

**Teaching Plan**  
**P.G. Department of Commerce (M.Com)**  
**D.H.S.K. Commerce College**  
**for the Period**  
**October – March 2022**  
**(M.Com 1<sup>st</sup> & 3<sup>rd</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)<br>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)<br>COM 30412                                              | Retail Banking                                                    |
|                                |             | GROUP : B (MARKETING)<br>COM 30421                                            | Service Marketing                                                 |
|                                | <b>AEC</b>  | Group: A (Finance)<br>COM 30510<br>Group: B ( <u>Marketing</u> )<br>COM 30420 | Goods and Service Tax (GST) Law & Practice.<br>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.

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

**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.<br>Probability                                             | I<br>II<br>III | Theory of Probability<br>Probability Distribution<br>Errors in Sampling                                                                                     | <b>Dr. Mintu Kr. Das</b>                                         |
| 2.<br>Sampling<br>Theory &<br>Design of<br>Sampling<br>Survey | I<br>II<br>III | Sampling- Introduction and types of<br>Sampling<br>Principles of Sampling<br>Multiple Regression Analysis-Concepts<br>Application.                          | <b>Dr. Ajit Goswami</b>                                          |
| 3.<br>Statistical<br>Inference                                | I<br>II<br>III | Test of Hypothesis<br>F-Test and Analysis of Variance<br>Non-Parametric tests (chi-square test, Wilcoxon signed test, Kruskalwallis test, Rank correlation) | <b>Dr. Mintu Kr. Das</b>                                         |
| 4.<br>Computer<br>Application                                 | I<br>II<br>III | Data Processing<br>Introduction to MS Excel and MS Access<br>Introduction to SPSS Package                                                                   | <b>Dr. Ajit Goswami<br/>&amp;<br/>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

| Block | Unit | Contents                                                                                                                                                                                                                                                                                                                                                                                      | Teachers                                                |
|-------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| 1     | I    | Meaning of market-definition and classification of markets.<br>Marketing- features-object- importance, Modern marketing, Marketing concepts.<br>Marketing Mix- meaning, definition, elements, problems.<br>Marketing functions, Marketing environment.<br>[ Two Business Case Studies]                                                                                                        | <b>Dr. Joydev Gogoi.</b>                                |
| 2     | II   | Consumer Behaviour: Why study buying Behaviour?<br>Buyer Behaviour- Buying Motives.<br>Kinds of markets- Consumer decision behaviour-Consumer buying decision process.<br><br>[ Two Business Case Studies]                                                                                                                                                                                    | <b>Dr. Joydev Gogoi</b>                                 |
| 3     | III  | Market segmentation- Criteria, basis and methods of segmentation. Practice of market segmentation.<br><br>Product –features-classification- product policies-product planning and development- product mix product life cycle.<br><br>Brands- branding, reasons for branding, conditions favourable to branding, types of brand- packaging, features, types.<br>[ 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<br>Marketing and distribution-<br>Channels-design-selection- physical distribution decision.<br>Promotion-selling, promotion and sales promotion- need, importance and objectives- Promotional mixes and strategies<br>[ Two Business Case Studies] | <b>Dr. Joydev Gogoi &amp;<br/>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.<br><br>Concepts of social marketing, service marketing, rural marketing and E-marketing.<br>[ 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                  |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| I    | <b>Introduction:</b> Nature and role of financial system; Financial system and financial markets;<br>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<br>Money market instruments- call money market, treasury bills market, certificates of deposits, commercial bills, trade bills etc;<br>Recent trends in Indian money market;                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Dr. Tulika Muttack</b> |
| 3    | <b>Capital Market:</b> Functions, Primary and Secondary Capital market.<br>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).<br>Merchant banks, Underwriter, Bankers to the issue. Stock Exchanges in India: Stock Market Operations, SEBI Regulation for Stock Exchanges,<br>NSE and BSE role and functions;<br>Depository service- Regulatory provisions for Depository services.<br>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><br>Insurance Industry in India: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers. Overview of insurance products.<br>Mutual Funds -Concept, Benefits, and Role/Functions of Mutual Funds. SEBI regulations for Mutual Funds.<br>Derivative Instruments- Forward, Future, Options and Swaps.<br>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 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.

