

LECTURE PLAN

B.Com(H)

SEMESTER 1

FOR PRIVATE CIRCULATION

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LECTURE PLAN

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

BCOM (H) - 101

COURSE OUTLINE
B.COM (H) - I SEMESTER
MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR
BCOM - 101

OBJECTIVES:

Credits: 4 (L- 4)

The course aims at providing fundamental knowledge and exposure to concepts theories and practices in the field of management.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 marks

1. Class Test-I - (Written Test)	15 marks
2. Class Assessment - (Individual Presentation/Viva-Voice/Report)	5 marks
3. Attendance	5 marks

COURSE CONTENTS:

UNIT I

- Introduction- Concept, Nature, Process and significance of Management
 - Managerial levels, skills, functions and Roles
 - Management vs. Administration
 - Coordination as essence of management
 - Development of management thought: Classical, Neo Classical, Behavioral, Systems and Contingency Approach.
 - Nature, Scope and Objectives of Planning
 - Types of Plans, Planning process
 - Business Forecasting
 - MBO
 - Concepts, Types Process and Techniques of Decision Making
 - Bounded Rationality
 - Organizing: Concept, Nature, Process and Significance
 - Principals of an organization
 - Span of control
 - Departmentation: Types of an Organization
 - Authority and Responsibility
 - Delegation and Decentralization
 - Formal and Informal Organization
- (14 Hours)

UNIT II

- Staffing : Concept, Nature and importance of Staffing
- Motivation: Nature and Importance
- Types of Motivation Theories: Maslow, Herzberg, X and Y And Z
- Leadership: Meaning and importance
- Traits of a leader

Leadership Styles- Likert's Systems of management, Tannenbaum and Schmid Model and Managerial Grid

- Controlling- Nature and scope
- Types of Control
- Process of Control
- Control Techniques- Traditional and Modern
- Effective Control System

(14 Hours)

UNIT III

- Concept and Nature of Organizational Behavior
- Importance, challenges and opportunities
- O. B. Models
- Personality: Determinants and Traits; Emotions
- Relationship between Attitude and Behavior
- Perception: Process and Errors, Attitudes
- Interpersonal Behavior: Johari Window
- Transactional Analysis – Ego States
- Ego States, Types of Transactions, Life Positions
- Applications of T.A.

(12 Hours)

UNIT IV

- Concept of Group and Group Dynamics
- Stages of Group Development
- Theories of Group Formation
- Concept of Team Vs. Group
- Types of Teams; Building and Managing Effective Teams.
- Concept of Organizational Culture
- Managing Conflict
- Managing Change; Resistance to Change
- Managing cross Cultures

(12 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for the subject Principals of Management and students are advised to go through the material for thorough understanding of the subject.

➤ MAIN TEXT BOOKS:

1. **Author's Name(s):** Gupta, C.B.
Title: Management Theory and Practice
Edition: XIX **Year:** 2017
Publisher: Sultan Chand and Sons (ibid 1)
2. **Author's Name(s):** Singh, Chandrani and Khatri, Aditi
Title: Principles and Practices of Management and Organizational Behavior
Edition: II **Year:** 2017
Publisher: Sage Texts (ibid 2)

➤ REFERENCE BOOKS:

1. **Author's Name(s):** Robbins, P., Juge, Timothy and Vohra, Niharika
Title: Organizational Behavior
Edition: I **Year:** 2017
Publisher: Pearson Education (ibid 3)
2. **Author's Name(s):** Chopra, R.K.
Title: Principles and Practices of Management
Edition: X **Year:** 2014
Publisher: Sun India Publication (ibid 4)
3. **Author's Name(s):** T. N Chhabra
Title: Management process & organizational Behaviour
Edition: IIIrd **Year:** 2017
Publisher: Sun India Publication (ibid 5)

➤ JOURNALS

1. The IUP Journal of Organizational Behaviour
2. Today's Manager: Who's really in Control?
3. Professional Manager: Serious Leadership, The Chartered Management Institute Magazine
4. Harvard Business Review
5. TM ISSUE
6. Annual Review of Psychology
7. Management of Labour Studies
8. The IUP Journal of Management Research
9. BVIMR Management Edge

LECTURES 1-2

INTRODUCTION TO MANAGEMENT

OBJECTIVE:

Management is an essential part of understanding the working of any kind of an organization. The objective of these lectures is to gain a better understanding of management and other important aspects of an organization.

CONTENTS:

- Management
 - Nature, Concept and Process
 - Functions and Significance
- Managerial skills
 - Technical skills
 - Human Skills
 - Conceptual skills
- Roles and Functions
- Management Vs. Administration
- Coordination as the essence of management

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 1, 2, 3

LONG ANSWER QUESTIONS: Q 1, 2

OTHER ASSIGNMENTS:

1. ibid 1 Q 2, 5, 7,11,19,22 Page No. 1.27 – 1.28
2. ibid 2 Q 1, 4, 7,9,10 Page No. 3.11

SUGGESTED READINGS

1. ibid 1 Page No. 1.4 – 3.11
2. ibid 2 Page No. 1-16

ARTICLES:

1. Rappa, A; “Business Intelligence: COE and the Successful Manager”, Today’s Manager: Who’s Really in Control? TM Issue 2//2016, Pp. 8-13
2. Krishnaveni, R.; Monica R.; “Identifying the Drivers for Developing and Sustaining Engagement Among Employees”, The IUP Journal of Organizational Behaviour, Vol. XV, No. 3, July 2016, Pp. 7-15
3. Mike Schraeder Dennis R. Self-Troy University Mark H. Jordan University of North Georgia Ron Portis Troy University, The Functions of Management as Mechanisms for Fostering Interpersonal Trust, Advances in business research 2014, Volume 5, pages 50-2
4. Misun, J. (2017). Changes in Management Functions of Control. International Conference Socio Economic Perspectives in the Age of XXI Century Globalization Proceedings Book (pp. 204-217). Tirana: University of Tirana, Faculty of Economy, Department of Economics. MPRA Paper No. 83720.
5. Cooper, S., & Kitchener, M. (2019). The role of middle managers in the implementation of national public policy. Policy & Politics.
6. Dillen, Y., Laveren, E., Martens, R., De Vocht, S., & Van Imschoot, E. (2019). From “manager” to “strategist” An examination of the evolving role of persistent high-growth entrepreneurs. International Journal of Entrepreneurial Behavior & Research, 25(1), 2-28.

LECTURES 3-6

DEVELOPMENT OF MANAGEMENT THOUGHT

OBJECTIVE:

The objective of these lectures is to make the students understand the importance of various theories of management and their application in present day organizations.

CONTENTS

- Management thoughts
- Classical
- Neo- classical
- Behavioral
- Systems and contingency approach

SUGGESTED READINGS:

1. ibid 1 Page No. 1.4 – 3.11
2. ibid 2 Page No. 25-44

CASE STUDY

1. ibid 1 Page No. 3.12

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 18, 19, 20, 21, 22

LONG ANSWER QUESTIONS: Q 16, 17, 18, 19

OTHER ASSIGNMENTS:

1. ibid 2 Q 2, 5, 7,11,19,22 Page No. 1.27 – 1.28
2. ibid 2 Q 1, 4, 7,9,10 Page No. 3.11

ARTICLES:

1. Erik Simanis, “Reality check at the Bottom of the Pyramid”, Harvard Business Review, June 2012, Pp. 21-25
2. The Hawthorne Experiments by Frederick J. Roethlisberger, Classic Readings in OB.3rd ed., J. Steven Ott. Sandra Parke, Richard B. Simpson. Pp. 142-150
3. Godwin, A. and Handsome, O., et.al (2017). Application of Henry Fayol Principles of Management In Startup Organization. IOSR Journal of Business and Management (IOSR JBM), Volume 19, Issue 10. (October. 2017), PP 78-85. Doi: 10.9790/487X-1910047885

LECTURES 7-10

PLANNING AND FORECASTING

OBJECTIVE:

The objective of these lectures is to make students understand that planning is the fundamental function of management. It provides the foundation upon which the others functions of management can be successfully implemented

CONTENTS:

- Planning
- Nature, scope, objectives and process
- Types of plans
 - Objectives
 - Strategies
 - Policies
 - Procedures
 - Rules
 - Methods
 - Tactics
 - Budgets
 - Projects

- Programmes
- Schedules
- MBO
- Decision making and bounded rationality

SUGGESTED READING

1. ibid 1 Page No. 7.3-8.8

CASE STUDY

1. ibid 1 Page No. 8.39

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 8, 9, 10

LONG ANSWER QUESTIONS: Q 6, 7, 8

OTHER ASSIGNMENTS:

1. ibid 2 Q 2, 11, 19, 22 Page No. 1.27 – 1.28
2. ibid 2 Q 1, 4, 7, 9, Page No. 3.11

ARTICLES:

1. Yeong, S; “Managing Hiring Managers: Who’s Really in Control, TM ISSUE 2//2016, Pp. 40-46.
2. Mike Schraeder Dennis R. Self-Troy University Mark H. Jordan University of North Georgia Ron Portis Troy University, *The Functions of Management as Mechanisms for Fostering Interpersonal Trust, Advances in business research 2014, Volume 5, Pages 50-2.*
3. Rajnandan Patnaik, “Strategic Planning through Complexity: Overcoming Impediments to Forecast and Schedule”, *The IUP Journal of Business Strategy*, Vol. IX, No.1, page 27-36, March 2012.
4. Arnold, M., & Artz, M. (2019). *The use of a single budget or separate budgets for planning and performance evaluation. Accounting, Organizations and Society, 73, 50-67.*

LECTURES 11-14

ORGANIZING

OBJECTIVE:

The objective of these lectures is to make students understand that business organizations work in a specific manner. It is important to understand the work techniques of organizations to ensure success and timely completion of tasks.

CONTENTS:

- Organizing: Concept and principles
- Span of control
- Departmentation
- Authority and responsibility
- Delegation and decentralization

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER QUESTIONS: Q 11, 12

LONG ANSWER QUESTIONS: Q 14, 15

OTHER ASSIGNMENTS:

1. ibid 1 Q 2, 11, 19, 22 Page No. 13.22
2. ibid 2 Q 1, 4, 7, 12 Page No. 104

SUGGESTED READINGS

1. ibid 1 Page No. 13.3-14.12
2. ibid 2 Page No. 78-101

ARTICLE:

1. The people who make organizations go-or stop, cross, Rob Cross and Prusak, Laurence, Harvard Business Review, June 2014, Vol. 88 Issue 7, Pp. 104-111.

UNIT II

LECTURES 15-17

NATURE AND CONCEPT OF STAFFING

OBJECTIVE:

The objective of these lectures is to understand the importance of Staffing. it is that function of management which is concerned with obtaining, utilizing and maintaining the work force in an organization.

CONTENTS:

- Staffing
 - Elements, need and importance
- Principles of staffing
- Concept of manpower planning
- Process of manpower planning
- Manpower gaps
- Manpower programmes
- Motivation
 - Nature and importance
 - Types

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 1, 2, 3, 4, 5

LONG ANSWER TYPE QUESTIONS: 1, 2, 3, 4, 5, 6

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 27.8, Q 1-4
2. ibid 2, Page No. 129 Q -1-6

SUGGESTED READINGS

TEXT BOOKS:

1. ibid 1, Page No. 27.3-27.8, 33.1-33.4
2. ibid 2, Page No. 107-105

ARTICLES:

1. Gary P. Latham, "Work Motivation Theory and Research at the Dawn of the Twenty-First Century", Annual Review of Psychology Vol. 56, Pp. 485-51
2. D.D. Mundhra, "Intrinsic Motivational canvass in the Indian Service Sector: An Empirical Study", Vision-The Journal of Business Perspective, Vol. 18, No. 7, October-December-2015, Pp. 285-294.

LECTURES 18-19

MOTIVATION

OBJECTIVE:

The objective of these lectures is to understand the importance of motivation in building a strong and competitive business organization.

CONTENTS:

- Motivation theories
 - Maslow's theory of needs
 - Herzberg's Two factor theory
 - McGregor's Theory X and Y
 - Ouchi's Theory Z
- Leadership
 - Meaning and Importance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 6-14

LONG ANSWER TYPE QUESTIONS: 6-12

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 33.34 Q 5-16
2. ibid 2, Page No. 335 Q 1-8

SUGGESTED READINGS

TEXT BOOKS:

1. ibid 1, Page No. 33.5-33.32
2. ibid 2, Page No. 314-332

ARTICLE:

1. Ajay Pratap Singh, "Motivation & Managerial Behavior: Study of Managers in Banks", Tecnia Journal of Management Studies, Vol.4, No. 2, October 14-March 2015, Pp. 49-54

LECTURES 20-22

LEADERSHIP

OBJECTIVE:

Good Organizations have strong leaders who support and encourage employees. The objective of these lectures is to make the students understand the importance of leaders and leadership in the context of business organizations.

CONTENTS:

- Leadership
 - Nature, meaning and importance
- Leadership vs. Management
- Styles of leadership
- Likert's Management Systems
- Tannenbaum & Schmidt model of Leadership
- Traits of a leader
- Likert's system of management
- Tannenbaum & Schmidt Model

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 13-20

LONG ANSWER TYPE QUESTIONS: 12-17

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 35.33, Q 1-17
2. ibid 2, Page No. 307, Q 1-14

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 35.1-35.34
2. ibid 2, Page No. 12.7-13.15

ARTICLE:

1. Aggarwal, Jyoti, Venkat, R, “Impact of Transformational Leadership on Follower’s Self Efficacy: Moderating Role of Follower’s Impression Management”, Management of Labour Studies, Vol. 38, No.4, November 2015, Pp. 297-313.

LECTURES 23-25

CONTROLLING

OBJECTIVE:

Every organization faces hurdles in attainment of its goals. The objective of these lectures is to make students understand the importance of controlling in making an organization stronger and competitive.

CONTENTS

- Managerial Grid
- Control
 - Nature and scope
 - Need, importance and significance
- Types of control
 - Feedback control
 - Feed forward control
 - Resistance to control
- Relationship between planning and control

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 20-22

LONG ANSWER TYPE QUESTIONS: 21-23

OTHER ASSIGNMENT

1. ibid 1, Page No. 40.19, Q3-21

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 40.3-40.21
2. ibid 2, Page No. 141-149

ARTICLE:

1. Mihaela Ghicajanu, Strategic planning and managerial control, <http://ideas.repec.org/a/pet/annals/v4y2004p95-98.html>

LECTURES 26-28

TECHNIQUES OF CONTROL

OBJECTIVES:

The objective of these lectures is to make students understand the various techniques through which control can be exercised in a business organization.

CONTENTS:

- Control Techniques
 - Traditional and Modern Techniques
 - Effective control system
- Causes of resistance to control
- Remedies for resistance to control
- Steps in control process
- Essentials of effective control system
- Personal observation as a technique of control
- Types of budgets

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 23-25

LONG ANSWER TYPE QUESTIONS: 22-25

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 41.24, Q 1-15
2. ibid 2, Page No. 156, Q 5, 6

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 14.1-14.12

UNIT-III

LECTURES 29-30

CONCEPT AND NATURE OF ORGANIZATIONAL BEHAVIOUR

OBJECTIVE:

The objective of these lectures is to make students understand the concept, nature and challenges of organizational behaviour.

