



SNDT Women's University, Mumbai

Undergraduate Degree Program

Faculty of Commerce & Management

Bachelor of Commerce In

**Travel and Tourism- Apprenticeship Embedded Degree Programme
(AEDP)**

(Syllabus as Per NEP 2020)

(W.E.F. Academic Year 2025-26)

**Under graduate Programme
Effective from 2025-26
Terminologies**

Abbreviation n	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor

IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.	Subject Specific IKS related to Major
VAC	Value-Added Courses		Not Related to the Major and Minor
OJT	On-Job Training (Internship/Apprenticeship Ip)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Programme Template:

<p>Programme Degree</p> <p>e.g.</p> <p>B.A./B.Com./B.Sc./ B.M.S., etc.</p>	<p>Bachelor of Commerce (B. Com)</p>
<p>Parenthesis if any (Specialization)e.g.</p> <p>History, Human Development, English, etc.</p>	<p>Travel and Tourism</p>
<p>Preamble (Brief Introduction to the programme)</p>	<p>A Four- Year Bachelor in Commerce (B. Com with Honours) degree programs that include research components. A Bachelor of Commerce (B. Com) degree is an undergraduate degree program. B. Com is the foundation upon which subsequent studies can be constructed. The Four-Year B.COM course with a Research degree will allow students to get an opportunity to experience the full range of holistic and multidisciplinary education. Candidates can pursue B.com with Honours who wish to have in-depth knowledge in the Commerce stream. The honours course is designed to offer knowledge in specialised subjects under the umbrella of commerce stream. This degree Program is divided into 8 semesters. Students will also have wide variety of elective subjects from the baskets created in some of the semesters. It is a flexible degree that builds skills and expertise in one or more areas of business, such as commerce, economics, business law, accountancy, taxation, financing along with research, Specializations and skilled based papers/ subjects offered. This program, B. Com in Travel and Tourism is designed to provide students with the career scope in the travel & tourism industry in India and abroad. This course teaches the students business concepts of Tourism to explore the world of travel.</p>
<p>Programme Specific Outcomes (PSOs)</p> <p><i>Action Verbs demonstrating (Major) discipline-related</i></p>	<p>After completing this programme, Learner will</p> <ol style="list-style-type: none"> 1. get a broad overview of a rapidly expanding and a highly dynamic industry which navigates the tourists through travel destinations. 2. Eligible to appear for different Professional Entrance Exams to qualify for Post Graduation.

<p><i>knowledge acquisition, mastery over cognitive and professional, vocational skills are to be used</i></p> <p><i>e.g. demonstrate sound understanding of..., analyse, compare, create, design, etc...</i></p> <p><i>(minimum 5)</i></p>	3.	Pursue higher studies in Masters in Commerce M.COM – HRM, Tourism Management, Master of Tourism Administration, MBA in Hospitality Management, Travel & Tourism and also Post Graduate Diplomas in Travel & Tourism Management, Tourist Guide, Tourism & Ticketing and Hospitality Management
	4.	Further move towards Research in the field of Travel & Tourism
	5.	Accelerate with opportunities to work as a Travel Agent, Tour Operator, Travel Executive, Tourist Guide, Tour Manager, Hotel Manager, PR Manager, Travel Desk in reputed hotels, Ground Staff at airport terminals, etc.
	6.	Avail these Opportunities with top recruiters like IRCTC, Thomas Cook, Make My Trip, Club Mahindra Holidays, Caribbean Cruise, Domestic and International Airlines, etc.
Eligibility Criteria for Programme		XII or equivalent from any stream.
Intake (For SNTD WU Departments and Conducted Colleges)		As per University guidelines

AEDP UG Credit Structure

Commerce and Management

		Semester I	Commerce and Management				
Verticals			Sem I	Credits	Marks	Int	Ext
10121011	Subject 1	Tourism Dynamics and Tourism Organizations	S1	4	100	50	50
10121002	Subject 2	Fundamentals Of Tourism	S2	2	50	50	0
	OEC	OEC Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/oec-syllabus/ug-degree/oec-for-students-of-faculty-of-commerce-and-management-for-semester-i.pdf	OEC	4	100	50	50
10620101	VSC	Principle of Management	VSC-1	2	50	50	0
10720111 OR 10720112 OR 10720113 OR 10720114 OR CHETNA1 OR SWAYAM1	SEC	Financial Planning OR Financial Accounting – I OR English for Soft Skill Development OR Fundamentals of Computers OR Courses from CHETNA OR SWAYAM	SEC	2	50	0	50
10120111 OR 10820112	AEC	Ability Enhancement Course (AEC) English Language and Literature- I For Students of English Medium OR English Language and Literature- I For Students of Non-English Medium https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/aec- syllabus/ug-degree/ability-enhancement-course.pdf	AEC	2	50	0	50
11051111	IKS	Inception of the Indian Knowledge System https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/iks-syllabus/ug-degree/inception- of-indian-knowledge-system.pdf	IKS	2	50	0	50
10952111	VEC	Introduction to the Indian Constitution (given by SNDTWU) at https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/vec- syllabus/ug-degree/introduction-to-Indian-constitution.pdf	VEC	2	50	0	50

114501211 OR 11450221 OR 11450322 OR 11450421	CC	Co-curricular Course Basics of National Service Scheme OR National Cadets Corps. (NCC) Studies – I OR Health and Wellness OR Performing Arts Exploration (As per SNTDWU syllabus) https://sntd.ac.in/pdf/academic s/syllabus-as-per-nep/cc- syllabus/ug-degree/co-curricular-course-as-per-nep- 2020-semester-i-syllabus.pdf	CC	2	50	50	0
		Assessment ratio of Commerce- Management and Interdisciplinary is different than SciTech and Humanities		22	550	250	300

Semester II			Commerce and Management				
			Sem II	Credits	Marks	Int	Ext
20121011	Subject 1	India – A Tourist Destination	S1	4	100	50	50
20121012	Subject 2	India Maps and Map Plotting	S2	2	50	0	50
20621301	VSC-2	Digital Tourism & Destination Promotion (India)	VSC-2	2	50	50	0
20621302	VSC-3	Navigation & Orientation Skill (India Based)	VSC-3	2	50	50	0
	OEC	OEC Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/oec-syllabus/ug-degree/oec-for-students-of-faculty-of-commerce-and-management-for-semester-ii.pdf	OEC	4	100	50	50
20720101 OR 20720102 OR 20720103 OR respective codes	SEC	Investment Planning OR Financial Accounting - II OR Advance Excel OR Courses from CHETNA OR SWAYAM	SEC	2	50	50	0
20810111 OR 20810112	AEC	Ability Enhancement Course (AEC) English Language and Literature- II For Students of English Medium OR English Language and Literature- II For Students of Non-English medium https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/aec- syllabus/ug-degree/ability-enhancement-course.pdf	AEC	2	50	0	50
20920111 OR 20920112	VEC	Environmental Awareness https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/vec- syllabus/ug-degree/environment- awareness.pdf	VEC	2	50	0	50

21450121 OR 21450221 OR 21450323 OR 21450421	CC	Co-curricular Course Volunteerism and National Service Scheme OR National Cadets Corps. (NCC) Studies- II OR Yoga Education OR Fine Art (As per SNTDWU syllabus) https://sntd.ac.in/pdf/academic s/syllabus-as-per-nep/cc- syllabus/ug-degree/co-curricular-course-as-per-nep- 2020-semester-ii-syllabus.pdf	CC	2	50	50	0
		Assessment ratio of Commerce- Management and Interdisciplinary is different than SciTech and Humanities		22	550	300	250

Semester III			Commerce and Management				
			Sem III	Credits	Marks	Int	Ext
30121011	Major	Travel Agency Management	Major (Core)	4	100	50	50
30121012	Major	Travel Documentation	Major (Core)	4	100	50	50
30121313	Major	Fundamentals of Travel and Tourism	Major (Core)	2	50	0	50
30320111 OR 30320112 OR 30320113 OR 30320114	Minor Stream	Macro Economics OR Business Law I OR Business Accounting -I OR Introduction to Entrepreneurship	Minor Stream	4	100	50	50
	OEC	OEC Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/oec-syllabus/ug-degree/oec-for-students-of-faculty-of-commerce-and-management-for-semester-iii.pdf	OEC	2	50	0	50
	AEC (Modern Indian Language)	Indian Language other than English (Marathi/Hindi/Gujrati, etc.) https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/aec-semester-iii.pdf	AEC (Modern Indian Language)	2	50	50	0
30121304	Major Core	Tourism Economics	Major Core	2	50	50	0
	CC	Co-curricular Course Social issues Advocacy and Action OR National Cadets Corps. (NCC) Studies-III OR Traditional Sports and Fitness OR Unfolding The Beauty of Indian Music (As per SNDTWU syllabus) https://sndt.ac.in/pdf/academic/syllabus-as-per-nep/cc-syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-ii-syllabus.pdf	CC	2	50	50	0
		Assessment ratio of Commerce-Management and Interdisciplinary is different than SciTech and Humanities		22	550	300	250

Semester IV			Commerce and Management				
			Sem IV	Credits	Marks	Int	Ext
40121011	Major (Core)	International Tourism – IATA Area 1	Major (Core)	4	100	50	50
40121312	Major (Core)	Fundamentals of Tourism Marketing	Major (Core)	4	100	50	50
40320111/ 40320112/ 40320113/ 40320114	Minor Stream	International Economics OR Business Law II OR Business Accounting II OR Business Entrepreneurship	Minor Stream	4	100	50	50
	OEC	OEC Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/oec-syllabus/ug-degree/oec-for-students-of-faculty-of-commerce-and-management-for-semester-iv.pdf	OEC	2	50	0	50
40720111/ 40720112/ 40720113	SEC	Fundamentals of Insurance OR Advertising Skills OR Fundamentals of Investment in Stock Market	SEC	2	50	0	50
	AEC (Modern Indian Language)	Indian Language other than English (Marathi/Hindi/Gujrati, etc.) https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/aec-semester-iv.pdf	AEC (Modern Indian Language)	2	50	0	50
40321306	Minor Stream	Indian Island Destinations	Minor Stream	2	50	50	0
	CC	Co-curricular Course Personality and Leadership Development through National Service Scheme OR NSS Volunteers under National service scheme special camp OR National Cadets Corps. (NCC) Studies- IV OR Theatre & Dance (As per SNDTWU syllabus) https://sndt.ac.in/pdf/academic s/syllabus-as-per-nep/cc- syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-ii-syllabus.pdf	CC	2	50	50	0
		Assessment ratio of Commerce- Management and Interdisciplinary is different than SciTech and Humanities		22	550	250	300

		Semester V	Commerce and Management				
			Sem V	Credits	Marks	Int	Ext
50121011	Major (Core)	Tourism Itinerary Planning	Major (Core)	4	100	50	50
50121312	Major (Core)	Accounting for Travel & Tourism Enterprises	Major (Core)	4	100	50	50
51021311/ 51021312/ 51021313/ 51021314/ 51021315	IKS (Major Specific)	Business Ethics in India OR History of Indian Economic Thought OR Entrepreneurship Development OR History of Indian Accounting System OR Accommodation and Transportation	IKS (Major Specific)	2	50	0	50
50321311	Minor Stream	Indian Architectural Styles.	Minor Stream	4	100	50	50
50321312	Minor Stream	Indian Economy/ Business Law / Indirect Tax Paper-I	Minor Stream	4	100	50	50
50621001	VSC	Tourism Policy in India	VSC-4	2	50	50	0
50121303	Major Core	Sustainable Tourism	Major Core	2	50	50	0
		Assessment ratio of Commerce- Management and Interdisciplinary is different than SciTech and Humanities		22	550	300	250

		Semester VI	Commerce and Management				
			Sem VI	Credits	Marks	Int	Ext
61221321	Apprenticeship	Apprenticeship/ Industry Training	Apprenticeship	20	500	200	300
61521301	Community Engagement (CE)	Extension Activities / Institutional Social Responsibility towards community engagement	Community Engagement (CE)	2	50	50	00
		Assessment ratio of Commerce-Management and Interdisciplinary is different than SciTech and Humanities		22	550	250	300

Note: There is not change in Sem-I and Sem-II, Credit structure from Sem-I to Sem-V is same for AEDP and no AEDP students, difference is their only Sem-VI.

