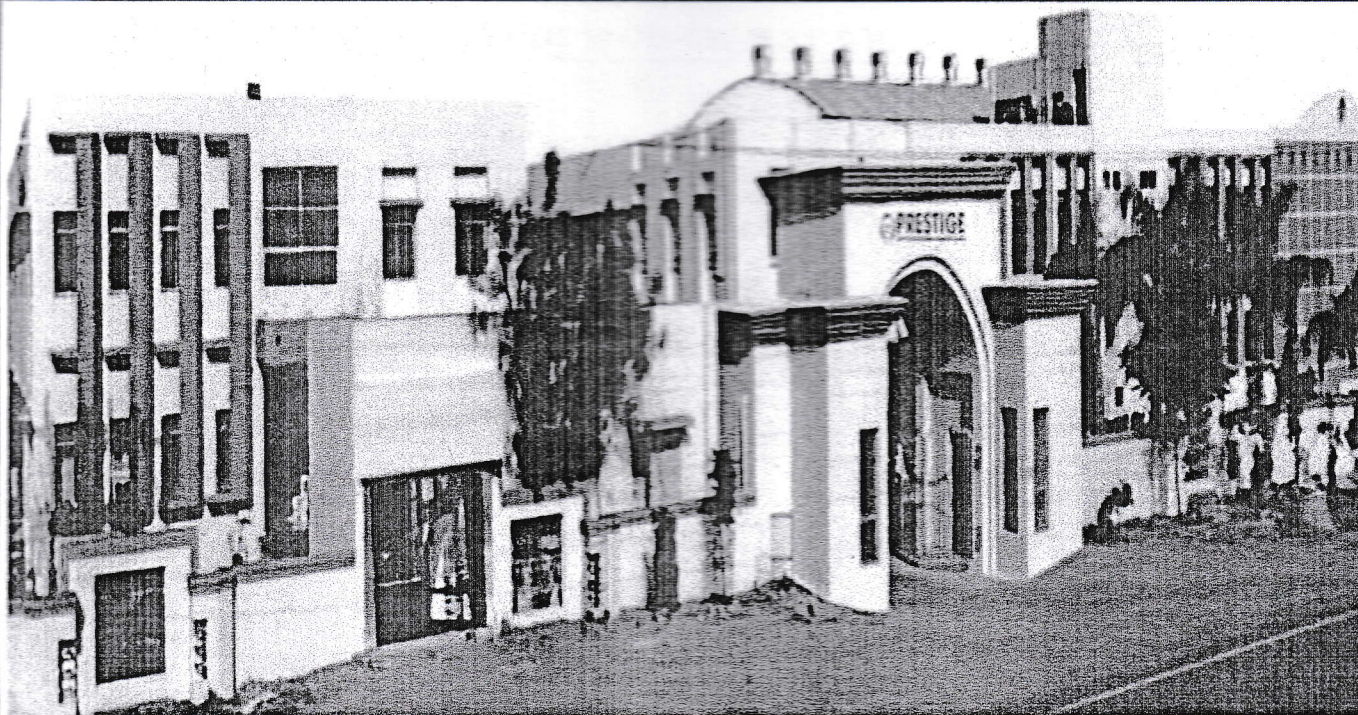




PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR
AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A'



Course Curriculum

B.Com

SESSION: 2025-29

Prestige Institute of Management & Research, Gwalior

Airport Road, Opposite DD Nagar, Gwalior (M.P.) INDIA



Bachelors of Commerce Program

- B.Com is a three-year degree undergraduate program with an option to opt for B.Com (Honors) in fourth year with/without research electives.
- The program is structured into Six semesters, with each academic year comprising two semesters.
- After Fourth semester a 30 Day industrial internship or live project work in collaboration with industry partners is carried by the student and is mandatory.
- The program follows the outcome-based education (OBE) model to ensure academic quality and industry relevance.
- The curriculum design includes core courses, electives, skill development modules, vocational courses, internships, and project-based learning.
- Credit distribution shall be in alignment with UGC norms.
- The program shall emphasize interdisciplinary learning, entrepreneurial development, and value-based business education.

