

|                              |                                                      |
|------------------------------|------------------------------------------------------|
| <b>Branch Name:</b>          | B. Com                                               |
| <b>Program Code:</b>         | CM101                                                |
| <b>Course Name:</b>          | Advanced Financial Accounting -II                    |
| <b>Course Code:</b>          | 18-COM406-4C                                         |
| <b>Pre-requisite Course:</b> | Having knowledge of Advanced Financial Accounting -I |

**Course Objectives:**

1. To provide students sound and in-depth technical and conceptual knowledge of advanced accounting topics.
2. To inculcate an attitude of independent learning.
3. To foster analytical thinking and the use of related disciplines.

**Teaching and Examination Scheme:**

| Teaching Scheme (Hours per week) |                 |                  |        | Evaluation Scheme (Marks) |                          |                          |                          |                  |
|----------------------------------|-----------------|------------------|--------|---------------------------|--------------------------|--------------------------|--------------------------|------------------|
| Lecture<br>(L)                   | Tutorial<br>(T) | Practical<br>(P) | Credit | Theory (Marks)            |                          | Practical (Marks)        |                          | Total<br>(Marks) |
|                                  |                 |                  |        | University<br>Assessment  | Continuous<br>Assessment | University<br>Assessment | Continuous<br>Assessment |                  |
| 4                                | --              | -                | 4      | 50                        | 50                       | -                        | -                        | 100              |

**Subject Contents:**

| Sr. No | Topic                                                                                                                                                                                                                                       | Total Hours | Weightage (%) |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|
| 1      | <b>Holding Company Accounting:</b><br>Concept of holding company, its characteristics, advantages and disadvantages of holding company. Example based of preparation of Consolidate Balance Sheet as per sec. 129 of the companies act 2013 | 15          | 25%           |
| 2      | <b>Hire Purchase Accounts:</b><br>Meaning and concept of hire purchase business, Examples based on preparation of Hire purchase Trading Account by various methods.                                                                         | 15          | 25%           |
| 3      | <b>Amalgamation Absorption and External reconstruction:</b><br>Meaning, Difference, Advantages, Disadvantages, Accounting standard 14. Advanced level problems including inter holding and intercompany transaction.                        | 15          | 25%           |
| 4      | <b>Modern Accounting Practices and Financial Technology:</b><br>Accounting Analytics and Data Visualization, Introduction to FinTech in Accounting, ESG (Environmental Social Governance) Reporting, Blockchain in Accounting and Auditing. | 15          | 25%           |

**Text Books:**

1. Gupta, R.L: Advanced Financial Accounting, S.Chand & Co. New Delhi.

**Reference Books:**

1. Beams, F.A. Advanced Accounting, Prentice Hall, New Jersey.
2. Dearden, J and S.K. Bhattacharya: Accounting for Management, Vikas Publishing House, New Delhi.
3. Engler, C.,L.A Bernstein and K.R. Labert: Advanced Accounting, Irwin Chicago.
4. Fishcer, P.M. W.J Taylor and J.A . Leer: Advanced Accounting, South-western, Ohio.
5. Keiso D.E. and J.J. Weygandt: Intermediate Accounting, John Wiley and Sons, NY.
6. Maheshwari, S.N: Advanced Accountancy - Vol. II, Vikas Publishing House, New Delhi.
7. Monga, J.R.: Advanced financial Accounting, Mayoer Paperbacks, Noida.
8. Narayanswamy, R: Financial Accounting: A Managerial Perspective, Prentice Hall of India, Delhi.
9. Neigs, R.F: Financial Accounting, Tata McGraw Hill, New Delhi.