CONTENTS:

- Definition of Organizational Behaviour
- Nature of Organizational Behaviour
- Variables Affecting Organizational Behaviour
- Contributing Disciplines to Organizational Behaviour
- Role of Organizational Behaviour
- Challenges of Organizational Behaviour

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 1-3

LONG ANSWER TYPE QUESTIONS: 1-6

OTHER ASSIGNMENT

- 1 ibid 2, Page No. 216, Q1-4

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 2, Page No 197-211

ARTICLES:

1. Upadhyay, Divya “Consideration in Organization: Analysis of Bonds from HR Perspective”, Abhigyan, vol. XXIX, No.3, Pp. 43-51, October- December 2016
2. Patricia Yin Yin Lau, Gary N. McLean, Yen-Chen Hsu, Bella Ya-Hui Lien, Learning organization, organizational culture, and affective commitment in Malaysia: A person–organization fit theory, Human Resource Development International, 2017, 20, 2, 159.
3. Caniëls, M. C., & Veld, M. (2019). Employee Ambidexterity, High Performance Work Systems and Innovative Work Behaviour: How Much Balance do We Need? The International Journal of Human Resource Management, 30(4), 565-585.

4. Widmann, A., Mulder, R. H., & König, C. (2019). Team Learning Behaviour as Predictors of Innovative Work Behaviour–A Longitudinal Study. *Innovation*, 21(2), 298-316.

LECTURE 31-33

PERSONALITY DETERMINANTS AND TRAITS

OBJECTIVE:

The objective of these lectures is to make students understand the different determinants of individual behavior and how these can be used for the benefit of the organization

CONTENTS:

- Attitude
 - Meaning, Definition and Types
 - Components
- Attitudes and behavior
- Emotions
- Abilities

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 3-9

LONG ANSWER TYPE QUESTIONS: 4-8

OTHER ASSIGNMENT:

1. *ibid* 2, Page No. 236, Q1-6

SUGGESTED READING:

TEXT BOOK:

1. *ibid* 2, Page No. 220-225

ARTICLES:

1. Singh, P.B. and Singh Manjula, An Empirical Study of Work Life Balance with Special Reference to Banking Sector, *Viewpoint*, Vol. 5, No. 2, July- December 2014, Pp. 23-27.
2. Factors Influencing Individual Behavior, Agrawal, Dr. Govind Ram. *Organization Relations*, Kathmandu: M.K. Publishers & Distributors, 2014.

LECTURE 34-35

PERSONALITY DETERMINANTS AND TRAITS

OBJECTIVE:

The objective of this lecture is to make students understand the different traits of an individual personality that makes a person unique in this world along with the different theories of personality explained by various management gurus and psychological experts.

CONTENTS:

- Definition of personality
- Factors in shaping personality
- Psycho –analytical theory of personality
- Traits of personality
- Personality traits influencing organizational behavior

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 11-17

LONG ANSWER TYPE QUESTIONS: 12-19

OTHER ASSIGNMENT:

1 ibid 2, Page No. 236, Q5, 6

SUGGESTED READING:

TEXT BOOK:

1 ibid 2, Page No. 226-235

ARTICLE:

1. Nangalia Ajay, “Work Ethos Dimensions: A framework to understand cross-cultural differences at the organization level”, FOCUS, Volume 5, No. 1 & 2, April-October 2009, Pp. 81-98.

LECTURE 36-37

PERCEPTION

OBJECTIVE:

The objective of this lecture is to make students understand the implications of perception for the management and different factors that affect the perceptual process of an individual.

CONTENTS:

- Perception
 - Significance and Process
- Perceptual Mechanism
- Factors influencing perception
- Perceptual and decision making
- Characteristics of Perceiver
- Perceptual output
- Implication of Perception for Management

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 16-19

LONG ANSWER TYPE QUESTIONS: 15-18

OTHER ASSIGNMENT:

1. ibid 3, Page No. 190, Q 1-6

SUGGESTED READING:

TEXT BOOK:

1. ibid 3, Page No. 161-173
2. ibid 2, Page No. 28.12-29.6

LECTURE 38-40

INTERPERSONAL BEHAVIOUR

OBJECTIVE:

The objective of these lectures is to understand the importance of inter-personal behaviour in an organizational setup so that chances of conflict can be minimized.

CONTENTS:

- Interpersonal Behaviour: Johari Window
- Transactional Analysis
- Ego States, Types of Transactions
- Life Positions
- Applications of Transactional Analysis

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 18-25

LONG ANSWER TYPE QUESTIONS: 19-25

OTHER ASSIGNMENT:

1 ibid 1, Page No. 22.11, Q 15-18

SUGGESTED READING:

TEXT BOOK

1 ibid 1, Page No. 22.1-22.10

UNIT-IV

LECTURE 41-42

CONCEPT OF GROUP AND GROUP DYNAMICS

OBJECTIVE:

The objective of these lectures is to make students understand the concept of Group, its types and five stages in group development and their performance patterns.

CONTENTS:

- Group and group dynamics
 - Introduction
 - Definitions
- Meaning of group
- Group characteristics
- Group classification
- Group development stages

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 1-4

LONG ANSWER TYPE QUESTIONS: 1-3

OTHER ASSIGNMENT:

1 ibid 2, Page No. 262, Q1,2, 3

SUGGESTED READING:

TEXT BOOK:

1 ibid 2, Page No. 245-249

ARTICLES:

1. Ahuja, Jaya, “A Study of Virtuality Impact on Team Performance”, The IUP Journal of Management Research, Vol.9, No.5, July 2010, Pp. 27-56.
2. Jennifer Y. M., Long W. Lam and Simon S. K. Lam, Organizational citizenship behavior in work groups: A team cultural perspective, Journal of Organizational Behavior, Volume 34, Issue 7, October 2013, Pp. 1039–1056.

LECTURE 43-44

THEORIES OF GROUP FORMATION

OBJECTIVE:

The objective of these lectures is to make students understand the importance of group formation and its impact on the timely completion of tasks in an organization.

CONTENTS:

- Theories of group formation
- Models of group development
- Group dynamics
- Group behavior
- Impact of individual on group behavior
- Impact of external factors on group behavior

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 13, 14, 15

LONG ANSWER TYPE QUESTIONS: 10, 11

OTHER ASSIGNMENT:

1 ibid 2, Page No. 263, Q 5, 6, 7

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 249-261
2. ibid 2, Page 3 No. 4.23-35.28

ARTICLES:

1. Ryan, Kevin, "Building a team of players." Harvard Business Review, Jan-Feb 2012, Vol. 90 Pp. 43-46.
2. Pentland, Alex, "The New Science of Building Great Teams." Harvard Business Review, April 2012, Vol. 90 Issue 4, Pp. 60-70.

LECTURE 45-46

CONCEPT OF TEAM VS. GROUP

OBJECTIVE:

The objective of these lectures is to understand the difference between a team and a group and ways in which an effective and winning team can be developed.

CONTENTS:

- Nature of teams
- Team characteristics
- Teams vs. groups
- Processes of team work
- Types of teams
- Reasons for team failure
- Creating effective teams

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 23-25

LONG ANSWER TYPE QUESTIONS: 24, 25

OTHER ASSIGNMENT:

1. ibid 2, Page No. 282, Q 1-3

SUGGESTED READING:

TEXT BOOK:

1. ibid 2, Page No. 268-281

LECTURE 47-48

CONCEPT OF ORGANIZATIONAL CULTURE

OBJECTIVE:

The objective of these lectures is to understand how organization work on different level, how the culture of organization is formed & how the development of organization is important to achieve organizational goals.

CONTENTS:

- Organizational development
 - Definition, nature and characteristics
- Organizational goals development
- Organizational culture
 - definitions
 - Characteristics and functions
 - Types and levels
- Strong vs. weak culture

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 8-12

LONG ANSWER TYPE QUESTIONS: 9-14

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 24.15, Q 1-6
2. ibid 2, Page No. 395, Q1-3

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 24.2-24.7
2. ibid 2, Page No. 364-372

ARTICLE:

1. Teik, T.C.;” Clients Prefer Companies with Good Core Values”, Today’s Manager: Who’s really in Control, TM ISSUE2//2016, Pp. 47-49

LECTURE 49-50

ORGANIZATIONAL CULTURE

OBJECTIVES:

The objective of these lectures is to help students understand the impact of organizational culture on employee morale and productivity.

CONTENTS:

- Creating organizational culture
- Changing organizational culture
- Change
 - Nature and characteristics
 - Process of change
 - Resistance to change
 - Managing resistance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 13-19

LONG ANSWER TYPE QUESTIONS: 15-18

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 24.16, Q 7, 8, 9
2. ibid 2, Page No. 396, Q 7-9

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 24.8-24.14
2. ibid 2, Page No. 373-388

ARTICLE:

1. Kumar, R; “The Impact of Personal Variables on Job Satisfaction: A Study of Sector Bank Employees in India”, The IUP Journal of Organizational Behavior, Vol. XV, No.3, July 2016, Pp. 40-46.

LECTURE 51-52

MANAGING CONFLICT

OBJECTIVES:

The objective of these lectures is to make students understand why employees resist change, why conflict occurs and ways to overcome such resistance and conflict.

CONTENTS:

- Organizational conflict
 - Definition
 - Process
 - levels
- Conflict resolution
- Stress management
 - Causes
 - Types
- Managing stress

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 20-23

LONG ANSWER TYPE QUESTIONS: 22-25

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 25.13, Q 8-11
2. ibid 2, Page No. 414, Q 1-5, 357 Q 1-3

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 25.1-25.14
2. ibid 2, Page No. 341-350, 402-410

LECTURE PLAN

FINANCIAL ACCOUNTING

BCOM(H)- 103

COURSE OUTLINE
B.COM(H) -I SEMESTER
FINANCIAL ACCOUNTING -B.COM(H) 103

OBJECTIVES:

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

LEARNING OUTCOMES:

After studying the course, students will be able to:

- define bookkeeping and accounting
- explain the general purposes and functions of accounting
- explain the differences between management and financial accounting
- describe the main elements of financial accounting information – assets, liabilities, revenue and expenses
- identify the main financial statements and their purposes.

1. INTERNAL ASSESSMENT AND ASSIGNMENT 25 Marks

- | | |
|---|----------|
| 1. Class Test-I - (Written Test) | 10 Marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 10 Marks |
| 3. Attendance | 5 Marks |

COURSE CONTENTS:

UNIT I

- Meaning and Scope of Accounting
 - Definition of Accounting
 - Functions of Accounting
 - Objectives and nature of Accounting
 - Book Keeping and Accounting
 - Interrelationship of Accounting with other Disciplines
 - Branches of Accounting
 - Limitations of Accounting
- Accounting Principles and Standards
 - Accounting Principles
 - Accounting Concepts and Conventions
 - Meaning and relevance of GAAP
 - Introduction to Accounting Standards Issued by ICAI

(14 Hours)

UNIT II

- Journalizing Transactions
 - Journal Entries, compound Journal entries, Opening Entry
 - Ledger and Trial Balance
 - Preparation of Ledger
 - Posting, Cash book, Sales and Purchase book
 - Trial Balance
 - Company Final Accounts
 - Preparation of Final Accounts with adjustments: Trading Account, Profit & Loss Account, Balance Sheet,
 - Requirements of Schedule- III of Companies Act 2013
- (14 Hours)**

UNIT III

- Depreciation, Provisions and Reserves
 - Concept of Depreciation
 - Causes of Depreciation
 - Basics Features of Depreciation
 - Meaning of Depreciation Accounting
 - Objectives of providing Depreciation
 - Fixation of Depreciation Amount
 - Methods of Recording Depreciation
 - Methods of Providing Depreciation
 - Depreciation Policy, AS-6(Revised)
 - Provisions & Reserves
 - Change of Method of Depreciation (By both current and retrospective effect)
- Contemporary Issues & Challenges in Accounting
 - Human Resource Accounting
 - Green Accounting
 - Inflation Accounting
 - Price level Accounting
 - Social Responsibility Accounting

(14 Hours)

UNIT IV

- Shares, Share Capital
 - Introduction to Joint Stock Company
 - Share, Share Capital
 - Accounting Entries
 - Under subscription, Oversubscription
 - Calls in Advance, Calls in Arrears
 - Issue of Share at Premium, Issue of Share at Discount
 - Forfeiture of Shares, Surrender of Shares
 - Right Shares

- Issue of Debentures and methods of Redemptions of Debentures
 - Overview of Stock Exchanges of India & Role of SEBI
- (14 Hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Financial Accounting and students are advised to go through the material for thorough understanding of the subject:

➤ **MAIN TEXT BOOKS:**

- 1 **Author's Name(s):** Maheshwari, S.N. and S. K. Maheshwari
Title: An Introduction to Accountancy
Edition: XI, **Year:** 2015
Publisher: Vikas Publishing House (ibid 1)

- 2 **Author's Name(s):** Maheshwari, S.N. and S.K. Maheshwari
Title: Advanced Accountancy (Volume I & II)
Edition: X, **Year:** 2014
Publisher: Vikas Publishing House (ibid 2)

- 3 **Author's Name(s):** Gupta, R.L. and V.K. Gupta
Title: Financial Accounting: Fundamentals
Edition: I, **Year:** 2014
Publisher: Sultan Chand Publishers, 2014 (ibid 3)

➤ **REFERENCE BOOKS:**

- 1 **Author's Name(s):** Monga, J.R.
Title: An Introduction to Financial Accounting
Edition: X, **Year:** 2017
Publisher: MKM Publishers Pvt. Ltd. (ibid 4)

- 2 **Author's Name(s):** Maheshwari, S.N. and Maheshwari S.K.
Title: Financial Accounting
Edition: VI, **Year:** 2018
Publisher: Vikas Publishing House (ibid 5)

➤ **JOURNALS/ MAGAZINES:**

- 1 IUP Journal of Accounting Research & Audit Practices
- 2 Journal of Accounting & Finance
- 3 Chartered Accountant

➤ **WEBSITES:**

- 1 www.mca.gov.in
- 2 www.icai.org
- 3 www.icsi.edu

UNIT I

LECTURES 1-2

MEANING AND SCOPE OF ACCOUNTING

OBJECTIVE:

The objective of these lectures is to provide basic knowledge about accounting including meaning, functions and objectives of accounting.

CONTENTS:

- Need for Accounting
- Development of Accounting
- Meaning & Definition of Accounting
- Functions of Accounting
- Objectives of Accounting
- Book Keeping and Accounting
- Is Accounting Science or Art?

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2

LONG ANSWER TYPE QUESTIONS: Q 4, 9, 11, 12

SUGGESTED READINGS:

TEXT BOOK:

1 *ibid* 1, Page No. 1.3 to 1.9

REFERENCE BOOK:

1 *ibid* 4, Page No. 1.1-1.11

ARTICLES:

- 1 McCallig, J., Robb, A., & Rohde, F. (2019). Establishing the representational faithfulness of financial accounting information using multiparty security, network analysis and a blockchain. *International Journal of Accounting Information Systems*.
- 2 Basioudis, I. (2019). *Financial Accounting: The Basics*. Routledge.
- 3 Florin-Constantin, D. (2013). The Users of Accounting Information and Their Needs. *Anale. Seria Științe Economice*. Timișoara, 19(19), 200-204.

LECTURES 3-4

RELATIONSHIP OF ACCOUNTING WITH OTHER DISCIPLINES, LIMITATIONS & END USERS OF ACCOUNTING:

OBJECTIVE:

The objective of these lectures is to give overview about relationship of accounting with other disciplines, its branches and various users interested in accounting information.

