4 Project Evaluation: Using Statistical Methods

Independent & Dependent Probability Models, Hillers Model, Decision Tree, Certainty Equivalent Approach, APV Approach

CO-PO MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	3	2	1	3	3	3	3
CO2	2	1	3	2	1	3	1	3	3	2	3	1
CO3	3	2	2	3	2	3	2	1	3	3	2	2
CO4	2	2	2	2	2	2	1	2	2	2	2	2
CO5	1	2	1	2	2	3	3	1	3	2	1	2
CO6	3	2	2	3	2	2	2	2	2	3	2	2
Average	2.33	1.83	2.17	2.33	2.00	2.67	1.83	1.67	2.67	2.50	2.17	2.00

BOOKS

- ❖ Introduction to Project Finance, H.R. Machiraju, Vikas Publishing
- ❖ Projects Planning Analysis Selection by Chandra Prasanna, Tata McGraw Hill Education Private Limited
- ❖ Handbook of Project Finance: Appraisal & Follow-Up, D P Sarda, Horizon Press
- ❖ Project Management, K. Nagarajan, New Age International (P) Ltd., Publishers

Program: B.COM	Year, Semester: 3 rd Year, 6 th Semester
Course Title: Accounting Project	Subject Code: TIU-UBC-MD-P3201
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4

Program: B.COM	Year, Semester: 3 rd Year, 6 th Semester
Course Title: Tax Project	Subject Code: TIU-UBC-MI-P32201A
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4



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Program: B.COM	Year, Semester: 3 rd Year, 6 th Semester
Course Title: Internship, Project Work & Viva Voce	Subject Code: TIU-UBC-MI-I32201
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4



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W E S T B E N G A L

SEMESTER – VII



B.COM (H) SEMESTER-VII

Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T41401	Quantitative Techniques	2	2	0	4
DSC	TIU-UBC-MJ-T41402	Business Analysis through Tableau & Power BI	1	0	3	4
DSC	TIU-UBC-MJ-T41403	Business Policy & Strategy	2	2	0	4
RESEARCH	TIU-UBC-MI-T41301	Research Methodology	2	2	0	4
RESEARCH	TIU-UBC-MI-I41301	Report Writing & Skills Development	0	0	4	4
TOTAL CREDIT			7	6	7	20

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



Program: B.COM	Year, Semester: 4 th Year, 7 th Semester
Course Title: Quantitative Techniques	Subject Code: TIU-UBC-MJ-T41401
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4

Quantitative Techniques: Discipline Specific Core (Course)

Course objective: Operations Research course is designed to equip students with quantitative techniques and analytical methods for effective decision-making in complex business environments. By achieving these objectives, students will be well-prepared to apply operations research methodologies to solve real-world problems, leading to improved organizational performance and informed decision-making.

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understand Linear Programming (LP) Techniques: Learn to formulate and solve LP problems using methods such as the Graphical Method, Simplex Method, and Big M Method. Explore the concept of duality in LP and how to derive optimal solutions from primal and dual problems.
CO2	Solve Transportation and Assignment Problems: Develop skills to model and obtain initial feasible solutions for transportation problems using techniques like the North West Corner Rule, Least Cost Entry Method, and Vogel's Approximation Method. Apply the MODI Method for optimization and address unbalanced and maximization scenarios. Understand and solve assignment problems, including unbalanced cases, using appropriate algorithms.
CO3	Apply Game Theory for Strategic Decision-Making: Gain insights into two-person zero-sum games, identifying saddle points, and employing pure and mixed strategies. Utilize dominance properties to simplify games and apply graphical solutions to analyze strategic interactions in competitive situations.
CO4	Implement Project Management Techniques: Understand project analysis tools such as Gantt Charts, Critical Path Method (CPM), and Program Evaluation and Review Technique (PERT). Learn to calculate event timings, slack times, and various types of floats. Assess probabilities in PERT networks and perform time-cost trade-off analysis to optimize project schedules.
CO5	Explore Simulation Methods: Introduce simulation techniques, including Monte Carlo Simulation, to model and analyze complex systems. Apply simulation in inventory control and other business scenarios to predict outcomes and support decision-making under uncertainty.
CO6	Integrate Operations Research Models in Decision-Making: Develop the ability to identify, formulate, and analyze various operations research models to optimize organizational resources, enhance efficiency, and support strategic planning across diverse business functions.

