

B.COM. SEMESTER II

Business Communication (AECC 3)

(Modern Communication Skills) (100 Marks - 60 Lectures)

Course Objectives: Communication skills have emerged as the most powerful set of skills to possess for accelerating one's career trajectory and for enhancing the quality of life of people in modern times. In a competitive world where efficiency and effectiveness do matter, it is imperative that students learn these skills.

This Course of Modern Business Skills in Business Communication integrates spoken, written, visual and written communication situations and strategies - the way communication actually occurs in a dynamic workplace. Some of the course objectives are:

- To increase students confidence and ability to communicate orally while using technology.
- To improve collaboration and communication skills of students.
- To enhance multimedia literacy skills of students.
- To build relationships and establish their online social presence.

UNIT 1: Digital Storytelling [DST]

(40 Marks - 23 Lectures)

(Creation of a Digital Story: Workshops for students in small batches of where the basics and software skills needed for DST are imparted; Students are then to individually create a DST and present the same in class)

UNIT 2: Individual Speeches (Impact/ Oratory) and Presentations

(a) Individual Speeches - Pathos / Logos / Ethos / Overcoming Fear / Formulae for Speeches / People (Body Language) / Voice Skills / Audience **(10 Marks - 6 Lectures)**

(b) Creating and Making Individual Presentations - Using Software like Powerpoint / Prezi On-line Zooming Editor / Mind-Mapping Software / Incorporating principles of Zen / Slido:ology / Duarte **(10 Marks - 15 Lectures)**

UNIT 3: Electronic and Web Communications: (20 Marks – 5 Lectures)

a) Using Social Media for Communication [for contributing to a FACEBOOK Group or mailing list created by the teacher for the purpose. This group can be on any topic which helps to improve communication skills.] **(5 Marks)**

b) Creating & Using a Blog or Free Web site **(10 Marks)**

c) Using cell-phones, laptops and other means for e-mail and instant messaging for Business; etiquette involved **(5 Marks)**

UNIT 4 Conducting Effective Meetings (20 Marks - 11 Hours)

(Pedagogy: Role Play - Groups of 6-10 students to conduct a meeting)

Chairpersonship, Protocol (Brief insights into Robert's Rules of Order), Benefits, Notice, Agenda, Drafting Minutes (Discussions /Resolutions)

[10 marks for participation in a Meeting. 5 marks for drafting the Notice and the Agenda for the Meeting. 5 marks for writing the Minutes of the Meeting. The meetings where the students are to be judged can be ones which are organized for the purpose of discussing topics given by the teacher.]

Requirements:

(Essential)

- 1) An LCD projector in every classroom
- 2) A Laptop for Facilitator (Desirable)
- 3) Computers for students
- 4) Broadband Facility
- 5) A large screen SMART TV / SMARTBOARD
- 6) HD Video Camera (with Hard Disk)
- 7) Home Theatre
- 8) Software: Pinnacle / Cyberlink / U-lead Video Studio / Buzan's Mind-Mapping / Business-in-a-Box
- 9) Language Lab / other relevant software as decided by the concerned teacher
- 10) External Hard Disks
- 11) A Smart Board

Assessment and Pedagogy: Continuous Internal Assessment in the proportion to the marks assigned in the syllabus: 100 marks. The teacher may devise appropriate exercises to test the student's skills.

Suggestion: **ISA 1 (Individual Speeches)**
 ISA 2 (Individual Presentations)

References:

1. Digital Storytelling: Guide for Educators, Midge Frazel, International Society for Technology in Education, 2010 ISBN 9781564842596
2. How to Win Friends and Influence People, Dale Carnegie, Pocket Books, 2010 ed.
3. Making Presentations, Tim Hindle, Dorling Kindersley Publishers, 1999 ed. Say it with Presentations, Gene Zelazny, Tata McGraw-Hill Education (2004).
4. Presentation Zen: Simple Ideas on Presentation Design and Delivery (2 nd Edition) (Voices that Matter) Garr Reynolds. 2011
5. Slide:ology: The Art and Science of Creating Great Presentations, Nancy Duarte, 2008. ISBN 0596522347
6. Social Media Marketing for Dummies, Shiv Singh, Stephanie Diamond, Wiley, 2007. ISBN 9781118236307. Robert's Rules of Order, Robert Henry M., Createspace, 2010, ISBN 978145380715