CONTENTS:

- Interrelationship of Accounting with other Disciplines
- Branches of Accounting
- Difference between Management Accounting and Financial Accounting
- Limitations of Accounting
- End Users of Accounting Information
- Role of Accountants
- Outsourcing of Accounting Function

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3

LONG ANSWER TYPE QUESTIONS: Q 3, 8, 10

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.1.9 to 1.21

REFERENCE BOOK:

1 ibid 4, Page No.1.12-1.24

ARTICLES:

- 1 Ghosh, A. K., & Ray, S. S. (2016). Accounting System Under GST Regime: A Prologue. IUP Journal of Accounting Research & Audit Practices, 15(1), 7.
- 2 Dash, K. (2015). Academic Accounting System in Higher Education. The Management Accountant Journal, 50(11), 31-39.
- 3 Modugno, G., & Di Carlo, F. (2019). Financial Sustainability of Higher Education Institutions: A Challenge for the Accounting System. In *Financial Sustainability of Public Sector Entities* (pp. 165-184). Palgrave Macmillan, Cham.

LECTURES 5-7

ACCOUNTING PRINCIPLES AND CONVENTIONS

OBJECTIVE:

The objective is to give knowledge about various accounting principles & conventions which guide the accountant for preparing the accounting statements.

CONTENTS:

- Meaning and Need of Accounting Theory
- Generally Accepted Accounting Principles
- Accounting Concepts
- Accounting Conventions
- System of Book-Keeping
- Accounting Equation

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7, 11, 13, 16, 17, 18

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 15

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 2.1 to 2.20

REFERENCE BOOK:

1 ibid 4, Page No.2.1 to 2.21

LECTURES 7-8

ACCOUNTING STANDARDS

OBJECTIVE:

The objective is to have knowledge about accounting Standards issued by the Institute of Chartered Accountant of India.

CONTENTS:

- Meaning of Accounting Standards
- Objectives of Accounting Standards
- Preface to the Statements of Accounting Standards' (Revised 2004)
 - Formation of the Accounting Standard Board
 - Objectives and Functions of the Accounting Standard Board
 - General Purpose Financial Statements
 - Scope of Accounting Standards
 - Procedure for Issuing an Accounting Standard
 - Compliance with the Accounting Standards

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 19, 20, 29

LONG ANSWER TYPE QUESTIONS: Q 13, 25

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.3.1 to 3.11

REFERENCE BOOK:

- 1 ibid 4, Page No. 3.1 to 3.8

ARTICLES:

- 1 “Gupta, A. K., & Pandey, A. K. (2019). Review on convergence of Indian accounting standards with IFRS by Indian companies. *ACADEMICIA: An International Multidisciplinary Research Journal*, 9(2), 38-41.
- 2 Ashok, M. L., & Abhishek, N. (2019). Quality of Financial Reporting System in India: An Analysis of Extensible Business Reporting Language. *International Journal of Management Studies*, 6(1).

LECTURES 9-10

INTERNATIONAL ACCOUNTING STANDARDS

OBJECTIVE:

The objective is to have knowledge about International Accounting Standards Board.

CONTENTS:

- International Financial Reporting Standards
- International Accounting Standards

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 6, 20

LONG ANSWER TYPE QUESTIONS: Q 2, 17

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.3.14 to 3.17

REFERENCE BOOK:

- 1 ibid 4, Page No. 3.1 to 3.8

ARTICLES:

- 1 Miah, M. S. (2019). IFRS-Local GAAP Reconciliation Statements and Accounting Information Quality. IFRS-Local GAAP Reconciliation Statements and Accounting Information Quality (February 26, 2019).
- 2 Usher, D. (1968). The price mechanism and the meaning of national income statistics (No. HC79. I5 U7). Oxford: Clarendon Press.

UNIT II

LECTURES 11-13

JOURNALISING TRANSACTIONS

OBJECTIVE:

The objective is to make them understand the rules of debit and credit applicable to different type of business transactions.

CONTENTS:

- Journal, Rules of Debit and Credit,
- Compound Journal Entry,
- Opening Entry

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1-6

LONG ANSWER TYPE QUESTIONS: Q 1, 4, 7, 8, 10, 11

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.6.1 to 6.18

REFERENCE BOOK:

1 ibid 4, Page No. 4.1 to 4.36

ARTICLES:

- 1 Fay, R., & Negangard, E. M. (2017). Manual journal entry testing: Data analytics and the risk of fraud. *Journal of Accounting Education*, 38, 37-49.
- 2 Carmichael, D. R. (2010). Double-entry, nonstandard entries, and fraud. *The CPA Journal*, 80(10), 62.

LECTURES 14-16

LEDGER

OBJECTIVE:

The objective is to make them able to understand the meaning of Ledger and rules regarding Posting.

CONTENTS:

- Meaning & Features of Ledger
- Proforma of Ledger
- Meaning of Posting
- Relationship between Journal & Ledger
- Rules Regarding Posting
- Balancing of an Account
- Cash Book
- Sales & Purchase book

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 22, 24

LONG ANSWER TYPE QUESTIONS: Q 28

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.7.1 to 7.9

REFERENCE BOOK:

1 ibid 4, Page No. 5.1 to 6.19

ARTICLES:

- 1 Yazdi, M., Miller, L. M., Fazil, S. Y. E. D., Terli, A., Betser, V., Walter, S. O., ... & Deoray, R. R. (2019). U.S. Patent Application No. 16/131,408.
- 2 Castinado, J. B., Kendall, C. R., McClellan, M. S., Proud, L. A., Sachedina, A., & Tackett, C. W. (2019). U.S. Patent Application No. 15/659,215.

LECTURES 17-18

TRIAL BALANCE

OBJECTIVE:

The objective is to make them able to understand the meaning of and the objects of preparing a Trial Balance.

CONTENTS:

- Meaning of Trial Balance
- Objects of Preparing a Trial Balance
- Methods of Preparation of a Trial Balance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7, 8, 9

LONG ANSWER TYPE QUESTIONS: Q 7

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No.7.9 to 7.22

REFERENCE BOOK:

1 ibid 4, Page No.7.1 to 7.17

LECTURES 19-20**FINAL ACCOUNTS****OBJECTIVE:**

The objective is to give them knowledge about Financial Statements of a sole proprietor. It includes preparation of Trading A/C, Profit & Loss A/C, Balance Sheet as per schedule III of the new Companies Act 2013.

CONTENTS:

- Meaning & Types & Nature of Financial Statements
- Limitations & Objectives of Financial Statements
- Meaning of Trading Account
- Important Points Regarding Trading Account
- Meaning of Profit & Loss Account
- Important Points Regarding Profit & Loss Account
- Preparation of Balance Sheet

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10, 12, 18, 20

LONG ANSWER TYPE QUESTIONS: Q 6, 19

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No.16.1 to 16.441

REFERENCE BOOK:

1 ibid 4, Page No.10.1 to 10.27

ARTICLES:

1. Sultan, A. S. (2014). Financial Statements Analysis-Measurement of Performance and Profitability: Applied Study of Baghdad Soft-Drink Industry. Research Journal of Finance and Accounting, 5(4), 49-56.
2. Arnold, G. C., Xiao, Y., & School, S. B. (2006). Financial statement analysis and the return reversal effect.

LECTURES 21-26

FINANCIAL STATEMENTS

OBJECTIVE:

The objective is to give them knowledge about adjustments in final accounts of firms and company.

CONTENTS:

- Need for Adjustment Entries
 - Closing Stock
 - Outstanding Expenses
 - Pre-Paid Expenses
 - Accrued Income
 - Income Received in Advance
 - Depreciation
 - Bad Debts, Provision for Bad Debts
 - Provision for Discount on Debtors
 - Reserve for Discount on Creditors
 - Interest on Capital, Interest On Drawing

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 16, 21

LONG ANSWER TYPE QUESTIONS: Q 9

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No.17.1 to 17.50

REFERENCE BOOK:

1. ibid 4, Page No. 10.29 to 10.78

ARTICLES:

- 1 Chen, C. W. (2019). The Disciplinary Role of Financial Statements: Evidence from Mergers and Acquisitions of Privately held Targets. *Journal of Accounting Research*, 57(2), 391-430.
- 2 Idawati, W., & Yusuf, Y. (2019, February). Effect of Elements of Internal Control System on Management of Pro Deo Case and Quality of Financial Statements (Study on Religious Courts in DKI Jakarta). In 5th Annual International Conference on Accounting Research (AICAR 2018). Atlantis Press.

UNIT III

LECTURES 27-31

DEPRECIATION ACCOUNTING

OBJECTIVE:

The objective of these lectures is to provide knowledge about depreciation accounting and to have practical knowledge about the charging of depreciation on different fixed assets.

CONTENTS:

- Concept of Deprecation, Causes of Depreciation
- Basic Features of Depreciation, Meaning of Depreciation Accounting
- Objectives of Providing Depreciation, Fixation of Depreciation Amount
- Method of Recording Depreciation, Methods of Providing Depreciation
- Depreciation Policy, AS-6(Revised)

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1 to 8

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 8, 9, 11, 12

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No 14.1 to 14.29

REFERENCE BOOK:

- 1 ibid 4, Page No.12.1 to 12.52

ARTICLES:

- 1 Zadorozhnii, Z. M., & Kafka, S. (2016). Depreciation of non-current assets: harmonization of international practices and regulatory in Ukraine.
- 2 Andrew, A., & Pitt, M. (2006). Property depreciation in government. *Journal of Property Investment & Finance*, 24(3), 259-263.
- 3 Gurskaya, M., Kuter, M., Papakhcian, A., & Musaelyan, A. (2016, December). Specific Features of Depreciation Accounting at the End of the 12th-Early 13th Centuries. In 5th International Conference on Accounting, Auditing, and Taxation (ICAAT 2016). Atlantis Press.
- 4 Kuter, M., Gurskaya, M., Bagdasarian, R., & Andreenkova, A. (2016, December). Depreciation Accounting in Francesco Datini's Companies. In 5th International Conference on Accounting, Auditing, and Taxation (ICAAT 2016). Atlantis Press.

LECTURES 32-35

PROVISIONS AND RESERVES

OBJECTIVE:

The objective is to have knowledge about difference between the provision and reserve. To gather knowledge about different types of provisions and reserves.

CONTENTS:

- Provisions and Reserves
- Change of method of Depreciation (by both current and retrospective effect)

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10, 15

LONG ANSWER TYPE QUESTIONS: Q 17, 21

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.15.1 to 15.5

REFERENCE BOOK:

- 1 ibid 4, Page No.12.53 to 12.59

LECTURES 36-38

CONTEMPORARY ISSUES & CHALLENGES IN ACCOUNTING: HUMAN RESOURCE ACCOUNTING & GREEN ACCOUNTING

OBJECTIVE:

The objective is to have knowledge about contemporary issues & challenges arises in accounting.

CONTENTS:

- Human Resource Accounting
- Green Accounting

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 24, 25

LONG ANSWER TYPE QUESTION: Q 17

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No.3.186 to 3.223, 3.264 to 3.290

REFERENCE BOOK:

1 ibid 4, Page No. S.1 to S.35

ARTICLES:

- 1 NGA, N. T. H., HA, H. T. V., & LOAN, N. T. T. (2019). Green Accounting and Sustainable Development of Listed Vietnamese Enterprises. *Journal of Asian Review of Public Affairs and Policy*, 4(1).
- 2 Lin, L. (2019, April). Study on the Construction of Green Accounting System Based on “the Belt and Road” Strategy. In 3rd International Conference on Culture, Education and Economic Development of Modern Society (ICCESE 2019). Atlantis Press.
- 3 Bartelmus, P., & Seifert, E. K. (Eds.). (2018). *Green accounting*. Routledge.

LECTURES 39-42

CONTEMPORARY ISSUES & CHALLENGES IN ACCOUNTING: INFLATION ACCOUNTING, PRICE LEVEL ACCOUNTING & SOCIAL RESPONSIBILITY ACCOUNTING

OBJECTIVE:

The objective is to have knowledge about Inflation accounting, Price Level Accounting and Social Responsibility Accounting.

CONTENTS:

- Inflation Accounting
- Price Level Accounting
- Social Responsibility Accounting

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 26, 28

LONG ANSWER TYPE QUESTION: Q 18

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No.3.186 to 3.223, 3.264 to 3.290

REFERENCE BOOK:

1. ibid 4, Page No. S.1 to S.35

ARTICLES:

- 1 Tawiah, V., Benjamin, M., & Mukakibibi, D. (2015). Inflation accounting: more questions than answers. *International Journal of Management, IT and Engineering*, 5(3).
- 2 Ramesh, G. (1978). Inflation Accounting in India-A Case Study of the Bharat Heavy Electricals Ltd (No. WP1978-07-01_00304). Indian Institute of Management Ahmedabad, Research and Publication Department.
- 3 Shivakumar, L., & Urcan, O. (2017). Why does aggregate earnings growth reflect information about future inflation?. *The Accounting Review*, 92(6), 247-276.
- 4 Chowdhury, A. (2014). Inflation and inflation-uncertainty in India: the policy implications of the relationship. *Journal of Economic studies*, 41(1), 71-86.

UNIT IV

LECTURES 43-45

SHARE CAPITAL

OBJECTIVE:

The objective of these lectures is to provide knowledge about accounting treatment of Share capital, pro rata allotment of shares.

CONTENTS:

- Meaning of Joint Stock Company
- Shares, Share Capital,
- Accounting Entries
- Under subscription, Oversubscription

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTION: Q 8

LONG ANSWER TYPE QUESTION: Q 2

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 1.3 to 1.15

REFERENCE BOOK:

1 ibid 4, Page No.13.1- 13.14.30

ARTICLES:

1. Kumar, C. (2017). Service Sector IPOs-Factors Influencing Underpricing: An Indian Perspective. IUP Journal of Applied Finance, 23(1).
2. Çolak, G., Durnev, A., & Qian, Y. (2017). Political uncertainty and IPO activity: Evidence from US gubernatorial elections. Journal of Financial and Quantitative Analysis, 52(6), 2523-2564.

LECTURES 46-48

ISSUE OF SHARES

OBJECTIVE:

The objective of these lectures is to provide knowledge about issue of shares at par, premium and discount. As well as to have knowledge about the treatment of calls in advance and calls in arrears.

CONTENTS:

- Calls in Advance, Calls in Arrears
- Issue of Share at Premium, Issue of Share at Discount

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9, 10, 13, 18, 19

LONG ANSWER TYPE QUESTIONS: Q 3, 4, 19 to 21

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No.1.15 to 1.84

REFERENCE BOOK:

1 ibid 4, Page No. 14.30-14.62

ARTICLE:

1 Fakru Khan.Y & Mr. Thoufiqulla, “An Analysis of Bonus Share Issued and its Impact on Share price with Reference to NSE Listed Stocks in India” Acme Intellects International Journal of Research in Management ISSN 2320 – 2939 (Print) ISSN 2320-2793 (online)

LECTURES 49-51

FORFEITURE AND REISSUE OF SHARES

OBJECTIVE:

The objective is to have knowledge about entries of forfeiture and reissue of shares.

CONTENTS:

- Forfeiture of Shares, Surrender of Shares
- Right Shares, Re-issue of shares

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 12, 15 to 17

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No.1.15 to 1.84

REFERENCE BOOK:

1 ibid 4, Page No. 14.30-14.62

LECTURES 52-53

ISSUE OF DEBENTURES

OBJECTIVE:

The objective is to make them able to understand about the meaning of debentures, classification of debentures and accounting entries of issue of debentures.

CONTENTS:

- Issue of Debentures
- Different Terms of Issue of Debentures

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13, 23, 25

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 1.97 to 1.137

REFERENCE BOOK:

1 ibid 4, Page No. 15.1 to 15.33

ARTICLES:

- 1 Matsumoto, G. S., Baraldi, G. P., & Jucá, M. N. (2018). Event Study on the Announcement of Debenture Issuance. *Brazilian Review of Finance*, 16(3), 493-520.
- 2 Douglas, J. (2018). An Act to declare the validity of the Debentures issued by the Municipal Council of Victoria. Whereas the Municipal Council, on the fifth day of December, 1862, passed a resolution as follows:-Resolved,-That this Council borrow the sum of Five Thousand pounds sterling, under gurantee of the Government.