Course Contents

Unit: 1 Linear Programming: Introduction, Mathematical Formulation of LPP, Solution to the LPP using Graphical Method, Simplex Method and Big M method Duality in LPP. Detection of optimum solution to primal using optimum solution to the dual

Unit: 2 Transportation Problem: Formulation of Transportation Problem Initial Basic Feasible Solution by i) North West Corner Rule, ii) Least Cost Entry Method (Matrix Minima), iii) Vogel's Approximation Method. Optimum Solution by MODI Method, Existence of Alternative optimum solution. Impact of change in some cost Coefficients on optimum solution. Maximization type and Unbalanced Transportation Problems

Unit: 3 Assignment Problem: Introduction, Assignment algorithm, unbalanced assignment problems

Unit: 4 Game Theory: Basic Concept and Definitions. Two Person Zero Sum Game, Saddle point, Pure and Mixed Strategies, Reducing the size of the game using dominance property, Optimum Solution to a 2x2 game without saddle point, Graphical solution to 2xn and mx2 games



Unit: 5 Project Analysis: Basic concepts and Definitions, Gannt Charts and its weaknesses, CPM and PERT networks, Numbering of Events, Contractual Obligation Time, Earliest occurrence time, latest allowable occurrence Time and Slack Time for Events, Different types of floats for activities. Critical Path Calculations, Probability Assessment in PERT, Networks. Time Cost Trade – Off Analysis for CPM Networks

Unit: 6 Simulation: Introduction, Monte Carlo Simulation, Simulation and inventory control

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	1	3	3	3	2
CO2	3	1	2	2	2	3	1	3	2	2	2	1
CO3	1	2	3	3	3	3	2	1	3	3	3	2
CO4	2	1	2	2	3	2	1	2	3	2	2	2
CO5	1	3	2	1	3	3	3	1	3	2	1	2
CO6	2	2	3	2	2	2	2	2	2	3	3	2
Average	1.67	1.83	2.5	2.17	2.67	2.67	1.83	1.67	2.67	2.5	2.33	1.83

BOOKS

- ❖ Quantitative Techniques for Management – N.D. Vohra
- ❖ Quantitative Techniques in Management – U.K. Srivastava, G.V. Shenoy & S.C. Sharma
- ❖ Quantitative Methods for Business and Economics – R. Selvaraj

Program: B.COM	Year, Semester: 4 th Year, 7 th Semester
Course Title: Business Analysis through Tableau & Power BI	Subject Code: TIU-UBC-MJ-T41402
Contact Hours/Week: 1-0-3 (L-T-P)	Credit: 4

Business Analysis through Tableau & Power BI: Discipline Specific Core (Course)

Course Objective: The Power BI course is designed to provide participants with comprehensive knowledge and practical skills in utilizing Microsoft Power BI for effective data analysis and visualization. By achieving these objectives, participants will be equipped to leverage Power BI's capabilities to transform raw data into actionable insights, facilitating informed decision-making and enhancing business intelligence strategies