B.COM In Travel and Tourism
Semester I
Academic Year: 2025-26

COURSE SYLLABUS
Semester I
1.1 Major (Core)

Course Title	Tourism Dynamics and Tourism Organizations
Course Credits	4 Credits
Course Outcome	After going through the course, learners will be able to:
	<ul style="list-style-type: none"> • Understand the basic tourism phenomenon • Recognize the contribution of tourism industry and tourist Organizations towards World economy.
Module 1(Credit 1) Tourism Dynamics – I	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Know the Significance of tourism • Study the Basic components and Geographical components important for the tourism industry • Analyze various impacts of tourism.
Content Outline	1.1 Components of Tourism: Basic Components & Geographical Components 1.2 Impacts of Tourism: Economic, Socio – Cultural, Political, Physical and Environmental.
Module 2(Credit 1) Tourism Dynamics – II	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Discover new trends in the industry. • Opportunities available for tourists and tour operators
Content Outline	2.1 New Trends: Eco tourism, MICE, Medical, Sustainable, Wellness, Leisure travel, Culinary, Adventure, Space and Dark Tourism. 2.2 Technological Trends: Mobile Bookings, Solo Travel, Virtual Reality and Personalization in Tourism 2.3 Opportunities offered by the tourism industry
Module 3 (Credit 1) National Tourism Organizations	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Gain insight of various National Tourist Organizations, their Full form, Logo, Establishment, Organizational structure,

	Functions, Role, Activities, Membership & Publications.
Content Outline	3.1 National Tourist Organizations: <ul style="list-style-type: none"> • MOT • MTDC • TAAI • TAFI • ITDC • ASI
Module 4 (Credit 1) International Tourism Organizations	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Be acquainted with various International Tourist Organizations, their Full form, Logo, Establishment, Functions, Role, Activities, Membership & Publications
Content Outline	4.1 International Tourist Organizations: <ul style="list-style-type: none"> • UNWTO • IATA • IUOTO • UFTAA • PATA • ASTA • WTTC

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External – 50 Marks

References:

- Bhatia A.K, (2002) Tourism Development, Principles & Practices, Sterling Publishers Pvt. Ltd. New Delhi
- Bharadwaj, D.S / Kandari O.P, (1998) Domestic Tourism in India, Indus Publishing Co. New Delhi
- Chawla, Romila, (2006) Tourism as an Industry, Arise Publishers & Distributors, New Delhi
- Dilip, M. R, (2018) Tourism – Concepts, Theory & Practice, I.K. International Pvt.Ltd, New Delhi
- Dixit, Saurabh Kumar, (2005) Tourism Development, Ess Publications, New Delhi

Webography:

- <https://ihmnotes.net/semester-ii-unit-1-introduction-to-tourism/>
- <https://uou.ac.in/sites/default/files/slm/ETS-102.pdf>
- <https://youtube.com/@iatatv?si=ffbUWBTtXvauYgbd>

COURSE SYLLABUS

Semester I

1.2 Major (Core)

Course Title	Fundamentals of Tourism
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Inculcate the basic concepts of travel and tourism• Study the fundamental ideas of tourism.• Identify various perspectives for tourism development
Module 1(Credit 1) Basics of Tourism	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Acquire the required preliminary knowledge about the world of travel.• Understand the basic types of travel.• Explore Evolution of the tourism industry.• Study the Role of A's of tourism
Content Outline	1.1 Definitions and Terms 1.2 Basic Types of Tourism 1.3 Evolution & Development of Tourism 1.4 A's of Tourism
Module 2(Credit 1) Classification and Tourism Infrastructure	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Identify the Purpose of Travel• Figure out the reasons which motivate people to travel• Determine the Barriers to travel• Study the role of Infrastructure in the travel industry
Content Outline	2.1 Classification of Tourism 2.2 Travel Motivators 2.3 Travel Barriers 2.4 Tourism Infrastructure in India and it's types

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External: NIL

REFERENCES:

- Bhatia A.K, (2002) Tourism Development, Principles & Practices, Sterling Publishers Pvt. Ltd.
- New Delhi
- Bharadwaj, D.S / Kandari O.P, (1998) Domestic Tourism In India, Indus Publishing Co. New Delhi
- Chawla, Romila, (2006) Tourism As An Industry, Arise Publishers & Distributors, New Delhi
- Dixit Saurabh Kumar, (2005) Tourism Development, Ess Ess Publications, New Delhi
- Kumar, Arvind, (2019) Introduction of Travel & Tourism Management & Tourism Resources of India, Walnut Publications, New Delhi

Webography

- <https://ihmnotes.net/semester-ii-unit-1-introduction-to-tourism/>

COURSE SYLLABUS

Semester I

1.5 VSC-1

Course Title	Customer Service & Hospitality Handling
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none">• Understand fundamentals of customer service in hospitality.• Improve communication and guest handling skills.• Learn CRM, service recovery and professional service behavior.
MODULE 1: Fundamentals of Customer Service in Hospitality	
Learning Outcome	After learning the module, learners will be able to: <ol style="list-style-type: none">1. Students will understand basic customer service principles and the importance of guest satisfaction in hospitality.2. Students will develop effective communication and guest-handling skills for different types of customers.3. Students will be able to apply service standards and problem-solving techniques to deliver a positive hospitality experience.
Content Outline	1.Introduction to Hospitality & Service Industry Meaning and characteristics of hospitality, Hotel, Travel, Tourism, Airlines, Restaurant sectors, Importance of customer service 2. Understanding Guests & Service Expectations Types of customers (Domestic, International, Internal/External), Guest needs, wants & expectations, Service quality (Basics of SERVQUAL) 3. Communication Skills for Service Excellence Verbal & non-verbal communication, Body language, Listening skills, Telephone & email etiquette, Cultural sensitivity with international guests 4. Guest Handling & Service Procedures Reservation basics, Check-in / Check-out fundamentals, Welcoming & greeting procedures, Handling guest queries
Module 2(Credit 1) Hospitality Operations, CRM & Service Recovery	
Learning Outcome	After learning the module, learners will be able to: <ol style="list-style-type: none">1. Students will understand the basics of CRM and its role in building strong guest relationships in hospitality.2. Students will apply customer data and feedback to improve service quality and guest satisfaction.3. Students will use service recovery techniques to handle complaints and restore guest confidence effectively.
Content Outline	1.Overview of Core Hotel Operations Front office basics, housekeeping coordination service basics, Departmental teamwork in hospitality 2. Customer Relationship Management (CRM), Meaning & importance of CRM, Guest profiling & personalization, Building

	<p>guest loyalty, Feedback & review management</p> <p>3. Handling Difficult Situations & Service Recovery</p> <p>Types of complaints, Steps of service recovery (Acknowledge–Apologize–Act), Handling angry/dissatisfied guests</p> <p>Overbooking, delays, room issues</p>
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Internal: NIL

External – 50 Marks

References:

- Hudson, S., & Hudson, L. (2017). Customer service for hospitality and tourism (3rd ed.). Goodfellow Publishers.
- Reynolds, J. S. (2019). Hospitality & tourism: Customer service. Pearson.
- Woods, R. H. (2016). Managing hospitality human resources (6th ed.). American Hotel & Lodging Educational Institute.
- Baker, S., Bradley, P., & Huyton, J. (2001). Principles of hotel front office operations (2nd ed.). Cengage Learning.
- Kasavana, M. L., & Brooks, R. M. (2011). Managing front office operations (9th ed.). American Hotel & Lodging Educational Institute.
- Walker, J. R. (2017). Introduction to hospitality (8th ed.). Pearson.

COURSE SYLLABUS

Semester I

1.6 SEC

Course Title	Financial Planning
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Familiar with different aspects of financial literacy such as savings, investment, taxation, and insurance• Understand the relevance and process of financial planning• Promote financial well-being
Module 1 (Credit 1) Financial Planning and Financial Products	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Develop proficiency for personal and family financial planning• Apply the concept of investment planning
Content Outline	1.1 Introduction to Saving 1.2 Time value of money 1.3 Management of spending and financial discipline
Module 2 (Credit 1) Banking and Digital Solutions	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the relevance and process of financial planning.• Apply the concept of investment planning
Content Outline	2.1 Banking products and services. 2.2 Digitization of financial transactions: Debit Cards {ATM Cards} and 2.3 Credit Cards., Net banking and UPI, digital wallets. 2.4 Security and precautions against Ponzi schemes and online frauds.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External: 50 Marks

Reference Books:

- Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2019). *Personal finance* (13th ed.). McGraw-Hill Education.
- Madura, J. (2020). *Personal finance* (6th ed.). Pearson Education.
- Mishkin, F. S., & Eakins, S. G. (2018). *Financial markets and institutions* (9th ed.). Pearson.
- Reserve Bank of India. (2022). *Financial education handbook*. Reserve Bank of India.
- Securities and Exchange Board of India. (2021). *Investor awareness and financial education material*. SEBI.
- OECD. (2020). *OECD/INFE international survey of adult financial literacy*. OECD Publishing.

COURSE SYLLABUS

Semester I

1.6 SEC

Course Title	Financial Accounting - I
Course Credits	2Credits
Course Outcomes	After going through the course, learners will be able to:
	<ul style="list-style-type: none">• To enable the students to learn the concept of issue of shares.• To enlighten the students about the importance of Reading of Ledger Accounts.
Module 1 (Credit 1) Issue of shares	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• To improve the understanding of students regarding different classes of shares.• To comprehend students with the accounting treatment relating to issue of shares.• To enhance understanding about the modes of issue of shares.
Content Outline	1.1 Theory: Meaning, Classes of Shares, Share Capital, Mode of Issue, Pricing of Issues, Accounting treatment relating to issue of shares, forfeiture of shares and Re-issue of shares. 1.2 Problems on: Journal Entries for Issue of shares for Cash (Private placement, public issue and Right issue), Issue of shares for consideration other than cash (issued to vendors, issued to employees) and issue of Bonus shares and disclosure in the Balance Sheet as per revised schedule VI.
Module 2 (Credit 1) Reading of Ledger Accounts	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• To understand the concept of Ledger Accounts.• To enable the students to get insight into the importance and interpretation of reading of ledger accounts.
Content Outline	2.1 Theory: Importance, Broad Principles of Reading of Ledger Accounts. 2.2 Problems on: Reading of Ledger Accounts.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal – NIL

External: 50 Marks

REFERENCES:

- Bhalla Kapilehwar (2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.
- Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.
- Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi
- Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.
- Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.

COURSE SYLLABUS

Semester I

1.6 SEC

Course Title	English for Soft Skill Development
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none">• Acquire soft skills for employability purposes by using English.• Develop effective communicative skills, presentation skills and various other skills for personality development.• Learn the arts of dressing, appearance, etiquettes, using and understanding non-verbal forms of communication• Develop the skill of negotiations, assertiveness, time management, leadership qualities, importance and essential of team work.• Use soft skills as lifelong transferable skills.
Module 1(Credit 1) English and Soft Skills by S.P. Dhanaval.	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none">• Acquire various soft skills such as the art of listening, showing assertion, enhancing emotional intelligence, solving problems using critical abilities and handling conflicts to lead them to resolution.• Learn to use these skills in day-to-day practical life at place of work, social set-ups and other places.• Learn the art of dressing, etiquettes, appearance etc. and carry themselves with an air of confidence.
Content Outline	1.1 Listening Skills 1.2 Teamwork Skills 1.3 Emotional Intelligence Skills 1.4 Assertive Skills 1.5 Problem-Solving Skills
Module 2(Credit 1) Application of Skills Learnt in Module 1	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none">• Apply the skills acquired by way of performance, role-plays and given hypothetical situations.• Develop self-confidence and high self-esteem so that they find themselves easily adaptable to the work place environment.

Content Outline	2.1 Role Play 2.2 Mock situations and settings 2.3 Case studies 2.4 Enactments 2.5 Group discussions 2.6 Mock-Trials of Attires and Appearances 2.7 Visits and Tours
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal – NIL

External: 50 Marks

References:

- Dhanavel, S. P. (2010). *English and soft skills*. Orient Blackswan.
- Goleman, D. (2006). *Emotional intelligence: Why it can matter more than IQ* (10th anniversary ed.). Bantam Books.
- Robbins, S. P., & Judge, T. A. (2017). *Organizational behavior* (17th ed.). Pearson Education.
- Butterfield, J. (2010). *Soft skills for everyone*. Cengage Learning.
- Pease, A., & Pease, B. (2004). *The definitive book of body language*. Bantam Books.
- Lucas, S. E. (2015). *The art of public speaking* (12th ed.). McGraw-Hill Education.

COURSE SYLLABUS

Semester I

1.6 SEC

Course Title	Fundamentals of Computers
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none">• Understand the importance and requirement of computers in day to day life.• Understand latest Computer technology• Emphasis the use of computer in the modern world• Understand about Operating Systems• Work on Word Processor and Spreadsheet• Prepare and present PowerPoint presentations
Module 1 (Credit 1) Fundamentals of Computers and Windows	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Identify the different types of computers and their organization• Understand latest Computer technology• Perform common Windows functions, use Windows Search, Help, and Automatic Updates
Content Outline	1.1 FUNDAMENTALS OF COMPUTERS <ul style="list-style-type: none">• The Definition and Characteristics of Computer• History and Generation of Computers• Classifications of Computers• Number System (Decimal, Binary, Octal, Hexa)• Bit, Byte & Word• Block Diagram of Computer System• Input, Output & Storage Devices• Computer Virus & Precautions against Virus attack. 1.2 WINDOWS <ul style="list-style-type: none">• Historical Evaluation of windows (till XP)• Functions of Mouse• Choosing a Desktop Theme• Selecting Wallpaper• Using Window Explorer• Managing Files and Folders• Painting Pictures• Using Notepad• Zip and Extract (Unzip)
Module 2 (Credit 1) : Word Processor, Spreadsheet and PowerPoint	

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Create, edit, save, and print documents to include documents with lists and tables • Work with spreadsheets, Construct formulas, including the use of built-in functions, and relative and absolute references • Create, edit, save, add graphics, sound and print presentations
Content Outline	<p>2.1 WORD PROCESSOR</p> <ul style="list-style-type: none"> • Introduction to Word Processor • Uses of Word • Document Concept (Creating, Saving, Opening, Closing Document) • Formatting Document (Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter) • Three Methods of Copy, Cut & Paste • Working with Margins and Page Setup • Inserting and Formatting Clipart and WordArt • Tables • Uses of Drawing Toolbar • Columns • Goto, Find & Replace • Header & Footers • Printing Procedure • AutoCorrect and AutoText • Spell Check & Thesaurus • Adding a Chart to the Report • Mail Merging <p>2.2 SPREADSHEET</p> <ul style="list-style-type: none"> • Introduction to Spreadsheet • Role of Excel in Day to Day Life • Understanding Excel Sheet • Inserting, Deleting and Hiding Columns / Rows • Manipulating Formulas and Mathematical, Statistical and String Functions • Statistical Data Analysis (Goal seek, Scenario & Pivot table) • Working with Charts • Printing a Sheet • Sort & Filter <p>2.3 POWERPOINT</p> <ul style="list-style-type: none"> • What is Presentation? Explain its Need. • Uses of PowerPoint • Making Presentation

	<ul style="list-style-type: none"> • Different Types of Slide layouts • Slide View, Slide Sorter View & Slide Show Buttons • Setup Show • Applying Design Templates and Backgrounds • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal – NIL

External: 50 Marks

References:

A. Essential Reading

- “Computer fundamental” P k Sinha
- “Inside the IBM PC”, Peter Norton, Prentice Hall, 1989.
- “PC Softwarefor Windows”: R.K. Taxali, Tata Mcgraw hill
- “Computer and Common use”: Roer hunt and John Sheely
- “Understanding Computers”: R. Rajgopalan
- “Computer Studies”: Mitchell, Beaglay
- “Inside the personal Computer”: (A pop –up guide)
- “Transparency Masters to Computers”: Larry Long and Nancy long
- “Computer for beginners”: V.K. Jain
- “Basic of Computer Systems”: Jiwani and Copper
- “Introduction to Computers”: Subramanian

B. Additional Reading

- “Computer Science”: Satish Jain
- “Introduction to Computer Science”: Francis Scheid
- “Computer Today”: Sanders
- “Mastering windows 2000, the window bible”: Robertcowart, BPB Publisher
- “Fundamentals of Informational Technology” : S.K. Bansal, APH Publishing Corporation.
- “Microsoft Office 2000 Complete” : Amy Romanoff and Sherry bonelli, BPB Publisher
- ”Advanced Microsoft Office 2000”; Meredith Flynn, Nita Rutkosky, BPB Publication.
- “PC Softwarefor Windows”: R.K. Taxali, Tata Mcgraw hill
- “Mastering windows 2000, the window bible”: Robertcowart, BPB Publisher
- “Fundamentals of Informational Technology” : S.K. Bansal, APH Publishing Corporation.

