Name of the Program: Bachelor of Commerce (B.Com.) Course Code: COM .5.1 (DCC) Name of the Course: Financial Management			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

a) Understand the role of financial managers effectively in an organization.
b) Apply the compounding & discounting techniques for time value of money.
c) Take investment decision with appropriate capital budgeting techniques for investment proposals.
d) Understand the factors influencing the capital structure of an organization.
e) Estimate the working capital requirement for the smooth running of the business

Syllabus:	**Hours**
Module No. 1: Introduction to Financial Management	**12**
Introduction –Meaning of Finance, Finance Function, Objectives of Finance function, Organization of Finance function -Meaning and definition of Financial Management; Goals of Financial Management, Scope of Financial Management, Functions of Financial Management, Role of Finance Manager in India. Financial planning-- Meaning –Need – Importance -Steps in financial Planning – Principles of a sound financial plan and Factors affecting financial plan.	
Module No. 2: Time Value of Money	**12**
Introduction – Meaning of time value of money-time preference of money- Techniques of time value of money: Compounding Technique-Future value of Single flow, Multiple flow and Annuity -Discounting Technique-Present value of Single flow, Multiple flow – and Annuity. Doubling Period- Rule 69 and 72.	
Module No. 3: Financing Decision	**12**
Introduction-Meaning and Definition of Capital Structure, Factors determining the Capital Structure, Concept of Optimum Capital Structure, EBIT-EPS Analysis- Problems. Leverages: Meaning and Definition, Types of Leverages- Operating Leverage, Financial Leverage and Combined Leverages. Problems.	
Module No. 4: Investment Decision	**12**
Introduction-Meaning and Definition of Capital Budgeting, Features, Significance – Steps in Capital Budgeting Process. Techniques of Capital budgeting: Traditional Methods – Pay Back Period, and Accounting Rate of Return – DCF Methods: Net Present Value Internal Rate of Return and Profitability Index- Problems.	
Module 5: Working Capital Management	**12**
Introduction- Meaning and Definition, types of working capital, Operating cycle, Determinants of working capital needs – Estimation of working capital requirements. dangers of excess and inadequate working capital, Merits of adequate working capital, Sources of working capital. Cash Management, Receivable Management, and Inventory Management (Concepts only).	

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Dr. B. R. Kah

Skill Development Activities:

1. Visit the Finance Department of any organization and collect and record the Functions and Responsibilities of Finance Manager.
2. As a finance manager of a company advice the management in designing an appropriate Capital Structure.
3. Evaluate a capital investment proposal by using NPV method with imaginary figures.
4. Illustrate with imaginary figures the compounding and discounting techniques of time value of money.
5. Estimate working capital requirements of an organization with imaginary figures.
6. Any other activities, which are relevant to the course.

Books for reference:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B.Mariyappa, Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of books may be used.

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Name of the Program: Bachelor of Commerce (B.Com.) Course Code: COM 5.2(DCC) Name of the Course: Principles and Practice of Auditing			
Course Credits	No. of Hours per Week	Total Marks	Total No. of Teaching Hours
4 Credits	4 Hrs	80+20	60 Hrs

Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

a) Understand the conceptual framework of auditing.
b) Examine the risk assessment and internal control in auditing
c) Comprehend the relevance of IT in audit and audit sampling for testing.
d) Examine the company audit and the procedure involved in the audit of different entities.
e) Gain knowledge on different aspect of audit reporting and conceptual framework applicable on professional accountants.

Syllabus:	Hours
Module No. 1: Introduction to Auditing	**10**
Introduction – Meaning and Definition – Objectives– Types of Audit– Merits and Demerits of Auditing – Relationship of audit with other disciplines. Preparation before commencement of new audit - Working Papers -Audit Note Book, Audit Programme Qualities of an Auditor – Audit planning – Audit strategy —Audit Engagement -Audit Documentation - Audit Evidence – Written Representation.	
Module No. 2: Risk Assessment and Internal Control	**12**
Introduction – Audit risk – Assessment of risk – Internal Control-Meaning and objectives– Internal check- Meaning, objectives and fundamental Principles. Internal check with regards to wage payment, cash sales, and cash purchases.	
Module No. 3: Verification and Valuation of Assets and Liabilities	**12**
Meaning and objectives of verification and valuation – Position of an auditor as regards the valuation of assets- Verification and Valuation of different items of Assets- Land and Building, Plant and Machinery, Goodwill, Investments, Stock in Trade. Liabilities-Bills payable, Sundry Creditors and Contingent liabilities.	
Module No. 4: Company Audit and Audit of other Entities	**13**
Company Auditor: appointment, Qualification, powers, duties and liabilities, professional ethics of an auditor. Other Entities: Audit Procedure of NGOs - Charitable institutions - Educational institutions – Government – Local Bodies – Cooperative societies – hotels – hospitals – clubs & Banks.	
Module 5: Audit Report & Professional Ethics	**13**
Introduction – Meaning – Elements of audit report –Types of audit report - Independent Auditor's report and their illustration; Professional Ethics: Code of Ethics - Professional Accountants in Public practices and business -- Fundamental Principles of Professional Ethics.	