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understand the Fundamentals of Power BI: Gain insights into Business Intelligence concepts, the significance of Self-Service BI, and the distinguishing features of Power BI compared to other tools like Tableau and Qlik View. Explore the architecture, components, and building blocks that constitute Power BI.
CO2	Master Data Acquisition and Transformation: Learn to connect to various data sources using Power BI Desktop, employ the Query Editor to clean and transform data, and manage data relationships effectively. Develop skills to merge and append data, create calculated tables and measures, and optimize data models for analysis.
CO3	Develop Proficiency in Data Analysis Expressions (DAX): Understand the syntax and functions of DAX to perform complex calculations and data analysis. Learn to create measures, calculated columns, and utilize DAX functions to enhance data models and derive meaningful insights.
CO4	Create Compelling Data Visualizations: Explore various visualization options within Power BI, including charts, matrices, tables, and custom visuals. Learn to design interactive reports and dashboards that effectively



	communicate data insights, incorporating elements like slicers, maps, and key performance indicators (KPIs).
CO5	Utilize Power BI Service for Collaboration: Discover how to publish reports to the Power BI Service, create and configure dashboards, and share insights with stakeholders. Learn to use features like Q&A for natural language queries and Quick Insights to uncover trends and patterns in data.
CO6	Explore Advanced Analytics and Connectivity: Delve into advanced features such as using parameters, creating data flows, and implementing anomaly detection. Understand connectivity modes, including live connections to various data sources, and learn to integrate Power BI with other services and applications.

Course Contents

Unit: 1 - Introduction to Power BI

Business Intelligence, Self Service Business Intelligence, SSBI Tools, Power BI vs Tableau vs Qlik View, What is Power BI, Why Power BI? Key Benefits of Power BI, Flow of Power BI, Components of Power BI, Architecture of Power BI, Building Blocks of Power BI

Unit: 2 - Power BI Desktop and Data Transformation

Overview of Power BI Desktop, Data Sources in Power BI Desktop, Connecting to a data Sources, Query Editor in Power BI, Query Ribbon, Clean and transform data with Query Editor, Combining Data – Merging and Appending, Cleaning irregularly formatted data, Views in Power BI Desktop, Modelling Data, Manage Data Relationship, Automatic Relationship Updates, Template Apps, Cross Filter Direction, Create calculated tables and measures, Optimizing Data Models, PBIDS Files

Unit: 3 - Data Analysis Expressions (DAX)

Essential concepts in DAX, Why is DAX important?, DAX Syntax, Data Types in DAX, Ranking and rank over groups, Filter and evaluation context, Context interactions, Calculation Types, DAX Functions, Measures in DAX. DAX Operators, DAX tables and filtering, DAX queries, Create simple and compound measures, Schema relations, Star schema design, DAX Parameter Naming

Unit: 4 - Data Visualization

Introduction to visuals in Power BI, Charts in Power BI, Matrixes and tables, Slicers Map Visualizations, Gauges and Single Number Cards, Create scatter, waterfall, and funnel charts, Modifying colors in charts and visuals, Shapes, text boxes, and images, What Are Custom Visuals?, Page layout and formatting , KPI Visuals, Explore time-based data, AppSource

Unit: 5 - Introduction to Power BI Service, Q&A and Quick Insights

Introduction to Power BI Service, Introduction to using workspaces, Dashboard vs. Reports, Quick Insights in Power BI, Creating Dashboards, Configuring a Dashboard, Power BI Q&A, Ask questions of your data with natural language, Power BI embedded, Create custom Q&A suggestions, Edit tile details and add widgets, Build apps, Integrate One Drive for Business with Power BI

Unit: 6 - Connectivity Modes

Introduction to using Excel data in Power BI, Exploring live connections to data with Power BI, Connecting directly to SQL Azure, HD Spark, SQL Server Analysis Services/ My SQL, Introduction to Power BI Development API, Import Power View and Power Pivot to Power BI, Data caching and refresh, Introducing Power BI Mobile

Unit: 7 - Advanced Analytics in Power BI

Using Parameters, Create a data flow, Introduction to Anomaly Detection, Introduction to Smart Narrative, Introduction to Sensitivity labels in Power BI, Deployment Pipeline

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	3	2	1	3	3	2	3
CO2	3	2	1	2	1	3	1	3	1	2	1	2