Programme Outcomes (POs) –

- PO1. Upon completion of the B.Com program, the individual must demonstrate maturity, professionalism and team working skills.
- PO2. Upon completion of the B.Com program the students will have general idea of operations in business.
- PO3. Upon completion of the B.Com program, the individual will have specialized skills to deal with area specific issues of concern.
- PO4. Upon completion of the B.Com program, the individual will be able to apply technological knowhow for business advancements.
- PO5. Upon completion of the B.Com program, the individual will be capable of analyzing, investigating and solving critical business issues.

Program Specific Outcomes (PSOs)-

- PSO-1: Develop business solutions through analytical and problem-solving skills. (Level 3,4)
- PSO-2: Apply fundamental knowledge of accounting, finance, economics, auditing, business laws, and entrepreneurship in dynamic business world. (Level 2, 3)
- PSO-3: Create and analyse business reports using clear communication, following ethical accounting practices. (Level 4,6)

Academic and Pedagogical Statements

1. The teaching methodology shall include lectures, case studies, role plays, group discussions, simulation games, industrial visits, and technology-enabled learning.
2. Continuous Internal Evaluation (CIE) and End Semester Evaluation (ESE) shall be adopted in the ratio of 40:60 for each subject.
3. Assessment shall be aligned with Bloom's Taxonomy and will involve rubrics-based evaluation, including knowledge, application, analysis, and creation.



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

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4. Students shall be encouraged to pursue **MOOC/SWAYAM/NPTEL** online certification courses and may earn credits through the **Academic Bank of Credits (ABC)** framework.
5. A dedicated **Entrepreneurship Development Cell (EDC)** and Incubation Centre shall support student startups and innovations.
6. The curriculum shall integrate **modules on ethics, corporate social responsibility, gender sensitization, and environmental sustainability.**
7. A strong Industry-Academia Interface **shall be maintained** through guest lectures, live projects, industrial training, and expert mentoring.



Gwalior



Three Years (6 Semester) CBCS Programme

First Semester

S. No.	Code	Subject	Cat	L	T	P	C	Contacts Hrs/Wk	IA*		EA*		Total Marks
									Max	Min	Max	Min	
1	B.Com-101	Financial Accounting	(Major)	3	1	—	6	4	30	11	70	25	100
2	B.Com-102	Business Mathematics	(Minor)	3	1	—	4	4	30	11	70	25	100
3	B.Com-103	Basic Introduction to Indian Economy	MDC	3	1	-	3	4	30	11	70	25	100
4	B.Com-104	Hindi Language and Culture	AEC	3	1	-	2	4	15	6	35	13	50
5	B.Com-105	Digital Marketing	VC	2	1	-	3	4	30	11	70	25	100
6	B.Com-106	Event Management	Project Work	2	1	2	2	4	-	-	-	-	50
7	B.Com-107	Indian Knowledge System	Non-Credit	-	-	-	-	-	-	-	-	-	-
Total				16	6	2	20	28					500

12.08.2025
Head
School of Studies in Commerce
Jiwaji University Gwalior (M.P.)

Asst. Prof.

Prof.

Prof.

Prof.

Prof.

Prof.

Prof.



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

B.Com -2025-2029

B.COM SEMESTER I



B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Financial Accounting
Category	Major
Compulsory/ Optional	Compulsory
Paper Code	B.Com -101
Maximum Marks	100
Internal/ External	30/70

Course Outcomes:

CO1a	Develop an understanding of key terminology, concept of double entry system and accounting principles.
CO1b	Apply the knowledge for the preparation of trial balance & final accounts
CO2	Illustrate and analysis of various accounting methods for branches and department.
CO3	Assess the various conditions of maintaining accounts of royalty and hire purchase system.
CO4	Familiarize with the concept and salient features of Indian Accounting Standards and International Financial Reporting Standards.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	N

Professional Ethics	Gender	Human Values	Environment & Sustainability
N	N	N	N

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Employability	Entrepreneurship	Skill Development
Y	Y	Y

Course Pedagogy:

Lecture, Case study, hands-on analysis

Course Content:

Unit 1	Definition and need of Accounting , Concept of double entry system, Accounting Concepts, Conventions and Principles (GAAP) , Accounting Cycle. Journal: Rules of Debit and Credit (Traditional and Modern), Compound Journal Entries, Opening Entries and Closing Entries. Ledger: Preparation of Ledger, Difference between journal and Ledger, Rules regarding Posting.
Unit 2	Trial Balance Meaning, Importance, and Types of Trial Balance, preparation of Trial Balance. Final Accounts (Trading & P&L Account and Balance sheet) with Adjustments.
Unit 3	Branch Accounts: Meaning and Definition of Branch Accounts, Types of Branch, Dependent Branch, Debtors System, Stock and Debtors system, Wholesale Branch. Foreign Branch. Departmental Account: Meaning and Definition, Need, Calculation of net profit of various departments and allocation of expenses using suitable base, preparation of common balance sheet and treatment of unrealized profit, Interdepartmental transaction
Unit 4	Royalty Accounts: Meaning and Definition, Short working, Minimum Rent, Short Working Recouped, Strikes, Lock-Outs, Accounting for Royalty (Including Sub-Lease). Hire-Purchase System: Meaning of hire-purchase contract, Legal provisions regarding hire purchase contract, Accounting records for goods of substantial sale values, After-sales service
Unit 5	Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in india, Salient features of Ind-AS issued by ICAI International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Course Evaluation Criteria:

Instruments	Marks
Mid Term Examination	15
Assignment 1	3
Assignment 2	3
Assignment 3	3
Class Participation (Skill Development)	6
Total Marks- Internal Examination	30

Suggested Readings:

Handwritten signatures and notes: Arora, May, Chawla, Jay.



1. Jain, S.P. and Narang, k.L. 2016. *Financial accounting*. 10th ed. Kalyani publishers, New Delhi.
2. Elliott, B. and Elliott, J., 2017. *Financial Accounting And Reporting*. 18th ed. London: Pearson Education Limited.
3. Kemp, R. and Waybright, J., 2019. *Financial Accounting*. 5th ed. University of Virginia: Pearson Education Limited.
4. Gupta, A., 2016. *Financial Accounting for Management*. 5th ed. Pearson Education India.
5. Grewal, T.S. and Gupta, S.C., 2016. *Introduction to accountancy*. S. Chand and Co., New Delhi.
6. Tulsian, P. C., 2002. *Financial Accounting*. Tata Mcgraw Hil., New Delhi.
7. Paul D. Kimmel , Jerry J. Weygandt, et al., 2014. *Editions for Financial Accounting: Tools for Business Decision Making*. 7th ed. John Wiley & Sons., Canada.
8. Gupta, R. L., and Radhaswamy, M., 2004. *Advanced Financial Accounting*. S. Chand and Co., New Delhi.
9. Mukherjee, A., & Hanif, M., 2007. *Modern Accounting Vol. II*. New Delhi: Tata McGraw Hill Publishing Company.

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B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Business Mathematics
Category	Minor
Compulsory/ Optional	Compulsory
Paper Code	B.Com -102
Maximum Marks	100
Internal/ External	30/70

Course Outcomes:

CO1a	Understand the concept of matrix & determinant and apply Cramer's rules to solve system of linear equations.
CO1b	Calculate ratio, proportion, percentage, profit & loss and average.
CO2	Discuss and solve practical problem involving the concepts of Simple Interest, Compound Interest, Commission, Discount and Brokerage.
CO3	Understand the concept of function & its types and apply various methods to solve system of linear equations.
CO4	Understand the basic concept of differential calculus and its application in business.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	N	N	N

Employability	Entrepreneurship	Skill Development
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Y	Y	Y
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Course Pedagogy:

Lecture, hands-on analysis

Course Content:

Unit -1	Matrices and Determinants: Definition, Types of Matrices. Addition, Subtraction, Multiplication, Transpose, Determinants and Inverse of Matrices, Solution of simultaneous Linear Equations by using Cramer's Rule.
Unit 2	Basic Mathematics-I: Ratio, Proportion, Percentage, Profit & Loss and Average.
Unit 3	Basic Mathematics-II: Simple Interest, Compound Interest, Commission, Brokerage and Discount.
Unit 4	Functions: Functions, Types of Functions, Linear Equations in Two variables, Solution of Linear Equations, Simultaneous Equations- Meaning, Characteristic Types and Calculations, Solutions of Simultaneous Equations, Quadratic Equations, Solution of Quadratic Equations-Factorization Method and Quadratic Formula.
Unit 5	Calculus: Introduction, Differentiation of functions of single variable(excluding trigonometric function), and Maxima and minima , Break even analysis