B.COM IN TRAVEL AND TOURISM MANAGEMENT
SEMESTER II
ACADEMIC YEAR: 2024-25

COURSE SYLLABUS

Semester II

2.1 Major (Core)

Course Title	India – A Tourist Destination
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to:
	<ul style="list-style-type: none"> • Gain adequate knowledge about Indian Tourism • Explore Ancient India, Geographical features and Natural resources • Learn about Incredible India Campaign • Study Popular tourist sites in India which include Heritage sites, Landmarks, Monuments, Places of worship, Beaches, Sanctuaries, Palaces and other sites.
Module 1(Credit 1) India – At A Glance	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Introduce India in terms of country profile, mythology, languages spoken, way of life, customs and traditions. • Familiarize States, Capitals, Union Territories and IATA City Codes • Identify the Role of Incredible India Campaign
Content Outline	1.1 Introduction 1.2 Geographical features 1.3 States, Capitals & Union territories, IATA City Codes 1.4 Incredible India Campaign
Module 2(Credit 1) East and West India	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Explore major places of tourist interest in East and Western India with major emphasis on UNESCO Heritage sites, Pilgrimage Tourism, Eco-tourism, Monuments, Major Landmarks and other popular sites.
Content Outline	2.1 Major tourist cities in East and West Zone. 2.2 Places of tourist interest in Eastern States of India 2.3 Places of tourist interest in Western States of India
Module 3 (Credit 1) North and North – East India	
Learning Outcome	After learning the module, learners will be able to:

	<ul style="list-style-type: none"> Explore major places of tourist interest in Northern and North -East India with major emphasis on UNESCO Heritage sites, Pilgrimage Tourism, Eco-tourism, Monuments, Major Landmarks and other popular sites.
Content Outline	3.1 Major tourist cities in Northern & North East India. 3.2 Places of tourist interest in Northern States of India 3.3 Places of tourist interest in North East States of India
Module 4 (Credit 1) South India and Union Territories	
Learning Outcome	<ul style="list-style-type: none"> Explore major places of tourist interest in South India and Union territories with major emphasis on UNESCO Heritage sites, Pilgrimage Tourism, Eco-tourism, Monuments, Major Landmarks and other popular sites.
Content Outline	4.1 Identify major tourist cities in South India and Union Territories 4.2 Places of tourist interest in South India. 4.3 Places of tourist interest in Union Territory regions

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal Assessment: 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
Total – 50 Marks	

External Assessment: 50 marks

REFERENCES:

- Bharadwaj, D.S / Kandari O.P, (1998) Domestic Tourism In India, Indus Publishing Co. New Delhi
- Bindloss Joe/Cannon Teresa, (2006)India , Lonely Planet Publications, South Carolina, USA
- Chawla, Romila, (2006) Tourism As An Industry, Arise Publishers & Distributors, New Delhi
- Dalal, R / Datta, P/ Koshy, A (2014) Eyewitness Travel Guide – India, Dorling Kindersley Ltd. London
- Deb Madhumita / Sen Sanjay, (2020)Historical Tourism In North –East India, Mahaveer Publications, New Delhi
- Dutta, Ratul, (2023)Tourism in North East & Arunachal Pradesh, Mahaveer Publications, New Delhi

Webography

- <https://www.tourmyindia.com/blog/top-places-in-india-that-every-tourist-must-visit/>
- https://youtube.com/watch?v=jJL_CAL5c9s&si=Ajwj45phIE0DbPpa
- <https://youtube.com/@incredibleindia?feature=shared>

COURSE SYLLABUS

Semester II

2.2 Major (Core)

Course Title	India Maps and Map Plotting
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none">• Learn how to study the India map• Plot political boundaries, positions of tourist destinations, states, routes, water bodies and landforms.
Module 1(Credit 1) India – Physical Map	
Learning Outcome	After learning the module, learners will be able to: <ul style="list-style-type: none">• Explore various Geographical features of India through Physical map.
Content Outline	1.1 Plotting of: <ul style="list-style-type: none">• Mountain ranges• Oceans, Rivers and Coastline• Western and Eastern Ghats• d. Plateaus and Desert Region
Module 2(Credit 1) India Political Map	
Learning Outcome	After learning the module, learners will be able to : <ul style="list-style-type: none">• Gain knowledge about India Political features which includes State boundaries, Neighboring countries, Union Territories and Tourist Circuits.
Content Outline	2.1 Plotting of: <ul style="list-style-type: none">• States and Capital Cities• Triangular circuits popular in the country• Popular City names like Pink city.• India's Neighbours• SAARC countries

Internal: NIL

External – 50 Marks

References :

- Bindloss Joe/Cannon Teresa, (2006) India , Lonely Planet Publications, South Carolina, USA
- Oxford University Press, (2020) Oxford School Atlas , Thomas Press India Ltd. New Delhi
- Lonely Planet. (2019). *Lonely Planet India* (17th ed.). Lonely Planet Global Limited.
- India Travel Guide Rough Guides. (2022). *The rough guide to India*. Rough Guides.
- Collins World Atlas HarperCollins. (2021). *Collins world atlas* (13th ed.). HarperCollins Publishers.
- Oxford Atlas of the World Oxford University Press. (2022). *Oxford atlas of the world* (29th ed.). Oxford University Press.
- Concise Atlas of the World DK. (2020). *Concise atlas of the world* (5th ed.). DK Publishing.

COURSE SYLLABUS

Semester II

2.3 VSC-2

Course Title	Digital Tourism and Destination Promotion (India)
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: 1. Students will understand the basics of digital tourism and its importance in promoting Indian destinations. 2. Students will be able to use digital platforms (websites, social media, OTAs) for destination marketing in India. 3. Students will create simple digital promotional content such as posts, reels, blogs or posters for Indian tourist places. 4. Students will analyse the impact of digital campaigns like Incredible India and state tourism promotions on tourist Behaviour.
MODULE 1: Module 1: Introduction to Digital Tourism in India	
Learning Outcome	After learning the module, learners will be able to: <ul style="list-style-type: none">• After learning the module, learners will be able to:• Understand the concept and importance of digital tourism.• Explain how technology influences modern travel behaviour.• Identify major digital tools used in the Indian tourism sector.• Understand online platforms, VR/AR, mobile apps, and digital payments.• Evaluate the role of social media and influencers in tourism promotion.• Discuss benefits and challenges of digital tourism in India.
Content Outline	1. Concept of Digital Tourism, Meaning of digital tourism, Role of technology in modern travel, Impact on tourist behaviour & decision-making, Digitalization in pre-trip, on-trip and post-trip experience 2. Evolution of Tourism in India, Growth of tourism in India, Government initiatives (Incredible India, Dekho Apna Desh), Role of Ministry of Tourism, Digital India mission support for tourism 3. Components of Digital Tourism, Online travel platforms (MakeMyTrip, IRCTC, Agoda), Virtual and augmented tourism (VR tours, 360° videos), Mobile apps in tourism, Digital payment ecosystem (UPI, QR codes) 4. Digital Infrastructure for Tourism, Importance of broadband and mobile connectivity, Digital maps: Google Maps, Incredible India App, Smart tourism: sensors, Wi-Fi hotspots, smart signboards 5. E-tourism Services, E-ticketing, E-visa and online permits, Online hotel bookings, Online customer reviews and ratings 6. Benefits & Challenges of Digital Tourism, Benefits: wider reach, cost-effective, real-time information, convenience, Challenges: digital divide, misinformation, cyber threats, privacy
Module 2 (Credit 1) : Destination Promotion & Marketing Strategies (India Focus)	
Learning Outcome	After learning the module, learners will be able to: <ul style="list-style-type: none">• Understand the process of destination branding with Indian examples.• Apply digital marketing methods like SEO, SEM, email/WhatsApp

	<p>marketing.</p> <ul style="list-style-type: none"> • Create and evaluate promotional content such as videos, photos, stories. • Understand the role of OTAs and partnerships in tourism promotion. • Use analytics to assess performance of tourism campaigns. • Promote sustainable and responsible digital tourism. • Analyse case studies of Indian states and campaigns..
Content Outline	<p>1.Destination Branding, Meaning of destination brand, Elements of brand identity (logo, tagline, imagery),Case study: Incredible India 2.0 campaign, Regional branding: Goa Tourism, Rajasthan Tourism, Kerala “God’s Own Country”</p> <p>2.Digital Marketing for Tourism, SEO (Search Engine Optimization) for tourism websites, SEM (Google Ads, travel ads), Social media marketing strategies, Email and WhatsApp marketing for travel communication</p> <p>3.Content Creation for Destination Promotion, Photography, videography, storytelling, Virtual tours, drone footage, User-generated content & hashtags (#ExploreIndia #IncredibleIndia)</p> <p>4.Online Travel Agencies (OTAs) & Partnerships, MakeMyTrip, MakeMyTrip, Yatra, Airbnb role, Collaboration with state tourism boards, Hotel and transport partnerships</p> <p>5.Analytics & Performance Measurement, Google Analytics for tourism websites, Tracking audience behaviour, Social media insights (reach, engagement, conversions)</p> <p>6.Sustainable & Responsible Digital Tourism, Promoting eco-friendly destinations, Digital campaigns on responsible travel, Community-based tourism promotion online</p>

Internal: 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External – NIL

References :

- Buhalis, Dimitrios & Amaranggana, Aditya. Smart Tourism: Foundations and Developments. Springer Publications.
- Kotler, Philip; Bowen, John; Makens, James. Marketing for Hospitality and Tourism. Pearson Education.
- Sharma, K.K. Tourism and Digital Transformation. Kanishka Publishers, New Delhi.
- Rana, S. & Verma, A.Tourism Marketing in India. Kanishka Publishers.

COURSE SYLLABUS

Semester II

2.4 VSC-3

Course Title	Fundamentals of Navigation & Orientation (India Context)
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none">• Interpret Indian maps accurately.• Use compass, GPS, and digital tools for navigation.• Identify major geographic features of India.• Plan and orient routes for tourism, trekking, and travel.• Build confidence in field navigation and outdoor movement.
MODULE 1: Fundamentals of Navigation	
Learning Outcome	After learning the module, learners will be able to: <ul style="list-style-type: none">• Understand direction, orientation, and map-reading basics.• Identify and use Indian maps, legends, scales, and Survey of India standards.• Understand coordinates (latitude, longitude) and IST.• Use compass tools, bearings, and field orientation techniques.
Content Outline	<p>1. Introduction to Navigation, Meaning & importance of navigation, Historical evolution of navigation in India (ancient travellers, maritime routes, land caravans), Application in tourism, trekking, travel planning, mapping, disaster management</p> <p>2. Basics of Direction & Orientation, Cardinal directions (North, South, East, West), Sub-directions and field orientation, Sun-based and shadow-based direction finding (India's latitude & sun path relevance)</p> <p>3. Map Reading Skills, Types of maps used in India, Survey of India maps, Thematic maps (road map, railway map, tourist map, political & physical map), Map symbols and legends, Scale, distance measurement (India's scale standards), Grid system & contour lines (basic elevation understanding)</p> <p>4. Latitude, Longitude & Time, Concept of coordinates, Location of India: 8°4'N–37°6'N & 68°7'E–97°25'E, IST (Indian Standard Time) and time zone concept, Using coordinates for locating important cities</p> <p>5. Compass & Basic Tools, Types of compasses (magnetic, Silva/Lensatic) Compass parts, bearing, back-bearing, Taking and following bearings, Field practice: Finding directions using compass in Indian terrain context</p>
Module 2: Applied Navigation in Indian Tourism & Geography	
Learning Outcome	After learning the module, learners will be able to: <ul style="list-style-type: none">• Identify major Indian physical features for orientation (mountains, rivers, ghats, deserts).• Navigate using Indian road, railway, and air transport systems.• Use GPS, Google Maps, Bhuvan, and digital navigation tools effectively.

	<ul style="list-style-type: none"> • Apply trekking and field navigation skills in diverse Indian terrains. • Plot routes, states, landmarks, and plan travel using maps + compass + GPS.
Content Outline	<ol style="list-style-type: none"> 1. Indian Physical Geography for Orientation, Major physiographic divisions of India, Himalayas, Northern Plains, Peninsular Plateau, Coastal regions, Thar Desert, Major rivers, passes, ghats, and mountain peaks useful for navigation 2. Road, Rail & Air Navigation in India, Understanding National Highways (NH numbering system), Reading road signs (as per Indian Road Congress norms), Railway zones & route orientation, Airport codes (IATA/ICAO) for major Indian airports 3. GPS & Digital Navigation Tools, Introduction to GPS, Google Maps, INCOIS, Bhuvan (ISRO), Offline navigation apps used in India, Using digital maps for route planning, distance, traffic analysis, Limitations of GPS in remote Indian regions 4. Trekking & Field Navigation (Indian Terrain), Navigation in Himalayas, Western Ghats, Desert, Forests, Identifying natural landmarks (rivers, ridges, valleys), Safety, emergency signalling & survival basics, Estimating distance by pace count (Indian Army style basics) 5. Map Plotting & Practical Exercises, Plotting states & Unsporting rivers, mountains, national parks, Route plotting between major Indian tourist destinations, Orientation practice using compass + map + GPS

Internal: 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External – NIL

References :

1. Survey of India. Map Reading & Interpretation Guide. Government of India Publication.
2. Ghosh, Nonfundamental of Cartography. Orient Longman.
3. National Atlas & Thematic Mapping Organisation (NATMO). Indian Geography Maps & Atlases. Ministry of Science & Technology.
4. Singh, Savindra. Physical Geography of India. Prayag Pustak Bhawan.