| Block | Unit                                                                    | Contents                                                                                                                                                                                                                                                                                                                                                                      | Teachers                                                |
|-------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| 1.    | <b>I:<br/>Basics of<br/>Agricultural<br/>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:<br/>Rural<br/>Marketing<br/>Environment<br/>and<br/>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:<br/>Logistic and<br/>Supply<br/>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 3PLs (Third Party Logistics) and 4PLs (Fourth Party Logistics); CRM and IT in agricultural marketing – an overview. | <b>Dr. Joydev Gogoi &amp;<br/>Dr. Priyanka Dhanuka.</b> |
| 4.    | <b>IV:<br/>Policy and<br/>Institutional<br/>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.

| Block | Unit   | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Teachers                  |
|-------|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| I     | UNIT1. | 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. Preparing variable view from a questionnaire having a mix of categorical, numerical (both \ integers and real numbers), string variables, date variables etc. 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. Descriptive statistics in SPSS, data standardization, drawing simple graphs like Pie diagram, bar diagram, box plot, scatter diagram, error bar plot. | <b>Dr. Mintu Kr. Das</b>  |
|       | Unit2  | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Dr. Mintu Kr. Das.</b> |
| II    | UNIT3  | Test of significance for mean, variance, ANOVA (both one way and two way). Multiple regression with and without dummy variables, Binary logistic regression.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Dr. Ajit Goswami.</b>  |
|       | UNIT4  | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Dr. Ajit Goswami.</b>  |

# M.COM 3<sup>RD</sup> SEMESTER

**Course Code: 30100**

**Course Title: MANAGERIAL ECONOMICS**

**Nature of the Course: CORE**

**Total Credit Assigned: 4 Credits**

## ***Course Objectives:***

To understand the application of various economic theories and models in managerial decision making and to be able to relate the assumptions made in these theories to the prevailing business and/or market conditions from a consumer's as well as a producer's point of view.

| Block                                                       | Unit           | Contents                                                                                                                                                                                                                                                                                                               | Teachers                    |
|-------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| <b>I<br/>REVISITING<br/>THE BASICS<br/>OF<br/>ECONOMICS</b> | 1.<br>2.<br>3. | Concept and Scope of Managerial Economics.<br>Micro and Macro Level Analysis, Demand and Supply Analysis,<br>Static and Dynamic Analysis.<br>Demand Forecasting Methods, Law of Supply: Exceptions to the Law, Market Equilibrium.                                                                                     | <b>Dr. Chitra Roy</b>       |
| <b>II<br/>PRODUCTION</b>                                    | 1<br>2<br>3    | Production Function, Cost of Production, Production Possibility<br>Marginal Rate of Substitution, Isoquants<br>Input-Output Analysis                                                                                                                                                                                   | <b>Dr. Chitra Roy</b>       |
| <b>III<br/>COST</b>                                         | 1.<br>2.<br>3. | Cost Theory, Types of Cost: Opportunity Cost, Social Cost, Private Cost, Economical; vs Accounts Cost, Marginal vs Average Cost, Long Run vs Short-Run Cost,<br>Cost-Output Relationship: Short-Run and Long-Run, Cost Function<br>Economies and Diseconomies of Scale                                                 | <b>Dr. Bidisha Mahanta.</b> |
| <b>IV<br/>PRICE AND<br/>PROFIT</b>                          | 1.<br>2.<br>3. | Concept and Types of Pricing, Revenue and Price, Objectives of Pricing, Pricing Policies and Methods.<br>Relationship Price Output Determination under Monopoly, Monopolistic, Oligopolistic and Perfect Market Conditions.<br>Nature of Profit, Theories and Measurement of Profit, Pricing of Factors of Production. | <b>Dr. Bidisha Mahanta.</b> |



**Course Code: 30200**

**Course Title: Business Ethics and Social Responsibility**

**Nature of the Course: CORE**

**Total Credit Assigned: 4 Credits**

***Course Objectives:***

1. To acquaint the students with the meaning of ethics, values, norms, and belief.
2. To make the students familiar with Business Ethics, social responsibility, and ethical thoughts of eminent Indian thinkers.