	W	E	S	T	B	E	N	G	A	L	
CO3	2	3	2	3	2	3	2	1	2	3	2
CO4	2	2	2	2	2	2	1	2	2	2	2
CO5	1	1	2	2	2	3	3	1	2	2	1
CO6	2	3	2	3	2	2	2	2	2	3	2
Average	2.17	2.33	1.83	2.33	2.00	2.67	1.83	1.67	2.00	2.50	1.83
											2.17

BOOKS

- ❖ Learning Tableau – Joshua N. Milligan
- ❖ Tableau for Dummies– Molly Monsey & Paul Sochan
- ❖ Mastering Tableau – Marleen Meier & David Baldwin

Program: B.COM	Year, Semester: 4 th Year, 7 th Semester
Course Title: Business Policy & Strategy	Subject Code: TIU-UBC-MJ-T41403
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4

Business Policy & Strategy: Discipline Specific Core (Course)

Course objective: Strategic Management course is designed to equip students with a comprehensive understanding of the principles and practices essential for formulating, implementing, and evaluating strategies within organizations.

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Comprehend the Fundamentals of Strategic Management: Develop a solid foundation in strategic management concepts, including the evolution of business policy, differentiation between business policy and strategic management, and the significance of corporate governance.
CO2	Analyze Internal and External Environments: Learn to assess the external environment using tools like PESTEL analysis and Porter's Five Forces model, and evaluate internal capabilities through value chain analysis and SWOT analysis to identify organizational strengths, weaknesses, opportunities, and threats.
CO3	Formulate Strategic Alternatives: Explore various strategic options at the corporate level, such as grand strategies, and at the business level, including Michael Porter's generic competitive strategies. Utilize strategic choice models like the BCG Matrix and GE Nine Cell Matrix to determine appropriate strategic directions.
CO4	Implement Strategies Effectively: Understand the processes involved in translating strategic plans into actionable objectives and policies. Examine structural and behavioral considerations, including leadership, corporate culture, and the application of frameworks like McKinsey's 7-S, to facilitate successful strategy execution.
CO5	Evaluate and Control Strategic Initiatives: Develop skills to monitor and assess the effectiveness of implemented strategies, ensuring alignment with organizational goals and making necessary adjustments in response to dynamic business environments.
CO6	Stay Abreast of Contemporary Strategic Issues: Gain insights into modern strategic approaches such as the Balanced Scorecard, Corporate Social Responsibility (CSR), business ethics, corporate sustainability, and innovative strategies like Blue Ocean Strategy.

Course Contents

Unit 1 – Introduction: Business policy -evolution of the concept- Difference between business policy and strategic management- Corporate governance- concept, issues, models, evolution and significance- Introduction to Strategic Management-Concept importance of strategic Management, Strategy & Competitive Advantage, Strategy Planning & Decisions, strategic Management Process- Levels of Strategy -Strategic direction-Vision and Mission -Business Definition



Unit 2 – Strategic Analysis Models And Tools: External Environment- Appraisal using PESTEL – Competitor Analysis using Porter's 5-Forces model-Environmental Threat and Opportunity Profile (ETOP) -Value chain Analysis- Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis.

Unit 3 – Strategic Formulation: Strategic alternatives at corporate level: concept of grand strategies – Strategic choice models – Strickland's Grand Strategy Selection Matrix- Model of Grand Strategy Clusters-BCG- GE Nine Cell Matrix -Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Strategy as Simple Rules.