Course Evaluation Criteria:

Instruments	Marks
Mid Term Examination	15
Assignment 1	3
Assignment 2	3
Assignment 3	3
Class Participation (Skill Development)	3
Total Marks- Internal Examination	30

Suggested Readings:

1. Singh, J.K. (2017). Business Mathematics. *Himalaya Publishing House*.
2. Shukla, S.M. (2018). Business Mathematics. Sahitya Bhawan Publication.
3. Budnick, P. (2010). Applied Mathematics for Business, Economics and the Social Sciences. McGraw Hill Publishing Co.
4. Sancheti, D.C. & Kapoor, V.K. (2019). Business Mathematics. Sultan Chand & Sons.
5. Chaturvedi P. & Rohida, H. (2020). Business Mathematics, KedarNath and Ram Nath, Meerut.

Reference Reading

1. Anthony, M. & Biggs N. (1996). **Mathematics for Economics and Finance**. Cambridge University Press.

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2. Mizrahi & John Sullivan. (1993). **Mathematics for Business** and Social Sciences. Wiley and Sons.
3. Allen R. G. D. (1974). **Business Mathematics**. MacMillan, New Delhi.
4. Sharma, J.K. (2014). **Business Mathematics**. ANE Books Pvt. Ltd., New Delhi.

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B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Basic Introduction to Indian Economy
Category	MDC
Compulsory/ Optional	Compulsory
Paper Code	B.Com -103
Maximum Marks	100
Internal/ External	30/70

Course Objective:

This course provides a foundational understanding of the Indian economy across historical and modern contexts, focusing on agriculture, industry, trade, and planning, while building analytical skills to assess economic structures, policies, and current issues.

	Course Outcome
CO1a	Describe the salient features and resource concepts of Ancient Indian Economy, interpreting its agricultural, industrial, and trade systems.
CO1b	Explain the characteristics, resource endowments, infrastructure, and demographic profile of the Indian Economy.
CO2	Analyse the structure, trends, and policies of Indian agriculture and industry, including the role of MSMEs.
CO3	Evaluate India's foreign trade, FDI, MNC participation, and key social welfare schemes.
CO4	Assess economic planning in India, the role of NITI Aayog, and contemporary economic issues with policy responses.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2



Course Mapping:

Local	Regional	National	Global
Y	N	N	N

Professional Ethics	Gender	Human Values	Environment Sustainability &
N	N	N	N

Employability	Entrepreneurship	Skill Development
Y	N	Y

Course Pedagogy:

Lecture, Case study

Course Content:

Unit I – Introduction to Ancient Indian Economy

Salient features of Ancient Indian Economy; concepts of natural resources in Ancient India; Indian knowledge system regarding agriculture, industry, trade centres, and transportation. **Activities:** Make a chart of the features of Ancient Indian Economy; presentations on the above topics.

Unit II – Introduction to Indian Economy

Characteristics of Indian Economy; natural resource endowments – land, water, livestock, forests, and minerals; infrastructure – electricity, transport, and communication; demographic features – population composition and size. **Activities:** Make a chart of the features of Indian Economy.

Unit III – Indian Economy: Agriculture and Industry

Nature, importance, and characteristics of Indian agriculture; trends in agricultural production and productivity; industrial development of India after independence and industrial policies of India; MSME – definition and characteristics. **Activities:** Group discussion on the concerned issue.

Unit IV – Indian Economy: Foreign Trade and Government Policies

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India's foreign trade – importance and composition; role of Foreign Direct Investment and multinational corporations; NITI Aayog; major social welfare schemes of Government of India – Swachh Bharat Mission, Pradhan Mantri Ujjwala Yojana, Ayushman Bharat, Atal Pension Yojana, and Prime Minister Garib Kalyan Yojana. **Activities:** Discussion on related articles/news in newspapers; presentation through charts and diagrams.