| Block | Unit           | Contents                                                                                                                                                                                                                                                                                                       | Teachers                     |
|-------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 1     | 1.<br>2.<br>3. | Meaning Ethics- definition of ethics and Business Ethics.<br>Objectives, nature and sources of ethics- Types of ethics-Need for business ethics-importance of business ethics.<br>Factors influencing business ethics-business and ethical responsibility.<br>(Practical – Case Studies)                       | <b>Dr. Priyanka Dhanuka.</b> |
| 2.    | 1.<br>2.<br>3. | Values, Norms & Beliefs meaning of values –a comprehensive view of values.<br>Morality moral standards-moral dilemma Beliefs and their role.<br>Ethical codes- theories of ethics- ethical reasoning<br>(Practical – Case Studies)                                                                             |                              |
| 3.    | 1.<br>2.<br>3. | Ethical Management- objectives of management ethics – Ethical activities<br>Ethics compliance management – company codes<br>Codes of ethics managerial dilemma- Ethics Training<br>(Practical – Case Studies)                                                                                                  |                              |
| 4.    | 1.<br>2.<br>3. | Social Responsibility of Business Objective, social responsibility concept.<br>Broader ethical issues in Society – Corruption, Bribery, Black marketing, Corporate Crime.<br>Corporate Social Responsibility CSR in India.<br>Ethical thoughts of Gandhi, Vivekananda and JRD Tata. (Practical – Case Studies) |                              |

**Course Code: 30300**

**Course Title: Financial Management**

**Nature of the Course: CORE**

**Total Credit Assigned: 4 Credits**

***Course Objectives:***

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

1. The Concepts of Finance
2. The knowledge of Risk and Return
3. The process of Financial Decision Making

| Block                                               | Unit           | Contents                                                                                                          | Teachers                       |
|-----------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1:The scope and Environment of Financial Management | I<br>II<br>III | An overview of FinancialManagement.<br>Time Value of Money.<br>Risk and Return (basics).<br>Case Study            | <b>Dr. Satya Ranjan Doley.</b> |
| 2: Analysisof Risk and Return                       | I<br>II<br>III | Risk and Return- Portfolio Theory.<br>Risk and Return – capital asset-Pricing.<br>Central Concept and Value       | <b>Dr. Jacob Konwar</b>        |
| 3: StrategicFinancial Decision Making               | I<br>II<br>III | Investment appraisal–Introduction<br>Investment Appraisal – Risk Analysis<br>Cost of Capital – WACC<br>Case Study | <b>Dr. Satya Ranjan Doley.</b> |
| 4: StrategicFinancial DecisionMaking                | I<br>II<br>III | Capital structure and Gearing.<br>Dividend Policy.<br>Financial Analysis and performance Evaluation.              | <b>Dr. Jacob Konwar</b>        |

**Course Code: 30412**

**Course Title: Retail Banking**

**Nature of the Course: DSE**

**Total Credit Assigned: 4 Credits**

**Course Objectives:**

- To introduce students with the Basics of Retail Banking.
- To understand about different types of Retail Products and the Product Development Process.
- To expose students to the different technology adopted in the area of Retail Banking and services offered by banking institutions in India.

| Block                                                 | Unit                    | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Teachers                    |
|-------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| <b>1.<br/>Introduction</b>                            | <b>1.<br/>2.<br/>3.</b> | Meaning, Features and Advantages of Retail Banking Operations.<br>Constraints in Retail Banking Operations.<br>Distinction between Retail and Corporate/ Wholesale Banking.                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Dr. Tullika Muttack</b>  |
| <b>2.<br/>Retail Products</b>                         | <b>1.<br/>2.<br/>3.</b> | Retail Products Overview - Customer requirements.<br>Products Development Process: Different types of Products, New Product Development, Constraints in New Product Development, Credit scoring, CIBIL.<br>Important Retail Products:<br>Home Loans, Auto / Vehicle Loans, Educational Loans, Personal Loans: Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection, EMI.<br>Credit / Debit Cards - Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit Points.<br>Remittances Products | <b>Dr. T. P. Upadhyay.</b>  |
| <b>3.<br/>Marketing in Retail Banking.</b>            | <b>1.<br/>2.</b>        | Meaning of Bank Marketing, Marketing Mix in Retail Banking,<br>Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking. Delivery Models.<br>Customer Relationship Management: Meaning and Need of Customer Relationship Management, Implementation stages in Customer Relationship Management Process.<br>Service Standards for Retail Banking: Objectives and Applications.<br>Technology in Retail Banking: Need and Issues in Technology processes, Technology Process Model Adopted by Banks.                                                                                              | <b>Dr. T.P. Upadhyay</b>    |
| <b>4.<br/>Other Issues Related to Retail Banking.</b> | <b>1.<br/>2.<br/>3.</b> | New Developments in Retail Banking - New products like Insurance, Mutual Funds, Demat services, Online / Phone Banking, Property services, Investment advisory / Wealth management.<br>Recovery of Retail Loans - Defaults, Rescheduling, recovery process.<br>SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines.                                                                                                                                                                                                                                                                             | <b>Dr. Tullika Muttack.</b> |