Unit 4 – Strategic Implementation: Strategic Implementation: Developing short-term objectives and policies-functional tactics and rewards -Structural Implementation: an overview of Structural Considerations Behavioral Implementation: an overview of: Leadership and Corporate Culture Mc Kinsey 7-S Framework, Establishing Strategic Control

Unit 5 – Recent Developments: Concept of Balanced Score card approach- Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate sustainability- Red Ocean and Blue Ocean Strategies

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	1	3	3	2	3
CO2	3	1	2	2	2	3	1	3	2	2	1	1
CO3	2	2	3	3	3	3	2	1	3	3	1	2
CO4	2	1	2	2	3	2	1	2	3	2	2	1
CO5	1	3	2	2	3	3	3	1	3	2	3	2
CO6	2	2	2	3	2	2	2	2	2	3	2	2
Average	1.83	1.83	2.33	2.50	2.67	2.67	1.83	1.67	2.67	2.50	1.83	1.83

BOOKS

- ❖ Business Policy and Strategic Management – Azhar Kazmi
- ❖ Strategic Management – R. Srinivasan
- ❖ Strategic Management: Concepts and Cases – V.S. Ramaswamy & S. Namakumari

Program: B.COM	Year, Semester: 4 th Year, 7 th Semester
Course Title: Research Methodology	Subject Code: TIU-UBC-MI-T41301
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4

Research Methodology

Course objective: Research Methodology course is designed to equip students with a comprehensive understanding of the principles and practices essential for conducting rigorous and ethical research across various disciplines.

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understand the Foundations of Research: Introduce students to the meaning, objectives, motivations, and utility of research. Explore key concepts such as theory, empiricism, deductive and inductive reasoning, and the characteristics of the scientific method.
CO2	Identify and Formulate Research Problems: Develop skills to articulate clear research questions and investigative queries. Address measurement issues and understand the formulation and testing of hypotheses, including the



	distinctions between null and alternative hypotheses.
CO3	Design Effective Research Studies: Provide knowledge on various research designs, including exploratory, descriptive, and experimental approaches. Emphasize the features of a good research design and the roles of independent and dependent variables.
CO4	Differentiate Between Qualitative and Quantitative Research: Examine the concepts, methodologies, and applications of both qualitative and quantitative research. Discuss measurement, causality, generalization, replication, and the integration of these approaches.
CO5	Master Measurement and Scaling Techniques: Understand the concepts of measurement, addressing challenges such as validity and reliability. Explore different levels of measurement, including nominal, ordinal, interval, and ratio scales
CO6	Develop Sampling Strategies: Introduce concepts related to statistical populations, samples, sampling frames, errors, and sample sizes. Discuss characteristics of a good sample and various sampling methods like simple random, systematic, stratified random, and multi-stage sampling

COURSE CONTENT

UNIT 1 Foundations of Research

Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process

UNIT 2 Problem Identification & Formulation

Research Question, investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

UNIT 3 Research Design: Concept and Importance in Research

Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

UNIT 4 Qualitative and Quantitative Research:

Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.

UNIT 5 Measurement: Concept of measurement- what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.

UNIT 6 Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size.

UNIT 7 Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

UNIT 8 Interpretation of Data and Paper Writing – Layout of a Research Paper, Journals in Computer Science, Impact factor of Journals, When and where to publish? Ethical issues related to publishing, Plagiarism and Self-Plagiarism.

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
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	W	E	S	T	B	E	N	G	A	L		
CO1	1	2	3	3	3	3	2	1	3	3	2	3
CO2	3	1	2	2	2	3	1	3	2	2	1	1
CO3	1	2	3	3	3	3	2	1	3	3	2	2
CO4	2	1	2	2	3	2	1	2	3	2	2	2
CO5	1	3	1	1	3	3	3	1	3	2	2	2
CO6	2	2	2	3	2	2	2	2	2	3	2	2
Average	1.67	1.83	2.17	2.33	2.67	2.67	1.83	1.67	2.67	2.50	1.83	2.00

BOOKS

- ❖ Research Methodology: Methods and Techniques – C.R. Kothari & Gaurav Garg
- ❖ Methodology of Research in Social Sciences – O.R. Krishnaswami
- ❖ Research Methodology: A Step-by-Step Guide for Beginners – Ranjit Kumar

Program: B.COM	Year, Semester: 4 th Year, 7 th Semester
Course Title: Report Writing & Skills Development	Subject Code: TIU-UBC-MI-I41301
Contact Hours/Week: 0-0-0 (L-T-P)	Credit: 4