10. Shukla, M.C. and T.S. Grewal : Advanced Accountancy, Sultan Chand & Co. New Delhi.

**List of Open-Source Software/learning website:**

<https://youtu.be/b2W2F6m7vn0?si=EH7iJLYBQdtLufbH>

<https://youtu.be/2O32vqRptK8?si=AcJ772uygGQ5qlZP>

<https://youtu.be/5xxam8M6toI?si=PkOtTUPyOhubuMDt>

**Course Learning Outcomes (CLO): On completion of this course, the students will be able to:**

| CLO  | Description                                                                                                                                                   | Bloom's Taxonomy Level |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1 | Explain the concepts, features, advantages, and limitations of holding companies and legal provisions under the Companies Act 2013.                           | 2.Understand           |
| CLO2 | Prepare consolidated balance sheets of holding and subsidiary companies in accordance with statutory requirements.                                            | 3.Apply                |
| CLO3 | Apply accounting procedures for hire purchase transactions and prepare hire purchase trading accounts using appropriate methods.                              | 3.Apply                |
| CLO4 | Analyze accounting treatment of amalgamation, absorption, and reconstruction including inter-company holdings and transactions as per Accounting Standard 14. | 4.Analyze              |
| CLO5 | Evaluate modern accounting practices including ESG reporting, FinTech applications, and blockchain in accounting and auditing.                                | 5.Evaluate             |
| CLO6 | Develop data-driven accounting insights using analytics and visualization tools for effective financial decision-making.                                      | 6.Create               |

**Mapping of CLOs with Pos & PSOs**

| Course Learning Outcomes | Programme Outcomes (POs) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | Programme Specific Outcome (PSOs) |      |
|--------------------------|--------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----------------------------------|------|
|                          | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | PSO1                              | PSO2 |
| CLO1                     | H                        | M |   |   |   |   |   |   |   | M  |    | M  |    |    |    |    | M                                 |      |
| CLO2                     | H                        | H | M |   |   | M |   | M |   | M  |    |    | L  |    | M  |    | H                                 |      |
| CLO3                     | H                        | H | M |   |   |   | L |   |   | M  | M  |    |    | M  |    | L  | H                                 |      |
| CLO4                     | H                        | H | H | M |   |   |   |   | L | M  |    | L  |    |    |    |    | H                                 | M    |
| CLO5                     | M                        | M |   | H | H |   |   | L |   | H  |    |    | M  | L  |    | M  | M                                 | H    |
| CLO6                     | M                        | M | H | H | M |   |   |   |   | H  |    |    |    |    | L  |    | H                                 | H    |

**H: High, M: Medium, L: Low**

|                              |                                                       |
|------------------------------|-------------------------------------------------------|
| <b>Branch Name:</b>          | B. Com                                                |
| <b>Program Code:</b>         | CM101                                                 |
| <b>Course Name:</b>          | Advanced Financial Management-II                      |
| <b>Course Code:</b>          | 18-COM407-4C                                          |
| <b>Pre-requisite Course:</b> | Basics Management Theories and Practices up to B.com. |

**Course Objectives:**

To get expertise knowledge in financial management and evaluate various financial plans and get expertise in investment and financial decisions

**Teaching and Examination Scheme:**

| Teaching Scheme (Hours per week) |                 |                  |        | Evaluation Scheme (Marks) |                          |                          |                          |                  |
|----------------------------------|-----------------|------------------|--------|---------------------------|--------------------------|--------------------------|--------------------------|------------------|
| Lecture<br>(L)                   | Tutorial<br>(T) | Practical<br>(P) | Credit | Theory (Marks)            |                          | Practical (Marks)        |                          | Total<br>(Marks) |
|                                  |                 |                  |        | University<br>Assessment  | Continuous<br>Assessment | University<br>Assessment | Continuous<br>Assessment |                  |
| 4                                | --              | -                | 4      | 50                        | 50                       | -                        | -                        | 100              |