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Skill Development Activities: 1. Design and develop an audit plan program for a joint stock company 2. List the various documents necessary to be verified in the audit process 3. Draft an audit report (qualified or clean) with imaginary data. 4. Visit an audit firm, write about the procedure followed by them in auditing the books of accounts of a firm. 5. Record the verification procedure with respect to any one fixed asset. 6. Draft an audit program. 7. Any other activities, which are relevant to the course.
Books for Reference: 1. ICAI Study Materials on Auditing and Assurance 2. B.N. Tandon, Principles of Auditing, S. Chand and Company, New Delhi. 3. T.R. Sharma, Auditing Principles and Problems, Sahitya Bhawan, Agra. 4. J.M. Manjunatha and others, Auditing and Assurance, HPH. 5. Gupta Karnal, Contemporary Auditing, Tata Mc. Graw-Hill, New Delhi. 6. R.G. Saxena, Principles of Auditing. **Note: Latest edition of books may be used.**

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Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 5.3(DCC) Name of the Course: Business Regulatory Framework			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,			

Course Outcomes: On successful completion of the course, the Students will be able to

a) Recognise the laws relating to Contracts and its application in business activities.
b) Acquire knowledge on bailment and indemnification of goods in a contractual relationship and role of agents.
c) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a seller.
d) Distinguish the partnership laws, its applicability and relevance.
e) Rephrase the cyber law in the present context.

Syllabus:	Hours
Module No. 1: Indian Contract Act, 1872	**12**
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract	
Module No. 2: The Sale of Goods Act, 1930	**12**
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions- Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer	
Module No. 3: Competition and Consumer Laws	**12**
The Competition Act 2002 – Objectives of Competition Act, Features of Competition Act, CAT, Offences and Penalties under the Act, Competition Commission of India. **Consumer Protection Act 1986** – Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	
Module No. 4: Economic Laws	**12**
WTO patent rules – Indian Patent Act, 1970 – Meaning and Scope of Intellectual Property Rights (IPR), Procedure to get Patent for Inventions and Non-Inventions. **FEMA 1999** – Objectives of FEMA, Salient Features of FEMA, Definition of Important Terms – Authorized Dealer, Currency - Foreign Currency, Foreign Exchange, Foreign Security.	
Module 5: Environment and Cyber Laws	**12**
Environment Protection Act 1986 – Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India. **Cyber Law:** Definition, Introduction to Indian Cyber Law, Cyber space and Cyber security.	

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Skill Development Activities:

1. Discuss the case of "Carlill vs Carbolic Smoke Ball Company" case
2. Discuss the case of "Mohori Bibee v/s Dharmodas Ghose".
3. Discuss any one case law relating to minor.
4. State the procedure for getting patent for 'inventions' and / or 'non-inventions'.
5. List at least 5 items which can be categorized as 'hazardous substance' according to Environment Protection Act.
6. List out any top upcoming jobs in cyber security and examine the skills required for the same.
7. Any other activities, which are relevant to the course.

Text Books:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Pulications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. . K. Aswathappa, Business Laws, HPH,
14. . Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda.P.R, Business Laws, Galgotia Publishing Company

Note: Latest edition of text books may be used.

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Name of the Program: Bachelor of Commerce (B.Com.) **Course Code:** COM 5.4 (DCC) **Name of the Course: Income Tax Law and Practice – I**			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**

Pedagogy: Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to

a) Comprehend the procedure for computation of Total Income and tax liability of an individual.
b) Understand the provisions for determining the residential status of an Individual.
c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
d) Compute the income house property for different categories of house property.
e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Syllabus:	**Hours**
Module No. 1: Basic Concepts of Income Tax	**12**

Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of individuals under section 10 of the Income Tax Act, 1961.

Module No. 2: Residential Status and Incidence of Tax	**10**

Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.

Module No. 3: Income from Salary	**18**

Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.

Module No. 4: Income from House Property	**10**

Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value -Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.

Module No. 5: Tax Deduction at Sources & Advance Tax Ruling	**10**

Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries- Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Installment of advance tax and due dates. **Deductions** under Sections 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to Individuals.

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Skill Developments Activities:

1. Prepare a slab rates chart for different Individual assesses.
2. Visit any Chartered Accountants office, Collect and record the procedure involved in filing the Income tax returns of an Individual.
3. List out any 10 Incomes exempt from tax under section 10 of an Individual.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Identify and collect various enclosures pertaining to Income tax returns of an individual.
6. Any other activities, which are relevant to the course.