COURSE SYLLABUS
Semester II
2.6 SEC

Course Title	Investment Planning
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none"> • Familiarity with different aspects of financial literacy such as savings, investment, taxation, and insurance • Understand the relevance and process of financial planning • Promote financial well-being
Module 1 (Credit 1) Investment Planning and Management	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Analyse banking and insurance products • Personal tax planning
Content Outline	1.1 Investment opportunity and financial products 1.2 Insurance Planning: Life and non-life including medical insurance schemes
Module 2 (Credit 1) Personal Tax	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Analyze banking and insurance products • Personal tax planning
Content Outline	2.1 Introduction to basic Tax Structure in India for personal taxation 2.2 Aspects of Personal tax planning 2.3 Exemptions and deductions for individuals 2.4 e-filing (<i>Note:</i> Some of the theoretical concepts would be dealt with during practice hours)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal: 50 marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
Total – 50 Marks	

External: NIL

Reference Books:

- Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking & Finance.
- Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.
- Halan, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.
- Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

COURSE SYLLABUS

Semester II

2.6 SEC

Course Title	Financial Accounting -II
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able <ul style="list-style-type: none">• To create awareness about regular accounting of Not-for-Profit Organizations.• To acquire working knowledge about treatment in respect of accounts to be prepared from incomplete records.
Module 1 (Credit 1) Accounting for Not-for-Profit Organization	
Learning Outcomes	After learning the module, learners will be able <ul style="list-style-type: none">• To know the basic accounting terms and concepts relating to Non- Trading Concerns.• To recognize the difference between the accounts of Non- Trading Concern and Commercial Organization.• To enable the students to prepare books of accounts of Non-Trading Concerns.
Content Outline	1.1 Theory: Meaning of not for Profit Organization, Procedure of preparation of an Income and Expenditure Account and Balance Sheet from Receipts and Payment Account, Preparation of a Receipts and Payment Account from an Income And Expenditure Account. 1.2 Problems on: Practical Problems based on preparation of Receipts and Expenditure Accounts and Balance sheet of a Professionals like Doctors, Chartered Accountants, Architects etc.
Module 2 (Credit 1) Accounting from Incomplete Records	
Learning Outcomes	After learning the module, learners will be able <ul style="list-style-type: none">• To understand the concept of Single Entry System.• To recognize the difference between Double Entry and Single Entry system of maintenance of accounts• To wise up the students about how to give the accounting treatment in books of accounts under Single Entry System.• To enable the students to solve sums on Conversion of Single Entry records into Doubt Entry System of accounting.
Content Outline	2.1 Theory: Introduction to Single Entry System and its Limitations 2.2 Problems on: Ascertainment of Profit, Conversion of Single Entry records into Doubt Entry, Preparation of Final Accounts of Proprietary Trading Concern (Conversion Method).

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal: 50 marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External: NIL

Reference Books:

- Bhalla Kapilehwar (2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.
- Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.
- Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi
- Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.
- Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.

COURSE SYLLABUS

Semester II

2.6 SEC

Course Title	Advanced Excel
Course Credits	2 Credits
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none">• Use Microsoft Excel to create personal and/or business spreadsheets following current professional and/or industry standards.• Use critical thinking skills to design and create spreadsheets.• Communicate in a business setting using spreadsheet vocabulary• To create dynamic reports by mastering one of the most popular tools in excels - PivotTables, Pivot chart, If, Vlookup, Index, and Match etc.• Have skills of interpreting the result of data analysis and understanding limitation and relevance of applied methods.
Module 1 (Credit 1) Advanced Excel	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Use advanced functions and productivity tools to assist in developing worksheets• Manipulate data lists using Outline and Autofilter• Use Consolidation to summarise and report results from multiple worksheets• Record repetitive tasks by creating Macros• Use Hyperlinks to move around worksheets• Use goal seeking to determine the values required to reach a desired result• Use the macro recorder to create a variety of macros• learn how to use different functions in Excel to perform data analytics tasks, including sorting and filtering, lookup functions, and conditional formatting
Content Outline	1.1 Advanced Excel <ul style="list-style-type: none">• Conditional Formatting• Data Sorting• Advance Filter• Data Consolidation• Data Validation• Data Table• Gol Seek• Scenario Manager• Text to Column• Sub Total• Paste Special• Protection• Macros

	<ul style="list-style-type: none"> • Formula Auditing • Define Name • Insert Slicer • Insert Time Line • Formula Building • MIS Report
Module 2 (Credit 1) Fundamentals of Data Analysis and Powerful Data Analysis	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Apply Excel tools and formulas to transform and structure data. • Create pivot tables to slice and dice your data. • Visualize data with pivot charts and Excel Charts.
Content Outline	<p>2.1 Fundamentals of Data Analysis</p> <ul style="list-style-type: none"> • Instant Data Analysis • Sorting Data by Color • Slicers • Flash Fill <p>2.2 Powerful Data Analysis-I</p> <ul style="list-style-type: none"> • PivotTable Recommendations • Data Model • Power Pivot • External Data Connection • Pivot Table Tools <p>2.3 Powerful Data Analysis-II</p> <ul style="list-style-type: none"> • Power View • Visualizations • Pie Charts • Additional Features • Power View in Services • Format Reports • Handling Integers • Templates • Inquire • Workbook Analysis • Manage Passwords • File Formats • Discontinued Features

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal: 50 marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External: NIL

References:

A. Essential Reading

1. “Microsoft Excel 365 Bible: The Comprehensive Tutorial Resource”: M Alexander, Wiley
2. “Excel Macros For Dummies”: Michael Alexander, John Wiley & Sons (14 July 2015)

B. Additional Reading

1. “Advanced Excel for Scientific Data Analysis”: Robert De Levie, Oxford University Press
2. “Advanced Excel Reporting for Management Accountants”: Neale Blackwood, Wiley

COURSE SYLLABUS

Semester II

2.8 VEC

Course Title	Environment Awareness
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Associate the role of environment in man-environment relationship and critically analyse the necessity of environment awareness in society..• Create awareness about the environmental issue and the role of pollution act in the conservation of resources environment
Module 1 : Environment and Ecosystem	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Assess the relationship among ecosystem components and its importance in environmental sustainability.
Content Outline	1. Environment and Ecosystem 1.1 Environment –Meaning of Environment, Types of Environment, Components of Environment, 1.2 Man- Environment relationship, importance of environment, Need for Public Awareness 1.3 Ecosystem-Meaning, Major Components of Ecosystem 1.4 Case studies of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystem Stability of Ecosystem in Sustainable Environment
Module 2 : Environment Pollution	
Learning Outcomes	After learning the module, learners will be able to
	Create awareness about the different pollution and pollution act
Content Outline	2. Environment Pollution 2.1 Definition of Pollution, Types of Pollution 2.2 Air Pollution-Meaning, Sources, effects of air pollution, Air Pollution Act 2.3 Water Pollution – Meaning, Sources, Effects of Water pollution, Water Pollution Act 2.4 Noise Pollution – Meaning, Sources, Effect of Noise Pollution 2.5 Solid Waste Pollution – Meaning, sources, Effect of Waste Pollution 2.6 Environment Protection Act – Air (Prevention and control of

	Pollution) Act, Water Act (Prevention and control of Pollution) Act , Solid waste Pollution Act in India
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

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|---------------------------------------|----------|
| 1. Seminar / Group Discussion: | 15 Marks |
| 2. Home Assignments/Group Activities: | 15Marks |
| 3. Report writing of field work: | 20 Marks |

Internal Assessment	Total:	50 Marks
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References:

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- Arthur N. Strahler and Alan H. Strahler (1973 1st Ed): “*Environmental Geoscience – Interaction between natural systems and man*”, Wiley International Ed.
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- Barrow, C. J. (2003): *Environmental Change and Human Development*. Arnold Publication.

B.COM In Travel and Tourism
Semester III
Academic Year: 2025-26

Course Syllabus
Semester III
3.1 Major (Core)

Course Title	Travel Agency Management
Course Credits	4 Credits
Course Outcome	After going through the course, learners will be able to:
	<ul style="list-style-type: none"> • Explore various departments of travel agency • Recognize the role of travel agency and efficient entrepreneur to begin a startup and function
Module 1 (Credit 1) – Profile of Travel Agency	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Distinguish the requirements of a travel agency • Evaluate the roles of Travel agencies in management
Content Outline	1.1 Types & Functions 1.2 Source of Income 1.3 Travel agent Vs. Tour Operator
Module 2 (Credit 1) Setting up of Travel Agency	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Identify the role of travel agency and function • Interpret the concerned organizations for the approval
Content Outline	2.1 Requirement of travel agency 2.2 Infrastructure and Finance 2.3 Concerned Organizations
Module 3 (Credit 1) Travel Formalities	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Acquire the Knowledge of Essential Travel Formalities • Explore various travel baggage handling and Custom Clearance
Content Outline	3.1 Baggage Handling 3.2 Custom Clearance 3.3 Customer Facilities
Module 4 (Credit 1) Package Tours	
Learning Outcome	After learning the module, learners will be able to :

	<ul style="list-style-type: none"> •Examine the deferent types of package tours • Create the sense of preparing a Costing
Content Outline	4.1 Advantages & Disadvantages 4.2 Types of Package Tours 4.3 Guide & Escorts

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report: profile of travel Agency	15
2	Group Discussion / Case Study Analysis: setting up of Travel agency	15
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods: travel Formalities	10
4	Quiz/Debate: package Tours	10
	Total – 50 Marks	50

External – 50 Marks

References :

- Kumar, Arvind, (2019) Introduction of Travel & Tourism Management & Tourism
- Bhatia A.K., (2002) Tourism Development, Principles & Practices, Sterling Publishers Pvt. Ltd.
- Bharadwaj, D.S/Kandari O.P. (1998) Domestic Tourism in india, Indus Publishing Co. New Delhi
- Kadam, K.C.K. (2014). A Text Book of Tourism & Hospitality Management, (1st Edition) UDH Publishers and Distributors Pvt. Ltd, New Delhi.
- Negi Jagmohan.(2009). Travel Agency Management, Wisdom Press, New Delhi
- Roday, S., Biwal, A & Joshi, V. (2011). Tourism Operations & Management, Oxford University Press, New Delhi.
- Check the passport office website and get the information on how to apply for passport renewal, change of address, etc.
- Visit a travel agency and get the information on Visa processing
- Visit I.T.D.C. or M.T.D.C. to understand the operating methods and make the report

Course Syllabus

Semester: III

3.2 Major (Core)

Course Title	Travel Documentation
Course Credits	4 Credits
Course Outcome	After going through the course, learners will be able to:
	<ul style="list-style-type: none">• Acquire the required preliminary knowledge about the essential travel documents• Explore various currency exchange
Module 1 (Credit 1) – The Passport	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Interpret the importance and role of Passport as an essential travel document• Practice the Application and Renewal Process
Content Outline	1.1 Purpose of the Passport 1.2 Types of Passports 1.3 Procedure to obtain the Passport
Module 2 (Credit 1) The Visa	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Interpret the importance and role of VISA as an essential travel document• Comply with Visa Regulation & Requirements
Content Outline	2.1 Origin of the Visa 2.2 Types of Visas 2.3 Procedure to obtain the Visa
Module 3 (Credit 1) Health Documentation	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Identify Essential Health Documents for Travel• Ensure Compliance with Travel Health Requirements

Content Outline	3.1 Health Certificates 3.2 Vaccination – Cholera 3.3 Vaccination – Yellow Fever
Module 4 (Credit 1) Travel Insurance & Forex	
Learning Outcome	After learning the module, learners will be able to : <ul style="list-style-type: none"> • Recognize the Importance of Travel Insurance Policies • Identify Key Legal Requirements
Content Outline	4.1 The Benefits of the Insurance 4.2 The Travel Insurance Policy 4.3 Forex Exchange

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report: the passport	15
2	Group Discussion / Case Study Analysis: The VISA	15
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods: Health Documents	10
4	Quiz/Debate: travel Insurance and Forex	10
	Total – 50 Marks	50

External- 50 Marks

References:

- Kumar, Arvind, (2019) Introduction of Travel & Tourism Management & Tourism
- Bhatia A.K., (2002) Tourism Development, Principles & Practices, Sterling Publishers Pvt. Ltd.
- Bharadwaj, D.S/Kandari O.P. (1998) Domestic Tourism in india, Indus Publishing Co. New Delhi
- Kadam, K.C.K. (2014). A Text Book of Tourism & Hospitality Management, (1st Edition) UDH Publishers and Distributors Pvt. Ltd, New Delhi.
- Negi Jagmohan.(2009). Travel Agency Management, Wisdom Press, New Delhi
- Roday, S., Biwal, A & Joshi, V. (2011). Tourism Operations & Management, Oxford University Press, New Delhi.
- Travel Information Manual- TIM

COURSE SYLLABUS

Semester: III

3.3-Major Core

Course Title	Fundamentals of Travel and Tourism
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Understand the basic concept and nature of travel and tourism.• Identify different types of Travel• Analyze components of tourism infrastructure and tourism support services.
Module 1 (Credit 1)	Types of Travel
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Identify and explain the classification of tourism based on purpose.• Differentiate various types of tourism based on purpose
Content Outline	1.1 Based on Purpose 1.2 Based on Geography 1.3 Based on Duration
Module 2 (Credit 1)	Tourism Industry and Infrastructure
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the structure of tourism industry.• Know different sectors involved in tourism.
Content Outline	2.1 Tourism Industry <ul style="list-style-type: none">• Meaning and Nature of Tourism Industry• Characteristics of Tourism Industry 2.2 Tourism Infrastructure <ul style="list-style-type: none">• Transportation (Air, Road, Rail, Water)• Accommodation Industry• Travel Agencies and Tour Operators 2.3 Tourism Support Services <ul style="list-style-type: none">• Guides and Escorts• Tourism Information Centres• Entertainment and Recreation Facilities

References

- Introduction to Tourism
Bhatia, A. K. (2010). *Introduction to tourism*. Sterling Publishers.
- Fundamentals of Tourism and Travel
Negi, D. S. (2004). *Fundamentals of tourism and travel*. Anmol Publications.
- Tourism Management
Bhatia, S. K. (2012). *Tourism management*. Sterling Publishers.
- An Introduction to Travel and Tourism
Seth, P. N., & Bhat, S. S. (2004). *An introduction to travel and tourism*. Sterling Publishers.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies* (12th ed.). Wiley.
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Bhatia, A. K. (2010). *Introduction to tourism*. Sterling Publishers.
- Fundamentals of Tourism and Travel
Negi, D. S. (2004). *Fundamentals of tourism and travel*. Anmol Publications.
- Tourism Management
Bhatia, S. K. (2012). *Tourism management*. Sterling Publishers.
- An Introduction to Travel and Tourism
Seth, P. N., & Bhat, S. S. (2004). *An introduction to travel and tourism*. Sterling Publishers.

