3 Yr. Degree Course
(Minor)
based on NEP-2020
COMMERCE

(Effective from Session 2024-25)

(Batch: 2024-2027)

SAMBALPUR UNIVERSITY

JYOTI-VIHAR, BURLA, SAMBALPUR, ODISHA-768019

COURSE AT A GLANCE (NEP-UG)

SUBJECT- COMMERCE   *ACADEMIC SESSION:* **2024-27**

CORE-I COURSE

Course Number	Semester	Course Title	Type of Paper P-Practical NP-Non-practical	Credit Hour	Maximum Weightage of Marks
Paper-I	I	Financial Accounting	P	4	100
Paper-II		Cost Accounting	NP	4	100
Paper-III	II	Corporate Accounting	NP	4	100
Paper-IV		Income tax Law & Practice	P	4	100
Paper-V	III	Financial Market and Institution	NP	4	100
Paper-VI		GST and Other Indirect tax	P	4	100
Paper-VII		Management Accounting	NP	4	100
Paper-VIII	IV	Financial Market And Risk Management	NP	4	100
Paper-IX		Auditing and Corporate Governance	NP	4	100
Paper-X		Corporate Legal Framework	NP	4	100
Paper-XI	V	Financial Statement Analysis	P	4	100
Paper-XII		Business Data Analytics	P	4	100
Paper-XIII		Fundamentals of India as Infrastructure	NP	4	100
Paper-XIV	VI	Fundamentals of Financial Modeling	P	4	100
Paper-XV		Business Application Software	P	4	100
Paper-XVI	VII				100
Paper-XVII					100
Paper-XVIII					100
Paper-XIX					100

Paper-XX				100
Paper-XXI	VIII			100
Paper-XXII				100
Paper-XXIII				100

CORE-II/CORE-III COURSE

Course Number	Semester Core-II/ Core-III	Course Title	Type of Paper P-Practical NP-Non-practical	Credit Hour	Maximum Weightage of Marks
Paper-I	I/II	2.1 Business Organisation & Management (NP) 3.1 Business Statistics and Data Interpretation (P)	NP/P	4	100
Paper-II	III/IV	2.2 Financial Literacy 3.2 Business Regulatory Framework	NP	4	100
Paper-III	V/VI	2.3 Insurance Theory & Practices 3.3 Mathematics	NP	4	100
Paper-IV	VII				100
Paper-V	VIII				100

CORE COURSE II/ III

Minor (Paper-I) Semester I/II

Business Organization & Management

CORE-II (2.1)

Course Objectives:

The course aims to acquaint learners with the basics of Business concepts and functions, forms of Business Organisation and functions of 9 Management.

Course Outcomes:

At the end of this course the learner will be able to;

Course Outcomes At the end of this course the learner will be able to; CO1: Distinguish and explain each form of business. CO2: Prepare draft of Article of Association & Memorandum of Association for a business; CO3: Explain principles and functions of management implemented in the organisation; CO4: Identify the managerial skills used in business; CO5: Analyses the concept of Delegation of Authority, coordination, and control.

Unit 1: Concept and Forms of Business Organisations

Concepts of Business, Trade, Industry and Commerce- Objectives and functions of Business–Social Responsibility of a business, Ethical Conduct & Human Values. Forms of Business Organisation-Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship – Meaning, Characteristics, Advantages and Disadvantages of Partnership - Kinds of Partners - Partnership Deed - Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family – Meaning, Advantages and Disadvantages of Co-operative Organisation and Joint Stock Company.

Unit 2: Principles and Functions of Management

Management - Meaning - Characteristics - Fayol's 14 Principles of Management. Functions of Management; Planning, Organising, Staffing, Directing, Coordinating and Controlling; Levels of Management, Skills of Management, Scientific Management - meaning, objectives, relevance and criticism.

Unit 3: Leadership and Management

Distinction between leadership and management, Leadership theories (trait theory, behavioral theory, contingency theory), Management styles (autocratic, democratic, laissez-faire), Developing leadership skills and competencies

Unit 4: Decision-Making Processes and Application

Types of decisions in organizations, Decision-making models (rational, bounded rationality, intuitive), Factors influencing decision-making, Ethical considerations in decision-making, Case studies and realworld examples, Application of management principles to practical scenarios.