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SEMESTER II
Commercial Arithmetic – II (CC 8)
(100 marks - 60 Lectures)

Unit I The Straight Line **(25marks - 12 hours)**

- Rectangular Cartesian Co-ordinate System
- Distance formula, Section formula (Simple problems only)
- Slope and intercepts of a straight line
- Equations of lines parallel to the axes.
- Equations of lines in slope point form, two point form, slope intercept form, two intercept form
- General equation of a line, Parallel and perpendicular lines
- Intersection of lines
- Graphs of linear equations and inequalities
- Graphical solution of Linear Programming Problems with two variables only

Unit 2 Calculus I

(a) Relations and Functions **(5marks - 4 Lectures)**

- Ordered pair
- Cartesian product
- Relation, Function – Domain, Co-domain, Range.

(b) Limits and Continuity **(5marks - 4 Lectures)**

- Definition
- Operations of finding limits
- Algebra of limits
- Concept of continuity and examples

(c) Derivatives and their Applications **(25 marks - 12 Lectures)**

- Concept of derivatives
- Standard forms
- Algebra of derivatives
- Derivatives of composite functions
- Higher order derivatives
- Applications – Total revenue function, Total cost function, Elasticity of demand and supply
- Increasing and decreasing function/sign of derivative (economic applications)
- Maxima and Minima (economic applications)

Unit III Calculus II

(a) Integration and its Applications **(15marks - 12 Lectures)**

- Definition
- Standard forms x^n , e^x , a^x , $1/x$

- Integral of $f(x) + g(x)$ and $kf(x)$
- Integral of $(ax+b)^n$, e^{ax+b} , k^{ax+b} , $1/ax+b$
- Applications – Total revenue function, Total cost function
- Definite integration
- Area under a curve (formula only)
- Consumer's Surplus and Producer's Surplus

(b) Partial Derivatives

(5marks - 4 Lectures)

- Definition
- Partial derivatives of first and second order
- Economic applications: Demand function, Utility function, Production function

Unit IV Commercial Mathematics

(20marks - 12 Lectures)

- Ratio
- Proportion
- Percentage
- Discount – Trade Discount, Cash discount, Discount and profit.

References

1. Joshi N. and Chitale S.G., *A New Approach To Mathematical Techniques*, Sheth Publishers
2. Vaidya M.L., Deshpande A.V., Kumtha A.P., *Elementary Business Mathematics*, Vipul Prakashan
3. Dikshit Amarnath, Jain Jinendra Kumar, *Business Mathematics*, Himalaya Publishing House
4. Goel Ajay and Goel Alka, *Mathematics and Statistics*, Taxmann Allied Services
5. Vaidya M.V., Kumtha A. P., *Business Mathematics*, Vipul Prakashan
6. Shah S., *Business Mathematics (for ICWAI International Course)*, New Central Book Agency.
7. Abranches, M.E, *Mathematical Techniques*, Gracias Print Arts.

Computer Science -CSG106 : Computer Applications – II

Effective from : 2017-18

(Credits: Theory-03, Practical-01) Theory : 45 Lectures

Practical : 30 Lectures

Course Objectives: To understand computer networking concepts, e-commerce technology and business applications; understand principles of cyber security, online threats and cyber laws and prepare students to adopt safe practices.

Unit I Basics of Computer Networking

(Lectures: 6, Practical Lab 2 Marks Th-15, Pr-2).

Networking basics, Need for computer networks, Types of networks-LAN, MAN, WAN, Network Components – H/W, Software, Communication channels, Network Devices, Network topologies.

Lab1

Basic Networking Setup of PC, Network commands like ipconfig, ping, traceroute, nslookup / dig etc, Setup of Home Router / Wifi Hotspot, Understanding of Firewall and Basic Firewall Setup, File and Printer Sharing, connecting to share, Setup of Email Clients like Outlook, FTP Clients and Upload / Download. Finding out public address, connection speeds etc.