Books for Reference:

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhania. Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.

Note: Latest edition of text books may be used.

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Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 5.5.M (SEC) Elective-3 Name of the Course: Advertising Skills			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**

Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar etc.,

Course Outcomes: On successful completion of the course, the students will be able to

a. Familiarize with advertising concepts.
b. Able identify effective media choice for advertising.
c. Develop ads for different media.
d. Measure the advertising effectiveness.
e. Analyse the role of advertising agency.

Syllabus:	Hours
Module No. 1: Introduction	**12**
Communication Process; Advertising as a tool of communication; Meaning, nature and importance of advertising; Types of advertising; Advertising objectives. Audience analysis; Setting of advertising budget: Determinants and major methods.	
Module No. 2: Media Decisions	**12**
Major media types - their characteristics, internet as an advertising media, merits and demerits; Factors influencing media choice; media selection, media scheduling, Advertising through the Internet-media devices.	
Module No. 3: Message Development	**12**
Advertising appeals, Advertising copy and elements, Preparing ads for different media	
Module No. 4: Measuring Advertising Effectiveness	**12**
Evaluating communication and sales effects; Pre- and Post-testing techniques	
Module No. 5: Advertising Agency	**12**
a) Advertising Agency: Role, types and selection of advertising agency. b) Social, ethical and legal aspects of advertising in India.	

Skill Development Activities:

1. Analyze the audience feedback on advertisement of FMCG.
2. List out any ten products/services advertised through internet.
3. Design any two ads for print media.
4. Examine the legal aspects of advertising in India and submit the report.
5. Any other activities, which are relevant to the course.

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Text Books:

1. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion .An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
2. S. Wats Dunn, and Arnold M. Barban. Advertising: It's Role in Marketing. Dryden Press
3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
7. Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2012
8. Chunawala and Sethia, Advertising, Himalaya Publishing House
9. Ruchi Gupta, Advertising, S. Chand & Co.
10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning

Note: Latest edition of text books may be used.

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Dr. BRK

Name of the Program: Bachelor of Commerce (B.Com.) **Course Code:** B.Com. 5.5.H (SEC) Elective-3 **Name of the Course: New Age Leadership Skills**			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**

Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar etc.,

Course Outcomes: On successful completion of the course, the students will be able to
- Analyse the skill of leaders of 21st century.
- Know the components of power, influence and leadership.
- Apply the leadership theories and styles.
- Evaluate the role of team building and leadership.
- Learn and apply the ethics in leadership.

Syllabus:	**Hours**
Module No. 1: Leadership in New Age	**15**

Introduction, the Importance of Leadership in the 21st century business world, Developing inclusive leadership skills of empowerment, accountability, courage and Humility, Prospective trends and styles of leadership.

Module No. 2: Leadership and Management	**15**

Leadership and Management: Introduction, concept, meaning, definition, components of leadership, leader, followers and situation, leadership myths, Leadership Theories and styles.

Power, Influence and leadership: Sources of power, Power acquisition for leadership, approaches to understanding power: Emerson's power dependence theory, Salancik and Pfeiffer Strategic Contingency model, Mintzberg's Genesis of power theory.

Module No. 3: Team Building and Leadership	**15**

Introduction, contribution of leadership to team effectiveness, Groups- Nature, stages of group development, group norms, group cohesion. Group Dynamics: factors affecting group dynamics, Approaches. Teams-Types, Ginnett's Team Effectiveness Leadership Model.

Module No. 4: Ethics and Leadership	**15**

Introduction, Organizational culture and ethics, Ethical leadership, influence of ethical theories on organizational leadership requirements, Culture of Professionalism, mutual Trust, Respect and Support leadership and Values, Moral reasoning, Key work values, Stages of Leadership culture development, Moral justification..

Text Books:

1. Hughes, Ginnett, Curphy (2010) – Leadership, Enhancing the Lessons of Experience, Tata Mc Graw Hill, 5Th Edition.
2. Peter G Northouse (2010), " Leadership", Sage Publication.
3. Lussir (2009), "Effective Leadership", Cengage.
4. Halder U (2010), Leadership and Team Building, Oxford University Press, 2nd Edition.
5. Yukl G (2007), Leadership in Organizations, Pearson Education Ltd, 6th Edition.

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Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 5.5.F (SEC) Elective-3 Name of the Course: Personal Financial Planning			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**80+20**	**60 Hrs**

Pedagogy: A combination of Lectures, Problem Solving, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Outcomes: On successful completion of the course, the students will be able to

- provide an overview to the students of other Disciplines about different personal financial plans for investment, tax, retirement, etc.