**Subject Contents:**

| Sr.<br>No | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Total<br>Hours | Weightage<br>(%) |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|
| 1         | <b>Dividend Decisions:</b><br>Issues in dividend decisions, Walter's model, Gordon's model, M.M hypothesis, traditional approach of dividend, dividend and uncertainty, relevance of dividend; Dividend policy in practice; Form of dividends; Stability in dividend policy; Corporate dividend behaviour.                                                                                                                                                                                                                                                                                                                                                                                         | 15             | 25%              |
| 2         | <b>Management of Working Capital:</b><br>Meaning, significance and types of working capital; Calculating operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital; Factoring services; Various committee reports on bank finance; Dimension of working capital management.                                                                                                                                                                                                                                                                                                                        | 15             | 25%              |
| 3         | <b>A. Management of Cash:</b><br>Meaning of Cash Management, motives of holding cash, techniques of cash management, preparation of cash budget.<br><b>B. Management of Inventory:</b><br>Meaning of inventory, inventory management, techniques of inventory management, levels of inventory, economic order quantity.                                                                                                                                                                                                                                                                                                                                                                            | 15             | 25%              |
| 4         | <b>Financial Risk Management:</b><br><b>Meaning and Scope:</b> Understanding types of financial risks faced by firms—market risk, credit risk, liquidity risk, operational risk.<br><b>Risk Identification and Measurement:</b> Techniques to measure risk—standard deviation, beta, value at risk (VaR), stress testing.<br><b>Hedging Techniques:</b> Use of derivatives like forwards, futures, options, and swaps to manage financial risks.<br><b>Corporate Risk Policy:</b> Setting risk limits, diversification, insurance, and internal controls.<br><b>Integration with Financial Planning:</b> Aligning risk management with capital budgeting, dividend, and working capital decisions. | 15             | 25%              |

**Text Books:**

- Advanced Financial Management & Accounting – by Vaibhav Sharma and others

**Reference Books:**

- Bhattacharya, Hrishikas : Working Capital Management : Strategies and Techniques, Prentice Hall, New Delhi.
- Chandra, Prasanna : Financial Decision Making, Prentice Hall, Delhi.
- G. Sudarshan Reddy :Financial Management (Principle and Practice)
- Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi.
- Philippe Jorion — Financial Risk Manager Handbook
- Smithson & Wilford — Managing Financial Risk
- Michel Crouhy, Dan Galai & Robert Mark — The Essentials of Risk Management

**Course Learning Outcomes (CLO): On completion of this course, the students will be able to:**

| CLO  | Description                                                                                                                                                   | Bloom's Taxonomy Level         |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| CLO1 | Understand the basic concepts, objectives, and functions of financial management in business.                                                                 | 2 Understanding                |
| CLO2 | Explain and evaluate financial statements and apply tools of financial analysis for decision making.                                                          | 2 Understanding,<br>3 Applying |
| CLO3 | Analyze capital budgeting techniques to evaluate investment decisions and select profitable projects.                                                         | 2 Understanding,<br>3 Applying |
| CLO4 | Understand and apply concepts of capital structure and cost of capital in financing decisions.                                                                | 2 Understanding                |
| CLO5 | Evaluate sources of long-term and short-term financing and their impact on financial planning.                                                                | 3 Applying                     |
| CLO6 | Analyze dividend decisions, working capital management, cash and inventory management, and financial risk management for effective financial decision-making. | 2 Understanding,<br>3 Applying |

**Mapping of CLOs with Pos & PSOs**

| Course Learning Outcomes | Programme Outcomes (POs) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | Programme Specific Outcome (PSOs) |      |
|--------------------------|--------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----------------------------------|------|
|                          | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | PSO1                              | PSO2 |
| CLO1                     | H                        | M |   |   |   |   |   |   |   | L  |    |    |    |    |    |    | M                                 |      |
| CLO2                     |                          | H | M | H | H |   |   |   |   | M  |    |    |    |    |    |    | H                                 |      |
| CLO3                     | H                        |   | M |   |   |   | M |   |   |    |    | M  |    |    |    |    | H                                 |      |
| CLO4                     |                          |   |   | M |   |   |   |   |   | M  |    |    |    |    |    |    | H                                 | M    |
| CLO5                     | M                        |   | M | M | M |   |   |   |   |    |    |    |    |    |    |    | H                                 | M    |
| CLO6                     | H                        |   | H |   |   | M |   |   |   | M  |    | M  | M  |    |    |    | H                                 | M    |

