

**Teaching Plan**  
**P.G. Department of Commerce (M.Com)**  
**D.H.S.K. Commerce College**  
**for the Period**  
**August – December 2019**  
**(M.Com 1<sup>st</sup> & Semester)**

SEMESTER	COURSE	COURSE CODE	TITLE OF THE COURSE	
<b>1<sup>ST</sup> SEMESTER</b>	<b>CORE</b>	COM 10100	Organisational Theory and Behaviour	
		COM 10200	Statistics	
		COM 10300	Marketing Management	
	<b>DSE</b>	GROUP : A (FINANCE) COM 10411		Financial Institutions & Financial Market.
		GROUP : B (MARKETING) COM 10421		Agricultural and Rural Marketing.
	<b>AEC</b>	GROUP : A (FINANCE) } GROUP : B (MARKETING) } COM 10500		Use of Statistical Software.

SEMESTER	COURSE	COURSE CODE	TITLE OF THE COURSE	
<b>3<sup>RD</sup> SEMESTER</b>	<b>CORE</b>	COM 30100	Managerial Economics	
		COM 30200	Business Ethics & social responsibility.	
		COM 30300	Financial Management	
	<b>DSE</b>	GROUP : A (FINANCE) COM 30412		Retail Banking
		GROUP : B (MARKETING) COM 30421		Service Marketing
	<b>AEC</b>	Group: A (Finance) COM 30510 Group: B (Marketing) COM 30420		Goods and Service Tax (GST) Law & Practice. Digital Marketing.
	<b>GE</b>	GE-301 CMS		Soft Skills For Employability.

# M.COM 1<sup>st</sup> SEMESTER

**Course Code: 10100**

**Course Title: Organization Theory & Behaviour**

**Nature of the Course: Core**

**Total Credit Assigned: 4 credits**

**Course Objective:**

The objective of this course is to help students understand the conceptual framework of organization, Organization theories and Organization behaviour. It helps the students to identify the patterns and structures of the organization and help to develop cognizance of the important of human behaviour.

<b>Block</b>	<b>Unit</b>	<b>Contents</b>	<b>Teachers</b>
1	I II III IV	Organization- Concept, typology Organization Theory; appraisal of Organization Theories Relationship between Management, Organization Theory & Behaviour. Span of Management	<b>Mrs. Bani Kachari</b>
2	I II III IV	Structuring of Organizational Relationship Authority & Power Delegation & Decentralization Organizational Behaviour: Introduction, Concept & Determinants	<b>Mrs. Bani Kachari</b>
3	I II III IV	Perception; Learning Attitude & Personality Transactional Analysis Group behavior and Dynamics.	<b>Dr. Priyanka Dhanuka</b>
4	I II III	Motivation: Process of Motivation; Theories & Research Leadership: Approaches/Styles, Leadership effectiveness. Management of change and Organizational Development.	<b>Dr. Bhupesh Bhagawati</b>

**Course Code: 10200**

**Course Title: Statistics**

**Nature of the Course: Core**

**Total Credit Assigned: 4 credits**

**Course Objective:**

This course intends to provide sound understanding of Statistics and how statistics can be applied in commercial activities. The following are the learning objectives of this course:

1. To develop an understanding in the theory of probability and probability distributions.
2. To understand the concept of sampling, different types of sampling and to develop idea how to draw random sample practically.
3. To learn the concept of multiple regression model and its practical utility in the field of commerce.
4. To understand the concept of testing of hypothesis and how different parametric test viz., t-test, F-test etc. can be applied.
5. To develop understanding when and how non-parametric statistical test can be applied.
6. To understand data processing with the help of different package such as MS Excel, MS Access and SPSS.

<b>Block</b>	<b>Unit</b>	<b>Contents</b>	<b>Teachers</b>
1. Probability	I II III	Theory of Probability Probability Distribution Errors in Sampling	<b>Dr. Mintu Kr. Das</b>
2. Sampling Theory & Designof Sampling Survey	I II III	Sampling- Introduction and typesof Sampling Principles of Sampling Multiple Regression Analysis-Concepts Application.	<b>Dr. Ajit Goswami</b>
3. Statistical Inference	I II III	Test of Hypothesis F-Test and Analysis of Variance Non-Parametric tests (chi-square test, Wilcoxon signed test, Kruskalwallis test, Rank correlation)	<b>Dr. Mintu Kr. Das</b>
4. Computer Application	I II III	Data Processing Introduction to MS Excel and MSAccess Introduction to SPSS Package	<b>Dr. Ajit Goswami &amp; Mrs. Sweta Bansal Sarawgi.</b>