- *Management Concepts and Organizational Behaviour" by K. Aswathappa - published by Himalaya Publishing House, Cuttack, Odisha.*

- *Business Organisation and Management" by M. C. Shukla and T. S. Grewal - published by Sultan Chand & Sons, Bhubaneswar, Odisha.*

- *Business Organization and Management" by K. C. Gupta - published by V K Publications, Bhubaneswar, Odisha.*

- *Essentials of Business Organisation and Management" by S. K. Bhatia - published by Kalyani Publishers, Cuttack, Odisha.*

- *Daft, R. L. (2015). Organization theory & design. Cengage Learning.*

- *Drucker, P. F. (2017). The effective executive: The definitive guide to getting the right things done. Harper Collins.*

- *Kotter, J. P. (2014). Leading change. Harvard Business Review Press.*

- *Mintzberg, H., Ahlstrand, B., &Lampel, J. (2019). Strategy safari: A guided tour through the wilds of strategic management. Routledge.*

- *Robbins, S. P., Coulter, M., &DeCenzo, D. A. (2017). Fundamentals of management. Pearson.*

- *Principles of Management , Neeru Vasisth, Taxman*

Business Statistics & Data Interpretation

CORE-II (3.1)

Course Objectives

The course aims to develop amongst the learners the ability to summarise, analyse and interpret quantitative information for business decision making.

Course Outcomes

After completion of the course, learners will be able to:

CO1: Examine and understand the various descriptive properties of statistical data;

CO2: Evaluate probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context;

CO3: Analyses the underlying relationships between the variables to use simple regression models; CO4: Analyses the trends and tendencies over a period of time through time series analysis;

CO5: Examine and apply index numbers to real life situations.

Unit 1: Descriptive Statistics

Measures of Central Tendency: Concept and properties of averages including Arithmetic mean, Median and Mode. Measures of Dispersion: An overview of Range, Quartile Deviation and Mean Deviation;

Standard deviation; Variance and Coefficient of variation. Moments: Computation and significance; Skewness; Kurtosis. Use Microsoft Excel for data analysis and interpretation

Unit 2: Probability and Probability Distributions

Theory and approaches to probability; Probability Theorems: Addition and Multiplication; Conditional probability and Bayes' Theorem. Expectation and variance of a random variable. Discrete Probability distributions: Binomial and Poisson (Properties and Applications). Normal distribution: Properties of Normal curve; Computation of Probabilities and Applications. Use Microsoft Excel for data analysis and interpretation

Unit 3: Simple Correlation and Regression Analysis

Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Pearson's coefficient of correlation (computation and properties); Probable and standard errors; Rank correlation. Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate. Use Microsoft Excel for data analysis and interpretation

Unit 4: Time Series Analysis and Index Numbers

Time Series Data; Components of time series; Additive and Multiplicative models. Trend analysis; Fitting of trend using principle of least squares – linear and second-degree parabola. Shifting of Origin and Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa. Meaning and uses of index numbers. Construction of Index numbers: Methods of Laspeyres, Paasche and Fisher's Ideal index. Use Microsoft Excel for data analysis and interpretation

- *Anderson, D. R. (2019).Statistics for learners of Economics and Business. Boston, United States: Cengage Learning. "Statistics for Management" by Richard I. Levin and David S. Rubin - published by Kalyani Publishers, Cuttack, Odisha.*

- *Douglas A. Lind, Robert D. Mason, William G. Marchal. (2022).*

- *Gupta, S. C., & Gupta, I. (2018). Business Statistics. Mumbai, India: Himalaya Publishing House.*

- *Gupta, S. P., & Gupta, A. (2018). Business Statistics: Statistical Methods. Delhi, India: S. Chand Publishing.*

- *Hazarika, P. A. (2012).Textbook of Business Statistics. Delhi, India: S. Chand Publishing.*

- *Levin, R., Rubin, D. S., Rastogi S., &Siddqui, M. H. (2017). Statistics for Management. London, United Kingdon: Pearson Education.*

- *Murray, R.S., Stephens, L.J. (2017). Statistics. Uttar Pradesh, India: Tata McGraw Hill edition.*