**H: High, M: Medium, L: Low**

|                              |                                                                 |
|------------------------------|-----------------------------------------------------------------|
| <b>Branch Name:</b>          | B. Com                                                          |
| <b>Program Code:</b>         | CM101                                                           |
| <b>Course Name:</b>          | Accounting For Managerial Decisions                             |
| <b>Course Code:</b>          | 18-COM408-4C                                                    |
| <b>Pre-requisite Course:</b> | Basic knowledge of accounting and management during graduation. |

**Course Objectives:**

1. To enumerate the fundamental concepts of managerial accounting appropriate for all organizations.
2. To discuss appropriate financial information to make operational decisions.
3. To demonstrate usage of accounting data in critical management situations.

**Teaching and Examination Scheme:**

| Teaching Scheme (Hours per week) |              |               |        | Evaluation Scheme (Marks) |                       |                       |                       |               |
|----------------------------------|--------------|---------------|--------|---------------------------|-----------------------|-----------------------|-----------------------|---------------|
| Lecture (L)                      | Tutorial (T) | Practical (P) | Credit | Theory (Marks)            |                       | Practical (Marks)     |                       | Total (Marks) |
|                                  |              |               |        | University Assessment     | Continuous Assessment | University Assessment | Continuous Assessment |               |
| 4                                | --           | -             | 4      | 50                        | 50                    | -                     | -                     | 100           |

**Subject Contents:**

| Sr. No | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Total Hours | Weightage (%) |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|
| 1      | <b>Standard Costing:</b><br><b>(A)</b> Reconciliation of the actual profit with the standard profit/budgeted profit.<br><b>(B)</b> Accounting procedure for standard cost: - Partial Plan and Single Plan, Disposition of Variance.<br><b>(C)</b> Interpretation and Investigation of Variances<br><b>(D)</b> Opportunity Cost Approach to Variance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 15          | 25%           |
| 2      | <b>Short-Term Decision-Making Techniques:</b><br><b>(A) Marginal Costing and Absorption Costing:</b><br>Meaning, importance and application of the concept of contribution. Effect of absorption and marginal costing on inventory valuation and profit determination. Calculation of profit or loss under absorption and marginal costing. Reconciliation of the profits or losses calculated under absorption and marginal costing. Advantages and disadvantages of absorption and marginal costing.<br><b>(B) Cost Volume Profit (CVP) Analysis:</b><br><b>Break-even Analysis:</b> - Meaning, assumptions, limitations, formulas, Break-even chart, Margin of Safety, Angle of incidence, Relation of Breakeven point, Margin of safety and Angle of incidence.<br><b>Cost Volume Profit Analysis:</b> - Meaning, Procedure, Advantages, Assumptions, Practical difficulties, Profit volume chart. Practical Examples | 15          | 25%           |
| 3      | <b>Transfer Pricing:</b><br>Necessity, Transfer Pricing Methods: Pricing at cost; Standard cost-plus lump sum; Market Prices; Prorating the overall contribution; Dual Pricing; Negotiated Prices. Benefits of transfer pricing policy and concept of international transfer pricing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 15          | 25%           |
| 4      | <b>Responsibility Accounting and Reporting to Management:</b><br><b>(A) Responsibility Accounting:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 15          | 25%           |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <p>Meaning, Features of Responsibility Accounting, Advantages and limitations of Responsibility Accounting, Prerequisites for Responsibility Accounting, Responsibility Centre and its types <b>(Theory Only)</b>.</p> <p><b>(B) Reporting to Management:</b> Meaning, Objectives, Significance of good report, Types of Report: - Special &amp; Routine Report- Report to the different level of management, Modes of reporting, Process of preparing report, Reporting practices of Indian corporate. <b>(Theory Only)</b></p> |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

**Text Books:**

1. Arora M.N., Cost and Management Accounting, Vikas Publishing House Pvt. Ltd. New Delhi

**Reference Books:**

1. Charles T. Horngren, G.L. Sundem and W.O. Stratoon, Introduction to Management Accounting, Pearson, New Delhi
2. Dr. Tulsian P.C., Cost Accounting, S. Chand Publishing, New Delhi
3. Jawaharlal, Management Accounting, Himalaya Publishers, Mumbai.
4. Kishor Ravi M., Cost and Management Accounting, Taxmann Publications Pvt. Ltd. New Delhi
5. Maheswari S.N., Advanced problems and solutions in cost accounting, Sultan Chand & Sons, New Delhi
6. Maheswari, S.N., Principles of Management Accounting, Sultan Chand & Sons, New Delhi.
7. Robert S. Kaplan and Anthony A. Atkinso, Advanced management Accounting, Prentice hall, New Delhi.