**Course Code: 30421**

**Course Title: Service Marketing**

**Nature of the Course: DSE**

**Total Credit Assigned: 4 Credits**

**Course Objectives:**

- To introduce the students about the importance of Service Marketing in a country's economy.
- To highlight the environments in which the service marketing operates.
- To enumerate the application of Marketing Mix in Service Marketing.
- To understand the application of Service Marketing in various sectors.

| Block | Unit                           | Contents                                                                                                                                                                                                                                                                   | Teachers              |
|-------|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1.    | I.<br>II<br>III<br>IV<br>V     | The growth of service economy<br>Nature of Services: Goods and Service Marketing<br>Macro and Micro Environment of Services<br>Service Marketing Triangle; Components of Services<br>Understanding Service Customers                                                       | Dr. Kasturi Saikia.   |
| 2.    | I<br>II<br>III<br>IV<br>V      | Customer expectations of Service.<br>Customer perceptions of Service.<br>Service quality and Gap Model.<br>Employees and Internal Marketing.<br>Service Market: Segmentation, Targeting and Positioning                                                                    | Dr. Priyanka Dhanuka. |
| 3.    | I.<br>II.<br>III.<br>IV.<br>V. | Revised Marketing Mix for Services.<br>Planning for Service offer: New Service Development.<br>Pricing for Services, Service Promotion.<br>Management of People, Management of Process, Management of Physical<br>Evidences.<br>Marketing of Demand and Supply of Services | Dr. Kasturi Saikia.   |
| 4.    | I.                             | Service Marketing Applications: Marketing of Financial Services.<br>Marketing of Hospitability.<br>Marketing of Educational Services.<br>Marketing of Tourism.<br>International Marketing of Services: Problems.<br>Trends in Services: Restrictions                       | Dr. Priyanka Dhanuka. |

**Course Code: 30510**

**Course Title: Goods and Service Tax (GST) Law & Practice.**

**Nature of the Course: AEC**

**Total Credit Assigned: 2 Credits**

***Course Objectives:***

This course is intended to introduce the students with the structure of Indirect tax in India. The principles of indirect tax and direct taxes are also been included for conceptualization of tax structure. The students are also expected to learn the concept of GST and its history. They will also learn about the record keeping aspects under GST regime and filling of GST return periodically as per the prescribed procedure.

| Block                                                 | Unit                                                                    | Contents                                                                                                                                                                                                                                                                 | Teachers                               |
|-------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Block 1:<br/>Introduction</b>                      | I: Conceptual framework.<br>II: Features of Taxes                       | Concept and features of indirect taxes; History of indirect taxes in India;<br><br>Principal indirect taxes in India; Direct and Indirect Taxes; Features of Indirect Taxes.                                                                                             | <b>Mr.<br/>Keshabananda<br/>Haloi.</b> |
| <b>Block 2:<br/>GST<br/>Framework in<br/>India</b>    | I: GST Laws<br>II: Conceptual Framework                                 | Goods and Services Tax (GST) Laws in India; Concept of GST; Need for GST in India; Framework of GST as introduced in India; Benefit of GST.                                                                                                                              |                                        |
| <b>Block 3:<br/>GST<br/>authorities and<br/>Levy:</b> | I: GST Authorities<br>II: Levy and Collection                           | Constitutional aspects of GST; Authorities under GST Laws;<br>Levy and collection of CGST and IGST;<br>a) Application of CGST/IGST law,<br>b) Concept of supply including composite and mixed supplies, c) Charge of tax, d) Exemption from tax,<br>e) Composition levy. |                                        |
| <b>Block 4:<br/>Comput<br/>ation of<br/>GST:</b>      | I: Concept of Time and Value<br>II: Registration and Returns submission | Basic concepts of time and value of supply, Input tax credit; Computation of GST liability; Registration; Tax invoice; Credit and Debit Notes; Electronic way bill; Returns; Payment of tax including reverse charge.                                                    |                                        |

**Course Code: 30520**

**Course Title: Digital Marketing**

**Nature of the Course: AEC**

**Total Credit Assigned: 2 Credits**

***Course Objectives:***

To introduce students to the basic concepts and application of Digital Marketing so as to open new doors for aspiring New-Age entrepreneurs and marketers.