Unit II E-Commerce

(Lectures: 10, Practical Lab 07 Marks Th-15, Pr-15)

Definition, E-commerce and Trade Cycle, Electronic Markets, Electronic Data Interchange and Internet Commerce, Types of E-commerce: Business to Business E-Commerce, Business to Consumer E-Commerce. Consumer to Consumer, Electronic Payment Systems: Smart Cards – Credit Cards – Wallets, Risks, E-Retail, Concept and Examples, E-Banking, Features and services, M-Commerce, Products and services

Lab2

E-commerce

- *Attempt to purchase a product online from any E-Commerce Site. Proceed till payment gateway. Check digital certificates (such as ebay.in and amazon.com)*

- *Write a review of an E-Commerce Site visited include: Site description, Site Design, ease in navigation , process for purchasing items, security, privacy, customer service, best features of site etc..*
- *An E-commerce site case study: Include*
 - Target market/audience: who uses this service?*
 - Revenue model: where does the money come from?*
 - How are they promoting their products in the marketplace? ,*

Unit III Emerging threats in Cyber Space **(Lectures: 15, Practical Lab 02 Marks Th-25,Pr-2).**

Introduction to cyber space, Malware threats- Definition and types (Virus/ worms, Trojan, Rootkits, Spyware, Keyloggers). Social Engineering, Cyber Crimes – Definition, Types (DOS, Intellectual Property Rights and related crimes, Unauthorized access to computer system or networks, Theft of information contained in electronic form, Cyber Stalking, Identity Theft, Email Spoofing, E-mail bombing, Online gambling, Sale of illegal articles, Cyber Defamation, Salami attack, Phishing, Pharming, Data Diddling, logic bombs, Webjacking, Theft of computer system, physically damaging a computer system, Cyber warfare, Cyber terrorism.)

Lab3

Installation and Configuration of any free Antivirus Package eg. AVG/Avast etc., Using Antivirus Package for Threat Detection, Browser security and Safety such as Understanding SSL and Certificates, checking URL of site for Phishing attempts, Email Headers and Tracking, Identification of Phishing Emails

Unit IV Cyber Safety, IT Act and Cyber forensic **(Lectures: 14, Practical Lab 04 Marks Th-20,Pr-6)**

Online Privacy – Introduction, Significance, Privacy Policy, Sensitive Personal Information, Social media – Usage, Safety. Online shopping – Introduction, Safety measures (Encryption of data authentication , SSL, Digital signatures, Digital Certificates), Online payments – Introduction, Types, Safe practices.

Cyber Laws: Evolution and Need for cyber law, The legal perspectives – Indian perspective, Global perspective, Information Technology Act (ITA) 2000, Provisions related to E-commerce, Provisions for cyber-crimes, Information Technology (Amendment) (ITAA) Act 2008, Adjudicating officer, CERT-IN- its role and powers.

Reporting Cyber Crimes, Cyber Forensics: Introduction, Evidence collection, Data Recovery, Cloning of Devices, Forensic Investigation phases – Acquisition and preservation,

Authentication, Analysis, Documenting Evidence, Presentation of Evidence, Media sanitization.

Lab4.1

Keeping passwords cyber secure-Choosing strong passwords, Privacy settings on Facebook, Social Media Safety, Payment Systems Security concerns and Safe Practices, Online Banking Security features, OpenPGP Tools.

Lab4.2

Use of Investigation tools such as Winhex for forensic investigation, Data Recovery using winhex, Use of Free data recovery tools like Recuva, Mapping a given list of cyber-crimes to appropriate ITAA Act 2008 offence listed in http://www.naavi.org/ita_2008/index

Reference Books and web references

1. Rick Lehtinen and G. T. Gangemi, *Computer Security Basics*, O'Reilly Media, Inc.; 2nd Edition, 2006
2. Wall, David, (2007). *Cyber Crime: The Transformation of Crime in the InformationAge*. Polity Publishing
3. Michael cross, *Scene of the Cyber Crime*, Syngress Publishing, Elsevier Publishing, 2nd Edition, ISBN 13: 978-1-59749-276-8
4. Chander, Harish, *Cyber Laws and IT Protection*, ISBN: 978-81-203-4570-6
5. Nina Godbole, SunitBelapure, "Cyber Security – Understanding Cyber Crimes, Computer Forensics and Legal Perspectives", Wiley India Pvt.Ltd., ISBN - 978-81-265-2179-1
6. *Frontiers of Electronic Commerce* Ravi Kalakota & Andrew B Whinston, Pearson Education.
7. Bruce Schneier, "Applied Cryptography-Protocols, Algorithms and Source code in C", 2nd Edition, Wiley India Pvt Ltd, ISBN 978-81-265-1368-0
8. Cyber Laws, <http://deity.gov.in/content/cyber-laws>
9. www.cert.org

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SEMESTER II
Customer Relationship Management (GE 2)
(100 marks- 60 Lectures)

Objective: To acquaint students to the analytical and strategic aspects of CRM.