**List of Open-Source Software/learning website:**

1. <https://www.youtube.com/watch?v=YzsTljJh1UE>
2. [https://www.youtube.com/watch?v=PhAd1y8r3\\_k](https://www.youtube.com/watch?v=PhAd1y8r3_k)

**Course Learning Outcomes (CLO):** On completion of this course, the students will be able to:

| CLO  | Description                                                                                                                       | Bloom's Taxonomy Level |
|------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1 | Explain the concepts, procedures, and significance of standard costing including variance analysis and reconciliation of profits. | 2 Understanding        |
| CLO2 | Analyze and interpret variances using standard costing techniques and apply opportunity cost approaches in decision-making.       | 4 Analyzing            |
| CLO3 | Apply marginal costing and absorption costing techniques for profit determination and reconciliation.                             | 3 Applying             |
| CLO4 | Analyze cost-volume-profit (CVP) relationships and apply break-even analysis for managerial decision-making.                      | 4 Analyzing            |
| CLO5 | Evaluate transfer pricing methods and their impact on organizational performance and decision-making.                             | 5 Evaluating           |
| CLO6 | Explain responsibility accounting concepts and develop effective management reporting systems for performance evaluation.         | 6 Creating             |

## Mapping of CLOs with Pos & PSOs

| Course Learning Outcomes | Programme Outcomes (POs) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | Programme Specific Outcome (PSOs) |      |
|--------------------------|--------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----------------------------------|------|
|                          | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | PSO1                              | PSO2 |
| CLO1                     | H                        |   | M | H |   |   |   |   |   | H  |    |    |    |    |    |    | H                                 | M    |
| CLO2                     |                          | M |   |   | M | M |   |   |   |    |    |    | H  |    |    |    |                                   | H    |
| CLO3                     |                          | M | H |   |   |   |   | M |   | H  |    |    |    | H  |    |    | M                                 |      |
| CLO4                     |                          | H |   |   |   |   |   |   |   | M  |    |    |    |    |    |    |                                   | H    |
| CLO5                     | M                        |   | H |   |   | L |   |   |   |    |    | M  |    | M  |    |    | M                                 |      |
| CLO6                     |                          | L |   | M | H |   |   |   |   | M  |    |    |    |    |    |    | H                                 |      |

**H: High, M: Medium, L: Low**

|                              |                                                                       |
|------------------------------|-----------------------------------------------------------------------|
| <b>Branch Name:</b>          | B. Com                                                                |
| <b>Program Code:</b>         | CM101                                                                 |
| <b>Course Name:</b>          | Managerial Economics                                                  |
| <b>Course Code:</b>          | 18-COE409-4C                                                          |
| <b>Pre-requisite Course:</b> | Basic knowledge fundamental concept of Economics and Micro Economics. |

**Course Objectives:**

1. Develop and understanding of the applications of managerial economics.
2. To increase students understanding of Economic way of thinking and analyzing to business decision making problems.
3. To make students understand the rigors of various Economic models and their applications in business decisions.