LECTURES 54-56

REDEMPTION OF DEBENTURES

OBJECTIVE:

The objective is to give them knowledge about different means of redemption of debentures and how to write off loss on issue of debentures.

CONTENTS:

- Methods of Redemption
- Accounting Entries of Redemption of Debentures

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 21 to 25

LONG ANSWER TYPE QUESTIONS: Q 9, 13, 19, 20, 21

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.2.92 to 2.106

REFERENCE BOOK:

1 ibid 4, Page No.4.106 to 4.123

ARTICLE:

- 1 Mahajan, P., & Singh, F. (2017). Corporate debt redemption management in favorable economic times: a lifeline during tumultuous economic recession. *Abhigyan*, 35(1), 13-25.

LECTURES 57-58**STOCK EXCHANGE OF INDIA****OBJECTIVE:**

The objective is to give students knowledge about stock exchanges of India and its role.

CONTENTS:

- Meaning of Stock Exchange of India
- Role of SEBI

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 21 to 25

LONG ANSWER TYPE QUESTIONS: Q 9, 13, 19, 20, 21

SUGGESTED READINGS:**TEXT BOOK:**

- 1 ibid 1, Page No.2.92 to 2.106

REFERENCE BOOK:

- 1 ibid 4, Page No. S.36 to S.38

ARTICLE:

1. Mahapatra, S., & Bhaduri, S. N. (2019). Dynamics of the Impact of Currency Fluctuations on Stock Markets in India: Assessing the Pricing of Exchange Rate Risks. *Borsa Istanbul Review*, 19(1), 15-23.

LECTURE PLAN

MICRO ECONOMICS

BCOM - 105

COURSE OUTLINE
B.COM(H)-I SEMESTER
MICRO ECONOMICS
B.COM – 105

OBJECTIVES:

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

LEARNING OUTCOME:

After the completion of the course, students will be able to –

1. To develop an understanding of the framework that economists use to analyze choices made by individuals in response to economic environment and consider how these choices can also serve the social interest.
2. Use economic models to analyze a situation in terms of economics. Interpret charts, graphs, and tables and use the information to make informed judgments
3. Describe the various types of markets and compare their efficiency
4. Evaluate outcomes based on the costs and benefits involved
5. Relate the basic economic theory and principles to current microeconomic issues.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

- | | |
|---|----------|
| 1. Class Test-I - (Written Test) | 10 Marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 10 Marks |
| 3. Attendance | 05 Marks |

Course Contents:

UNIT I

- Nature, Scope, Definitions of Business Economics
- Difference between Business Economic and Economics
- Contribution and Application of Business Economics to Business
- Micro vs. Macro Economics
- Opportunity Costs, Time Value of Money
- Marginalism, Incrementalism
- Market forces and Equilibrium
- Risk, Return and Profits

(10 Hours)

UNIT II

- Cardinal Utility Approach: Diminishing Marginal Utility
- Law of Equi-Marginal Utility
- Ordinal Utility Approach: Indifference Curves

- Marginal Rate of Substitution, Budget Line
- Consumer Equilibrium
- Theory of Demand, Law of Demand
- Movement along Vs. Shift in Demand Curve
- Concept of Measurement of Elasticity of Demand
- Factors Affecting Elasticity of Demand
- Income Elasticity of Demand, Cross Elasticity of Demand
- Advertising, Elasticity of Demand and Expectation Elasticity of Demand
- Demand Forecasting: Need, Objectives and Methods (Brief) **(18Hours)**

UNIT III

- Meaning and Concept of Production
- Factors of Production and production function
- Fixed and Variable Factors
- Law of Variable Proportion (Short Run Production Analysis)
- Law of Returns to a Scale (Long Run Production Analysis) through the use of
- ISOQUANTS **(12 Hours)**

UNIT IV

- Concept of Cost, Cost Function
- Short Run Cost, Long Run Cost
- Economies and Diseconomies of Scale
- Explicit Cost and Implicit Cost
- Private and Social Cost
- Pricing Under Perfect Competition
- Pricing Under Monopoly, Control of Monopoly
- Price Discrimination, Pricing Under Monopolistic Competition
- Pricing Under Oligopoly **(12 Hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of business economics and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s):** Dwivedi, D.N
 Title: Managerial Economics
 Edition: VIII **Year:** 2015
 Publisher: Vikas Publishing House (ibid 1)

- 2 **Author's Name(s):** Chaturvedi, D.D. and S. L. Gupta
 Title: Business Economics
 Edition: III **Year:** 2014
 Publisher: Brijwasi Publishers (ibid 2)

➤ REFERENCE BOOKS:

- 1 **Author's Name(s):** Mehta, P. L
 Title: Managerial Economics
 Edition: IX **Year:** 2013
 Publisher: Sultan Chand & Sons (ibid 3)

- 3 **Author's Name(s):** Salvator, Dominick
 Title: Managerial Economics
 Edition: VIII **Year:** 2016
 Publisher: McGraw-Hill Book Company (ibid 4)

- 4 **Author's Name(s):** Dr. Deepashree
 Title: Business Economics-I
 Edition: I **Year:** 2016
 Publisher: Maximax Publishing House (ibid 5)

➤ E-book:

Author's Name(s): Srinivas R. Rao
Title: Managerial Economics
Edition: First edition 2016.
Publisher: http://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf

➤ JOURNALS/ MAGAZINES:

- 1 IUP Journal of Applied Economics
- 2 International Journal of Business Policy & Economics
- 3 Harvard Business Review

UNIT I

LECTURES 1-2

INTRODUCTION TO BUSINESS ECONOMICS

OBJECTIVE:

The objective of these lectures is to understand the nature and scope of business economics and to study the usage of economics in practical life.

CONTENTS:

- Introduction
- Nature of business economics
- Scope of business economics
- Definition of business economics

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 1, 6, 4, 18, 25

LONG ANSWERS QUESTIONS: Q 1, 10, 25

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 4, 6, 11

REFERENCE BOOK:

1. ibid 3, Page No.4 – 5

ARTICLES:

- 1 Macroeconomic and Monetary developments in 2012-13, Overview, The RBI Monthly Bulletin May 2013, pp 23-25.
- 2 Chakrabarty, K.C., “Transit Path for Indian Economy: Six Steps for Transforming the Elephant into a Tiger” RBI Bulletin, Jan. 2013, pp. 3-11.
- 3 Editorial Board ICAI, “Forward March of Economy despite Hurdles”, Chartered Accountant, May 2015, pp. 3-10.
- 4 Raghuram G. Rajan, “India in the Global Economy”, RBI Bulletin, April 2016, pp.61-68.

LECTURES 3-5

FUNDAMENTAL CONCEPTS OF BUSINESS ECONOMICS

OBJECTIVE:

The objective of these lectures is to get knowledge regarding how to apply business economics theories in business environment.

CONTENTS:

- Difference between Business Economic and Economics
- Contribution of Business Economics
- Application of Business Economics
- Micro Vs. Macro Economics

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1,2, 3, 12,18

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 7, 32,34

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 8 - 9

REFERENCE BOOK:

1 ibid 3, Page No.5 - 6

ARTICLE:

1. Seaman, B. A., & Young, D. R. (Eds.). (2018). Handbook of research on nonprofit economics and management. Edward Elgar Publishing.

LECTURES 6-8

TIME VALUE AND OPPORTUNITY COST

OBJECTIVE:

Money has got value of appreciation and depreciation with time. The objective of these lectures is to provide knowledge about concept of time value of money, marginalism, incrementalism.

CONTENTS:

- Opportunity Costs
- Time Value of Money
- Marginalism
- Incrementalism

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 5, 7, 9,28,29,33

LONG ANSWER TYPE QUESTIONS: Q 5, 6, 9, 24,28,31

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 42, 43, 45

REFERENCE BOOK:

1 ibid 3, Page No.4-5

ARTICLE:

1 MohamedFairoozAbdulKhirhttp://www.maybank2u.com.my/iwovresources/islamicmy/document/my/en/islamic/scoe/knowledgecentre/researchpaper/Concept_Time_Value_of_Money.pdf

LECTURES 9-10

MARKET FORCES AND EQUILIBRIUM

OBJECTIVE:

Equilibrium is the point where market forces interact with each other. The objective of the given lectures is to give the knowledge about the concept of determination of equilibrium of market forces.

CONTENTS:

- Market forces and Equilibrium
- Meaning of Risk and features of Risk
- Components of Risk
- Characteristics of Return
- Concept of Profit

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTION: Q 11

LONG ANSWER TYPE QUESTIONS: Q 4, 8,35

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 14, 15

REFERENCE BOOK:

1. ibid 3, Page No. 17, 555

UNIT II

LECTURES 11-12

CARDINAL UTILITY APPROACH

OBJECTIVE:

The objective of these lectures is to understand the meaning of Cardinal Utility Approaches including Diminishing Marginal Utility approaches and Law of Equi-Marginal Utility Approaches.

CONTENTS:

- Meaning of Cardinal Utility Approach
- Components of Cardinal Utility Approach
- Meaning of Law of Diminishing Marginal Utility
- Law of Equi-Marginal Utility

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 9,34

LONG ANSWERS QUESTIONS: Q 1, 6,34

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 109-113

REFERENCE BOOK:

1 ibid 5, Page No. 3.1-3.5

LECTURES 13-15

ORDINAL UTILITY APPROACH

OBJECTIVE:

The objective of these lectures is to get knowledge regarding Ordinal Utility approaches. It includes studying about features of IC and budget line.

CONTENTS:

- Ordinal Utility Approach
- Indifference Curves
- Marginal Rate of Substitution
- Budget Line

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4 – 8, 9

LONG ANSWER TYPE QUESTIONS: Q 4 to 6, 8, 9, 10, 27

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 112-113

REFERENCE BOOK:

1 ibid 5, Page No.4.1-4.15

LECTURES 16-18

CONSUMER EQUILIBRIUM

OBJECTIVE:

Consumer Equilibrium is the point from where consumer has got maximum satisfaction. The objective is to have knowledge about Consumer Equilibrium diagrammatically and with help of certain assumptions.

CONTENTS:

- Meaning of Consumer Equilibrium
- Consumer Equilibrium with the help of IC approach

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 2, 4, 33, 35

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 10,

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 116, 132

REFERENCE BOOK:

1. ibid 5, Page No. 3.5, 4.12

ARTICLES:

1. Ratchford, B.T., “The New Economic Theory of Consumer Behavior: An Interpretive Essay”
Journal of Consumer Research, Jan 2015, pp. 65-75.
2. Tushar Seth <http://www.economicdiscussion.net/articles/consumers-equilibrium-with-utility-analysis/1459>

LECTURES 19-20

THEORY OF DEMAND

OBJECTIVE:

Demand and price have got negative relationship. The objective is to provide the knowledge about the theory of demand and law of demand.

CONTENTS:

- Meaning of Demand
- Features of Demand
- Demand Function
- Components of Demand
- Law of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11,34

LONG ANSWER TYPE QUESTIONS: Q 11, 12, 14 to 18

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 118-123

REFERENCE BOOK:

1 ibid 5, Page No. 5.1-5.9

ARTICLES:

1. Theodore Tsekeris, “Consumer Demand Analysis of Complementarities and Substitutions in the Greek Passenger Transport Market”, Centre of Planning and Economic Research, 2016, pp 1-35
2. Tatiana Andreyeva, Michael W. Long and Kelly D. Brownell, “The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food”, American Journal of Public Health, February 2015, Vol. 100, No. 2, pp. 216-222.

LECTURES 21-22

MOVEMENT VS SHIFT IN DEMAND CURVE

OBJECTIVE:

The objective is to have knowledge about the movement and shifts in demand curves and to study the reasons of shift and movement with the help of illustrations.

CONTENTS:

- Meaning of Movement of Demand Curve
- Reasons of Movement of Demand curve

- Shift of Demand Curve
- Reasons of Shift in Demand Curve
- Movement along Vs. Shift in Demand Curve

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13 to 15,32

LONG ANSWER TYPE QUESTIONS: Q 13, 16,33

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 123

REFERENCE BOOK:

1 ibid 5, Page No. 5.11

LECTURES 23-24

CONCEPT OF ELASTICITY OF DEMAND

OBJECTIVE:

The objective is to have knowledge about the meaning of demand, measuring elasticity, i.e. responsiveness of demand to different factors.

CONTENTS:

- Meaning of Elasticity of Demand Curve
- Measurement of Elasticity of Demand
- Factors Affecting Elasticity of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 16, 23, 24

LONG ANSWER TYPE QUESTIONS: Q 16, 17, 19

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 166-177

REFERENCE BOOK:

1 ibid 5, Page No. 6.2-6.22

ARTICLE:

1 Auer, J., & Papies, D. (2019). Cross-price elasticities and their determinants: a meta-analysis and new empirical generalizations. *Journal of the Academy of Marketing Science*, 1-22.

LECTURES 25-26**TYPES OF ELASTICITY OF DEMAND****OBJECTIVE:**

Elasticity of demand is responsiveness of demand due to changes in factors affecting demand. The objective is to give knowledge about different types of elasticity of demand.

CONTENTS:

- Income Elasticity of Demand
- Cross Elasticity of Demand
- Advertising, Elasticity of Demand
- Expectation Elasticity of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17 to 19, 23, 24,31

LONG ANSWER TYPE QUESTIONS: Q 21, 20, 22,28

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No. 178-183

REFERENCE BOOK:

1 ibid 5, Page No. 6.23-6.30

LECTURES 27-28

DEMAND FORECASTING

OBJECTIVE:

The objective is to have knowledge about the forecasting of demand and its importance. Also make students aware about the different methods of demand forecasting.

CONTENTS:

- Need of demand forecasting
- Objectives of demand forecasting
- Methods of demand forecasting

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 20 to 22, 25,

LONG ANSWER TYPE QUESTIONS: Q 24, 25, 32

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 191-213

REFERENCE BOOK:

1 ibid 5, Page No. 7.1-7.11

UNIT III

LECTURES 29-30

MEANING AND CONCEPT OF PRODUCTION

OBJECTIVE:

The objective is to have knowledge about the meaning, features of production including importance of production in firms.

CONTENTS:

- Concept of Production
- Features of Production
- Production Function

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 16

LONG ANSWER TYPE QUESTION: Q 14

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 227-229

REFERENCE BOOK:

1. ibid 5, Page No. 9.1-9.28

ARTICLE:

1. SK Mishra, "A brief History of Production Functions", The IUP Journal of Managerial Economics, Vol. VIII, No.4, November 2016, pp. 6-34.

LECTURES 31-32

FACTORS OF PRODUCTION

OBJECTIVE:

The objective is to have knowledge about the concept of production function including different components of factors of production.

CONTENTS:

- Factors of Production
- Features of Factors of Production
- Production Function
- Components of Production

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1 to 3, 8 to 12, 24, 25

LONG ANSWER TYPE QUESTIONS: Q 9, 10, 19

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 228

REFERENCE BOOK:

1 ibid 5, Page No. 8.1-8.14

CASE STUDY:

1 Production: Managerial uses of Production Function

LECTURES 33-34

FIXED AND VARIABLE FACTORS

OBJECTIVE:

The objective is to make the students well aware about differences between fixed and variable factors of production.