- *Thukral, J. K. (2021). Business Statistics. Delhi, India: Taxman Publication.*

- *Tulsian, P.C., & Jhunjhunwala, B. (2020).Business statistics. Mumbai, India: S. Chand publishing.*

- *Vohra, N. D. (2017).Business Statistics. Delhi, India: McGraw-Hill Education India.*

Minor (Paper-II) SEMESTER-III/IV

Financial Literacy

CORE-II (2.2)

Course Objectives

1. Understand the importance of financial literacy and its impact on personal financial well-being.
2. Develop foundational knowledge of key financial concepts and principles.
3. Learn practical skills for budgeting, saving, and managing personal finances.
4. Explore different investment options and strategies for building wealth.
5. Understand the principles of credit management and debt repayment.
6. Learn about retirement planning and long-term financial security.

Course Outcomes

After completion of the course, learners will be able to:

CO1: Understanding of Financial Concepts.

CO2: Application of Financial Skills

CO3: Effective Budgeting and Expense Management

CO4: Sound Saving and Investment Strategies

CO5: Responsible Credit Management

CO6: Debt Management and Repayment Skills

CO7: Retirement Planning Competence

CO8: Awareness of Estate Planning and Insurance

CO9: Informed Financial Decision Making

CO10: Financial Confidence and Empowerment

Unit-1: Introduction to Financial Literacy

Definition and importance of financial literacy, objectives, Impact of financial decisions on personal well-being. Financial Goal Setting; Setting SMART financial goals, prioritizing financial goals based on needs and values, Developing a personal financial plan.

Unit-2: Budgeting and Expense Management

Basics of budgeting, Tracking income and expenses, Creating and managing a budget. Saving and Emergency Funds; Importance of saving, Strategies for building emergency funds, Savings accounts and other saving options.

Unit-3: Introduction to Investing

Basics of investing, Types of investment options (stocks, bonds, mutual funds, etc.), Risk and return.

Investment Strategies; Diversification and asset allocation, Long-term vs. short-term investing, Understanding investment risk. Credit Management; Importance of good credit, Credit scores and reports, managing credit cards and loans, Debt Management and Repayment; Understanding different types of debt, Strategies for debt repayment, Debt consolidation and refinancing options.

Unit-4: Evaluating financial products and services

Importance of insurance (life, health, property), Understanding insurance policies and coverage options. Financial Decision Making; Making informed financial decisions, Avoiding common financial pitfalls.

- *Avadhani, V. A. (2019). Investment Management. Mumbai: Himalaya Publishing House Pvt. Ltd.*

- *Hota P.K / Das S.K Financial Literacy and Banking, kalyani publishing house*

- *Chandra, P. (2012). Investment Game: How to Win. New Delhi: Tata McGraw Hill Education.*

  ✓ *Kothari, R. (2010). Financial Services in India-Concept and Application. New Delhi: Sage Publications IndiaPvt. Ltd.*

- *Milling, B. E. (2003). The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: universeCompany.*

- *Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). Financial Planning. New Delhi: Sage Publications IndiaPvt. Ltd.*

- *Zokaityte, A. (2017). Financial Literacy Education. London: Palgrave Macmillan.*

CORE-II (3.2)   **Business Regulatory Framework**

Course Objectives

1. Inculcate among the students the basic principles of law connected with business transactions.
2. To enable students to apply the law while entering into contracts
3. To provide a basic idea of the law relating to partnership and sale of goods
4. To provide an outline of the fundamentals of Company Law
5. To convey the core ideas of Intellectual Property Rights

Course Outcomes

CO1: Know the basics of the laws related to contracts

CO2: Demonstrate an understanding of the legal environment of business

CO3: Apply basic knowledge to business transactions and formation of contracts

CO4: Understand and evaluate the law applicable to companies

CO5: Understand and apply the basic principles of IPR

UNIT-1: Indian Contract ACT,1872

Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach, revocation and termination of contract, Agency and bailment contracts, Contract of Indemnity, Contract of Guarantee and Pledge.

UNIT-2: Sale of Goods Act,1930

Nature of sale, conditions and warranties, Performance of contract of sale and right of unpaid seller.

Bailment and Pledge.