**Course Code: 10300**

**Course Title: Marketing Management**

**Nature of the Course: Core**

**Total Credit Assigned: 4 credits**

**Course Objective:**

The objective of the course is to help the students understand:

1. The Concepts of Marketing
2. The knowledge of Consumer Behaviour
3. The process of Market Segmentation
4. The concept Marketing Mix
5. The significance of Marketing Research

<b>Block</b>	<b>Unit</b>	<b>Contents</b>	<b>Teachers</b>
1	I	Meaning of market-definition and classification of markets. Marketing- features-object- importance, Modern marketing, Marketing concepts. Marketing Mix- meaning, definition, elements, problems. Marketing functions, Marketing environment. [ Two Business Case Studies]	<b>Dr. Joydev Gogoi.</b>
2	II	Consumer Behaviour: Why study buying Behaviour? Buyer Behaviour- Buying Motives. Kinds of markets- Consumer decision behaviour-Consumer buying decision process. [ Two Business Case Studies]	<b>Dr. Joydev Gogoi</b>
3	III	Market segmentation- Criteria, basis and methods of segmentation. Practice of market segmentation.  Product –features-classification- product policies-product planning and development- product mix product life cycle.  Brands- branding, reasons for branding, conditions favourable to branding, types of brand- packaging, features, types. [ Two Business Case Studies]	<b>Dr. Priyanka Dhanuka.</b>
4	IV	Pricing-importance of price- pricing objectives- factors affecting pricing decisions – procedure for price determination-kinds of pricing Marketing and distribution- Channels-design-selection- physical distribution decision. Promotion-selling, promotion and sales promotion- need, importance and objectives- Promotional mixes and strategies [ Two Business Case Studies]	<b>Dr. Joydev Gogoi &amp; Dr. Priyanka Dhanuka.</b>
5	V	Marketing research-objectives, procedure and types- methods of data collection- sampling, methods of sampling – sources of secondary data- organization of marketing research.  Concepts of social marketing, service marketing, rural marketing and E-marketing. [ Two Business Case Studies }	<b>Dr. Priyanka Dhanuka.</b>

**Course Code: 10411**

**Course Title: Financial Institutions and Financial Market**

**Nature of the Course: DSE**

**Total Credit Assigned: 4 credits**

**Course Objectives:**

This course has been designed to enable the students to understand the role of financial institutions and markets. It also helps to develop a series of applications of principles from finance that explore the connection between financial markets, financial institutions and the economy. On the financial markets side, the students will learn how the financial market functions and the regulatory provisions to be followed by the market participants. On the institutions side, they will learn about investment banks, insurance companies, mutual funds and some other financial service providers. This Course aims at enlightening the financial and other matters about the financial infrastructure available and enables them to take wise and well informed decisions to benefit the organization and other stakeholders

Unit	Contents	Teachers
1	<b>Introduction:</b> Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview.	<b>Dr. T.P. Upadhyay</b>
2	<b>Money market</b> - Meaning, constituents, functions of money market Money market instruments- call money market, treasury bills market, certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market;	<b>Dr. Tulika Muttack</b>
3	<b>Capital Market:</b> Functions, Primary and Secondary Capital market. Role of SEBI as a regulator of capital market- an overview; Indian Equity Market – Methods of Capital Issue in New Issues Market – Initial Public Offer (IPO), Right Issue, Private Placement, Qualified Institutional Placement (QIP), Offer For Sale (OFS). Merchant banks, Underwriter, Bankers to the issue. Stock Exchanges in India: Stock Market Operations, SEBI Regulation for Stock Exchanges, NSE and BSE role and functions; Depository service- Regulatory provisions for Depository services. Reforms in the capital market as a part of financial sector reform.	<b>Dr. Tulika Muttack</b>
4	<b>Market participants and Financial Instruments:</b> Insurance Industry in India: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers. Overview of insurance products. Mutual Funds -Concept, Benefits, and Role/Functions of Mutual Funds. SEBI regulations for Mutual Funds. Derivative Instruments- Forward, Future, Options and Swaps. Non Banking Financial Companies (NBFCs): Housing finance institutions, Venture capital fund, Credit rating Agency,.	<b>Dr. T. P. Upadhyay</b>

**Course Code: 10421**

**Course Title: Agricultural and Rural Marketing**

**Nature of the Course: DSE**

**Total Credit Assigned:4 credits**

**Course Objectives:**

- To create awareness about the status and scope of agricultural and rural markets vis-vis- vis the respective marketing strategies in India.
- To introduce students to the distinctive features of these markets as compared to markets for other goods and services; particularly highlighting major schematic, institutional and policy initiatives at different levels.