CONTENTS:

- Meaning of Fixed Factors
- Meaning of Variable Factors
- Differences between fixed and variable factors of production

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8,32

LONG ANSWER TYPE QUESTIONS: Q 9, 19, 25,34

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 229

REFERENCE BOOK:

1 ibid 5, Page No. 9.2

ARTICLE:

1. Oil Companies Tap New Technologies to Lower Production Costs, <https://www.wsj.com/articles/oil-companies-tap-new-technologies-to-lower-production-c...>Sep 13, 2015

UNIT III**LECTURES 35-36****LAW OF VARIABLE PROPORTION****OBJECTIVE:**

The objective is to have knowledge about the determination of equilibrium of market forces

CONTENTS:

- Meaning of Law of Variable Proportion
- Determination of Law of Variable Proportion
- Features of short run

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 13, 24

LONG ANSWER TYPE QUESTION: Q 35

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No. 233-236

REFERENCE BOOK:

1 ibid 5, Page No. 9.5, 9.6

LECTURES 37-38

LAW OF RETURNS TO A SCALE

OBJECTIVE:

The objective is to have knowledge about the Law of Returns to Scale operating in long run in firms.

CONTENTS:

- Meaning of Law of Returns to a Scale
- Determination of Law of Returns to a Scale
- Features of long run
- Difference between Law of Variable Proportion and Law of Return to Scale

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 15, 24 ,31

LONG ANSWER TYPE QUESTIONS: Q 1, 5, 18, 32,33

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 252-255

REFERENCE BOOK:

1 ibid 5, Page No. 9.15

LECTURES 39-40

ISOQUANTS

OBJECTIVE:

The idea is to make students well informed about the concept and features of Isoquants and their determination.

CONTENTS:

- Market forces and Equilibrium
- Features of Risk
- Features of Return
- Features of Profits

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 23, 25

LONG ANSWER TYPE QUESTIONS: Q 4, 8

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 14, 15

REFERENCE BOOK:

1 ibid 5, Page No. 17, 555

UNIT IV

LECTURES 41-42

CONCEPT OF COST

OBJECTIVE:

The objective is to have knowledge about the meaning of Cost, components of cost and to clarify them differentiation between short run and long run cost.

CONTENTS:

- Concept of Cost
- Cost Function
- Short Run Cost
- Long Run Cost

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTION: Q 14

LONG ANSWER TYPE QUESTIONS: Q 7, 22

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 264-279

REFERENCE BOOK:

1 ibid 5, Page No. 10.1-10.27

ARTICLE:

1. Deblosh Dey, “Cost Competitiveness & Pricing Strategies”, The Management Accountant, May, 2014, Vol.49, No.5, pp. 46-51.

LECTURES 43-44**ECONOMIES AND DISECONOMIES OF SCALE****OBJECTIVE:**

The objective is to have knowledge about the economies and diseconomies of scale their application in firms.

CONTENTS:

- Meaning of Economies of Scale
- Types of Economies of Scale
- Meaning of Diseconomies of Scale
- Types of Diseconomies of Scale

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17, 25, 22, 23

LONG ANSWER TYPE QUESTIONS: Q 11, 21

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No. 282-284

REFERENCE BOOK:

1 ibid 5, Page No. 9.17-9.21

LECTURES 45-46

TYPES OF COST

OBJECTIVE:

The objective is to have knowledge about the different types of cost.

CONTENTS:

- Meaning of Explicit Cost
- Meaning of Implicit Cost
- Difference between Explicit Cost and Implicit Cost
- Concept of Private Cost
- Concept of Social Cost
- Difference between Private Cost and Social Cost

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8,26,27

LONG ANSWER TYPE QUESTIONS: Q 17,31

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.264-298

REFERENCE BOOK:

1 ibid 5, Page No. 10.1-10.31

LECTURES 47-48

TYPES OF COMPETITION

OBJECTIVE:

The objective is to have knowledge about the determination of prices under perfect and monopoly competition.

CONTENTS:

- Meaning of Perfect Competition
- Features of Perfect Competition

- Pricing Under Perfect Competition
- Meaning of Monopoly Competition
- Features of Monopoly Competition
- Pricing Under Monopoly
- Control of Monopoly

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 18 to 25,32,35

LONG ANSWER TYPE QUESTIONS: Q 4 to 6, 15, 18 to 22,32,33,34

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 344-370

REFERENCE BOOK:

1 ibid 5, Page No. 12.1-13.19

ARTICLE:

1. Sinha, P & Sharma, S. (2018.) Dynamics of Competition in the Indian Banking Sector. *Economic and Political Weekly*. 53(13), pp. 45-48

LECTURES 49-50

PRICING UNDER MONOPOLISTIC COMPETITION

OBJECTIVE:

The objective is to have knowledge about the determination of price in different market structure including monopolistic and oligopoly competition.

CONTENTS:

- Meaning of Monopolistic Competition
- Features of Monopolistic Competition
- Price Determination in Monopolistic Competition

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9 to 17, 22, 23,31,32,33

LONG ANSWER TYPE QUESTIONS: Q 1 to 3, 24, 25,35

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 371-383

REFERENCE BOOK:

1 ibid 5, Page No. 14.1-15.16

LECTURES 51- 52

PRICING UNDER OLIGOPOLY

OBJECTIVE:

The objective is to have knowledge about the determination of price in oligopoly market structure.

CONTENTS:

- Meaning of Oligopoly Competition
- Features of Oligopoly Competition
- Different Models of Oligopoly Market.

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 18, 19, 24, 25, 34

LONG ANSWER TYPE QUESTIONS: Q5 - 9, 21, 22,35

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 371-383

REFERENCE BOOK:

1 ibid 5, Page No. 14.1-15.16

ARTICLES:

1. Marco Marini and Alberto Zevi, “Just One of us: Consumers Playing Oligopoly in Mixed Markets”,http://host.uniroma3.it/centri/crei/pubblicazioni/workingpapers2011/CREI_01_2011.pdf
2. Keith Tribe, “Competition, Oligopoly and Antitrust: The Theoretical Agenda in the early 1950s” , <http://keithtribe.co.uk/wp-content/uploads/2014/10/EUI-93.pdf>
3. Krishnendu Ghosh Dastidar, *Oligopoly, Auctions and Market Quality* (Economics, Law, and Institutions in Asia Pacific). Diganta Mukherjee November 30,2018 Review Article <https://doi.org/10.1177/2321022218761281>

CASE STUDY

- 1 Case study - Warren Buffett is Betting the Airline Oligopoly is Here to Stay <https://hbr.org/2016/11/warren-buffett-is-betting-the-airline-oligopoly-is-here-to-stay> Nov 17, 2016.

LECTURE PLAN

BUSINESS COMMUNICATION

B.COM- 107

COURSE OUTLINE
B.COM – I SEMESTER
BUSINESS COMMUNICATION
B.COM- 107

OBJECTIVES:

The objective of this course is to familiarize students about the dynamics of business language and discourse and train students to enhance their skills in written as well as oral Communication through practical conduct.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

- | | |
|---|----------|
| 1. Class Test-I - (Written Test) | 10 Marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 5 Marks |
| 3. Attendance | 5 Marks |

COURSE CONTENTS:

UNIT I

- Meaning and significance of communication
 - Process of Communication
 - Principles of Effective Business Communication
 - 7Cs of communication
 - How to Improve Command Over Spoken and Written English
 - Effective Listening
- (14 Hours)

UNIT II

- Communicating in a Multicultural World
 - Idea of a global world
 - Impact of globalization on organizational and multicultural communication
 - Understanding culture for global communication
 - Etic and Emic approaches to culture
 - The Cross-Cultural Dimensions of Business Communication
 - Technology and Communication
 - Ethical & Legal Issues in Business Communication
 - Overcoming cross cultural communication.
- (14 Hours)

UNIT III

- Business Letter Writing: Need, Functions and kinds
 - Types of letter writing: Persuasive, Request, Sales letters, Complaints and Adjustments
 - Departmental communication: Meaning, Need and Types
 - Interview letters, Promotion letters, Resignation letters
- (14 Hours)

UNIT IV

- Departmental Communication: Barriers of Communication
- Meaning, Need and Types
- News Letters and Circulars
- Agenda, Notice, Office Memorandums and Office Orders
- Minutes of the meeting
- Project and Report writing
- How to Make a Presentation
- Various Presentation Tools
- Guidelines of Effective Presentation

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for the subject Personality Development and Communication Skills-1 and students are advised to go through the material for thorough understanding of the subject.

➤ MAIN TEXT BOOKS:

1. **Author's Name(s):** Chhabra T.N., Chhabra Sandhya
Title: Business Communication
Edition: Eighth Revised Edition **Year:** 2017
Publisher: Sun India Publications (ibid 1)
2. **Author's Name(s):** C.B. Gupta
Title: Personality Development and Communication Skills-1
Edition: 16thYear: 2012
Publisher: Sultan Chand and Sons (ibid 2)

➤ REFERENCE BOOKS:

1. **Author's Name(s):** Bovee, C.L., Thill, J.V. and Chatterjee, A
Title: Business Communication Today
Edition: III **Year:** 2013
Publisher: Pearson Education (ibid 3)
2. **Author's Name(s):** Wren and Martin
Title: English Grammar and Composition
Edition: IX **Year:** 2012
Publisher: Sultan Chand and Sons (ibid 4)
3. **Author's Name(s):** Rajendra Pal & J.S. Korlahalli
Title: Essentials of Business Communication
Edition: XIII **Year:** 2013
Publisher: Sultan Chand & Sons (ibid 5)

➤ JOURNALS:

1. MERI: Journal of Management and Technology
2. DIGIT- Back to School
3. HR Magazine
4. Harvard Business Review
5. The IUP Journal of Soft Skills
6. Journal of Human Values
7. Media & Mass Communication
8. Australian Journal of Business and Management

LECTURES 1-2

FUNDAMENTAL OF COMMUNICATION

OBJECTIVE:

The objective of the lectures is to make the students understand the concept, nature and characteristics of business communication, how it is important for business organizations and what are its roles in business organizations

CONTENTS:

- Introduction to Business Communication
 - Meaning and Nature
 - Objectives
 - Importance
 - Role

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q1, 2

LONG ANSWER TYPE QUESTIONS: Q 1, 2

OTHER ASSIGNMENT:

1. ibid 2, Page No. 7.15-7.16, Q 1-14

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. EC-1-EC23
2. ibid 2, Page No. 7.1- 7.8

ARTICLES:

1. Chitrita Prusty, Ashish Kumar Dwivedy and Janmejyay Khuntra, “Why and How Do Engineers Communicate?”, The IUP Journal of Soft Skills, Vol. IX, No. 1, 2015, pp. 45-50
2. Ossai, L, “Communications Truths You must embrace to Excel”, May 2018, http://lucille-ossai.blogspot.in/2018/04/communication-truths-you-must-embrace_18.html

LECTURES 3-4

THE COMMUNICATION PROCESS

OBJECTIVE:

The objective of this lecture is to make students understand the process and types of Business Communication.

CONTENTS:

- Process of Business Communication
 - Encoding
 - Transmission
 - Receiver
 - Decoding
 - Feedback
 - Storing
 - Retrieving

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q1, 2

LONG ANSWER TYPE QUESTIONS: Q 3,4,7

OTHER ASSIGNMENT:

1. ibid 2, Page No. 7.15-7.16, Q 14-22

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. EC24
2. ibid 2, Page No. 7.8-8.3

ARTICLES:

1. Meikle Gavin; “What is the key to More Effective Communication”
<http://www.freshbusinessthinking.com/what-is-the-key-to-more-effective-communication/>
2. <https://www.hrtechnologist.com/articles/employee-engagement/effective-communication-in-the-workplace-how-and-why/> (2019)

LECTURE 5-6

FORMS AND TYPES OF BUSINESS COMMUNICATION

OBJECTIVE:

The objective of this lecture is to make students understand the forms and types of Business Communication.

CONTENTS:

- Forms of Business Communication
 - Verbal
 - Non-Verbal
 - Visual
- Types of Business Communication
 - Formal
 - Informal-The Grapevine

ASSIGNMENTS FROM QUESTION BANK:

MULTIPLE CHOICE QUESTIONS: Q 5, 6, 7, 8, 9, 14

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 8, 25

LONG ANSWER TYPE QUESTIONS: Q 6, 7, 8, 19, 21

OTHER ASSIGNMENT:

1. ibid 2, Page No.7.16-Q 23-30, Page 8.9, Q 1-15, Page 10.27 Q 1, 2, 3

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 7.1-10.3

ARTICLES:

1. Berube Dave; "I Heard It through the Grapevine: Communicating Effectively during Major Change";<https://www.lce.com/I-Heard-It-Through-the-Grapevine-Communicating-Effectively-During-Major-Change-1289.html>
2. Grossman "What you need to know about Body Language to Communicate Effectively" May 2018, <http://www.yourthoughtpartner.com/blog/bid/32503/what-you-need-to-know-about-body-language-to-communicate-effectively>

LECTURES 7-8

PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the importance of communication in modern day Business Organizations.

CONTENTS:

- Effective Business communication
 - Clarity
 - Completeness
 - Conciseness
 - Consideration
 - Correctness
 - Courtesy/politeness
 - Concentration

ASSIGNMENTS FROM THE QUESTION BANK:

MULTIPLE CHOICE QUESTIONS: Q 10, 11, 12, 17, 20

SHORT ANSWER TYPE QUESTIONS: Q 13, 15, 21, 22, 23, 24, 25

LONG ANSWER TYPE QUESTIONS: Q 10, 12, 13, 14, 15, 16

OTHER ASSIGNMENTS:

1. ibid 1, Page No. EC-60 Q1, 2, 3,4,5,6
2. ibid 2, Page No. 11.10, Q10-15, Page No. 12.6, Q1-11

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. EC 50- 55
2. ibid 2, Page No. 11.4-12.6

ARTICLES:

1. Revathi Turaga, “Managing difficult workplace conversations”, The IUP Journal of Soft Skills, Vol. IX, No. 1, 2015, pp. 15-34.
2. Phutela Deepika, “The Importance of Non Verbal Communication”, The IUP Journal of Soft Skills, Vol. IX, No.4, December 2015, pp. 43-65.

3. Six undesirable business communication habits flagged
<https://businessmirror.com.ph/2019/05/13/six-undesirable-business-communication-habits-flagged/> (2019)

LECTURES 9-10

PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students techniques in improvisation of their command over the language.

CONTENTS:

- Formal and Informal Communication
 - Meaning
 - Advantages and Disadvantages
 - Effective use of Grapevine

ASSIGNMENTS FROM QUESTION BANK:

MULTIPLE CHOICE QUESTIONS: Q 8, 9, 14

SHORT ANSWER TYPE QUESTIONS: Q 7, 8, 25

LONG ANSWER TYPE QUESTIONS: Q 8, 19, 21

OTHER ASSIGNMENTS:

1. ibid 1, Page No. EC24
2. ibid 2, Page No. 7.16-Q 23-30, Page No. 8.9

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 7.1-10.3

ARTICLES:

1. Iyengar R Venkatesan, "Team Building: Corporate Lessons from the Indian Premier League" by, The IUP Journal of Soft Skills, Vol. XIII, No.1, March 2014, pp. 3-15.
2. **5 common communication mistakes (and how to fix them)**
<https://www.fastcompany.com/90352829/5-common-communication-mistakes-and-how-to-fix-them> (2019)

LECTURES 11-12

PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students techniques in improvisation of their command over the language.