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SEMESTER – VIII



B.COM (H) SEMESTER-VIII

Paper Type	Code	Subject	L	T	P	Total Credit
DSC	TIU-UBC-MJ-T42401	Production & Operations Management	2	2	0	4
DSC	TIU-UBC-MJ-T42402	Strategic Performance Management	2	2	0	4
DSC	TIU-UBC-MJ-T42403	Accounting Standards	2	2	0	4
RESEARCH	TIU-UBC-MI-I42301	Data Analysis, Report Writing & Research Ethics	0	0	4	4
RESEARCH	TIU-UBC-MI-I42302	Research Project, Dissertation & Grand Viva	0	0	4	4
TOTAL CREDIT			6	6	8	20

Acronyms Expanded

DSC: Discipline Specific Core (Course)

AECC: Ability Enhancement Compulsory Course

Interdisciplinary

CVA: Value Based

SEC: Skill Enhancement Course

OEC: Open Elective Course

L+T+P: Lecture + Tutorial + Practical



Program: B.COM	Year, Semester: 4 th Year, 8 th Semester
Course Title: Production & Operations Management	Subject Code: TIU-UBC-MJ-T42401
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4

Production & Operations Management: Discipline Specific Core (Course)

Course objective: "Production and Operations Management" course is designed to provide students with a comprehensive understanding of the principles and practices involved in the efficient production of goods and services.

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understanding Production Management Fundamentals: Gain insights into the scope, significance, and responsibilities inherent in production management, including the various types of production systems and the pivotal role of a production manager.
CO2	Mastering Production Planning and Control: Learn the objectives, stages, and functions of production planning and control, addressing challenges and factors that influence effective production scheduling and resource allocation.
CO3	Exploring Operations Management: Delve into the concepts and functions of operations management, focusing on product design and development processes, and the techniques involved in bringing products from conception to market.
CO4	Analyzing Facility Location and Layout: Understand the importance of facility location decisions, factors affecting location analysis, and various facility layout types. Additionally, explore capacity planning concepts and the elements influencing capacity decisions.
CO5	Implementing Productivity Techniques: Study methodologies such as Just-In-Time (JIT), Kanban systems, Total Quality Management (TQM), Six Sigma, and Value Analysis to enhance productivity and quality within production processes.
CO6	Managing Inventory Effectively: Learn about inventory concepts, classifications, objectives, and the factors affecting inventory control policies. Explore inventory costs, Economic Order Quantity (EOQ) models, reorder levels, and techniques like ABC analysis for efficient inventory management

Course Contents

UNIT – I: Introduction to Production Management

Introduction, Scope of Production Management, Production System, Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management

UNIT – II: Production Planning & Control

Objectives, Stages, Characteristics, Functions/scope of Production Planning and Control, Challenges in Production Planning and Control, Factors Affecting Production Planning and Control, Production Planning System, Process

UNIT – III: Operations management

Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques

UNIT – IV: Location & Layout

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility



UNIT – V: Productivity Techniques

Just in time, Kanban system. Total Quality Management & six sigma. Value analysis

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: EOQ Model: Re-order Level: ABC Analysis.

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	3	2	1	3	3	2	3
CO2	3	2	1	2	1	3	1	3	1	2	1	2
CO3	2	3	2	3	2	3	2	1	2	3	2	3
CO4	2	2	2	2	2	2	1	2	2	2	2	2
CO5	1	1	2	2	2	3	3	1	2	2	2	1
CO6	2	3	2	3	2	2	2	2	2	3	2	2
Average	2.17	2.33	1.83	2.33	2.00	2.67	1.83	1.67	2.00	2.50	1.83	2.17

BOOKS

- ❖ Production and Operations Management – K. Aswathappa & K. Shridhara Bhat
- ❖ Production and Operations Management– S.N. Chary
- ❖ Production and Operations Management” – P. Saravanavel