UNIT-3: Competition Act, 2002 and Consumer Protection Act, 2019

Competition Act,2002: Objectives and basic concepts, Consumer, goods, service, Prohibition of anticompetitive agreements, Prohibition of Abuse of Dominant Position; Consumer Protection Act, 2019: Important definitions, Consumer Disputes Redressed Commission, Measures to Prevent Unfair Trade

Practices, Offences and Penalties

UNIT-4: The Limited Liability Partnership Act, 2008 &Intellectual Property Rights

Limited liability partnership, need, scope and advantages; Incorporation of LLP, Partners and their relations, financial disclosures, conversions, winding up and dissolution, difference between Limited Liability Partnership and other forms of organization. IPR ecosystem, Institutional Support System, Regulatory aspects of innovation, IPR and Start-ups. The concept of Intellectual Property Law, Patent, Copyright, Trademarks etc.

Suggested Readings

- *Garg K.C. / Business Law (Hons.), kalyani publisher.*

- *Bose, D. C. (2008). Business Law. New Delhi: PHI Limited.*

- *Business Laws: Semester I: (NEP 2020 for the University of Delhi) Kuchhal M.C. &Kuchhal Vivek Vikas Publishing*

- *Business Laws for B.Com. (Hons.) Tulsian P.C. &Tulsian Bharat S. Chand Publishing ● Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.*

- *Kuchhal, M. C., &Kuchhal, V. (2018). Business Laws. New Delhi: Vikas Publishing.*

- *Singh, A. (2009). Business Law. Delhi: Eastern Book Company*

- *Chadha R., &Chadha, S. (2018). Company Laws. Delhi: Scholar Tech Press.*

- *Hicks, A., & Goo, S. H. (2017). Cases and Material on Company Law. Oxford: Oxford University Press. Kuchhal, M. C., &Kuchhal, A. (2020).Corporate Laws. New Delhi: Shree Mahavir Book Depot.*

- *Intellectual Property Rights –Law & Practice, ICSI Materials*

- *Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.*

- *Kuchhal, M. C., &Kuchhal, V. (2018). Business Laws. New Delhi: Vikas Publishing.*

- *Singh, A. (2009). Business Law. Delhi: Eastern Book Company.*

Minor (Paper-III) SEMESTER-V/VI
Insurance Theory and Practices

CORE-III (2.3)

Course Objectives

The course aims to:

- Understanding fundamental insurance concepts and principles.
- Exploring various types of insurance products and their applications.
- Analyzing risk management and financial stability within insurance.
- Delving into regulatory and ethical considerations in the insurance industry.
- Applying theoretical knowledge to practical insurance scenarios.

Course Outcomes

After completion of the course, learners will be able to:

CO1: Understand the fundamental principles and concepts of insurance, including insurable interest, utmost good faith, and indemnity.

CO2: Analyze the structure and dynamics of the insurance market, including regulatory frameworks and market trends.

CO3: Evaluate different types of insurance products and services, including life insurance, property and casualty insurance, and health insurance.

CO4: Apply underwriting principles and risk assessment techniques in the context of insurance policies.
CO4: Demonstrate proficiency in claims handling and settlement procedures for various insurance types.

CO5: Assess the role and significance of reinsurance in managing insurance risks.

CO6: Integrate insurance into broader risk management strategies, including risk assessment and mitigation.

CO7: Critically analyze insurance policies and contracts to identify coverage gaps and potential risks. CO8: Apply ethical considerations and professional standards in insurance practices and decisionmaking.

CO9: Communicate effectively about insurance concepts, policies, and practices to diverse stakeholders.

Unit-1: Introduction to Insurance

Definition and concept of insurance, Historical development of insurance, Types of insurance products and services. Principles of Insurance; Insurable interest, utmost good faith, indemnity, contribution, and subrogation Principle of proximate cause and principle of mitigation of loss, Principle of utmost good faith (Uberrimae-Fidei) and principle of indemnity. Insurance Market and Regulation; Structure of the insurance industry, Regulatory bodies and insurance laws, Market dynamics and trends.