CONTENTS:

- How to make oral communication effective
- How to make written communication effective
- Nonverbal forms of communication
- Sign language

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9, 10,

LONG ANSWER TYPE QUESTIONS: Q 17, 19,

OTHER ASSIGNMENT:

1. ibid 2, Page No. 7.16-Q 23-30

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No.10.3-10.17

ARTICLES:

1. Goman Kinsey Carol; “Ten Powerful Body Language Tips”
<http://www.amanet.org/training/articles/10-Powerful-Body-Language-Tips.aspx>
2. [Effective communication depends on truly listening](https://thebusinesstimes.com/effective-communication-depends-on-truly-listening/) <https://thebusinesstimes.com/effective-communication-depends-on-truly-listening/> (2019)

LECTURES 13-14

PRINCIPLES OF EFFECTIVE BUSINESS COMMUNICATION

OBJECTIVE:

The objective of these lectures is to understand that an effective business communication process enables an organization to move towards goal fulfillment.

CONTENTS:

- Networks of Formal Communication
- Informal Communication
- Difference between Formal and Informal Communication
- How to make effective use of Grapevine
- Effective listening

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 28, 29, 30

LONG ANSWER TYPE QUESTIONS: Q 16, 17, 20

OTHER ASSIGNMENT:

1. ibid 2, Page No. 7.16-Q 23-30, Page No. 8.9, Q 1-15, Page No. 10.27 Q 1, 2, 3

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. OC58-OC67, EC26-EC28
2. ibid 2, Page No. 7.1-10.3

ARTICLES:

1. Phutela Deepika, 'The Importance of Non Verbal Communication ', The IUP Journal of Soft Skills, Vol. IX, No.4, December 2015, pp 43-65
2. Steps to successful communication <https://yourstory.com/2019/05/communications-storytelling-carmine-gallo-entrepreneur> (2019)

UNIT-II

LECTURES 15-16

COMMUNICATING IN A MULTICULTURAL WORLD

OBJECTIVE:

The objective of the lecture is to understand the cross-cultural dimensions of business communication.

CONTENTS:

- Need for Intercultural Communication
- Communicating in a Multicultural World
- Idea of a global world

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTION: Q2

LONG ANSWER TYPE QUESTION: Q 17

OTHER ASSIGNMENTS:

1. ibid 1, Page No. IC-4, Q (B)1,2
2. ibid 3, Page No. 25, Q 4

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. IC1-IC22

ARTICLES:

1. Adams Jean, “E-Powering Tomorrow’s Leaders: Soft Skill Development in Management Education”, The IUP Journal of soft skills, Vol.VI, NO 2 June 2012, pp. 13
2. <https://www.forbes.com/sites/forbeslacouncil/2018/05/03/bringing-the-humanity-back-to-business-communication/#4c3b1f4c6d7d> (2019)
3. [Five Tips for Communicating Across Cultures](http://archive.boston.com/business/blogs/global-business-hub/2012/04/five_tips_for_c.html)
http://archive.boston.com/business/blogs/global-business-hub/2012/04/five_tips_for_c.html (2019)

LECTURES 17-19

COMMUNICATING IN A MULTICULTURAL WORLD

OBJECTIVE:

The objective of the lecture is to understand the cross-cultural dimensions of business communication.

CONTENTS:

- Impact of globalization on organizational communication
- Impact of globalization on multicultural communication

- Multi-cultural work force
- Globalization of markets

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q2, 3, 4, 5, 6

LONG ANSWER TYPE QUESTIONS: Q 3, 4, 5, 6, 7,

OTHER ASSIGNMENT:

1. ibid 1, Page No. IC-4, Q (C) 1,2,3,4,5

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. IC1-IC12

ARTICLES:

1. Racquel Moreau, “The Value of Foreign Languages in Business Communication”, http://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1016&context=mba_student
2. **The reality of communicating in the modern workplace**
<https://www.humanresourcesonline.net/the-reality-of-communicating-in-the-modern-workplace/> (2019)
3. **How To Overcome Communication Challenges Within A Global Company**
<https://www.forbes.com/sites/forbescommunicationscouncil/2017/07/03/how-to-overcome-communication-challenges-within-a-global-company/#7b9e62fb5a0d> (2019)

LECTURES 20-21

UNDERSTANDING CULTURE FOR GLOBAL COMMUNICATION

OBJECTIVE:

The objective of the lecture is to understand how culture affects communication at a global level.

CONTENTS:

- Advantages of Culture Literacy
- Harmony at the work place
- Effectiveness of workers
- Differences in behavior and perceptions
- Cultural issues

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7, 8, 9

LONG ANSWER TYPE QUESTIONS: Q 8, 9, 10

OTHER ASSIGNMENTS:

1. ibid 1, Page No. IC-4, Q (C) 4,5
2. ibid 2, Page No. 17.30, Q 1-8

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. IC1-IC12
2. ibid 2, Page No. 7.9-7.17

ARTICLES

1. **Communications Is The Bridge To A Complex Multicultural Economy**
<https://www.forbes.com/sites/forbescommunicationscouncil/2019/05/24/communications-is-the-bridge-to-a-complex-multicultural-economy/#779af03b26c9> (2019)
2. **7 Tips for optimizing international business communication**
<https://99designs.com/blog/tips/tips-for-optimizing-international-business-communication/> (2019)

LECTURES 22-23

THE CROSS-CULTURAL DIMENSIONS OF BUSINESS COMMUNICATION

OBJECTIVE:

The objective of the lecture is to understand the cross-cultural issues related to communication.

CONTENTS:

- Components of Culture
- Characteristics of Good Corporate Culture
- Cross cultural communication dimensions
- Etic and Emic approaches to culture,

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10, 11, 12

LONG ANSWER TYPE QUESTIONS: Q 11, 12, 13, 14

OTHER ASSIGNMENT:

1. ibid 1, Page No. IC-4, Q (C) 4,5

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. IC5-IC11

ARTICLES:

1. Rane DB “Good Listening Skills make Efficient Business Sense”, The IUP Journal of Soft Skills, Vol. VI, No.1, March 2012, pp. 43-51
2. **4 Tips for Effective Intercultural Business Communication**
<https://www.waldenu.edu/programs/communication/resource/four-tips-for-effective-intercultural-business-communication#thLVsc3rhffyzK1O.99> (2019)

LECTURES 24-26

TECHNOLOGY AND COMMUNICATION

OBJECTIVE:

The objective of these lectures is to help students understand the role and importance of technology in communication.

CONTENTS:

- Internet and its Importance
- Business uses Of Internet
- Different Modes of Online Communication
- Threats to The Internet

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q13, 15, 16, 18, 19

LONG ANSWER TYPE QUESTION: Q 14.

OTHER ASSIGNMENT:

1. ibid 1, Page No. EL-42, Q (B)1,2,3,4,5,6,7,8,9,10

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. EL1-EL42

REFERENCE BOOK:

1. ibid 3, Page No. 100-115

ARTICLES:

1. e-Powering Tomorrow's leaders: Soft Skills Development in Management Education, The IUP Journal of Soft Skills, Vol.VI, NO 2 June 2012, pp. 34-44
2. **How Is Technology Used to Help Communication?** <https://www.techwalla.com/articles/how-is-technology-used-to-help-communication> (2019)
3. **5 Ways Technology Has Changed the Communication Field** <https://programs.online.american.edu/msc/resource/5-ways-technology-has-changed-the-communication-field> (2019)

LECTURES 27-28

LEGAL AND ETHICAL ISSUES IN BUSINESS COMMUNICAITON

OBJECTIVE:

The objective of these lectures is to help students understand various ethical and legal issues involved in business communication and train them on how to communicate ethically

CONTENTS:

- Ethics
- How to Make Ethical Choices
- Common Ethical Pitfalls in Communication
- Being Ethical While Sending a Communication

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 23, 24, 25

LONG ANSWER TYPE QUESTIONS: Q 22, 23, 24, 25

OTHER ASSIGNMENT:

1. ibid 1, Page No. EC-86, Q (C)1,2,3

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. EC80-EC86

REFERENCE BOOK:

1. ibid 3, Page No 11-13

ARTICLES:

- 1 David Ingram, “Legal Aspect of Business Communication”, <http://smallbusiness.chron.com/legal-aspect-business-communication-72393.html>
- 2 “Legal Issues & Electronic Business Communications”, <http://www.lotsofessays.com/viewpaper/1701043.html>
- 3 **Ethics in Business Communication** <https://courses.lumenlearning.com/wmopen-businesscommunicationmgrs/chapter/ethics-in-business-communication/> (2019)
- 4 **Business and Ethical Considerations** <https://bizfluent.com/info-7759527-business-ethical-considerations.html> (2019)

UNIT-III

LECTURES 28-29

BUSINESS LETTER WRITING

OBJECTIVE:

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

CONTENTS:

- Business Letters
- Need and Functions
- Essentials
- Structure and Layout
- Importance of Salutation
- Indented form of Business letters
- Full Block Form

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2

LONG ANSWER TYPE QUESTION: Q 2,

OTHER ASSIGNMENT:

1. ibid 2, Page No. 1- 19

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. BC-4, Q 1, 2, 3,4,5
2. ibid 2, Page No. 13.1-13.17

REFERENCE BOOK:

1. ibid 3, Page No. 86-96

ARTICLES:

1. Gupta Neha, 'E-mail Etiquette: Dos and Dont's', The IUP Journal of Soft Skills, Vol. VI, No.1, March 2012, pp. 29-37
2. [How to email like a boss https://www.dailymail.co.uk/femail/article-7065621/An-etiquette-expert-revealed-popular-phrases-NEVER-use-email.html](https://www.dailymail.co.uk/femail/article-7065621/An-etiquette-expert-revealed-popular-phrases-NEVER-use-email.html) (2019)
3. [15 email etiquette rules every professional should know https://www.businessinsider.in/15-email-etiquette-rules-every-professional-should-know/articleshow/69063545.cms](https://www.businessinsider.in/15-email-etiquette-rules-every-professional-should-know/articleshow/69063545.cms) (2019)

LECTURES 30-31

BUSINESS LETTER WRITING

OBJECTIVE:

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

CONTENTS:

- Full Block Form
- Modified form
- Semi Block Form
- Hanging Indented Form
- Direct Style of writing a Business Letter

- Indirect Style of writing a Business Letter
- Strategies for Avoiding Bad News Letters

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10, 11, 12

LONG ANSWER TYPE QUESTIONS: Q 11, 12, 13

OTHER ASSIGNMENT:

1. ibid 1, Page No. BC-27, Q1, 2, 3

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 86-96
2. ibid 2, Page No. 13.1-13.17

ARTICLES:

1. How to address a letter properly Read more: <https://www.legit.ng/1240356-how-address-a-letter-properly.html> (2019)
2. How to Write a Business Letter <https://www.smart-words.org/how-to-write/business-letter.html> (2019)

LECTURES 32-33

BUSINESS LETTER WRITING

OBJECTIVE:

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

CONTENTS:

- The Seven C's of good Communication
- Request Letters
- Meaning and Purpose
- Structure
- Request letters for Enquires
- Hints for drafting a letter of Enquiry
- Replies to enquiry

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 26, 27, 28

LONG ANSWER TYPE QUESTIONS: Q 2, 4

OTHER ASSIGNMENT:

1. ibid 2, Page No. 1-19

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 14.1-14.13

REFERENCE BOOK:

1. ibid 3, Page No. A 2-A 11

LECTURES 34-35

OBJECTIVE:

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

CONTENTS:

- Persuasive letters
- Purpose and Foundation
- How to write persuasive letters
- Objectives of sales letters
- Elements of a good sales letter
- Functions of sales letters-AIDA strategy
- Essentials of a successful Sales Letter

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 18, 19

LONG ANSWER TYPE QUESTIONS: Q 4, 17, 18, 19

OTHER ASSIGNMENT:

1. ibid 2, Page No.23-34

SUGGESTED READINGS:**TEXT BOOK:**

1. ibid 2, Page No. 14.13-14.29

ARTICLES:

1. Gill Barry, 'E-mail : Not Dead, Evolving', Harvard Business Review, Vol.8, Issue No. 6, June 2013, pp. 11-22
2. Business Letter and Email Examples <https://www.thebalancecareers.com/business-letter-examples-samples-and-writing-tips-2059673> (2019)
3. 12 Tips for Better Business Writing <https://www.lifehack.org/articles/communication/12-tips-for-better-business-writing.html> (2019)

LECTURES 36-37**OBJECTIVE:**

The Objective of these lectures is to ensure that the students understand and inculcate in themselves the methodology of writing business letters.

CONTENTS:

- Collection letters
- Hints for drafting mild reminders
- Hints for drafting strong reminders
- Hints for enquiry and discussion
- Hints for appeal and urgency

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 18, 19

LONG ANSWER TYPE QUESTIONS: Q 4, 17, 18, 19

OTHER ASSIGNMENT

1. ibid 2, Page No.23-34

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 14.13-14.29

LECTURES 38-39

TYPES OF BUSINESS LETTERS

OBJECTIVE:

The Objective of these lectures is to make students understand the techniques of writing business letters.

CONTENTS:

- Complaints and Adjustments
- Causes
- Writing complaint letters
- Adjustments
- Letters granting adjustments
- Letters refusing adjustments
- Meaning of Circular letter
- Situations that require circular letters
- Distinction between circular and circular letter
- Application letters
- Structure and Contents

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 22, 28

LONG ANSWER TYPE QUESTIONS: Q 1, 3, 12, 25

OTHER ASSIGNMENT:

1. ibid 1, Page No.C13-C21

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 14.29-15.3

LECTURES 40-41

TYPES OF BUSINESS LETTERS

OBJECTIVE:

The Objective of these lectures is to ensure that the students are able to understand that letters relating to employment are an important part of business communication and emphasis must be given to letter layout.

CONTENTS:

- Structure and Contents of an Application Letter
- Interview letters
- Letters of Appointment
- Confirmation letter
- Promotion letters
- Resignation letters
- Transfer letters
- Sample letters of Appointment
- Sample letters of Transfer
- Sample letters of Resignation

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8, 9, 19, 20, 21

LONG ANSWER TYPE QUESTIONS: Q 12, 13, 14, 20

OTHER ASSIGNMENT:

1. ibid 2, Page No.15.12 Q 21-28

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 15.3-15.11

REFERNCE BOOK:

1. ibid 1, Page No. 575-578

ARTICLES:

1. Panda Madhulika, "Persuasive Communication in Fledging Entrepreneurship: A Case of Entrepreneurs in Odisha", The IUP Journal of Soft Skills, Vol. X, No.4, 2015, pp.7-15

2. Zahra Shahsavari, "The Impact of Culture on Using Critical Thinking Skills Through The Blog", Media & Mass Communication, Volume 3, 2014.
3. **How to Write a Formal Letter**
https://www.scribendi.com/advice/how_to_write_a_formal_letter.en.html (2019)
4. **The Best Formatting for a Business Letter** <https://www.thebalancecareers.com/how-to-format-a-business-letter-2062540> (2019)

UNIT-IV

LECTURES 42-43

BARRIERS TO COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the various barriers that arise during the communication process.

CONTENTS:

- Barriers of Communication
 - Physical barriers
 - Semantic barriers
 - Different comprehensions of reality
 - Wrong choice of medium
 - Socio-psychological barriers including cultural barriers

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 3

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 3

OTHER ASSIGNMENT:

1. ibid 1, Page No. EC-60 Q1, 2, 3,4,5,6

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. EC 50-60

LECTURES 44-45

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the means of communicating at the departmental level.