COURSE SYLLABUS

Semester: III

3.4-Minor stream

Course Title	Macro Economics
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Identify the various concepts of national income and their measurement.• Discuss the Keynesian approach to effective demand• Explain the post-Keynesian approach toward income determination and consumption function• Summarize the different aspects of supply and demand of money
Module 1 (Credit 1)	National Income
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Learn different concepts of national income• Illustrate the circular flow of national income in closed and open economies.• Appraise the different methods of national income• Study the meaning and phases of trade cycles.
Content Outline	1.1 Concepts of National Income - GNP, GDP, NNP, NDP, National Income - at Factor Cost and market price, Personal Income, Disposable Income. Per capita Income (PCI), Gross Value Added (GVA) 1.2 Measurement of National Income-Value Added Method, Income Method, Expenditure Method, Green Accounting Method 1.3 Circular flow of National Income in a closed economy and open economy 1.4 Meaning, characteristics, and Phases of Trade Cycles
Module 2(Credit 1)	Keynesian Economics Analysis
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Grasp the principle of effective demand, aggregate demand, and supply.• Analyze the Keynesian consumption function• Explain the factors influencing the marginal efficiency of capital• Learn the principle of the investment multiplier

Content Outline	<p>2.1 Determination of income and employment with the help of effective demand</p> <p>2.2 Consumption Function: Average and Marginal Propensities to Consume and Save, subjective and objective factors determining propensity to consume,</p> <p>2.3 Investment Demand – Marginal efficiency of capital-Meaning, Formula, Diagram & Factors affecting MEC, Relation between MEC & Rate of Interest</p> <p>2.4 Principle of Investment Multiplier-assumption, leakages, and importance</p>
Module 3(Credit 1) Post- Keynesian Economics	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Explore the IS-LM model integrating commodity and money markets. • Analyze the principle of the accelerator and its interaction with the multiplier. • Review the post-Keynesian theories of consumption, • Evaluate the short-run and long-run Philips curve
Content Outline	<p>3.1 Principle of Accelerator-Interaction between Multiplier and Accelerator</p> <p>3.2 Derivation of IS curve and LM curve and determination of rate of interest and national income within the framework of IS-LM Model</p> <p>3.3 Post-Keynesian Theories of Consumption – Dusenberry’s Relative Income Hypothesis of Consumption, Modigliani Life Cycle Hypothesis</p> <p>3.4 Philips Curve – meaning of Philips curve, short run, and long-run Philips curve</p>
Module 4 (Credit 1) Supply of and Demand for Money	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the determinants of money supply • Study the demand for money and its determinants. • Evaluate the theories of the value of money • Analyze the various aspects of inflation
Content Outline	<p>4.1 Supply of money –determinants of money supply, velocity of circulation of money, RBI measures of money supply– M1, M2, M3 & M4.</p> <p>4.2 Concept of Demand for money, Keynes's theory of liquidity preference</p> <p>4.3 Value of money – Fisher’s Cash transactions approach, Cambridge's Cash Balance approach</p> <p>4.4 Inflation – Definition and Types of inflation, Cost-Push and Demand-Pull Inflation, Causes, Effects & Measures to control inflation, Concept of Deflation and Stagflation.</p>

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	National Income- Practical Assignment- Estimate India's national income using hypothetical or real data by applying any one method: Value Added, Income, Expenditure	15
2	Keynesian Economics-Case Study Discussion-Analyze a real-world example of changes in aggregate demand and their impact on employment.	15
3	Post-Keynesian Economics-Debate- Topic: "The Philips Curve is no longer relevant in modern macroeconomics."	10
4	Supply & Demand for Money-Real-world Analysis -Analyze any recent monetary policy announced by the RBI and relate it to theories discussed	10
	Total 50 Marks	50

External – 50 Marks

References:

- Ahuja, H.L. (2019); Macro Economics, Theory and Policy, S. Chand and Co. Ltd.
- Sheth, M.L (2020)., Monetary Economics, MONETARY ECONOMICS -(TEXT)-For Graduate Honours and Post-Graduate Classes of Indian Universities and the I.A.S., I.E.S., I.S.S., C.A. & C.A. L.L.B. Examinations back – , Lakshmi Narain Agarwal,
- Samuelson, P. A., & Nordhaus, W. D. (2020). Economics (20th ed.). McGraw-Hill Education.
- Mankiw, N. G. (2021). Macroeconomics (10th ed.). Worth Publishers.
- Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.
- Kuznets, S. (1934). National Income, 1929-1932. National Bureau of Economic Research.
- Schumpeter, J. A. (1939). Business Cycles: A Theoretical, Historical, and Statistical Analysis of the Capitalist Process. McGraw-Hill.
- Keynes, J. M. (1936). The General Theory of Employment, Interest, and Money. Macmillan.
- Hicks, J. R. (1937). Mr. Keynes and the "Classics": A Suggested Interpretation. *Econometrica*, 5(2), 147-159.
- Harrod, R. F. (1939). An Essay in Dynamic Theory. *The Economic Journal*, 49(193), 14-33.
- Modigliani, F. (1944). Liquidity Preference and the Theory of Interest and Money. *Econometrica*, 12(1), 45-88.
- Tobin, J. (1958). Liquidity Preference as Behavior Towards Risk. *The Review of Economic Studies*, 25(2), 65-86.

COURSE SYLLABUS

Semester: III

3.4-Minor Stream

Course Title	Business Law I
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Understand the core principles of major Indian business laws including the Indian Contract Act, Sale of Goods Act, Indian Partnership Act, and the Negotiable Instruments Act.• Analyze and apply legal provisions related to contracts, sales transactions, partnerships, and negotiable instruments in practical business scenarios.• Develop the ability to resolve legal disputes and ensure compliance with relevant business laws in commercial settings.• Enhance critical thinking and problem-solving skills in the context of business law, promoting ethical decision-making and risk management.
Module 1 (Credit 1):	Indian Contract Act, 1872 – I
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand key concepts related to agreements and contracts, including the distinction between valid, void, voidable, contingent, quasi contracts, and e-contracts, as well as the differences between an agreement and a contract.• Analyze the essentials of an offer and acceptance, including the definition, types of offers (counter offer, standing/open offer), and conditions for valid proposal, acceptance, and revocation.• Evaluate the principles of capacity to contract, consent, and free consent, understanding the legal requirements for a contract to be binding, along with the significance of consideration and void agreements.• Apply the laws of contract termination and remedies for breach, including understanding agreements in restraint of trade, wagering agreements, quasi contracts, and the legal consequences of contract discharge.
Content Outline	1.1 Definitions, Agreement, kinds of Agreements, 1.2 Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract. 1.3 Offer or Proposal- Definition, Essentials of Valid proposal or offer, counter offer, Standing or open offer, distinguish between offer and invitation to offer,

	<p>1.4 Acceptance- Definition, Essentials of a valid acceptance, Promise.</p> <p>1.5 Communication of Offer and acceptance and Revocation.</p> <p>1.6 Capacity to contract (Sec 10-12), Consent and Free Consent (Sec 13- 22)</p>
	<p>1.7 Consideration (Sec 2 and 25) and Void Agreements (Sec 24-30)</p> <p>1.8 Agreement in restraint of trade, Wagering Agreements, Quasi Contracts</p> <p>1.9 Discharge/Termination of Contracts, Remedies of Breach</p>
Module 2 (Credit 1): Indian Contract Act, 1872 – II	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the key principles of indemnity, guarantee, bailment, pledge, and agency as outlined in the relevant sections of Indian law. • Analyze the rights, duties, and liabilities of parties involved in indemnity, guarantee, bailment, pledge, and agency relationships. • Apply the provisions of these laws to real-world business scenarios, ensuring compliance and resolving disputes effectively. • Evaluate the legal consequences of breaches or disputes in indemnity, guarantee, and bailment, pledge, and agency agreements.
Content Outline	<p>2.1 Law of Indemnity and Guarantee (Sec 124-132, 147)</p> <p>2.2 Law of Bailment and pledge (Sec 148,152-154,162, 172,178-179)</p> <p>2.3 Law of Agency (Sec 182-185 & 201-209)</p>
Module 3 (Credit 1): The Sale of Goods Act, 1930	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify the distinction between a sale and an agreement to sell, including the concepts of goods, contract of sale, and ownership. • Understand the formation of a sale contract, and its conditions and warranties under the Sale of Goods Act. • Apply legal provisions regarding the transfer of property in goods, risk, and delivery of goods. • Analyze the remedies available for breach of contract in the sale of goods, such as damages, rejection, and specific performance. • Understand and differentiate between the rights of an unpaid seller and the remedies for the same.
Content Outline	<p>3.1 Contract of sale,</p> <p>3.2 Meaning and difference between sale and agreement to sell,</p> <p>3.3 Conditions and warranties,</p> <p>3.4 Transfer of ownership in goods including sale by a non-owner,</p> <p>3.5 Unpaid seller – meaning,</p> <p>3.6 Rights of an unpaid seller against the goods and the buyer</p>

Module 4 (Credit 1) The Negotiable Instruments Act 1881	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the concept of negotiable instruments and their types (e.g., promissory notes, bills of exchange, and cheques). • Analyze the essential elements of negotiable instruments, including the roles and responsibilities of the parties involved. • Interpret the provisions related to the transfer and negotiation of negotiable instruments, including endorsements and holder in due course. • Examine the legal consequences of dishonor of negotiable instruments, including penalties for dishonor due to insufficient funds. • Demonstrate practical knowledge regarding the legal procedures in cases involving the dishonor of instruments and remedies such as filing a case under Section 138 of the Negotiable Instruments Act.
Content Outline	<p>4.1 Definition, Features, Types, Parties of Negotiable Instruments: Promissory Note, bill of exchange, Cheque (Definition and Types)</p> <p>4.2 Endorsement: Types of Endorsement</p> <p>4.3 Holder and Holder in Due Course, Privileges of Holder in Due Course</p> <p>4.4 Dishonor of Negotiable Instruments: Modes, Consequences, Notice of Dishonor; Noting and Protesting</p> <p>4.5 Discharge of Negotiable Instruments: Meaning and Modes</p>

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Indian Contract Act	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Sale of Goods Act	15
3	Presentations/ Case Study/ Role Play: Indian Contract Act, 1872 – II	10
4	Quiz/ Debate: Negotiable Instruments Act	10
	Total 50 Marks	50

External – 50 Marks

References:

- Bangia, R. K. (2021). *Law of contract – Part I & II*. Allahabad Law Agency.
- Bangia, R. K. (2021). *Negotiable Instruments Act*. Allahabad Law Agency.
- Bhashyam, & Adiga. (2020). *The Negotiable Instruments Act* (20th ed.). LexisNexis.
- Kuchhal, M. C. (2022). *Business law* (7th ed.). Vikas Publishing House.
- Pollock, & Mulla. (2019). *The Sale of Goods Act & The Indian Partnership Act* (12th ed.). LexisNexis.
- Singh, A. (2022). *Law of contract & specific relief* (13th ed.). Eastern Book Company.