Unit V – Economic Planning and Contemporary Issues in the Indian Economy

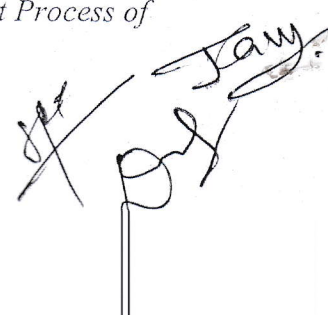
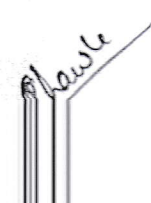
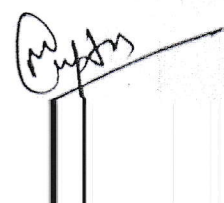
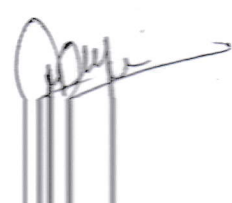
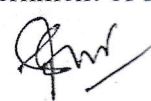
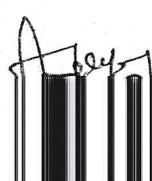
Meaning, objectives, and types of economic planning in India; overview of Five-Year Plans and their achievements; role of NITI Aayog in planning and policy formulation; contemporary issues in the Indian economy including unemployment, poverty, inflation, and regional disparities; government initiatives and programmes for addressing these challenges. **Activities:** Prepare a comparative chart of different Five-Year Plans; presentation on the role of NITI Aayog; group discussion on current economic issues from newspapers or economic surveys.

Course Evaluation Criteria:

Instruments	Marks
Mid Term Examination	15
Assignment 1	3
Assignment 2	3
Assignment 3	3
Class Participation (Skill Development)	6
Total Marks- Internal Examination	30

Suggested Readings:

1. Panagariya, Arvind (2020) – *India Unlimited: Reclaiming the Lost Glory*, Harper Collins India.
2. Hariharan, N.P. (2008) – *Lights and Shades of Indian Economy*, Vishal Publishing.
3. Uma Kapila (2009) – *Indian Economy Since Independence*, Academic Foundation, New Delhi.
4. Reserve Bank of India – *Annual Reports*.
5. Government of India – *Economic Survey* (Latest).
6. Brahmananda, P.R. & Panchmukhi, V.R. (Eds.) (1987) – *The Development Process of the Indian Economy*, Himalaya Publishing House.
7. Government of India – *12th Five Year Plan*, Planning Commission.





B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Hindi Language and Culture
Category	Ability Enhancement Course
Compulsory/ Optional	Compulsory
Paper Code	B.Com -104
Maximum Marks	50
Internal/ External	15/35

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	Y

Employability	Entrepreneurship	Skill Development
Y	N	Y

Course Pedagogy:

Lecture, Case study

पाठ्यक्रम विवरण

इकाई I: हिंदी भाषा का परिचय

- हिंदी भाषा की उत्पत्ति और विकास
- भारतीय संविधान में हिंदी का स्थान (राजभाषा का दर्जा)
- हिंदी की प्रमुख बोलियाँ – खड़ी बोली, ब्रजभाषा, अवधी, भोजपुरी आदि



- लिपि: देवनागरी – संरचना और विशेषताएँ
- आधुनिक मानक हिंदी का विकास

इकाई II: हिंदी व्याकरण एवं भाषाविज्ञान

- ध्वनिविज्ञान: वर्णमाला (स्वर, व्यंजन), उच्चारण के नियम
- शब्द निर्माण: तत्सम, तद्भव, देशज और विदेशी शब्द
- संधि एवं इसके प्रकार
- समास एवं इसके प्रकार
- वाक्य रचना, काल और वाक्य संरचना
- हिंदी के प्रमुख मुहावरे और लोकोक्तियाँ

इकाई III: हिंदी साहित्य – ऐतिहासिक परिदृश्य

- हिंदी साहित्य के प्रमुख काल:
 1. आदिकाल – भक्ति कविता, धार्मिक विषय
 2. भक्तिकाल – संत एवं भक्त कवि (कबीर, तुलसीदास, सूरदास)
 3. रीतिकाल – दरबारी काव्य, सौंदर्य एवं श्रृंगार प्रधान साहित्य
 4. आधुनिक काल – आधुनिक हिंदी साहित्य: भारतेन्दु हरिश्चंद्र, प्रेमचंद, महादेवी वर्मा, हरिवंश राय बच्चन
- चयनित पाठ – कविता, कहानी और निबंध