Unit I Introduction to CRM

(25 marks- 15 Lectures)

Consumer behaviour and organizational buying behaviour - concept and differences. Relationship Marketing-concept, CRM-Meaning, overview of CRM process, benefits to customer and organization. Relationship Value of customers- factors influencing relationship value.

Customer Service/Sales Profile- Customer Pyramid, Hourglass, Hexagon. Pitfalls of Customer Service/ Sales Profile. CRM typical business touch points, CRM capabilities and customer life cycle.

Unit II Creating Customer Value and Loyalty

(25 marks- 15 Lectures)

Customer Lifetime Value - Meaning and measurement concepts, Customer Equity -concepts. Customer Loyalty, Customer Profitability, Customer Pyramid-concepts. The 4 A's framework and Customer Focus. Customer Complaints-nature of consumer action, types of complainers.

Unit III Customer Databases & Database Marketing

(25 marks- 15 Lectures)

Collecting customer data- Customer databases – sources. Data warehouses and data mining. Identifying information- Privacy and CRM programmes. Analysing customer data and identifying target customers. Limitations of database marketing and CRM.

E-CRM, operational CRM (a) Sales Force Automation (SFA), (b) Customer Service and Support (CSS), (c) Enterprise Marketing Automation (EMA), (d) Integrated CRM. E-CRM Technology Dimensions - Utility.

Unit IV Developing CRM Programmes

(25 marks- 15 Lectures)

Increasing the value of customer base - Strategies.

Steps in attracting and retaining customers.

Customer Retention - strategies and levels -financial, social, customization and structural bonds.

Internal Marketing- concept.

References:

1. Kotler; Keller; Koshy & Jha. *Marketing Management-A South Asian Perspective*. Pearson Education.
2. Zeithaml, Valarie & Bitner, Mary Jo. *Services Marketing - Integrating Customer Focus Across The Firm*. McGraw Hill.
3. Karunakaran. *Marketing Management-Text and Cases in Indian Context*. Himalaya Publishing House.

4. Levy, Michael & Weitz, Barton. *Retail Management*. Tata McGraw Hill.
5. Zeithaml, Valarie; Bitner, Mary Jo & Gremler, Pandit. *Services Marketing-Integrating Customer Focus Across The Firm*. McGraw Hill.
6. P.T. Joseph S.J. *E-Commerce-An Indian Perspective*. Prentice Hall.
7. Mann Puja Walia, Niddhi. *E-Commerce*. MJP Publishers.
8. Venugopal, Vasanti & N., Raghu V. *Services Marketing*. Himalaya Publishing House.
9. Anderson, Kristin & Kerr, Carol. *Customer Relationship Management*. McGraw Hill.

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SEMESTER II
Financial Statement Analysis & Interpretation (CC 6)
(100 Marks – 60 Lectures)

Course objectives

To develop skills in students to analyze and interpret financial statements from viewpoint of liquidity, solvency, profitability and cash flow of entities and apply the same for decision making.

Unit I Company Final Accounts (Elementary Level) (20 Marks, 15 Lectures)

Preparation of “Statement of Profit and Loss account” and “Balance sheet” as per Schedule III of the Companies Act 2013.

Unit II Nature and Techniques of Financial statement analysis (40 Marks, 18 Lectures)

Nature and Component of Financial Statement, Meaning and Need for Financial Statement Analysis, Traditional & Modern approaches to Financial Statement Analysis, Parties interested in Financial Statement Analysis. Techniques of Financial Statement Analysis:

a) Common-size statement analysis

Meaning, preparation, interpretation, uses, merits and demerits

b) Comparative statement analysis (restricted to 2 years for intra-company and 2 companies for inter-company problems)

Meaning, preparation, interpretation, uses, merits and demerits

c) Trend analysis

Meaning, determination, interpretation uses, merits and demerits

Practical problems to include preparation of Profit & Loss Statement and Balance Sheet as per Schedule III of Companies Act 2013 from the Trial Balance given and prepare common size or Comparative statement.