Program: B.COM	Year, Semester: 4 th Year, 8 th Semester
Course Title: Strategic Performance Management	Subject Code: TIU-UBC-MJ-T42402
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4

Strategic Performance Management: Discipline Specific Core (Course)

Course objective: The course aims in providing knowledge and exposure to the concepts, theories and practices & equip students with the knowledge and skills needed for Performance Measurement, Evaluation, Analysis & Appraisal

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understanding Performance Management Fundamentals – Students will learn the principles of performance, productivity, and efficiency, along with their significance in corporate success. They will explore key business functions such as financial performance analysis, procurement to pay processes, vendor relationship management, supply chain management (SCM), customer relationship management (CRM), and profitability analysis.
CO2	Performance Measurement and Improvement Techniques – Students will understand and apply performance evaluation techniques like the Balanced Scorecard and Du-Pont Analysis. They will also learn the Plan-Do-Check-Action (PDCA) cycle and Total Quality Management (TQM) approaches for continuous business improvement.
CO3	Organizational Performance Analysis and Optimization – Students will gain knowledge of economic performance indicators, profit optimization strategies, and cost-efficiency techniques. They will develop skills in assessing and optimizing business performance through structured evaluation processes.
CO4	Employee and Team Performance Management – Students will acquire skills in self-evaluation, team appraisal,



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	and utilizing tools such as the 360-degree feedback system. They will explore employee motivation strategies, goal-setting frameworks, and leadership approaches that enhance workplace productivity.
CO5	Case Study Analysis of Indian Organizations – Students will analyze real-world case studies of Indian organizations to understand practical applications of performance management. They will evaluate industry-specific strategies, challenges, and best practices in performance assessment and improvement.
CO6	Future Trends and Technological Advancements in Performance Management – Students will explore emerging trends and advancements in performance management, including digital transformation, AI-driven analytics, and automation in performance evaluation. They will develop critical thinking and problem-solving skills to adapt to evolving business environments.

Course Contents

Unit 1 Introduction to Performance Management

Performance, Productivity and Efficiency, Financial Performance Analysis, Procurement to Pay and Vendor Relationship Management, Supply Chain Management (SCM), Customer Relationship Management (CRM), Profitability Analysis

Unit 2 Performance Measurement, Evaluation and Improvement

Balanced Score Card, Du-Pont Analysis, Plan-Do-Check-Action (PDCA), Total Quality Management

Unit 3 Performance Analysis & Appraisal

Economic Performance Indicator, Profit Optimization, Self-appraisal, Team appraisal and 360 feedback system, Performance management skills

Unit 4 Performance Management Practices

Select case studies of Indian Organizations, Future of performance management systems

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	3	3	3	2	1	3	3	3	2
CO2	3	1	2	2	2	3	1	3	2	2	2	1
CO3	1	2	3	3	3	3	2	1	3	3	3	2
CO4	2	1	2	2	3	2	1	2	3	2	2	2
CO5	1	3	2	1	3	3	3	1	3	2	1	2
CO6	2	2	3	2	2	2	2	2	2	3	3	2
Average	1.67	1.83	2.5	2.17	2.67	2.67	1.83	1.67	2.67	2.5	2.33	1.83

BOOKS

- ❖ Strategic Performance Management – Dr. S.K. Bhatia
- ❖ Performance Management Systems – T.V. Rao
- ❖ Performance Management – A.S. Kohli & T. Deb

Program: B.COM	Year, Semester: 4 th Year, 8 th Semester
Course Title: Accounting Standards	Subject Code: TIU-UBC-MJ-T42403
Contact Hours/Week: 2-2-0 (L-T-P)	Credit: 4



Accounting Standards: Discipline Specific Core (Course)

Course objective: Course aims at providing knowledge and exposure to the recognized framework of accounting system to ensure transparency in the financial statements of companies

Comprehend the purpose and importance of accounting standards in financial reporting.