Unit-2: Life Insurance and Health Insurance

Basic concepts and types of life insurance policies, Underwriting process and risk assessment, Claims management in life insurance, Overview of health insurance systems and models, Types of health insurance products, Regulatory aspects and healthcare reform

Unit-3: Property and Casualty Insurance and Reinsurance

Types of property and casualty insurance, underwriting considerations for property and casualty risks, Claims handling and settlement procedures. Role and importance of reinsurance in the insurance industry, Types of reinsurance arrangements and structures, Reinsurance underwriting and claims handling

Unit-4: Risk Management and Insurance

Integration of insurance into risk management strategies, Risk assessment and mitigation techniques, Insurance as a tool for financial planning and protection

Suggested Readings

- *Mishra M Singh Jagroop, Indian Banking and Insurance System, kalyani publisher.*

- *Banking, Risk and Insurance ManagementMohan Prakash, N.R.Vikas Publishing*

- *Insurance Principles and Practice, 22nd Edition, Mishra M.N. & Mishra S.B. S. Chand Publishing*

- *Blanchard O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis: Que Publishing.*

- *Charlesworth, A. (2018). Digital Marketing: A Practical Approach. Abingdon: Routledge.*

- *Frost, R. D., Fox, A., & Strauss, J. (2018). E- Marketing. Abingdon: Routledge.*

- *Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.*

- *Kapoor, N. (2018).Fundamentals of E-Marketing. Delhi: Pinnacle India.*

- *Kotler, P., Kartajaya, H., &Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.*

- *Ryan, D., & Calvin, J. (2016).Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. London: Kogan page. Oxford: Oxford University Press.*

CORE-III (3.3)   **Mathematics**

Course Objectives

The course aims to familiarize the learners with the basic mathematical tools with special emphasis on applications to business and economic situations.

Course Outcomes

After completion of the course, learners will be able to:

CO1: Explain how matrices are used as mathematical tools in representing a system of equations;

CO2: Apply differential calculus to solve simple business problems;

CO3: Solve business problems involving complex linear and non-linear relationships between decision variables and their determining factors;

CO4: Use mathematical formulation and solution of problems related to finance;

CO5: Make use of programming techniques for solving business problems involving constrained optimization;

Unit-1: Matrices and Determinants

Definition and types of matrixes, Algebra of matrices, Inverse of a matrix-Business Applications. Solution of system of linear equations (having unique solution and involving not more than three variables) using Matrix Inversion Method, Cramer's Rule Gaussian Approach. Application of Matrix & Determinants in Business Decision making.

Unit-2: Basic Calculus

Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function related to business. Differentiation. Various Differentiation Rules. Maxima Minima, Application in Business.

Unit-3: Advanced Calculus

Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Application of Partial Differentiation; Integration: Standard forms & Methods of integration-by substitution, Application of Integration to marginal analysis.

Unit-4: Mathematics of Finance

Rates of interest: nominal, effective and their inter-relationships in different compounding situations. Compounding and discounting of a sum using different types of rates. Types of annuities: ordinary, due deferred, continuous, perpetual. Applications of various concepts in Business decision making.

Linear Programming:

Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optional solutions, unbounded solutions, infeasibility, and redundant constraints. Solution of LPPs by simplex method - maximization and minimization cases.

Suggested Readings

- *Patri / Patri Business Mathematics, kalyani publisher. Business Mathematics, Mritunjay Kumar Vikas Publishing Tulsian's Business Mathematics, CA &Dr. P C Tulsian, Tushar Tulsian& CA Bharat Tulsian S. Chand Publishing Anthony, M., & Biggs, N., Mathematics for Economics and Finance. Cambridge: Cambridge University Press.*

- *Arora S.R., Gupta K., Business Mathematics, Taxman's*

- *Budnick, P., Applied Mathematics for Business, Economics, & Social Sciences. New York: McGraw Hill Publishing.*

- *Dowling, E., Introduction to Mathematical Economics. New York: McGraw Hill Publishing*

- *Kapoor, V. K., &Sancheti, D. C., Business Mathematics, Theory & Applications. Delhi: S. Chand Publishing.*

- *Sharma, S. K., &Kaur, G.,.Business Mathematics. Delhi: S. Chand Publishing.*

- *Thukral, J. K., Business Mathematics. New Delhi: Maximax Publishing House*

- *Wikes, F.M., Mathematics for Business, Finance and Economics. Thomson Learning*