Syllabus:	Hours
Module No. 1: Financial Planning	**15**
Introduction, Importance, Process, Professionalism in Financial Planning, Concepts of Money Value, Net Worth, Simple and Compound Interest.	
Module No. 2: Saving and Investment Plans	**15**
Introduction, Savings Instruments – Setting Up a Savings Plan – Tax Saving Schemes; Need for Investment, Financial Markets and Instruments, Investment Planning Strategies and Case Studies	
Module No. 3: Insurance Plans	**15**
Introduction, Features of Insurance, Role of Insurance in Personal Financial Planning, Product Profile of Life and Non-Life Insurance Policies, Tax Benefits and Case Studies.	
Module No. 4: Retirement Planning	**15**
Introduction, Importance, Process of Retirement Planning, Types of Pension and Annuity Plans and Case Studies.	

Text Books:

1. Khan M. Y, Financial Services, Tata McGraw Hill
2. Kotreshwar G, Risk management, Insurance and Derivatives, HPH
3. Jeff Madura, Personal Financial Planning, Pearson Edition
4. ICFAI, Personal Financial Planning
5. Mishra K. C and Steward Doss, Personal Financial Planning, Cengage
6. Learning India

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Dr. B.R.

Name of the Program: Bachelor of Commerce (B.Com.)
Course Code: B.Com. 5.5..A (SEC) Elective-3
Name of the Course: Basics of Spreadsheets

Course Credits	No. of Hours per Week	Total Marks	Total No. of Teaching Hours
4 Credits	4 Hrs	80+20	60 Hrs

Pedagogy: : A combination of Lectures, Problem Solving, Case Analysis, Group Discussion, Seminars, Assignments, *etc.*

Course Outcomes: On successful completion of the course, the students will be able to

a) Learn core concepts of computing and modern systems,
b) Applications of Excel/ spreadsheets

Syllabus:	Hours
Module No. 1: Introduction	20
Introduction to spreadsheets; Office Suite overview; Basic text and cell formatting; Basic arithmetic calculation; Paste special; Freeze pane; Auto completion of series; Sort and filter; Charts	
Module No. 2: Summarize Data Using Functions	20
Perform calculations by using the SUM, MIN and MAX, COUNT, AVERAGE, logical operations by using the IF function, SUMIF, AVERAGEIF, COUNTIF	
Module No. 3: Text Functions	20
Data validation - Text Functions: LEN, TRIM, PROPER, UPPER, LOWER, CONCATENATE.	

Reference Books:

1. Hsu, J., & Bronson, G. (2021). *Excel Basics: Foundations, Formulas & Graphs.* Mercury Learning and Information.
2. Brown, N., Lave, R., Puncochar, J., & Romeo, M. (2019). *Beginning Excel 2019.* Open Textbook Library, University of Minnesota.
3. Suchak, A. K., & Wagmare, R. *Basics of MS Excel.* Thakur Publication Pvt. Ltd.
4. Pearson India. *Computer Fundamentals and Programming Concepts.* Pearson Education India.
5. Shelly, G. B., Cashman, T. J., & Vermaat, M. E. *Microsoft Office Excel: Comprehensive Concepts and Techniques.* Cengage Learning.

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Dr. B R K

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 5.6(Compulsory) Name of the Course: Basics of Business Research			
Course Credits	**No. of Hours per Week**	**Total Marks**	**Total No. of Teaching Hours**
3 Credits	**3 Hrs**	**80+20**	**60 Hrs**

Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to

a) Design an effective business analysis report based on internal and external data sources
b) Develop the regression models based on individual business characteristics
c) Put business performance to rigorous statistical analysis to identify trends and causative relationship
d) Create a reporting mechanism
e) Prepare questionnaires, schedules, etc. to elicit responses to quires

Syllabus:	**Hours**
Module No. 1: Business Research:	**12**
Theoretical framework: concept of business research, importance of research in business decisions, business research process, business research design	
Module No. 2: Data collection in business research:	**12**
Methods and techniques of data collection, sampling and sampling design, questionnaire designing and development, attitude measurement and scaling	
Module No. 3: Organisation of business research	**12**
Defining business research problem, formulation of hypotheses, testing of hypotheses, experimental design	
Module No. 4: Data processing and analysis in business research	**12**
Coding tabulation, data presentation, description and inferences from sample data, analysis of association. Multivariate analysis regression analysis, discriminate analysis, factor analysis, cluster analysis and multi-dimensional scaling.	
Module No. 5: Report writing and presentation in business research	**12**
Substance of report writing and presentation, presentation of business research reports	

Text Books:

1. William G. Zikmund and Atanu Adhikari, Business Research Methods, Cengage Publications, New Delhi.
2. Prahalad Mishra, Business Research Methods, Oxford University Press, New Delhi.

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