To understand & Gain proficiency in applying accounting standards to various financial transactions and events

Course Outcomes (COs): After completion of the course, the students shall be able to

CO	Details
CO1	Understand the concept of accounting theory, its role, classification, and approaches to theory formulation, along with fundamental accounting principles, concepts, and conventions.
CO2	Develop the ability to prepare financial statements as per IND AS, including Statement of Profit and Loss, Balance Sheet, Statement of Changes in Equity, Statement of Cash Flows, and Notes to Accounts.
CO3	Apply knowledge of IND AS standards related to financial reporting and disclosure, such as first-time adoption, presentation of financial statements, revenue recognition, inventory valuation, property, plant, and equipment, intangible assets, provisions, and earnings per share.
CO4	Analyze and interpret financial statements in accordance with the framework and principles of IND AS to ensure compliance and accuracy in financial reporting.
CO5	Evaluate the accounting treatment and financial implications of business acquisitions and consolidations under IND AS, including investments in associates and joint ventures, business combinations, and consolidated financial statements.
CO6	Demonstrate proficiency in solving practical problems related to financial statement preparation, revenue recognition, inventory valuation, depreciation, and business consolidations as per applicable IND AS.

Course Contents

Unit 1 Introduction to Accounting Standards – Concept of Accounting Theory – Role of accounting theory - Classification of Accounting Theory – Deductive and inductive approach in theory formulation – Accounting Principles: Concepts and Conventions

Unit 2 Preparation of Financial Statements As Per IND AS

Framework for preparation of financial statements. Presentation of Financial Statements as per Ind AS, Statement of Profit and Loss, Balance Sheet, Statement of Changes in Equity, Statement of Cash Flows and Notes to Accounts. Problems on preparation of Statement of Profit & Loss and Balance Sheet

Unit 3 Standards Relating to Financial Reporting & Disclosure

Ind AS-101: First time adoption of Indian Accounting Standards – Ind AS-1: Presentation of Financial Statements - Revenue Recognition (Ind AS 18); Valuation of Inventory (Ind AS 2); Property, Plant and Equipment, including Depreciation (Ind AS 16); Intangible Assets (Ind AS 38), Provisions (Ind AS 37), Earnings per Share (Ind AS 33)

Unit 4 Standards Relating To Business Acquisitions & Consolidations

Ind AS-28: Investments in Associate and Joint Ventures - Ind AS-103: Business Combinations – Ind AS-110: Consolidated Financial Statements

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	3	3	3	2	1	3	3	3	3
CO2	2	1	2	2	2	3	1	3	2	2	1	1
CO3	3	2	3	3	3	3	2	1	3	3	2	2



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	W	E	S	T	B	E	N	G	A	L	
CO4	2	1	2	2	3	2	1	2	3	2	2
CO5	1	3	2	2	3	3	3	1	3	2	2
CO6	3	2	2	3	2	2	2	2	3	2	2
Average	2.33	1.83	2.33	2.50	2.67	2.67	1.83	1.67	2.67	2.50	2.00
											1.83

BOOKS

- ❖ Students' Guide to Accounting Standards – D.S. Rawat
- ❖ Accounting Standards" – B. D. Chatterjee
- ❖ Practical Guide to Indian Accounting Standards (Ind AS) – T.P. Ghosh
- ❖ Accounting Standards Made Easy – CA Ravi Kanth Miriyala & CA Yogender Bangar

Program: B.COM	Year, Semester: 4 th Year, 8 th Semester
Course Title: Data Analysis, Report Writing & Research Ethics	Subject Code: TIU-UBC-MI-I42301
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4

Program: B.COM	Year, Semester: 4 th Year, 8 th Semester
Course Title: Research Project, Dissertation & Grand Viva	Subject Code: TIU-UBC-MI-I42302
Contact Hours/Week: 0-0-4 (L-T-P)	Credit: 4