<b>Block</b>	<b>Unit</b>	<b>Contents</b>	<b>Teachers</b>
1.	<b>I: Basics of Agricultural Marketing</b>	Distinctive Features of Agricultural Marketing; Scope and forms of Agri- business; Role of Agro-processing in Agri-business development; Overview of Agri business cooperatives – role, formation and functioning; Impediments to improved performance; Status of agricultural marketing – Global and Indian scenario.	<b>Dr. Joydev Gogoi.</b>
2.	<b>II: Rural Marketing Environment and Features</b>	Rural Marketing Strategies with special reference to Segmentation, targeting and positioning; Products and services in the rural markets; Channels of Distribution and trade management; Rural Communication, advertising and sales promotion; Rural Marketing Mix; Rural Consumer Behaviour, Pricing in Rural Markets.	<b>Dr. Priyanka Dhanuka.</b>
3.	<b>III: Logistic and Supply Chain</b>	Elements of Agri-logistics and Supply Chain Management – demand forecasting (with special reference to changing environment and planning for uncertainty); functions of inventory, warehousing and distribution centres; transportation – Outsourcing and 3 PLs (Third Party Logistics) and 4PLs (Fourth Party Logistics); CRM and IT in agricultural marketing – an overview.	<b>Dr. Joydev Gogoi &amp; Dr. Priyanka Dhanuka.</b>
4.	<b>IV: Policy and Institutional Support</b>	Micro credit and micro finance models for agricultural and rural marketing in India; Financial Institutions for Agri and Rural development; Role of government and NGOs; Policy and schemes of NABARD.	<b>Dr. Satya Ranjan Doley</b>

**Course Code: 10500**

**Course Title: Use of Statistical Software**

**Nature of the Course: AEC**

**Total Credit Assigned: 2 credits**

**Course Objective:**

To acquaint the students with the practical problems of basic modules of the SPSS Version 16.

<b>Block</b>	<b>Unit</b>	<b>Contents</b>	<b>Teachers</b>
I	UNIT1.	<p>SPSS its history and different versions of SPSS. Data view and variable view inSPSS. Data types in SPSS – Scaling: Nominal, Ordinal, Interval and Ratio. Data entry in SPSSboth Primary and Secondary data.</p> <p>Preparing variable view from a questionnaire having a mix of categorical, numerical (both \ integers and real numbers), string variables, date variables etc.</p> <p>Data manipulation in SPSS like- recoding into same variable, recoding into different variable, \ identifying duplicate cases, compute variable, weight cases, select if, split file, crosstab, p-p plot.</p> <p>Descriptive statistics in SPSS, data standardization, drawing simple graphs like Pie diagram, bar diagram, box plot, scatter diagram, error bar plot.</p>	<b>Dr. Mintu Kr. Das</b>
	Unit2	<p>Dealing with bivariate data in SPSS, computation of correlation coefficient - Pearson, Kendall and Spearman. Simple linear and non-linear regression in SPSS. Comparing regression curves for a given dataset and obtain the predicted values from bivariate regression.</p>	<b>Dr. Mintu Kr. Das.</b>
II	UNIT3	<p>Test of significance for mean, variance, ANOVA (both one way and two way). Multiple regression with and without dummy variables, Binary logistic regression.</p>	<b>Dr. Ajit Goswami.</b>
	UNIT4	<p>Analysis of data in SPSS obtained from Likert type scales. Non-parametric tests- Binomial test, Chi-square test, Kolmogorov Smirnov test, Wilcoxon signed rank test, run test, Mann Whitney U test, Wald Wolfowitz 2 sample test, Median test(k- sample), Wilcoxon matched pair signed rank test.</p>	<b>Dr. Ajit Goswami.</b>