Unit III Ratio Analysis and Economic Value Added Analysis (20 Marks, 15 Lectures)

(a) Ratio analysis

Meaning, Objectives, Nature of Ratio analysis, Importance & Limitations of ratio analysis, Classification of Ratios - Balance Sheet ratios, Income statement ratios, and Combined ratios, Computation, Analysis and Interpretation of important ratios for measuring – Liquidity, Solvency, Capital Structure, Profitability and Managerial Effectiveness. Overview of ratio analysis in service organization.

(b) Economic Value added (EVA)

Evolution of EVA concept, EVA concept, Market value added, Calculating EVA: The conceptual issues, calculating Net operating profit after tax (NOPAT), Capital employed (CE), weighted average cost of capital (WAC), Importance of EVA, Advantages of EVA, Limitations of EVA

Unit IV Cash Flow Statement

(20 Marks, 12 Lectures)

Meaning, Objectives of Cash Flow Statement, Non-cash transactions, Activity classification, Cash and cash equivalents, Direct and indirect method, Preparation and presentation of Cash Flow Statement as per indirect method and IND AS 7

References:

1. Bhirud, S., & Naphade, B. *Management Accounting*. Pune: Diamond Publications.
2. Gupta, S., & Sharma, R. *Financial Management*. New Delhi: Kalyani Publishers.
3. Jain, & Narang. *Advanced Accountancy*. New Delhi: Kalyani Publishers.
4. Madegowda, J. *Management Accounting*. New Delhi: Himalaya Publishing House.
5. Mukherjee, A., & Hanif, M. (2002). *Modern Accountancy* (Vol. II). New Delhi: Tata McGraw Hill.
6. Raman, A. *Advanced Accountancy*. New Delhi: Himalaya Publishing House.
7. Shukla, M. C., & Grewal, T. S. *Advanced Accounts*. New Delhi: S. Chand & Co.
8. Shukla, M., Grewal, T., & Gupta, S. *Advanced Accounts*. New Delhi: S. Chand & Co.
9. Tulsian, P. C. *Accountancy*. New Delhi: S. Chand & Co.

Journals for Study and Reference:

1. The Chartered Accountant: The Institute of Chartered Accountants of India
2. The Management Accountant: The Institute of Cost Accountants of India
3. The Accounting World : ICFAI Hyderabad

Guidelines for setting Question Paper

1. The question paper shall have total of 6 questions of 20 marks each
2. Four questions of 20 marks each to be answered
3. Question No. 1 to be compulsory (should be a practical question)
4. A question may be sub-divided if necessary
5. One question each from Unit I, Unit II, Unit III and Unit IV
6. Two questions each to be asked on unit II and unit III

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SEMESTER II
Introduction to Marketing (CC 5)
(100 Marks- 60 Lectures)

Objective: To develop an understanding of the marketing environment and relevant decisions.

Unit I Introduction to marketing (25 Marks 15 Lectures) Market concepts-- place concept, area concept demand concept. Kinds of goods—convenience goods, shopping goods speciality goods.

Marketing concepts - product concept, selling concept, marketing concept, societal marketing concept. Scope of marketing - goods, services, events, organisations etc.

Unit II Marketing Environment and Segmentation (25 Marks 15 Lectures)

Marketing Environment- concept, major environmental forces.

Market segmentation- concept, Bases for segmenting markets.

Consumer behaviour and marketing research

Consumer buying behaviour, factors influencing consumer buyer behaviour.

Marketing research and its importance.

Unit III Marketing decisions (25 Marks 15 Lectures)

Marketing mix decisions-product, price, promotion and physical distribution (in brief).

Salesforce management-selection, training, compensation. Areas in physical distribution- Order processing, Inventory, Warehousing and Transportation. Global marketing- Alternative marketing entry strategies.

Unit IV Trends in Marketing (25 Marks 15 Lectures)

Consumerism and need for consumer protection. Social aspects of marketing—social responsibility of marketing, ecological and ethical aspects of marketing. Marketing of Services and its scope.