इकाई IV: हिंदी संस्कृति और परंपराएँ

- हिंदी भाषी क्षेत्रों के त्योहार, लोकगीत और लोकनृत्य
- रीति-रिवाज और परंपराएँ
- हिंदी सिनेमा और सांस्कृतिक पहचान पर इसका प्रभाव
- अन्य भारतीय भाषाओं पर हिंदी का प्रभाव
- लोकप्रिय माध्यमों में हिंदी – टेलीविजन, समाचार पत्र और डिजिटल प्लेटफॉर्म

इकाई V: व्यवहारिक एवं अनुप्रयुक्त हिंदी

- अनुवाद: अंग्रेज़ी से हिंदी और हिंदी से अंग्रेज़ी
- बोलचाल की हिंदी – अभिवादन, परिचय, दैनिक वार्तालाप
- लेखन कौशल – निबंध लेखन, प्रतिवेदन लेखन, पत्र लेखन
- सांस्कृतिक विषयों पर प्रस्तुति और भाषण
- प्रशासनिक एवं राजकीय पत्राचार में हिंदी का प्रयोग

Course Evaluation Criteria:

Instruments	Marks
Mid Term Examination	10



Assignment 1	2.5
Assignment 2	2.5
Class Participation (Skill Development)	5
Total Marks- Internal Examination	20

Suggested Readings

- अमृत राय – हिंदी भाषा का उद्भव और विकास
- डॉ. रामविलास शर्मा – हिंदी भाषा और साहित्य
- डॉ. नामवर सिंह – कविता के नए प्रतिमान
- भारतेन्दु हरिश्चंद्र – भारत दुर्दशा (नाटक)
- मुंशी प्रेमचंद – गोदान, कफ़न (कहानी संग्रह)
- महादेवी वर्मा – यामा (काव्य संग्रह)
- हरिवंश राय बच्चन – मधुशाला
- कबीर, तुलसीदास, सूरदास – चयनित पद एवं दोहे
- डॉ. लक्ष्मण सिंह – हिंदी व्याकरण और रचना
- डॉ. रघुवीर – हिंदी संस्कृति का इतिहास
- गोविंद त्रिपाठी – अनुवाद: सिद्धांत और प्रयोग
- रामधारी सिंह दिनकर – संस्कृति के चार अध्याय



B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Digital Marketing
Category	VC
Compulsory/ Optional	Compulsory
Paper Code	B.Com -105
Maximum Marks	100
Internal/ External	30/70

Course Outcomes:

CO1a	Explain the concepts and tools of digital marketing.
CO1b	Apply digital marketing strategies using Indian cultural and traditional insights.
CO2	Design and execute a digital marketing campaign.
CO3	Analyze the legal framework and ethical responsibilities involved in digital marketing.
CO4	Students will be able to perform practical activities related to Digital Marketing.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	Y



Employability	Entrepreneurship	Skill Development
Y	N	Y

Course Pedagogy:

Lecture, Case study

Course Content:

Unit -1	Introduction to Digital Marketing: Meaning, scope, and significance of digital marketing; Difference between digital and traditional marketing; Overview of digital marketing channels: SEO, SEM, Social Media, Email; Career opportunities in digital marketing.
Unit 2	Customer Research: Digital Consumer Behavior: Characteristics and factors affecting; Digital Marketing Strategy and Campaign Planning: Segmentation and targeting in the digital environment.
Unit 3	Legal & Ethical Issues in Digital Marketing: Meaning of ethics in digital marketing, Importance of ethical behavior for brand image and customer trust; Data Protection Laws in India Practical Activity- 1. Students examine real or hypothetical digital ads and identify potential legal or ethical violations. 2. Role-play a scenario where a marketing team debates whether to use consumer data without consent.
Unit 4	Practical Activities- 1. Students analyze different digital marketing channels (e.g., social media, search engines, email, display ads) and identify their advantages and disadvantages. 2. Students debate ethical issues in digital marketing, 3. Students will analyze Indian brands (e.g., Amul, Tanishq, Paper Boat, FabIndia) that integrate traditional values with modern marketing approaches. 4. Group presentation or written report based on selected case.
Unit 5	Practical Activity- 1. List out various e-commerce apps/platforms. 2. Students will explore campaigns (e.g., Surf Excel's "Daag Acche Hain – Holi", Cadbury's Diwali campaigns) to study targeting, emotions, platform use, and outcomes. Comparative analysis and class discussion to be encouraged. 3. Choose a marketing-related topic (e.g., influencer marketing, consumer behaviour trends, and sustainability in branding). 4. Create engaging and informative content using simple tools like Canva or Google Docs.