| Block                                                  | Unit | Contents                                                                                                                                               | Teachers                         |
|--------------------------------------------------------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| <b>I<br/>INTRODUCTION<br/>TO DIGITAL<br/>MARKETING</b> | 1.   | Concept and Introduction of Digital Marketing, Digital vs Real Marketing.                                                                              | <b>Dr. Priyanka<br/>Dhanuka.</b> |
|                                                        | 2.   | Uses of Digital Marketing, Recent Trends, Digital Marketing Channels.                                                                                  |                                  |
| <b>II<br/>PLANNING AND<br/>ANALYSIS</b>                | 1.   | Creating Initial Digital marketing Plan, Content Management                                                                                            |                                  |
|                                                        | 2.   | SWOT Analysis, Target group Analysis.                                                                                                                  |                                  |
| <b>III<br/>TOOLS OF<br/>DIGITAL<br/>MARKETING.</b>     | 1.   | Understanding a Website, Levels of Website.                                                                                                            | <b>Dr. Priyanka<br/>Dhanuka.</b> |
|                                                        | 2.   | Difference between Blog, Portals and Website                                                                                                           |                                  |
| <b>IV<br/>AVENUES/PLAT<br/>FORMS/PRACTI<br/>CES</b>    | 1.   | Search Engine Optimization (SEO): On-Page and Off-Page Optimization, Search Media optimization like Facebook, Twitter, LinkedIn, Pinterest and others. |                                  |
|                                                        | 2.   | Search engine Marketing: Tools Used and Display Advertising Techniques.                                                                                |                                  |

**Course Code: GE-301 CMS**

**Course Title: Soft Skills For Employability.**

**Nature of the Course: GE**

**Total Credit Assigned: 4 Credits**

**Course Objectives:**

To acquaint the students with some very relevant and necessary soft skills and also to help them to develop their personality as well as to be self motivated. The different units are designed in such a manner so as to give the students inputs on meditation techniques, mental conditioning, social skills, etiquette, communication and negotiation skills, preparation of resumes, appearing for interviews and handling both after campus issues that people normally face while setting foot on the professional sphere.

| Unit       | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Teachers                                                   |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>I</b>   | <b>Minding your Mind:</b> This chapter will focus on meditation techniques and mental conditioning.<br>1.1 Understanding YOU, which denotes ‘Your Own Universe’, wherein a person will be encouraged to self introspect and critically analyse oneself.<br>1.2 Self Analysis<br>1.3 Ice Breaker<br>1.4 Warming Up                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Dr. Priyanka Dhanuka.</b>                               |
| <b>II</b>  | <b>The Charming Skills:</b> This chapter will focus on training the students to develop and enhance their social skills, etiquette and basic personal grooming.<br>2.1 Introduction<br>2.2 Social Skills<br>2.3 Etiquette (This will be a broad-based delving on various etiquettes necessary for varied areas such as general conversation, table, party, official meets and social media.                                                                                                                                                                                                                                                                                                                                                               | <b>Dr. Ipsita Bhattacharya &amp; Dr. Priyanka Dhanuka.</b> |
| <b>III</b> | <b>The Communication Mechanism &amp; the Negotiator:</b> This chapter will focus on developing skills in both verbal and non-verbal communications (body language, framing emails, and social media communications). Moreover, inputs on importance of graphology will be taught. Moreover, focus will also be laid on inculcating good negotiation and conflict management skills.<br>3.1 Introduction to Communication<br>3.2 Types of Communication<br>3.3 Public Speaking<br>3.4 Group Conversation<br>3.5 Letter writing & email<br><br>3.6 Introduction to Negotiation<br>3.6.1 The Negotiation Clock Face<br>3.6.2 Assertiveness Matters<br>3.6.3 Traits of Negotiations<br>3.6.4 Factors that Make a Difference<br><b>3.6.5</b> Tactics and Value | <b>Mr. Luku Morang</b>                                     |
| <b>IV</b>  | <b>Campus to Corporate:</b> This Unit will focus on training about preparation of resumes, appearing for interviews and handling both after campus issues that people normally face while setting foot on the professional sphere.<br>4.1 The Doorstep<br>4.2 Resume Preparation / Portfolio Management<br>4.3 Interviews: The Different Types and How to face the same                                                                                                                                                                                                                                                                                                                                                                                   | <b>Mr. Luku Morang.</b>                                    |