Direct marketing—Catalog marketing, Kiosk marketing, Telemarketing and On-Line marketing.

References:

- 1) Kotler, Philip. *Marketing Management*. Prentice Hall.
- 2) Kotler, P., Keller, K.L. Koshy, A. & Jha. M. (2009). *Marketing Management: A South Asian Perspective*. (Thirteenth Ed). Pearson Education, New Delhi.
- 3) Gandhi, J.C. *Marketing a Managerial Introduction*. Tata McGraw Hill.
- 4) Maheshwari, R.P., Jindal, Lokesh, (2011). *Marketing Management Theory and Practice*.
- 5) Sherlekar, S.A. *Marketing Management*. Himalaya Publishing House.
- 6) Saxena, Rajan. *Marketing Management*.
- 7) Ramaswamy & Kumari Nama. *Marketing Management*.

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SEMESTER II
Managerial Economics (CC 7)
(100 Marks, 60 Lectures)

Objective: The basic objective of this course is to familiarize the students with the approach, concepts and advanced techniques of managerial economics that are applied in business decision making.

Unit I Pricing Decisions (20 Marks, 12 Lectures)

- a) **Pricing Methods and Strategies** – Cost based pricing(cost plus, marginal cost & target return pricing), Competition based pricing(penetration, entry deterring and going rate pricing), Product life cycle based pricing(price skimming, packaging, perceived value, loss leader pricing), Cyclical pricing (rigid and flexible pricing), Multi-product pricing, Peak load pricing, Sealed bid pricing, Retail pricing, Administered pricing, Export pricing, International price discrimination, Dumping and transfer pricing.
- b) **General considerations and objectives of pricing policy** – Price elasticity of demand and pricing – price forecasting.

Unit II Profit Analysis (20 Marks, 12 Lectures)

- a) **Profit**
Meaning, Different concepts, nature, kinds and role of profit; profit policy, profit limiting factors
- b) **Break Even Analysis**
Meaning, assumptions, uses, limitations, application, break even chart and calculation of Break-Even Quantity and Break-Even Sales, contribution margin, safety margin, targeted sales volume and expected profits; Profit-volume (P/V) analysis -meaning, chart, assumptions and measurement (Numerical Problems to be included) Profit forecasting: meaning and methods

Unit III Capital Budgeting (30 Marks, 18 Lectures)

- a) **Capital budgeting**
Meaning; Nature; Process; Significance; Factors influencing investment decisions; Approaches to determine size of capital budget; Types of projects; steps in capital project evaluation; Methods of project evaluation with numerical problems (Payback period, Average rate of return (ARR), Net Present Value (NPV), Profitability Index(PI) and Internal Rate of Return (IRR) methods); Social cost-benefit analysis (concept, objectives, steps involved and evaluation)
- b) **Cost of capital**
Sources of funds for long-term financing; cost of debt, cost of preference share capital, cost of equity capital, cost of retained earnings – the weighted cost of capital (numerical problems to be included)

Unit IV Decision and Risk Analysis in Business (30 Marks , 18 Lectures)

- a) **Business Decision making** – certainty , risk and uncertainty, sources of business risk, steps involved in analysis of risky decisions, risk premiums, risk adjustment

- b) Risk and Investment Proposals – measures of incorporating risk(expected value and standard deviation), methods to decide selection of project (the finite-horizon, risk adjusted discount rate, certainty equivalent and decision tree analysis method)

Decisions under uncertainty - Game Theory (Assumptions, Structure, Significance, Limitations and Strategies) – Pure Strategy, Nash Equilibrium, Prisoners' Dilemma, and Applications of Game Theory in Economics. (Numerical problems to be included).

1. Ahuja. H. L. '*Advanced Economic Theory (microeconomic Analysis)*' S. Chand Limited, New Delhi
2. Geetika, Ghosh. P. & Roy Choudhury. P. '*Managerial Economics*' Tata McGraw Hill Education Pvt Ltd, New Delhi.
3. Indira Gandhi National Open University: School of Management: Managerial Economics- MS/9
4. Mehta, P.L. '*Managerial Economics*', Sultan Chand & Sons, Educational Publishers, New Delhi.
5. Mithani.D.M. '*Managerial Economics (Theory & Application)*' Himalaya Publishing House, New Delhi.
6. Mukherjee Sampat, '*Business and Managerial Economics*', New Central Book Agency (P) Ltd., Calcutta.
7. Samuelson, Paul A and Nordhaus, W.P., '*Economics*', McGraw Hill, New York.
8. Varshney R.L. & Maheshwari. K.L., '*Managerial Economics*' Sultan Chand & Sons, Educational Publishers, New Delhi.