COURSE SYLLABUS

Semester III

3.4-Minor stream

Course Title	Business Accounting I
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the basic concept of consignment and its accounting treatment.• Analyze the accounting treatments for the admission and retirement or death of a partner.• Examine the procedure of conversion of partnership firm into a Ltd company.• Examine the procedure of issue of shares.
Module 1 (Credit 1)	Consignment Accounting
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the impact of globalization where business is carried out on a large scale across various geographies with the help of agents.• Learn the expansion of business and maximization of profits by increasing sales through agents.• To make use of agents to capture the market and minimize overhead costs.
Content Outline	Theory- 1.1 Meaning of various terms such as- consignment sale, consignor, consignee, account sale, Pro-forma invoice etc. 1.2 Difference between sale and consignment 1.3 Concept of normal and abnormal loss, commission on sales and valuation of closing stock. 1.4 Advantages and other features of consignment sale. Problems on- 1.5 Accounting treatment and accounting entries in the books of consignor and consignee 1.6 Preparation of ledger accounts in the books of consignor and consignee including valuation of normal and abnormal losses and recording the valuation of closing stock.
Module 2 (Credit 1) Partnership Final Accounts based on Adjustment of /Admission of Partner and Retirement/Death of Partner	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Understand Partnership as a form of business organization • Understand the legal aspects of partnership • Understand the adjustments and journal entries and effects of the adjustments to Final Accounts • Understand the adjustments related to Goodwill and Reserves on admission of a partner • Prepare the accounting treatments after Admission of a partner into the firm
Content Outline	<p>Theory-</p> <p>2.1 Introduction to partnership as a form of business organization. 2.2 Concept of Partnership deed. Main provisions in the Indian Partnership Act., Rights & duties of partners, 2.3 Provisions governing admission of a partner. 2.4 Provisions governing retirement or death of a partner. 2.5 Effect on Profit sharing ratio. Legal representative of the dead partner.</p> <p>Problems on-</p> <p>2.6 Revaluation of Assets and Liabilities on Admission/Retirement 2.7 Adjustments related to Goodwill and Reserves 2.8 Preparation of Ledger Accounts and final accounts after admission of a partner/ Retirement/Death of a Partner</p>

Module 3 (Credit 1) Conversion / Sale of a Partnership Firm into a Ltd. Company

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Compute the Purchase Consideration. • Prepare Ledger Accounts and Balance Sheet of New Firms after amalgamation.
Content Outline	<p>Theory-</p> <p>3.1 Legal Provisions for Conversion 3.2 Procedure for Conversion 3.3 Accounting Treatment of Conversion</p> <p>Problems on -</p> <p>3.1 Realization method only 3.2 Calculation of New Purchase consideration, 3.6 Preparation of Journal / Ledger Accounts of firms.</p>

Module 4 (Credit 1) Issue of Shares

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the procedure of issue of shares; • Compute the share money in lump sum or in two or more instalments; • Calculations of issue of shares at par, at premium, or at discount • Pass journal entries to record the issue of shares • Explain the terms calls in arrears and calls in advance.
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Content Outline	<p>Theory</p> <ul style="list-style-type: none"> ○ Issue of Shares, Introduction, Definition, ○ Company Finance, ○ Kinds of Shares, ○ Different modes of raising capital, ○ Public issue,
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	<ul style="list-style-type: none"> ○ Allotment of shares. <p>Problems on:</p> <ul style="list-style-type: none"> ○ Calculations of issue of shares at par, at premium, or at discount ○ Accounting Treatment, Journal, Ledger ● Preparation of Balance sheet with treatment of calls in advance, calls in arrears.
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Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Consignment Accounting	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Partnership Final Accounts	15
3	Presentations/ Case Study: Conversion / Sale of a Partnership Firm into a Ltd Company	10
4	Quiz/ Debate: Issue of Shares	10
	Total 50 Marks	50

EXTERNAL -50 Marks

References:

- Agarwal, S. P. (2017). *Advanced financial accounting*. Taxmann Publications.
- Gupta, R. L., & Radhaswamy, M. (2018). *Advanced accountancy* (Vol. 2). Sultan Chand & Sons.
- Hanif, M., & Mukherjee, S. (2016). *Advanced accounting* (Vol. 2). Tata McGraw-Hill Education.
- Jain, S. P., & Narang, K. L. (2017). *Advanced financial accounting*. Kalyani Publishers.
- Maheshwari, S. N., & Maheshwari, S. K. (2019). *Advanced accountancy* (Vol. 2). Vikas Publishing House Pvt. Ltd.
- Mookherjee, A. (2018). *Advanced financial accounting*. PHI Learning Pvt. Ltd.
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- Shukla, M. C., & Grewal, T. S. (2019). *Advanced accounts* (Vol. 2). S. Chand & Company Ltd.

COURSE SYLLABUS

Semester: III

3.4-Minor stream

Course Title	Introduction to Entrepreneurship
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the fundamental concepts of entrepreneurship.• Develop an entrepreneurial mind set and problem-solving skills.• Learn how to create and manage a business plan.• Analyze the role of innovation in business success.• Explore financing options and risk management strategies.
Module 1 (Credit 1) Entrepreneurship	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the concept of entrepreneurship and its impact on economic and social development.• Recognize the role of entrepreneurs in driving innovation and economic growth.
Content Outline	1.1 Definition and importance of entrepreneurship 1.2 Characteristics of successful entrepreneurs 1.3 Role of Entrepreneur in economic development 1.4 Types of Entrepreneurs
Module 2 (Credit 1) Introduction to Project	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the meaning and classification of projects.• Gain knowledge of the project lifecycle and key stages.
Content Outline	2.1 Meaning and Definition 2.2 Project Classification 2.3 Project Lifecycle 2.4 Steps in project formulation 2.5 Contents of Project Report
Module 3 (Credit 1) Women Entrepreneurs	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Understand the concept of women entrepreneurship and its significance. • Identify the key factors that motivate women to start businesses.
Content Outline	3.1 Introduction 3.2 Factors inducing women Entrepreneurs 3.3 Problems and Solutions 3.4 Various schemes and assistance given to women Entrepreneurs.
Module 4 (Credit 1)	Support and Assistance for Entrepreneur
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Understand the role of commercial banks and financial institutions in supporting entrepreneurs. • Gain knowledge about various government agencies providing institutional support.
Content Outline	4.1 Commercial Banks SIDBI, SFC, RBI 4.2 Institutional Support- DIC, NSIC, SIDCO, NABARD, SSIC, TCO, 4.3 Concept of Micro Finance 4.4 SKS Microfinance (India) 4.5 Small Finance Bank (SFB)

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Introduction to Project	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: History and Growth of Entrepreneurship	15
3	Presentations/ Case Study: Women Entrepreneurs	10
4	Quiz/ Debate: Support and Assistance for Entrepreneur	10
	Total 50 Marks	50

External – 50 Marks

References:

- Gordon, E., & Natrajan, K. (2005). *Entrepreneurship development*. Himalaya Publishing House.
- Gupta, C. B., & Srinivasan, N. P. (2015). *Entrepreneurship development*. Sultan Chand & Sons.
- Khanka, S. S. (2016). *Entrepreneurial development*. S. Chand & Co.
- Vaz, M. (2014). *Entrepreneurship development*. Manan Prakashan

COURSE SYLLABUS

Semester: III

3.7-Minor stream

Course Title	Tourism Economics
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Understand the economic aspects of tourism and its contribution to economic development.• Analyze the role of tourism in generating income, employment and foreign exchange.
Module 1 (Credit 1) Basics of Tourism Economics – I	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the basic concepts of tourism economics.• Study the relationship between tourism and economic development.
Content Outline	1.1 Introduction to Tourism Economics <ul style="list-style-type: none">• Meaning and Definition of Tourism Economics• Nature and Scope of Tourism Economics• Importance of Tourism in Economic Development 1.2 Economic Contribution of Tourism <ul style="list-style-type: none">• Tourism and National Income• Tourism and Employment Generation• Tourism and Foreign Exchange Earnings 1.3 Demand and Supply in Tourism <ul style="list-style-type: none">• Concept of Tourism Demand• Factors Affecting Tourism Demand• Tourism Supply and its Components
Module 2 (Credit 1) Economic Impact and Development of Tourism	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Analyze the economic impacts of tourism.• Understand the role of tourism in regional and national development.
Content Outline	2.1 Economic Impacts of Tourism <ul style="list-style-type: none">• Direct and Indirect Economic Effects• Multiplier Effect in Tourism• Leakage in Tourism Economy 2.2 Tourism and Economic Development <ul style="list-style-type: none">• Role of Tourism in Regional Development• Tourism Infrastructure and Investment• Government Policies for Tourism Development 2.3 Sustainable Tourism and Economy <ul style="list-style-type: none">• Concept of Sustainable Tourism

	<ul style="list-style-type: none"> • Economic Benefits of Sustainable Tourism • Challenges in Tourism Development
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Activities towards Comprehensive Continuous Evaluation (CCE)
Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Introduction to Project	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: History and Growth of Entrepreneurship	15
3	Presentations/ Case Study: Women Entrepreneurs	10
4	Quiz/ Debate: Support and Assistance for Entrepreneur	10
	Total 50 Marks	50

Reference

- Dwyer, L., & Forsyth, P. (2006). *Tourism economics and policy*. Channel View Publications.
- The Economics of Tourism Destinations
Vanhove, N. (2011). *The economics of tourism destinations* (2nd ed.). Routledge.
- Tourism Economics
Blake, P. (2000). *Tourism economics*. Butterworth-Heinemann.
- Introduction to Tourism
Bhatia, A. K. (2010). *Introduction to tourism*. Sterling Publishers.
- Tourism Management
Bhatia, S. K. (2012). *Tourism management*. Sterling Publishers.

**B.Com Travel and Tourism
Semester IV
Academic Year: 2025-26**

COURSE SYLLABUS

Semester: IV

4.1-Major Core

Course Title	International Tourism IATA Area 1
Course Credits	4 Credits
Course Outcome	After going through the course, learners will be able to:
	<ul style="list-style-type: none"> • Study various continents under IATA Area 1 with specific emphasis to International Tourism • Recognize the role of Tourism industry at National and Global levels
Module 1 (Credit 1) – Introduction to International Tourism	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Identify the major tourist destinations in IATA Area I • Importance and relevance of IATA city codes
Content Outline	1.1 Plotting of Countries and Capital Cities 1.2 Deferent Plateaus and Desert Region 1.3 Codes of City and airport
Module 2 (Credit 1) North America- IATA area 1	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Explore major places of tourist interest in North America Continent • Sketch Various cultural glimpses prevalent in North America Continent
Content Outline	2.1 Country profile 2.2 laces of tourist interest: Canada, USA, Mexico 2.3 Map Plotting
Module 3 (Credit 1) Central America- IATA area 1	
Learning Outcome	After learning the module, learners will be able to : <ul style="list-style-type: none"> • Explore major places of tourist interest in Central America Continent

	<ul style="list-style-type: none"> • Inspect various cultural glimpses prevalent in Central America
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Content Outline	3.1 Country profile 3.2 Places of tourist interest : Costa Rica, Guatemala 3.3 Map Plotting
Module 4 (Credit 1) South America- IATA area 1	
Learning Outcome	After learning the module, learners will be able to : <ul style="list-style-type: none"> • Explore major places of tourist interest in South America Continent • Inspect various cultural glimpses prevalent in South America
Content Outline	4.1 Country profile and places of tourist interest : Brazil, Chile, Argentina 4.2 Caribbean Island: Barbados 4.3 Map Plotting

Internal – 50 Marks

External- 50 Marks

Sr. No	Activities	Marks
1	Project Report: introduction to International Tourism Area I	15
2	Group Discussion / Case Study Analysis: North America IATA Area I	15
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods: Central America IATA Area-I	10
4	Quiz/Debate: South America IATA Area-I	10
	Total – 50 Marks	50

References:

- Travel Magazines Such as GEO, Traveler etc. (outlook group of Magazines)
- Study of world map
- Study of annual report of companies which work for world tourism
- Regular reading of news course syllabus.

COURSE SYLLABUS

Semester: IV

4.2-Major Core

Course Title	Fundamentals of Tourism Marketing
Course Credits	4 Credits
Course Outcome	After going through the course, learners will be able to:
	<ul style="list-style-type: none">• Understand the basic concepts and importance of tourism marketing• Identify different marketing strategies used in tourism industry• Recognize the role of marketing mix and promotion in tourism development
Module 1 (Credit 1) – Introduction to Tourism Marketing	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Understand the concept and nature of tourism marketing• Identify the importance of tourism marketing in tourism industry
Content Outline	<ul style="list-style-type: none">• Meaning and concept of tourism marketing• Nature and characteristics of tourism marketing• Importance of tourism marketing• Difference between tourism marketing and general marketing
Module 2 (Credit 1) Tourism Market and Tourist Behavior	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Understand the concept of tourism market• Identify factors influencing tourist behaviour
Content Outline	<ul style="list-style-type: none">• Meaning and concept of tourism market• Types of tourism market• Concept of tourist behaviour• Factors influencing tourist behaviour• Tourist decision-making process
Module 3 (Credit 1) Marketing Mix in Tourism	
Learning Outcome	After learning the module, learners will be able to :

SSSS	<ul style="list-style-type: none"> • Understand the concept of marketing mix in tourism • Identify different elements of tourism marketing mix
	<ul style="list-style-type: none"> • Concept of marketing mix • Tourism product and pricing strategies • Distribution channels in tourism • Promotion in tourism • 7P's of tourism marketing
Module 4 (Credit 1) Tourism Promotion and Digital Marketing	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none"> • Understand different promotional techniques in tourism • Recognize the role of digital marketing in tourism industry
Content Outline	<ul style="list-style-type: none"> • Meaning and importance of tourism promotion • Tools of tourism promotion • Role of media in tourism marketing • Digital marketing in tourism • Branding of tourism destinations

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Introduction to Tourism Marketing • Poster Presentation – Prepare a visual poster explaining the concept of tourism marketing and its importance in the tourism industry with examples of tourism destinations or companies.	15
2	Tourism Market and Tourist Behaviour • Group Discussion / Presentation – Discuss factors influencing tourist behaviour and present examples of tourist preferences for different destinations.	15
3	Marketing Mix in Tourism • Case Study Review – Study the marketing strategies (7P's) used by a tourism organization such as a travel agency, hotel, or tourism board and present the findings.	10
4	Tourism Promotion and Digital Marketing • Creative Activity – Design a digital or brochure advertisement to promote a tourism destination using promotional tools such as social media, branding,	10

References

- Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for hospitality and tourism* (6th ed.). Pearson Education.
- Tourism Marketing: Principles and Practice
Bhatia, A. K. (2010). *Tourism marketing: Principles and practice*. Sterling Publishers.
- Tourism Marketing
Jha, S. M. (2008). *Tourism marketing*. Himalaya Publishing House.
- Basics of Tourism: Theory, Operation and Practice
Kamra, K. K., & Chand, M. (2006). *Basics of tourism: Theory, operation and practice*. Kanishka Publishers.
- Marketing in Travel and Tourism
Middleton, V. T. C., & Clarke, J. (2001). *Marketing in travel and tourism* (3rd ed.). Butterworth-Heinemann.