Course Evaluation Criteria:

Instruments	Marks
Mid Term Examination	15
Assignment 1	3
Assignment 2	3



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Assignment 3	3
Class Participation (Skill Development)	6
Total Marks- Internal Examination	30

Suggested Readings:

1. Mathur, Vibha & Arora, **Saloni. (2020). Digital Marketing.** PHI Learning.
2. Babu KG Raja Sabarish, **Anbazhagan B, Meenakumari S. (2023). Digital Marketing.** Sultan Chand & Sons.
3. Swaminathan T. N. & Karthik Kumar. **(2019). Digital Marketing: From Fundamentals to Future.** Cengage India.
4. Chaffey, D. (2022). Digital marketing: Strategy, implementation and practice (8th ed.). Pearson.
5. Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies (2nd ed.). Wiley.
6. Mahadevan, B. (2022). Textbook on Indian knowledge systems. Indian Institute of Management Bangalore.
7. The Readers Paradise. (2025). Indian knowledge system: Principles and practices.

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B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Event Management
Category	Project Work
Compulsory/ Optional	Compulsory
Paper Code	B.Com -106
Maximum Marks	50

Course outcomes

CO1a:	Define the scope, history, and classification of events across diverse sectors.
CO1b:	Execute event planning processes including objective setting, client briefing, scheduling, and team allocation.
CO2:	Formulate event budgets and logistics plans incorporating sponsorship, cost estimation, ticketing, regulatory compliance, safety, and coordination.
CO3:	Administer hospitality operations including guest registration, RSVP management, catering arrangements, seating plans, and protocol adherence.
CO4:	Develop and present event proposals and venue layouts, conduct setup simulations, and manage small-scale event execution with guest coordination and feedback analysis.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	N	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	N	Y	Y

Employability	Entrepreneurship	Skill Development
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Y	Y	Y
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Course Pedagogy:

Lecture, Case study, hands on analysis

Course Content:

Unit I – Introduction to Events & Event Planning Process

Definition, scope, history, and classification of events (corporate, social, cultural, hospitality, sports, tourism). Event planning stages, defining objectives, client briefing, timeline creation, team allocation.

Unit II – Budgeting, Financial Planning, and Event Logistics

Preparing event budgets, sponsorship sources, cost estimation, ticketing, break-even analysis, pricing strategies. Site selection, logistics, vendor contracts, licenses and permits, safety measures, coordination.

Unit III – Hospitality & Guest Management in Events

Guest registration, RSVP handling, food and beverage planning, seating arrangement, hospitality protocols.

Unit IV– Event Proposal, Venue Layout, and Presentation

Preparation of event brief including name, theme, objectives, basic schedule, and expected budget. Development of visual layout of venue including stage, dining, entry/exit, green rooms, and signage. Conducting client meetings or vendor negotiation role plays, explaining event concept and logistics plan.

Unit V – Event Setup, Simulation, and Execution

Simulation of event setup within classroom or college space including table setting, welcome desk, food counter, and directional signage. Execution of a small-scale event including welcome speech, guest hosting, coordination, and feedback collection.

Course Evaluation Criteria: External Viva will be conducted.

Suggested Readings:

Text Books, Reference Books, Other Resources

Text Books:

1. Sita Ram Singh. *Event Management*. Anmol Publications.
2. R. B. Rudra. *Event Management & Public Relations*. Kanishka Publishers.

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3. Sanjay Singh Gaur & Sanjay V. Saggere. *Event Marketing and Management*. Vikas Publishing House.