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SEMESTER-II
Practice of Insurance (GE 2)
(100 Marks-60 Lectures)

Objectives: To introduce the students to processes and intermediaries in claim management and insurance marketing and familiarize them with emerging concepts in insurance industry.

Unit I Claim Management

(25 Marks-15 lectures)

Introduction-meaning of grace days, nomination, assignment, surrender value, Paid up value, foreclosure. Importance of claim management, OECD Guidelines on best practices in claim management, Claims Management in Life Insurance-Maturity and Death claims (documentation required and settlement). Repudiation of claim in Life Insurance, General Insurance- claim procedure for general insurance, procedure for claims in fire, marine and motor vehicle insurance, Claim settlement ratio.

Unit II Insurance Intermediaries

(25 Marks-15 lectures)

Insurance Agents - Definition of an Agent, functions and responsibility of an agent, prerequisites for agents success, procedure for becoming an agent, methods of remunerating agents, agents regulations, agency as a profession, insurance ethics, TPA, Surveyors.

Unit III Insurance Marketing

(25 Marks-15 lectures)

Marketing of insurance products- objectives, scope, importance, Marketing Mix, Distribution channels - Traditional and modern (Online insurance, Bancassurance) Marketing strategies of insurance companies.

Unit IV Emerging Concepts in Insurance Industry

(25 Marks-15 lectures)

Rural Insurance-need and potential for rural insurance, Different rural insurance policies - objectives and benefits/ schemes-Aqua culture, Cattle, Farmers Package, Fish, Floriculture, Horticulture and poultry insurance. An overview of Social Insurance & Unemployment insurance, Double insurance.

References

Books

1. Dr Periaswamy, Principles and Practice of Insurance, Himalaya Publishing House
2. Dr P.K. Gupta, Insurance and Risk Management- Himalaya Publishing House
3. Reddy and Murali Krishna, Risk Management-Ramakrishna, Discovery Publishing House, New Delhi
4. Dr P.K. Gupta, Fundamentals and Insurance- Himalaya Publishing House
5. C. Tyagi and Madhu Tyagi, Insurance Law and Practice- Atlantic Publishers and Distributors
6. Arthur, C. and C. William Jr., Risk Management and Insurance, McGraw Hill
7. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning.

Journals:

1. Journal of Insurance and Risk Management, Birla Institute of management & Technology
2. The Journal of Insurance Institute of India, Insurance Institute of India

Websites:

1. www.insuranceinstituteofindia.com
2. www.irdai.gov.in
3. www.niapune.com

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SEMESTER II
Services Marketing – I (GE 2)
(100 MARKS - 60 LECTURES)

Objective: To familiarize the students with the concepts and processes in Services Marketing.

Unit I Introduction to Services

(25 marks 15 Lectures)

Services- meaning and definition, Role of service sector in an economy, Service sector in India- an overview, importance of service sector in India

Service components- physical product, service product, service environment and service delivery,

Difference between goods and services, Classification/types of services,
Factors responsible for growth of service sector,

Unit II Marketing Mix for Services

(25 marks 15 Lectures)

Product Mix- service product- meaning, levels of service product (core level, expected level, augmented level and potential level)

Price Mix- meaning, special issues of pricing in a service
sector Place Mix- meaning, major issues-

- i. Choice of location – meaning and factors.
- ii. Choice of channels- Direct channels, Indirect channels- role of service intermediaries -agents and brokers, franchising, Electronic channels.

Promotion Mix- meaning, guidelines for managing service promotion.

People Mix- meaning, types of service personnel.

Process Mix- meaning, types of service processes.

Physical Evidence- meaning, components.

Unit III Customer Satisfaction

(25 marks 15 Lectures)

Customer Expectations- meaning, types.