COURSE SYLLABUS

Semester: IV

4.3-Minor Stream

Course Title	International Economics
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Understand issues related to international business.• Illustrate the theories associated with international trade and exchange rate• Analyze the functioning world trade organization and regional economic integrations• Explain the structure and various aspects of disequilibrium in the BOP
Module 1 (Credit 1) Introduction to International Business	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Discuss the various aspects of International Business• Differentiate between international and domestic business and learn various modes of entry into international business.• Comprehend the economic, cultural, and political environments affecting international business.• Understand the concept of globalization, its merits and demerits.
Content Outline	1.1 Meaning of International Business, the difference between Domestic Business and International Business 1.2 International Business Environment –PESTEL Analysis 1.3 Modes of Entry into International Business 1.4 Meaning, Merits and Demerits of Globalization
Module 2(Credit 1) Theories of Trade and Commercial Policy	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Explain David Ricardo's theory of Comparative Cost Advantages.• Analyze Heckscher-Ohlin's Modern Theory of International Trade.• Review free trade and protective trade policies• Interpret the protective measures.
Content Outline	2.1 David Ricardo's Comparative Cost Advantages 2.2 Heckscher- Ohlin's Modern Theory of International Trade 2.3 Free trade and policy of Protection- Merits and demerits 2.4 Tariffs and non-tariff barriers- anti-dumping duties, countervailing duties, voluntary export restraint, Sanitary and Phytosanitary measures
Module 3(Credit 1) International Organization and Regional Economic Integration	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Understand the objectives functions and principles of the World Trade Organization (WTO). • Discuss the key WTO agreements and Dispute Settlement Mechanism • Analyze the different stages of regional economic groupings • Review the functioning of the European Union, BRICS
Content Outline	<p>3.1 Objectives, Functions, and Principles of WTO</p> <p>3.2 Agreements of WTO-TRIPS, TRIMS, GATS, Agreement on Agriculture,</p> <p>3.3 Dispute Settlement Mechanism under WTO</p> <p>3.3 Stages of Regional Economic Integration - Preferential Trade Arrangement, Free Trade Area, Customs Union, Common Market, Economic Union, Regional Economic Integration-European Union, BRICS</p>
Module 4 (Credit 1) Balance of Payments and Foreign Exchange Market	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the structure and components of the Balance of Payments (BOP), including current and capital accounts. • Learn about the causes of disequilibrium in the BOP and correction methods. • Comprehend the functions of the foreign exchange market and the determination of exchange rates using theories like Balance of Payment and Purchasing Power Parity. • Differentiate between fixed and floating exchange rates, and understand spot and forward rates.
Content Outline	<p>4.1 Structure of BOP, Balance of Trade, and Balance of Payment,</p> <p>4.2 Meaning and causes of disequilibrium in the BOP, Autonomous & Accommodating transactions, Monetary & non-monetary methods for correcting disequilibrium in the BOP</p> <p>4.3 Meaning and Functions of Foreign Exchange, Concept of spot and Forward Exchange Rate, Fixed & floating Exchange Rate</p> <p>4.4 Theories of Determination of exchange rates- Balance of payment theory, Purchasing Power Parity theory</p>

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No.	Activities	Marks
1	Introduction to International Business: <ul style="list-style-type: none"> Poster Presentation -Visual poster comparing domestic vs international business with Indian company examples 	15
2	Theories of Trade and Commercial Policy <ul style="list-style-type: none"> Group Debate: " Protectionism is necessary for developing economies." 	15
3	International Organizations and Regional Integration <ul style="list-style-type: none"> Case Study Review-Select a WTO dispute or a regional bloc issue (e.g., ASEAN, European Union) 	10
4	Balance of Payments and Foreign Exchange- <ul style="list-style-type: none"> Crossword or Concept Puzzle-Based on BOP components, exchange rate terms, and key theories (PPP, BoP theory) 	10
	Total 50 Marks	50

External – 50 Marks

Reference

- Banik, N. (2015). Indian economy: A macroeconomic perspective. Sage Publications India.
- Salvatore, D. (2020). International economics: An Indian adaptation (13th ed.). McGraw-Hill Education.
- Thomas, A. M. (2021). Macroeconomics: An introduction. Cambridge University
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). International Business: Environments and Operations (16th ed.). Pearson.
- Hill, C. W. L., & Hult, G. T. M. (2021). International Business: Competing in the Global Marketplace (13th ed.). McGraw-Hill Education.
- Rugman, A. M., & Collinson, S. (2016). International Business (6th ed.). Pearson.
- Ghemawat, P. (2017). The Laws of Globalization and Business Applications. Cambridge University Press.
- Ricardo, D. (1817). On the Principles of Political Economy and Taxation. John Murray.
- Heckscher, E., & Ohlin, B. (1933). Interregional and International Trade. Harvard University Press.
- Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2018). International Economics: Theory and Policy (11th ed.). Pearson.
- Bhagwati, J. N. (2002). Free Trade Today. Princeton University Press.
- Rodrik, D. (2011). The Globalization Paradox: Democracy and the Future of the World Economy. W. Norton & Company.
- World Trade Organization (WTO). (2015). The WTO Agreements: The Marrakesh Agreement Establishing the World Trade Organization and its Annexes. Cambridge University Press.
- Hoekman, B. M., & Kostecki, M. M. (2009). The Political Economy of the World Trading System: The WTO and Beyond (3rd ed.). Oxford University Press.

COURSE SYLLABUS
Semester: IV
4.3-Minor Stream

Course Title	Business Law II
Course Credits	4 Credits
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand key business laws including the Companies Act, 2013, Intellectual Property Rights (IPR) Acts, the Indian Partnership Act, 1932, LLP Act, 2008, and the Consumer Protection Act, 1986. • Analyze the legal frameworks for company formation, governance, partnership structures, intellectual property protection, and consumer rights. • Apply knowledge of corporate, intellectual property, and consumer protection laws to resolve real-world business challenges and ensure compliance. • Develop the ability to make informed legal decisions in business transactions, enhancing ethical practices and risk management strategies.
Module 1 (Credit 1)	Partnership Acts
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the Indian Partnership Act, 1932, including the definition, essentials, types of partnerships, partnership deed, and the process of reconstitution and dissolution of a firm. • Analyze the test of partnership and the significance of profit-sharing, as well as the management and ownership of partnership property. • Comprehend the concept and features of Limited Liability Partnerships (LLP), distinguishing it from partnerships and companies, and understanding the liability of LLPs and partners. • Apply knowledge of LLP formation, conversion, and dissolution to real-world business situations, ensuring legal compliance and informed decision-making.
Content Outline	<p>1.1 Indian Partnership Act, 1932 Definition, Essentials, Types of Partnerships and types of Partners Test of partnership, and Sharing of profits is not the real test of partnership (Sec 6), Partnership deed, and property of the firm, Reconstitution of Partnership firms, Dissolution of the firm.</p> <p>1.2 Limited Liability Partnership, 2008 Definitions, Concept, Salient features, Nature of LLP, Distinction between LLP, Partnership and Company, Liability of LLP and liability of its partners, Conversion to LLP, Winding up and</p>

	Dissolution of the LLP
Module 2 (Credit 1):	The Companies Act, 2013
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Understand the key concepts of company formation, features, and types
	including public, private, holding, and subsidiary companies, along with their legal distinctions. <ul style="list-style-type: none"> • Comprehend the legal documents required for a company, such as the Memorandum of Association, Articles of Association, and the requirements for a prospectus. • Analyze important doctrines in company law, such as the Doctrine of Ultra Vires and the Doctrine of Indoor Management, and their impact on company operations. • Learn the procedures for company membership, acquisition and cessation of membership, and the basic concept of company meetings like AGMs and EGMs.
Content Outline	2.1 Definition and Features of a Company, Kinds of Companies 2.2 Public Companies, Private Company and Privileges of Private Company. Distinction between Public Company and Private Company, Holding Company and Subsidiary Company. 2.3 Memorandum of Association and Articles of Association of a Company. 2.4 Doctrine of Ultra Virus, Doctrine of Indoor Management. 2.5 Membership: Who can be member of a Company? Acquisition and cessation of membership 2.6 Definition of a Prospectus and its legal Requirement, Contents of a Prospectus, A Statement in Lien of a prospectus 2.7 Meetings of a Company – AGM & EGM (Sec 96, 100)
Module 3 (Credit 1):	Intellectual Property Right (IPR) Acts
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Understand the fundamentals of Intellectual Property Rights (IPR) in India, including the various types of intellectual property and their importance in protecting creativity and innovation. • Comprehend the patent process, including what is patentable, how to obtain a patent, the opposition process, patent term and expiry, and remedies for patent infringement. • Gain knowledge of copyrights, including registration, term, protected works, and ownership rights, fair use principles, and the legal remedies for copyright infringement. • Understand the fundamentals of Intellectual Property Rights (IPR) in India, including the various types of intellectual property and their importance in protecting creativity and innovation.
Content Outline	<p>3.1 Intellectual Property rights in India Introduction and Types.</p> <p>3.2 Patents: Meaning, Salient features of Patent, Conditions for an invention to be patented, what is Patentable, What is not patentable, Procedure for Obtaining a Patent, Opposition to Grant of Patent, Term, Expiry, Infringement and remedies.</p> <p>3.3 Copyrights: Meaning, Copy right Board and registration of Copyright, Term of Copy right, What works are protected, rights and ownership, Fair</p>
	<p>use, Infringement of Copy rights and remedies</p> <p>3.4 Trademarks: Meaning Concept, Functions, Types, Trademarks that cannot be registered, and Procedure for Registration, Infringement and remedies, passing off, service marks.</p>
Module 4 (Credit 1)	The Consumers Protection Act, 1986
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the objectives and features of consumer protection laws, including definitions of unfair trade practices and their impact on consumers and businesses. • Analyze the role and functions of the Consumer Protection Council, including its constitution, objectives, and the framework for protecting consumer rights. • Comprehend the composition and jurisdiction of consumer dispute redressal bodies, such as the District Forum. • Apply knowledge of consumer protection mechanisms to identify and resolve issues related to unfair trade practices and ensure the protection of consumer rights.
Content Outline	<p>4.1 Objectives, features, Definitions, Unfair trade practices</p> <p>4.2 Consumer Protection Council – their constitutions and objectives</p> <p>4.3 Composition and jurisdiction of District forum, State Commission and National Commission</p>

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Consumers Protection Act	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Partnership Acts	15
3	Presentations/ Case Study: Intellectual Property Right (IPR) Acts	10
4	Quiz/ Debate: The Companies Act, 2013	10
	Total 50 Marks	50

External – 50 Marks

Reference Books:

- Ahuja, V. K. (2021). *Law relating to intellectual property rights* (4th ed.). LexisNexis.
- Bangia, R. K. (n.d.). *Indian partnership act and limited liability partnership act*. Allahabad Law Agency.
- Kapoor, G. K., & Dhamija, S. (2024). *Company law & practice* (27th ed.). Bharat Law House.
- Ramaiya. (2023). *Guide to the Companies Act*. LexisNexis.
- Saraf, D. N. (n.d.). *Law of consumer protection in India*. N. M. Tripathi Pvt. Ltd.

COURSE SYLLABUS

Semester IV

4.3-Minor Stream

Course Title	Business Accounting -II
Course Credit	4 Credits
Course Outcomes	After going through the course, learner will be able to <ul style="list-style-type: none">• Understand the concepts and importance of valuation of shares in business and financial decision-making.• Understand the structure and purpose of final accounts for co- operative societies.• Prepare Financial Statements and Analyze Financial Data.• Develop Ethical and Professional Conduct in Accounting.• Understand the Role of Financial Accounting in Business Decision- Making.
Module 1 (Credit 1)	Valuation of Shares
Learning outcomes	After going through the course, learner will be able to <ul style="list-style-type: none">• Understand the concepts and importance of share valuation in business and financial decision-making.• Identify the factors influencing share valuation and their implications.• Apply different methods of share valuation (NAV, Yield, and Fair Value).• Develop the ability to solve practical problems related to share valuation.• Analyze the results to assist in investment, mergers, or legal proceedings.
Content Outline	1.1 Theory: Importance of Share Valuation Factors Affecting Share Valuation. 1.2 Problems on: Methods of Share Valuation Net Asset Value Method (NAV) Yield Method Fair Value Method
Module 2 (Credit 1)	Final Accounts Co-operative Societies

Learning outcomes	After going through the course, learner will be able to
	<ul style="list-style-type: none"> • Understand the structure and purpose of final accounts for co- operative societies.
	<ul style="list-style-type: none"> • Gain proficiency in preparing Receipts and Payments Accounts, Income and Expenditure Accounts, and Balance Sheets. • Learn the significance of reserves, surplus allocation, and statutory compliance in co-operative accounting. • Develop analytical skills to interpret financial data specific to co- operative societies. • Apply legal and regulatory requirements in the preparation of final accounts for co-operative organizations.
Content Outline	<p>2.1 Theory: Introduction to Co-operative Societies, Legal Framework and Key Features of Co-operative Accounting.</p> <p>2.2 Problems on: Final Accounts of Co-operative Societies.</p>
Module 3 (Credit 1)	Analysis of financial statements -common Size, Trend and Comparative
Learning outcomes	After going through the course, learner will be able to
	<ul style="list-style-type: none"> • Understand the concepts and techniques of financial statement analysis. • Apply common-size analysis to compare financial statements and identify structural changes. • Use trend analysis to evaluate performance over time and predict future trends. • Perform comparative analysis to identify changes and growth between periods. • Interpret the results of these analyses to support decision-making in areas like investments and performance evaluation.
Content Outline	<p>3.1 Theory: Meaning and purpose of Common-Size Analysis, Trend Analysis and Comparative Analysis.</p> <p>3.2 Problems on: Common-Size Analysis, Trend Analysis and Comparative Analysis.</p>
4. Module (Credit 1)	Financial Reporting and Disclosures
Learning outcomes	After going through the course, learner will be able to

	<ul style="list-style-type: none"> • Comprehend the Framework of Financial Reporting. • Prepare, Analyze and Interpret Financial Statements. • Apply Accounting Standards to Real-World Scenarios. • Understand Emerging Trends and Ethical Practices in Reporting.
Content Outline	4.1 Overview, Components of Financial Reporting, 4.2 Mandatory Disclosures under Corporate Governance and 4.3 Integrated Reporting.