CONTENTS:

- Departmental Communication
 - Meaning
 - Need
 - Types

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 5, 6

LONG ANSWER TYPE QUESTIONS: Q 4, 5, 6, 7

OTHER ASSIGNMENT:

1. ibid 2, Page No. 20.12 Q 1-12

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 15.13-16.16

ARTICLES:

1. Madhumita, C., "E-Powering Tomorrow's leaders: Soft Skills Development in Management Education", The IUP Journal of Soft Skills, Vol.VI, NO 2 June 2012, pp. 34-44
2. Barriers To Effective Communication, Jay R. Could First Published January 1, 1969
Research Article <https://doi.org/10.1177/002194366900600207> (2019)

LECTURES 46-48

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the means of communicating at the departmental level.

CONTENTS:

- News Letters
- Circulars
- Agenda
- Notice
- Office Memorandums

ASSIGNMENTS FROM THE QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7, 8, 9, 10

LONG ANSWER TYPE QUESTIONS: Q 8, 9, 10, 11, 12

OTHER ASSIGNMENT:

1. ibid 2, Page No. 20.12 Q 1-12

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 15.13-16.16

ARTICLES:

1. Udegbe, Scholastica Ebarefimia., “Impact of Business Communication On Organizational Performance In Nigerian Companies”, Australian Journal of Business and Management Research Vol.2 No.01 [16-26] | April-2012
2. **Is your company fostering transparent communication?**
<https://www.smartbrief.com/original/2019/05/your-company-fostering-transparent-communication> (2019)

LECTURES 49-50

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the techniques of writing various modes of departmental communication

CONTENTS:

- Office Orders
- Minutes of the meeting
 - Meaning
 - Importance
 - Types
 - Rules to be followed
 - Agenda
 - Minutes of Meeting

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 15, 18, 24

LONG ANSWER TYPE QUESTIONS: Q 13, 14, 15, 16

OTHER ASSIGNMENT:

1. ibid 2, Page No.218; Q1, 3,4,5

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, page no. WC1-WC34; OC30-OC38

ARTICLES:

1. Mankins C. Michael, 'Yes, You Can Make Meetings More Productive', Harvard Business Review, Vol.10, Issue No. 3, March 2014, pp. 32-44.
2. **5 Reasons Why Meeting Minutes Are Important**
<https://www.hrzone.com/community/blogs/nickijenns/5-reasons-why-meeting-minutes-are-important> (2019)
3. **What Are Meeting Minutes and Who Records Them at a Meeting?**
<https://www.thebalancecareers.com/what-are-meeting-minutes-and-who-records-them-1918733> (2019)

LECTURES 51-52

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand the techniques of preparing and writing various types of formal reports.

CONTENTS:

- Report writing
 - Meaning and Nature
 - Importance
- Types of reports
- Characteristics of good report
- Preparation of reports
- Techniques of report writing

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 15, 18, 24

LONG ANSWER TYPE QUESTIONS: Q 20, 22, 23

OTHER ASSIGNMENT:

1. ibid 2, Page No.218; Q1, 3,4,5

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. WC1-WC34; OC30-OC38

ARTICLES :

1. Torraco J. Richard' "Writing Integrative Literature Review- Using the Past and the Present to Explore the Future", Human Resource Development Review, December 2016, Vol. 15, No. 4, page no. 404-428
2. Livingston George, "The Role of Story in Enhancing Critical Thinking and Group Discussion Skills", "The IUP Journal of Soft Skills, Vol. X, No.1, March 2016, pp 55-71
3. Importance of report <http://www.businesscommunicationarticles.com/purposes-objectives-significance-importance-of-report/> (2019)

LECTURES 53-54

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand how to prepare and deliver a presentation, the factors and principles to be kept in mind for effective presentation

CONTENTS:

- Principles of Oral Presentation
- Making the Presentation
- Delivering the presentation
- Factors Effecting Presentation

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 22, 23

LONG ANSWER TYPE QUESTIONS: Q 21, 22, 23

OTHER ASSIGNMENTS:

1. ibid 1, Page No. OC-67, Q (A) 1, 2, Q (B) 2,3; Q (C) Q1,3

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. EC61-EC79

REFERENCE BOOK:

1. ibid 2, Page No. 21-27

ARTICLES:

1. Anderson Chris, “How to give a killer presentation”, Harvard Business Review, June 2013, Vol.8, No. 6, June 2013, pp. 23-35.
2. Swathi TVS, ‘The Importance of Effective Presentation for Organisational Success’ The IUP Journal of Soft Skills, Vol. IX, No.2, June 2015, pp. 7-15
3. **Presentation Hacks** <https://foreignpolicyi.org/little-known-business-presentation-life-hacks/> (2019).

4. The 7 Golden Tips To Make People Engage During Your Presentation
<https://www.forbes.com/sites/palomacanterogomez/2019/05/09/the-7-golden-tips-to-make-people-engage-during-your-presentation/#7bfb1cff2f65> (2019)

LECTURES 55-56

DEPARTMENTAL COMMUNICATION

OBJECTIVE:

The objective of these lectures is to make students understand how to prepare and deliver a presentation, the factors and principles to be kept in mind for effective presentation

CONTENTS:

- Delivering a presentation
- Audio-visual aids in presentation
- Body language in presentation
- Precautions in oral presentation
- Role of technology in presentation

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 24, 25

LONG ANSWER TYPE QUESTIONS: Q 24, 25

OTHER ASSIGNMENT:

1. ibid 1, Page No. 2,3; Q (C) Q1,3

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. EC61-EC79

REFERENCE BOOK:

1. ibid 2, Page No. 21-27

ARTICLES:

1. Kumar Srinivas and Varma Kishore, “The Harmony Between Vocabulary Building Competency and Comprehension Skills: Experimental Technology- Enhanced Methods for Strengthening Word Power”, The IUP Journal of Soft Skills, December 2013, Vol. VII, No. 4, Page No. 35-39.
2. Tips and Tricks for Planning and Delivering Your Business Presentation <https://www.businessnewsdaily.com/11118-planning-and-delivering-business-presentations.html> (2019)

LECTURE PLAN

**COMPUTER
APPLICATION**

B.COM(H) -109

COURSE OUTLINE
B.COM -I SEMESTER
COMPUTER APPLICATION
B.COM - 109

Credits: 4 (L- 4)

OBJECTIVES:

This is a basic paper for Commerce students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

- | | |
|---|----------|
| 1. Class Test-I – (Written Test) | 15 Marks |
| 2. Individual Presentation/Viva-Voce/Group Discussion/Class Participation | 05 Marks |
| 3. Class Assessment + Attendance | 05 Marks |

COURSE CONTENTS:

UNIT I

BASICS OF COMPUTERS:

- Characteristics of computers
- Input and Output Devices (hardware, software, human ware, firmware)
- Function of different units of computer
- Classification of computers

COMPUTER MEMORY:

- Primary Memory (ROM AND RAM)
- Secondary Memory (Hard disk, Optical disk)

(14 Hours)

UNIT II

COMPUTER SOFTWARES:

- Types of Software
- Introduction to Operating System
- Functions of OS
- Types of OS
- Booting Procedure
- Start-up Sequence

WINDOWS OS:

- Introduction to GUI
- Important terms like Directory, File, Volume, Label, Drive and Name.

TRANSLATORS AND LANGUAGES:

- Compiler
- Interpreter and Assembler
- Types of Computer Languages

(14 Hours)

UNIT III

DESKTOP COMPONENTS:

- Introduction to word processor
- Presentation Software.

ADVANCED EXCEL:

- Introduction features, applications and advance functions of Excel
- Creating Tables, Graphs and Charts
- Table Formatting
- Worksheet Management
- Sort and Filter Tools
- Subtotal
- Mathematical Functions
- Statistical Functions, Date and Time Functions
- Text Functions
- Financial Functions
- Analyze Data with Pivot Tables, Create and Manage Scenarios and Summaries.

(14 Hours)

UNIT IV

COMPUTER NETWORKS AND ITS APPLICATIONS:

- Data Communication Concepts
- Types of Communication Media
- Concept of Computer Networks
- Internet, Intranet, Extranet, Network Topologies, Networking devices, OSI models.

INFORMATION TECHNOLOGY AND SOCIETY:

- Application of Information technologies in
- Railways
- Airlines,
- Banking,
- Online Banking System,
- Insurance,
- Inventory control,
- Financial Systems,
- Hotel Management,
- Education,
- Entertainment and health

SECURITY ISSUES IN INFORMATION TECHNOLOGY.

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Computer Fundamentals and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1. Author's Name(s):** Leon and Leon
Title: Introduction to Computers
Edition: II Year: 2013
Publisher: Vikas Publishing House (ibid 1)
- 2. Author's Name(s):** V. Rajaraman.
Title: Fundamentals of Computers
Edition: VI Year: Jan, 2015
Publisher: Prentice Hall of India (ibid 2)

➤ REFERENCE BOOKS:

- 1. Author's Name(s):** Pradeep Kr. Sinha, and Preeti Sinha
Title: Foundations of Computing
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- 2. Author's Name(s):** ITL ESL
Title: Introduction to Information Technology
Edition: II Year: 2013
Publisher: Pearson Education (ibid 4)
- 3. Author's Name(s):** Nasib.S.Gill
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Edition: I Year: 2000
Publisher: Khanna Publications (ibid 5)
- 4. Author's Name(s):** Behrouz A. Forouzan
Title: Data Communication & Networking
Edition: V Year: 2013
Publisher: Tata Mcgraw Hill (ibid 6)
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Edition: I Year: 2017
Publisher: Sun India (ibid 7)

➤ **JOURNALS:**

- IEEE Communication Magazine
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- Information and Management
- Journal of the ACM (JACM)

➤ **WEBSITES:**

- www.cs.iit.edu
- www.researchgate.net
- www.nptel.ac.in
- www.networkcomputing.com
- www.ieee.org

➤ **ARTICLES:**

1. Thomas D. Uram and Michael E. Papka, “Expanding the Scope of High-Performance Computing Facilities”, Computing in Science & Engineering, ISSN: 1521-9615, IEEE, May-June 2016.
2. Erol Gelenbe Jean-Pierre Kahane “Fundamental Concepts in Computer Science”, Advances in Computer Science and Engineering: Texts, Vol. 3, ISBN: 978-1-84816-290-7 , 172pp , Feb 2013.

LECTURES 1-2

CHARACTERSTISTICS OF COMPUTER & COMPUTER GENERATIONS

OBJECTIVE:

Computers are now affecting every sphere of human activity and bringing about many changes in industry, government, education, medicine, scientific research, law, sciences and even in arts. The objective of these lectures is to understand the basics of computers, what is their importance in our daily lives along with its history of development with reference to its different generations.

CONTENTS:

- Introduction to computer
- Characteristics of Computers
 - Speed
 - Accuracy
 - Diligence
 - Versatility
 - No I.Q.
 - Power of Remembering
 - Reliability
 - Resource Sharing
 - No Feelings
- Computer Generations
 - First Generation
 - Second Generation
 - Third Generation
 - Fourth Generation
 - Fifth Generation

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 6, 7, 8, 9, 12, 20, 23

LONG ANSWERS TYPE QUESTIONS: Q 1, 6, 7, 13, 16

OTHER ASSIGNMENTS:

1. ibid 2, Q 6, 9, 16, Page No. 13
2. ibid3, Q2,8,13, Page no. 7

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 1.1-1.6, 2.1-2.7
2. ibid 2, Page No. 4-12

REFERENCE BOOKS:

1. ibid 3, Page No.1-12
2. ibid 4, Page No.1-10

WEBSITES:

1. <https://www.udacity.com/course/intro-to-computer-science--cs101>
2. <http://www.byte-notes.com/five-generations-computers>

ARTICLES:

1. Siegfried [HYPERLINK"http://link.springer.com/search?facetcreator=%22Siegfried+Treu%22"](http://link.springer.com/search?facetcreator=%22Siegfried+Treu%22)Treu, "Computer Capabilities and Limitations", User Interface Design: A Structured Approach, Vol 2, pp 85-103, ISBN: 978-1-4615-2429-8, Springer US, JUN 2011.
2. J.-M. Frahm, M. Pantic, "Image and Vision Computing", SSN: 0262-8856, Elsevier B.V., May 2016.

LECTURE 3

FUNCTIONS OF DIFFERENT UNITS OF COMPUTERS

OBJECTIVE:

Students would benefit greatly from seeing the actual devices and components discussed in this lesson. The main objective is to demonstrate how to connect each peripheral to its proper port and what functions they perform.

CONTENTS:

- **Difference Between Software and Hardware**
 - Hardware
 - Software
 - Firmware
 - Human ware
- **Block Diagram of Computer**
 - Functions of CPU
 - Functions of INPUT
 - Functions of OUTPUT

- Functions of Main Memory
- Functions of Secondary Memory
- Functions of Clock

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 8, 13

LONG ANSWERS TYPE QUESTIONS: Q 6, 12, 14, 21

OTHER ASSIGNMENTS:

1. ibid 3, Q 1,2,3,4 ,7,12 Page No. 80
2. ibid 1, Q 1, 2, 3, 4, 5 Page No. 4.5

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No.4.2-4.5
2. ibid 2, Page No. 249-254

REFERENCE BOOKS:

1. ibid 3, Page No.75-78
2. ibid 4, Page No.65-73

WEBSITES:

1. dbis.rwth-aachen.de/~derntl/papers/misc/paperwriting.pdf
2. <http://www.journals.elsevier.com/computer-networks>

ARTICLES:

1. Ursula Goltz, Reussner, Goedicke and Hasselbring, “Design for future: managed software evolution”, Computer Science - Research and Development, Volume 30, Issue 3, Pp 321–331, August 2015,.

LECTURES 4-5

CLASSIFICATION OF COMPUTERS

OBJECTIVE:

Computers are available in many sizes and types. Some computers can fit in the palm of the hand, while some can occupy the entire room. Traditionally, Computers were classified based on their physical size, processing speed and cost. However, today these are classified based on their mode of use. The objective of these lectures is to impart knowledge about classification of computers.

CONTENTS:

- Traditional Classification
 - Microcomputers
 - Minicomputers
 - Mainframes
 - Supercomputers
- Modern Classification
 - Notebook Computers
 - Personal Computers
 - Workstations
 - Mainframe Systems
 - Supercomputers
 - Client and Server Computers
 - Hand-held Computers

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 14, 21, 23

LONG ANSWERS TYPE QUESTIONS: Q 3, 5, 20, 24

OTHER ASSIGNMENTS:

1. ibid 3, Q 3, 7, 10, 20, 29, 32, 35. Page No. 422-423
2. ibid 2, Q 31, 33, 40, 41, 42, 45, 48. Page No. 264

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 257-261

REFERENCE BOOKS:

1. ibid 3, Page No.410-420
2. ibid 4, Page No. 10-14

LECTURES 6-9

INPUT AND OUTPUT DEVICES

OBJECTIVE:

The objective of these lectures is to understand the various types of I/O devices available for computer systems.

CONTENTS:

- Computer input units: Keyboard, Mouse, Joystick, Digitizer, Scanner
- Understanding MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device
- Magnetic Media Devices
- Explain how input devices are suited to certain kinds of data.
- Distinguish between RAM and ROM.
- Identify an appropriate output device for different types of data
- Printers: Inkjet, Drum printers, Chain printers, Line printers, Laser printers
- Plotters, scanners, digitizers
- Voice recognition and response devices

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 4, 15, 16, 17, 18, 19

LONG ANSWERS TYPE QUESTIONS: Q 2, 4, 17, 18, 19, 29, 30

OTHER ASSIGNMENTS:

1. ibid 3, Q 1, 9, 14, 22, 30, 31, 35. Page No. 177-179
2. ibid 4, Q 2, 4, 7, 8. Page No. 145-146

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 31-50

REFERENCE BOOKS:

1. ibid 3, Page No. 156-174
2. ibid 4, Page No. 103-136

LECTURES 10 -11

COMPUTER MEMORY

OBJECTIVE:

Main memory of the system is the working memory and all the programs in execution must reside in this memory. The objective of these lessons is to introduce the architecture and type of these memories.