The Zone of Tolerance – meaning, variability.

Customer Satisfaction- meaning, States of satisfaction, Factors affecting customer satisfaction.

Unit IV Service Delivery and Customer Retention

(25 marks 15 Lectures)

Service Delivery- i) Service culture- meaning, ii) Critical importance of service employees in service delivery- Services Triangle- meaning and concept; employee satisfaction. iii) Major roles played by customers in service delivery.

Service Quality- meaning, components of service quality, service quality dimensions

Gap model of service quality- 5 gaps and strategies for each gap.

Service Encounters- meaning, importance, types of encounters.

Customer retention- meaning

Service Failure and recovery – meaning, service recovery strategies.

Service Guarantees – meaning and benefits.

References:

1. Zeithaml, Valarie & Bitner, Mary Jo. *Services Marketing*. Tata McGraw Hill.
2. Clow, Kenneth E. & Kurtz, David L. *Services Marketing- Operation, Management and Strategy*, (Second ed). Biztantra.
3. Woodruffe, Helen. *Services Marketing*. MacMillan.
4. Srinivasan, R. *Services Marketing – The Indian Context*. Prentice Hall.
5. Rust, Roland; Zahorik, Anthony & Keiningham, Timothy. *Services Marketing*. Eastern Press, Bangalore.
6. Shankar, Ravi. *Services Marketing – The Indian Perspective*. Excel Books.
7. Venugopal, Vasanti. *Services Marketing*. Himalaya Publications.

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SEMESTER II
Tourism and Hospitality Management (GE 2)
(100 Marks – 60 Lectures)

Objective: To acquaint the students with the fundamentals of tourism and hospitality management.

Unit 1: Introduction to Tourism 25 marks, 15 Lectures Definition and meaning of tourism and tourism related terms - Tour, Tourist, Tourism Market, Tourism Resources, Tourism Product, Travel agent, Tour operator. Nature, Characteristics and Importance of tourism. Tourism Product, Features of Tourism Product, Type of Tourism Products, Difference between Tourism Products and other products, the 5 A's of tourism product: Attraction, Accessibility, Accommodation, Amenities and Affordability.

Unit 2: Types and Forms of Tourism

25 marks, 15 lectures

Types of tourism: Domestic, International; Inbound, Outbound, Inter-regional, Intra-regional
Forms: - Leisure, Business, Cultural, Religious, Sports, Medical, Adventure, Eco Tourism, Green Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism, Agri-Tourism and Rural tourism. Factors affecting the growth of tourism, demand and supply factors for tourism, motivations in Tourism - Push and Pull factors Constituents of tourism industry: Primary Constituents: Accommodation, Food, Transport, Intermediaries, Government Organizations; Secondary Constituents: Shops and Emporiums, Handicrafts and Souvenirs.

Unit 3: Tourism and its Impacts

25 marks, 15 lectures

Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Ecological and environmental impacts of tourism, garbage, habitat destruction, pollution etc. Political impacts-Ethics and Legislation, Sustainable Development- Environmental Impact Analysis, Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Unit 4: Hospitality and its related sectors

25 marks, 15 lectures

Origin, growth and nature of Hospitality Industry, Factors affecting Hospitality and Tourism Industry, Employment Opportunities in Hospitality Industry, Various sectors comprising the hospitality industry - [lodging/accommodation](#), [event planning](#), [theme parks](#), [transportation](#), [cruises](#), [Tourism](#) and Hospitality in 21st century – Global gaming and Casino operations – Recent trends

References

1. Bhatia, A.K.: Tourism Development, Principles and practices: Sterling Publishers (P) Ltd.
2. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S., Tourism Principles and Practice, Pearson New International Edition, 2013.
3. Bhatt, H., *Hospitality and Tourism Management*, Commonwealth Publishers, New Delhi.

Journals

1. Journal of Hospitality and Tourism Research (JHTR), Sage Publications, [jht.sage pub.com](http://jht.sagepub.com)
2. Journal of Hospitality and Tourism Management, Elsevier, www.journals.elsevier.com
3. Journal of Hospitality and Tourism, www.johat.org
4. International Journal of Tourism Research, Wiley Online, onlinelibrary.wiley.com
5. Journal of Hospitality and Tourism Management, www.sciencedirect.com