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Valuation of Shares	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Final Accounts Co-operative Societies	15
3	Presentations/ Case Study: Analysis of financial statements	10
4	Quiz/ Debate: Financial Reporting and Disclosures	10
	Total 50 Marks	50

External – 50 Marks

Reference Books

- Grewal, T. S. (2018). *Principles and practice of accounting*. S. Chand & Company.
- Maheshwari, S. N., & Maheshwari, S. K. (2020). *Financial accounting*. Vikas Publishing House.
- Maheshwari, S. N., & Maheshwari, S. K. (2021). *Financial accounting for management*. Vikas Publishing House.
- Monga, J. R. (2019). *Financial accounting*. Mayur Paperbacks.
- Sharma, R. K., & Gupta, S. K. (2020). *Financial accounting and analysis*.
- Singh, S. K. (2019). *Advanced accountancy*. Himalaya Publishing House.
- Tulsian, P. C. (2019). *Financial accounting*. Pearson India.

COURSE SYLLABUS
Semester: IV
4.3-Minor Stream

Course Title	Business Entrepreneurship
Course Credits	4 Credits
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Identify sources of inspiration for entrepreneurial ventures • Recognize the significance of a well-prepared business plan in securing investments. • Develop strategies for building and managing high-performing teams. • Analyze how group dynamics impact decision-making, motivation, and team effectiveness. • Prepare budgeting and financial planning strategies for a start-up.
Module 1 (Credit 1)	Idea Generation
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Assess potential business opportunities using feasibility analysis. • Understand the importance of market research in business planning.
Content Outline	<p>1.1 Techniques of generating Business idea 1.2 Identifying and evaluating opportunities 1.3 Market Research 1.4 Components of Business Plan 1.5 Vision, Mission, Goal setting 1.6 SWOT Analysis</p>
Module 2 (Credit 1)	Leadership and Team Management
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Assess the advantages and challenges of different team types in start-ups. • Identify the most effective leadership styles for different business situations.
Content Outline	<p>2.1 Types of teams 2.2 Leadership styles 2.3 Leadership and Team building in start-ups 2.4 Conflict resolution in start-ups 2.5 Group Dynamics. Stages</p>
Module 3 (Credit 1)	Project Feasibility

Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Interpret and analyze financial statements to assess business performance. • Conduct break-even analysis to determine cost and revenue projections.
Content Outline	3.1 Developing Business Plan 3.2 Financial Analysis 3.3 Market Analysis 3.4 Techno-Economical Analysis 3.5 Network Analysis 3.6 Break-Even Analysis
Module 4 (Credit 1) Marketing Strategies for Start-Up	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Apply market segmentation techniques to position a start-up effectively. • Build a strong brand identity and establish brand loyalty.
Content Outline	4.1 Understanding target audience and market segmentation 4.2 Digital marketing and branding strategies 4.3 Pricing strategies and customer acquisition 4.4 Sales techniques and networking

Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Project Feasibility	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Marketing Strategies for Start-Up	15
3	Presentations/ Case Study: Leadership and Team Management	10
4	Quiz/ Debate: Idea Generation	10
Total 50 Marks		50

External – 50 Marks

Reference Books:

- Gupta, C. B., & Srinivasan, N. P. (2010). *Entrepreneurship development*. Sultan Chand & Sons.
- Khanka, S. S. (2016). *Entrepreneurial development*. S. Chand & Co.
- Kotler, P., & Keller, K. L. (2015). *Marketing management*. Pearson.
- Ries, A. (2010). *Entrepreneurship development*. Penguin Books.
- Shepherd, D. A., Peters, M. P., & Hirsch, R. D. (2015). *Entrepreneurship*. McGraw-Hill.

COURSE SYLLABUS

Semester: IV

4.5--SEC

Course Title	Fundamentals of Insurance
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Understand the fundamental concepts and operations within the insurance sectors.• Know the application of theoretical knowledge to real-world scenarios of insurance sector• Ready for careers in insurance, and related financial services industries.• Study the business practices, products, and services offered by insurance companies.• Familiarize students with the principles, theories, and concepts underlying banking and insurance activities
Module 1 (Credit 1) Introduction to Insurance	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Demonstrate a comprehensive understanding of the principles, concepts, and practices governing the insurance sectors.• Enhance the understanding of students about the roles such as insurance professionals, insurance agents, financial analysts, risk managers, and regulatory compliance officers.
Content Outline	1.1 Insurance: Meaning, Definition, Nature and Functions of Insurance, 1.2 Principles of Insurance, 1.3 Types of Insurance, 1.4 Banc assurance and 1.5 IRDA- Meaning, Role and Power of IRDA
Module 2 (Credit 1) Life Insurance & General (Non-Life) Insurance:	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the different products under life insurance and general insurance sectors• Analyses the different types of life insurance and general insurance

Content Outline	2.1 Life Insurance: History and Formation of Life Insurance Corporation (LIC) of India, Nature of Life Insurance contract, Classification of Policies, Calculation of Premium, 2.2 Fire Insurance: Nature and Use of Fire Insurance, Types of Fire Insurance, 2.3 Health Insurance: Meaning, Various types of Policies and 2.4 Motor Insurance: Meaning, Various types of Policies 2.5 Practical problems on Fire insurances
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Internal - NIL

External – 50-Marks

References:

- Dorfman, M. S., & Cather, D. A. (n.d.). *Introduction to risk management & insurance* (10th ed.).
- Gupta, L. P. (n.d.). *Insurance claims solutions* (Rev. ed.).
- Indian Institute of Banking & Finance. (n.d.). *Principles and practices of banking*. Macmillan India Ltd.
- Mishra, M. N. (n.d.). *Insurance principles and practice*. S. Chand Publishing.
- Mishra, M. N., & Mishra, S. B. (n.d.). *Insurance principles and practice* (22nd ed.). S. Chand Publishing.
- V., M., Marwa, M., & Narasimha Murthy, H. (n.d.). *Life & general insurance*

COURSE SYLLABUS

Semester: IV

4.5-SEC

Course Title	Advertising Skills
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Identify and explain the elements that constitute an effective advertisement.• Create advertisement copy including headlines and body text using professional techniques.• Design advertisement layouts and illustrations that enhance visual communication.• Develop and produce creative advertising content for print, television, and radio media by applying scriptwriting, layout design, and audio-visual storytelling techniques.• Analyze and apply artificial intelligence in the creation of advertising content.
Module 1 (Credit 1)	Elements and Construction of Advertisements
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Identify the critical elements that make an advertisement impactful.• Develop effective headlines and differentiate between various types of headlines.• Design advertisement layouts and apply techniques of illustration.• Construct visually appealing advertisements.
Content Outline	1.1 Role of different elements in advertising 1.2 Advertisement Copy: Elements of copy (headline, body, slogan, tagline) and types of copy 1.3 Headline: essentials of a good headline, forms of headlines 1.4 Advertisement construction: structure and flow 1.5 Layout: meaning, features, types of layout, essential qualities of effective layout. 1.6 Illustration: functions and techniques of illustration.
Module 2 (Credit 1)	Creating Media Based Advertising – Print, TV and Radio
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Design creative print advertisements for newspapers, magazines, and posters using layout principles.• Write structured scripts for TV commercials.• Develop storyboard for a TV advertisement that integrates visuals, dialogue, and direction. Compose impactful radio advertisement scripts using sound, music, and

	<p>voice to engage and persuade listeners.</p> <ul style="list-style-type: none"> • Differentiate between the creative demands of print, TV, and radio media, and design advertisement content accordingly. • Explore and evaluate the use of AI tools in the creation of advertisements across print, TV, and digital platforms
Content Outline	<p>2.1 Print Advertisements: Characteristics of print media (newspapers and magazines), Planning and designing effective print advertisements, Designing posters: layout, colour schemes, typography, and visual impact.</p> <p>2.2 Television and Radio Advertisements: Television Advertisements: Techniques for creating engaging visual advertisements, Script writing for TV commercials, Developing and organizing a storyboard. Radio Advertisements: Role and impact of audio elements: voice, sound, music, Creative use of words in radio copywriting, Structuring short, engaging, and persuasive radio scripts.</p> <p>2.3 Role of Artificial Intelligence in Creating Advertisements: Introduction to AI tools in advertising, AI in copywriting, visual generation, and scriptwriting.</p>

Internal - NIL

External –50-Marks

References:

- Arens, W. F. (2013). *Contemporary Advertising* (13th ed.). McGraw-Hill Education.
- Batra, R., Myers, J. G., & Aaker, D. A. (2018). *Advertising Management* (5th ed.). Pearson Education India.
- Bullmore, J. J. D., & Waterson, M. J. (2020). *The Advertising Association Handbook*. Holt, Rinehart & Winston.
- Choudhury, M. (2021). *Artificial Intelligence in Marketing*. Notion Press
- Chunawalla, S. A. (2021). *Fundamentals of Advertising*. Himalaya Publishing House.
- Gupta, R. (2015). *Advertising: Principles and Practice*. S. Chand Publishing.
- Jethwaney, J., & Jain, S. (2018). *Advertising Management* (2nd ed.). Oxford University Press India.
- Jethwaney, J. (2020). *Digital Advertising: Concepts, Cases and Conversations*. Oxford University Press India.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. HarperCollins India
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2016). *Advertising* (10th ed.). Pearson.
- Ogilvy, D. (2007). *Ogilvy on advertising*. Prion Books.

Course Syllabus
Semester: IV
4.5 - SEC

Course Title	Fundamentals of Investment in Stock Markets
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to: <ul style="list-style-type: none"> • Understand the basic structure and participants of the stock market. • Apply fundamental and technical analysis to evaluate stocks. • Build and manage a diversified investment portfolio. • Analyze mutual funds and choose suitable investment strategies.
Module 1 (Credit 1) : Introduction to Securities Market	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Understand primary and secondary stock markets. • Know the requirements to start investing (bank, demat, trading accounts). • Learn the process of opening accounts and required documents (KYC, CKYC, etc.). • Familiarize with the basics of intra-day trading.
Content Outline	<p>1.1 Stock Market - Primary market and Secondary market.</p> <p>1.2 Pre-requisite to invest in stock Market- Bank Account, Demat Account and Trading account, Demonstration of Opening demat and trading account, Basic Service Demat Account (BSDA), KYC documents, CKYC, Nomination</p> <p>1.3 Modes of investment - Mutual fund & Direct equity</p> <p>1.4 Trading- Intra-day trading - Online trading</p>
Module 2 (Credit 1): Fundamental and Technical Analysis	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Analyze securities using both fundamental and technical analysis, including economic, industry, and company-level evaluation. • Apply basic tools of technical analysis to interpret market trends and make informed investment decisions. • Understand and explain the importance of portfolio diversification in managing investment risk. • Evaluate different types of mutual funds, understand NAV, and compare various investment methods such as Lump Sum, SIP, and NFO.

Content Outline	<p>2.1 Security Analysis, Fundamental Analysis – Economic analysis, Industry analysis and Company analysis</p> <p>2.2 Technical analysis, Basic tools of technical analysis, Portfolio diversification</p> <p>2.3 Types of mutual fund based on structure, objectives and investment style, NAV, Ways of investing in mutual fund - Lump sum and SIP, NFO</p>
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Internal - NIL

External – 50 Marks

References

- Avadhani, V. A. (2010). *Fundamentals of investment management*. Himalaya Publishing House.
- Fundamentals of Investment
Tripathi, V. (2014). *Fundamentals of investment*. Himalaya Publishing House.
- Indian Financial System
Bhole, L. M., & Mahakud, J. (2017). *Indian financial system* (6th ed.). Pearson Education India.
- Financial Markets
Gordon, E., & Natarajan, K. (2016). *Financial markets*. Vipul Prakashan.

Course Syllabus
Semester: IV
4.7- Minor Stream

Course Title	Indian Islands Destinations
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to:
	<ul style="list-style-type: none"> • Understand the concept and importance of island tourism in India • Identify major island destinations of India and their tourism attractions • Recognize the natural and cultural significance of Indian islands
Module 1 (Credit 1): Introduction to Island Tourism in India	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Understand the concept and importance of island tourism in India • Identify different island groups of India
Content Outline	1.1 Meaning and concept of island tourism 1.2 Importance of island tourism in India 1.3 Types of island destinations 1.4 Natural attractions of island destinations (beaches, coral reefs, marine biodiversity)- Online trading
Module 2 (Credit 1): Major Island Destinations in India	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Explore famous island destinations of India • Understand tourism activities and cultural importance of Indian islands
Content Outline	2.1 Introduction 2.2 Advantage of Island Destination 2.3 Overview of Major Island in India: Andaman and Nicobar, Lakshadweep, Majuli Island, Diu and Daman, Elephanta Island, Islands – natural beauty and tourism importance 2.4 Tourism activities in island destinations (beach tourism, scuba diving, water sports) 2.5 Sustainable tourism and conservation of island ecosystems

Activities towards Comprehensive Continuous Evaluation

(CCE) Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Project Feasibility	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods:	15
3	Presentations/ Case Study	10
4	Quiz/ Debate: Idea Generation	10
	Total 50 Marks	50

References

- Kamra, K. K., & Chand, M. (2006). *Basics of tourism: Theory, operation and practice*. Kanishka Publishers.
- Tourism Development: Principles and Practices
Bhatia, A. K. (2002). *Tourism development: Principles and practices*. Sterling Publishers.
- Tourism Geography
Jha, S. M. (2011). *Tourism geography*. Himalaya Publishing House.
- Geography of Tourism
Robinson, H. (1976). *Geography of tourism*. Macdonald & Evans Ltd.
- Ministry of Tourism
Ministry of Tourism, Government of India. (2023). *India tourism statistics and reports*. Government of India.