Reference Books:

1. Anton Shone & Bryn Parry. *Successful Event Management: A Practical Handbook*. Cengage Learning.
2. D. Gaurav & Sanjay Saggere. *Event Management and Marketing*. Vikas Publishing.
3. Joe Goldblatt. *Special Events: A New Generation and the Next Frontier*. Wiley.

Other Learning Resources:

- YouTube Event Management Tutorials (TEDx Talks, Event Academy, etc.)
- Sample Event Proposals & Budget Templates (Google Docs & MS Word)
- Government of India MSME Portal (www.msme.gov.in) for entrepreneurship and event licensing
- Eventex and other international event planning blogs

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B.Com -2025-2029

B.Com: Semester I

Session	2025-2029
Class	B.Com
Semester	First
Title of the Paper	Indian Knowledge System
Category	Non-Credit
Compulsory/ Optional	Compulsory
Paper Code	B.Com -107

Course outcomes

CO1a:	Define and explore the scope of Indian Knowledge Systems (IKS).
CO1b:	Examine the contributions of Indian scholars and literature to various fields.
CO2:	Analyze the knowledge and practices of Indian traditional communities
CO3:	Evaluate the application of traditional knowledge in contemporary business practices
CO4:	Discuss strategies for preserving and promoting Indian Knowledge Systems.

PO-CO-PSO Matrix:

PO-CO-PSO Matrix							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1a	3	2	1	2	2	3	2
CO1b	2	3	2	2	1	3	3
CO2	3	3	1	3	2	2	3
CO3	2	3	2	3	2	2	2
CO4	3	2	1	2	3	3	2

Course Mapping:

Local	Regional	National	Global
Y	N	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	N	Y	Y

Employability	Entrepreneurship	Skill Development
Y	Y	Y

Course Pedagogy:

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Lecture, Case study, hands on analysis

Course Content:

Unit -1	Introduction to Indian Knowledge Systems Introduction- Definition, Concept and Scope of IKS, IKS in ancient India and in modern India, Bhartiya education system – ancient to modern era, domains of education such as gurukul, pathshala, vidyalay, vishvavidyalay Chaturdas Vidya – importance and classification, Traditional Knowledge System (The Vedas, Ancient schools of Philosophy and Gurukuls, Takshishla University, Nalanda University and Knowledge Export from Bharat).
Unit 2	Science, Art and Culture Contribution of IKS to arts, architecture and tradition: Indigenous tools & technologies for town planning & Temple Architecture-Science of Architecture Lothal Mohan Jo Daro, Dholavira Angkorvat, Lepakshi Temple, Jagannath Puri Temple, Thanjavur Temple, Modhera and Konark Sun Temple, Hampi Temple Etc. History and Origin of art & Traditions, Science behind our traditions and rituals. Ancient Indian Texts, Popular Artists of India (Ancient to Modern time).
Unit 3	3 E's (Ethics, Economy, Environment) and Future of IKS Indian Society, Customs and Religious Practices, Belief System, Agriculture and Other Major Occupation, Employment, Innovation and Sustainable Business Practices used by Indigenous Communities Ecology and Environment, Challenges and Threats faced by IKS in the Modern World, Preservation and Revival of IKS.

Course Evaluation Criteria: Non-Credit Subject.

Suggested Readings:

1. Pride of India: A Glimpse into India's Scientific Heritage by Samskrita Bharati (Focuses on scientific contributions)
2. Arthashastra by Kautilya (English translation) (Classical text on statecraft and economics)
3. The Bhagavad Gita (English translation) (Philosophical text with lessons on leadership and ethics)
4. Vandana Shiva (Examines traditional knowledge systems of various communities)
5. India's Indigenous Systems of Knowledge edited by Ashish Kothari et al. (Collection of essays on diverse knowledge systems)
6. Ayurveda: Life, Health, and Longevity by Deepak Chopra (Introduction to Ayurvedic principles and their potential in business wellness programs)
7. Case studies: Research articles or online resources showcasing businesses using IKS principles (e.g., organic farming, sustainable product design)
8. Traditional Knowledge and Intellectual Property by Madhav Gadgil et al. (Discusses challenges and strategies for protecting IKS)



9. The Mahabharat

10. The Ramayan

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