CONTENTS:

- Primary Storage: RAM & ROM
- Memory Cell
- Storage Capacity: Bits, bytes, variable length
- RAM, ROM, PROM, EPROM & EEPROM
- Cache Memory
- Registers

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10, 11, 22, 26, 29

LONG ANSWER TYPE QUESTIONS: Q 9, 15, 25, 27

OTHER ASSIGNMENT:

1. ibid 3, Q 29, 31, 43, 44, 46, 47 Page no. 120

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 8.1-8.3
2. ibid 3, Page No. 113-119

REFERENCE BOOKS:

1. ibid 4, Page No. 67-72
2. ibid2, Page No.52-61

WEBSITES:

1. http://research.microsoft.com/en-us/um/people/kenh/papers/crc_iochapter.pdf
2. <http://my.unp.edu.ph/claroline/backends/download.php>
3. <http://users.csc.calpoly.edu/~fkurfess/Courses/486/S12/Slides/486-S12-03-IO-Devices.pdf>

ARTICLE:

1. Dr. Vivek Chaplot , “Cache Memory: An Analysis on Performance Issues” International Journal of Advance Research in Computer Science and Management Studies Research, Volume 4, Issue 7, July 2016, Pg 26-28, ISSN: 2321-7782 (Online) (www.ijarcsms.com)

LECTURES 12-14

SECONDARY STORAGE

OBJECTIVE:

The permanent storage of a computer system is required for retrieval of saved contents at any point of time. The objective of these lectures is to deal in detail with the architecture and type of secondary storage and its working in association with main memory.

CONTENTS:

- Secondary memory- SASD, DASD Concept
- Magnetic Tape
- Magnetic Disks - Floppy disks, Hard disks, Zip disks,
- Optical disks - CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory)
- Magnetic Bubble Memory
- Physical devices used to construct memories
- Charge –coupled device
- Storage Hierarchy
- Universal Serial Bus – Pen drive, External hard disk drive
- Mass storage devices

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 1, 2, 3, 5, 25, 27, 28, 30

LONG ANSWERS TYPE QUESTIONS: Q 8, 10, 11, 22, 23, 25, 26, 28

OTHER ASSIGNMENT:

1. ibid 3, Q 15, 28, 29, 54, 62 Page No. 152-154

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 3, Page No. 123-147
2. ibid 2, Page No. 62-77

REFERENCE BOOK:

1. ibid 1, Page No. 9.1-9.8

ARTICLES:

1. Kun Liu, Long-jiang Donga, “Research on Cloud Data Storage Technology and Its Architecture Implementation”, International Workshop on Information and Electronics Engineering (IWIEE), www.elsevier.com/procedia Engineering 29 (2012) 133 – 137, (www.sciencedirect.com)

UNIT - II

LECTURES 15

COMPUTER SOFTWARE

OBJECTIVES:

This lecture introduces the concept of program, software and difference types of software.

CONTENTS:

- **System Software**
 - Operating System
 - Utility Program
 - Language translator
 - Communication Software
 - System Utilities
- **Application Software**
 - Word-Processing Software
 - Spreadsheet Software
 - Database Software
 - Graphics Software
 - Personal Assistance Software
 - Entertainment software
 - Education Software

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 12, 13, 14

LONG ANSWERS TYPE QUESTIONS: Q 20

OTHER ASSIGNMENT:

1. ibid 3, Q 5, 11, 14, 16 Page No.194

REFERENCE BOOKS:

1. ibid 3 Page No.180-184
2. ibid 4 Page No. 314-324, 329-331

LECTURE 16 -20

OPERATING SYSTEM

OBJECTIVE:

Operating system is the interface between user and the hard ware. The objective of these lectures is to introduce the functions of an operating system and need of an OS in computers.

CONTENTS:

- Operating System: Introduction, Objectives and Evolution
- Types of operating systems
- Function of OS
 - Process Management
 - Life Cycle of a Process
 - Batch processing
 - Multiprogramming
 - Process Scheduling
 - Deadlock
 - Multitasking
 - Multiprocessing
 - Time Sharing
 - Memory Management
 - Relocation
 - Protection and sharing
 - Virtual Memory
 - File Management
 - File Access methods
 - File Operations
 - File Naming

- Device Management
 - Security Management
 - User Interface
- Details of basic system configuration, Directory, File, Volume, Label, Drive name, etc.

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 1, 2, 4, 5, 6, 7, 15-18, 19, 20-22, 27, 28, 30

LONG ANSWERS TYPE QUESTIONS: Q 1-10, 11, 13, 14, 19, 24, 25, 26

OTHER ASSIGNMENT:

1. ibid 3, Page No. 299, Q 13, 21, 23, 44, 45, 79-83

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 3, Page No. 270-294

REFERENCE BOOK:

1. ibid 1, Page No. 13.1-13.6

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2. SumanSaha, Julia Lawall , Gilles Muller, "Finding Resource-Release Omission Faults in Linux", Operating Systems Review, Volume 45, Number 3, December, 2011, pp 5-9.
3. Chandley AM, Magendanz CL, Schoppa CA, Crosier DC, Anderson JM, Perez JJ, StufflebeamJr KW, DeMaio P, Kaneko ST, Westerinen WJ, inventors. Task-oriented processing as an auxiliary to primary computing environments. United States patent US 7,152,171. 2006 Dec 19.
4. Sahil Bhardwaj, Sahib Arora, Sachin Malik, "Research Paper On Operating System", International Journal of Innovative Research in Technology, IJIRT 100384, 2014 | Volume 1 Issue 5 | ISSN: 2349-6002 pp774-783
5. Noopur Bardhan, Pooja Singh, "Operating System used in Cloud Computing", International Journal of Computer Science and Information Technology, Vol. 6 (1), 2015,542-544, ISSN:0975-9646, pp 542-544

LECTURES 21-24

INTRODUCTION TO GUI USING WINDOWS OPERATING SYSTEM

OBJECTIVE:

The objective of these lectures is to provide an outlook on Microsoft's Window XP, Window 7, Window 8 and also covers various tools and features of OS.

CONTENTS:

- Introduction and features of Windows XP and Window 7
- GUI based window 8 and Window 10
- System utilities
- Windows Accessories
- Working with files and folders
- New style of windows: Aero themes, Gadgets, Taskbar, Jump lists, Aero effects

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 3, 24, 25, 26,

LONG ANSWERS TYPE QUESTIONS: Q 21, 22, 23, 27, 28, 29, 30

OTHER ASSIGNMENT:

1. ibid 4, Page No. 208, Q 1-10

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 4, Page No. 170-199 & Page No. 212-220

ARTICLES

1. Ray B, Posnett D, Filkov V, Devanbu P., "A large scale study of programming languages and code quality ", SIGSOFT International Symposium on Foundation Software Engineering , page no. 155-165, Nov, 2014.
2. C. Baber, T. Hoyes, N.A. Stanton, "Comparison of GUIs and CUIs: Appropriate ranges of actions and ease of use", Vol. 14, issue 4, Pages 207-215 Oct 1993

LECTURES 25-26

OBJECTIVE:

The objective of these lectures is to introduce the concept of computer languages and language translators.

CONTENTS:

- **COMPUTER LANGUAGES**
 - Machine language
 - Assembly Language
 - High Level Language
- **LANGUAGE TRANSLATOR**
 - Assembler
 - Compiler
 - Interpreter

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8, 9, 10, 11

LONG ANSWER TYPE QUESTIONS: Q 12, 15, 16, 17, 18

OTHER ASSIGNMENT:

1. ibid 1, Q 1, 2, 7, 8, 9. Page No. 15.9

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 15.1-15.9
2. ibid 3, Page No. 220-235,

REFERENCE BOOKS:

1. ibid 4, Page No. 295-305
2. ibid 7, Page No. 2.5-2.7

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2. <https://www.gcflearnfree.org/word2016/>

ARTICLE:

1. Zahida Parveen, Nazish Fatima “Performance Comparison of most common High-Level Programming Languages” International Journal of Computing Academic Research (IJCAR), ISSN 2305-9184, Volume 5, Number 5 (October 2016), pp.246-258

UNIT – III

DESKTOP COMPONENTS

LECTURES 29-33

OBJECTIVE:

The objective of these lectures is to give practical exposure to students of word processor and its various features.

CONTENTS:

- **WORD PROCESSOR**
 - Document preparation
 - Parts of word window
 - Document Window
 - Print Preview
 - Saving a document
 - Highlighting text
 - Formatting pages
 - Inserting shapes
 - Working with tables
 - Track changes
 - Adding Bibliography
 - Mail Merge

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 3-6, 10, 11, 12, 13, 14, 16, 17, 18, 20

LONG ANSWERS TYPE QUESTIONS: Q 1, 5, 6, 7, 11, 12, 13, 14, 15, 16, 18, 19, 20

SUGGESTED READINGS:**REFERENCE BOOK:**

1. ibid 7, Page No. 3.1-3.46

WEBSITES:

1. https://www.ischool.utexas.edu/technology/tutorials/office/mail_merge/Mail_Merge_Tutorial.pdf
2. <https://www.guru99.com>

LECTURES 34-36**POWER POINT PRESENTATION****OBJECTIVE:**

The objective of these lectures is to give practical exposure to students of word processor and its various features.

CONTENTS:

- PowerPoint Presentation Software
- Customer Ribbon
- Animations
- Working with tables
- Inserting Graphs

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 19, 20, 25, 26, 27, 28, 29

LONG ANSWER TYPE QUESTIONS: Q 24, 25, 26, 27, 28, 29, 30

SUGGESTED READINGS:**REFERENCE BOOK:**

1. ibid 7, Page No. 4.1-4.37

WEBSITES:

1. <https://www.ispringsolutions.com/blog/how-to-create-a-custom-animation-in-powerpoint/>
2. https://www.csun.edu/science/ref/presentation/powerpoint/powerpoint_use_abuse.pdf

LECTURES 37-42

SPREAD SHEETS

OBJECTIVE:

The objective of these lectures is to give practical exposure to students of the spreadsheet MS-Excel and its advanced features.

CONTENTS:

➤ ADVANCED EXCEL:

- Introduction features, applications and advance functions of Excel
- Creating Tables, Graphs and Charts
- Table Formatting
- Worksheet Management
- Sort and Filter Tools
- Subtotal
- Mathematical Functions
- Statistical Functions, Date and Time Functions
- Text Functions
- Financial Functions
- Analyze Data with Pivot Tables, Create and Manage Scenarios and Summaries.

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 7, 8, 9, 15, 21, 22, 23, 24, 30

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 4, 8, 9, 10, 17, 21, 22, 23

SUGGESTED READINGS:

REFERENCE BOOK:

1. ibid 7, Page No. 5.1-5.15

WEBSITES:

1. https://www.researchgate.net/publication/274635572_Using_Pivot_Tables_in_Excel_2010
2. <https://www.guru99.com>

ARTICLE:

1. Wei (Lisa) Lin & June Cheng, Paper CC-017, “PivotTable – A Powerful Tool for Data Exploration in the Pharmaceutical Industry”, (<https://analytics.ncsu.edu/sesug/2008/CC-017.pdf>)

UNIT IV

LECTURES 43-49

DATA COMMUNICATION AND NETWORKING

OBJECTIVE:

These lectures will help students to understand the concepts of a data communication system & technologies. They will learn how to use these technologies for building different types of computer networks.

CONTENTS:

- Elements of a communication system
 - Sender
 - Receiver
 - Transmission Medium
 - Message
- Data Transmission Modes
 - Simplex
 - Half Duplex
 - Full Duplex
- Data Transmission speed
 - Bandwidth
- Transmission media
 - Guided Media
 - Co axial cable
 - Twisted pair
 - Fiber optics
- Unguided Media
 - Radio waves
 - Microwaves
 - Satellite Communication
- Network Topologies
 - Star
 - Mesh
 - Tree
 - Bus

- Hybrid
- Types of Networks
 - LAN
 - MAN
 - WAN
- Communication Protocols
- OSI Model (7 Layers)
 - Physical Layer
 - Data Link Layer
 - Network Layer
 - Transport Layer
 - Session Layer
 - Presentation Layer
 - Application Layer
- Internetworking Tools
 - Repeaters
 - Hubs
 - Switches
 - Routers
 - Gateways
- Internet, Intranet, Extranet

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS TYPE QUESTIONS: Q 1-25

LONG ANSWERS TYPE QUESTIONS: Q 1-25

OTHER ASSIGNMENT:

1. ibid 3, Page No. 379, Q 1-55

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 3, Page No. 346-377
2. ibid 2, Page No. 265-284

REFERENCE BOOKS:

1. ibid 1, Page No 19.1-19.11, 21.1-21.9, 35.1-35.6
2. ibid 6, Page No. 1.1-1.18
3. ibid 5, page No. 164-174, 188-193, 200-218, 253-260

WEBSITES:

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2. <http://study.com/academy/lesson/types-of-networks-lan-wan-wlan-man-san-pan-epn-vpn.html>

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2. “Algorithmic Nuggets in Content Delivery “, Bruce M. Maggs , Ramesh K. Sitaraman , ACM SIGCOMM Computer Communication Review , Volume 45, Number 3, July 2015. Page No. 52-66.
3. Sushruta Mishra, Lamboder Jena, Aarti Pradhan, “Networking Devices and Topologies: A Succinct Study” International Journal of Advanced Research in Computer Science and Software Engineering, Volume 2, Issue 11, November 2012, ISSN: 2277 128X
4. Renée Fontenot, Lydia Blalock, (2000) "Extranets: impacts on business practices and relationships", Journal of Business & Industrial Marketing, Vol. 15 Issue: 6, pp.438-457, <https://doi.org/10.1108/08858620010349510>

LECTURES 50-52

INFORMATION TECHNOLOGY AND SOCIETY

OBJECTIVE:

The objective of these lectures is to introduce the application of information technology in various industries and services.

CONTENTS:

Application of IT in

- Railways
- Airlines
- Banking
- Online banking system
- Insurance
- Inventory control
- Financial system
- Hotel Management
- Education
- Entertainment and health

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 26, 27

LONG ANSWER TYPE QUESTION: Q 29

OTHER ASSIGNMENT:

1. ibid 5, Q 3, 13, 18, 27, 33, 36-38, 44, 45, 49, 53 Page No. 300

SUGGESTED READINGS:

REFERENCE BOOK:

1. ibid 5, Page No. 276-277, 283-96

ARTICLE:

1. G.Siva Krishna, S. Venu Gopal, A study on "E-banking to improve Customer Base" with reference to HDFC bank Ltd, International Journal of Research and Computational Technology, Vol. 4, Issue 3,ISSN.0975-5662

LECTURES 53-54

SECURITY ISSUES IN INFORMATION TECHNOLOGY

OBJECTIVE:

The objective of these lectures is to acquaint students with the threats prevailing in IT industry in current scenario.

CONTENTS:

- Threats to internet security
- Types of Threats
- Security Systems on the internet
 - Cryptography
 - Digital Signature
 - Firewall
 - User Identification and Authentication
 - Data Backup and Recovery

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 28, 29, 30

LONG ANSWER TYPE QUESTIONS: Q 26, 27, 28, 30

OTHER ASSIGNMENT:

1. ibid 4, Q 1, 3, 4, 8, 12 Page No. 593

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 23.1-23.9, 25.1-25.9

REFERENCE BOOKS:

1. ibid 7, Page No. 10.1-10.3
2. ibid 4, Page No. 566-586
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