**Teaching and Examination Scheme:**

| Teaching Scheme (Hours per week) |              |               |        | Evaluation Scheme (Marks) |                       |                       |                       |               |
|----------------------------------|--------------|---------------|--------|---------------------------|-----------------------|-----------------------|-----------------------|---------------|
| Lecture (L)                      | Tutorial (T) | Practical (P) | Credit | Theory (Marks)            |                       | Practical (Marks)     |                       | Total (Marks) |
|                                  |              |               |        | University Assessment     | Continuous Assessment | University Assessment | Continuous Assessment |               |
| 4                                | --           | -             | 4      | 50                        | 50                    | -                     | -                     | 100           |

**Subject Contents:**

| Sr. No | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Total Hours | Weightage (%) |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|
| 1      | <b>Introduction:</b> Nature and Scope of Managerial Economics, relationship with economic theory, decision sciences, and functional areas of business.<br><b>Theory of the Firm:</b> Reasons for existence of the firms & their functions, the objective and value of the firm, constraints on the operation of the firms, limitations of the theory of the firm.<br><b>Nature &amp; Functions of Profits:</b> Business vs. Economic Profits, Theories of Profit, Functions of profit.<br><b>Tools of Analysis:</b> Marginal Analysis, Optimization, Decision and Game Theory. The International Framework of Managerial Economics. | 15          | 25%           |
| 2      | <b>Production Analysis:</b><br>Factors of Production, Theory of Production, Returns to a Variable Factor, Production Function with two Variable Inputs, Optimum Factor Combination, Cost Analysis, Break Even Analysis, Supply and its Elasticity                                                                                                                                                                                                                                                                                                                                                                                   | 15          | 25%           |
| 3      | <b>Market Structure:</b><br>Perfect competition, monopoly, and monopolistic competition. Oligopoly and Strategic Behaviour: Oligopoly & market concentration, Oligopoly Models, and Strategic Behaviour and Game Theory. Price and Output relationship under different market structures.                                                                                                                                                                                                                                                                                                                                           | 15          | 25%           |
| 4      | <b>Pricing Practices:</b><br>Pricing Theories. Pricing of multiple products. Price discrimination. International price discrimination & Dumping. Transfer Pricing in Practice.                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 15          | 25%           |

**Text Books:**

1. Managerial Economics: G.S. Gupta Tata McGraw Hill, Delhi.
2. Managerial Economics: B.S. SHAH Prakashan

**Reference Books:**

1. Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.
2. Dean, Joel: Managerial Economics, Prentice Hall, Delhi.
3. Dholakia, R.H. and A. L. Oza: Micro Economics for management students, Oxford Uni. press, Delhi.
4. Gough, J. and s. Hills: fundamentals of Managerial Economics Analysis and Cases, Prentice Hall India, Delhi.
5. Petersen, H Craig and W. Cris Lewis: Managerial Economics, Prentice Hall, Delhi.
6. Varian, H.R: International microeconomics: A Modern approach, East West Press, New Delhi

**List of Open-Source Software/learning website:**

1. <https://www.youtube.com/watch?v=vLPpF0hunwc>
2. <https://www.youtube.com/watch?v=N7cQirBto2k>

**Course Learning Outcomes (CLO):** On completion of this course, the students will be able to:

| CLO  | Description                                                                                                                                               | Bloom's Taxonomy Level |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1 | Explain the nature, scope, and fundamental concepts of managerial economics and its relationship with economic theory and business decision-making.       | 2 Understanding        |
| CLO2 | Analyze the theory of the firm, objectives, constraints, and various theories and functions of profit.                                                    | 4 Analyzing            |
| CLO3 | Apply analytical tools such as marginal analysis, optimization, and game theory in managerial decision-making.                                            | 3. Applying            |
| CLO4 | Analyze production and cost functions, including factor combinations, break-even analysis, and supply elasticity.                                         | 4 Analyzing            |
| CLO5 | Evaluate pricing and output decisions under different market structures including perfect competition, monopoly, monopolistic competition, and oligopoly. | 5 Evaluating           |
| CLO6 | Analyze pricing strategies such as price discrimination, transfer pricing, and international pricing in real business scenarios.                          | 4 Analyzing            |

**Mapping of CLOs with Pos & PSOs**

| Course Learning Outcomes | Programme Outcomes (POs) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | Programme Specific Outcome (PSOs) |      |
|--------------------------|--------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----------------------------------|------|
|                          | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | PSO1                              | PSO2 |
| CLO1                     | H                        |   | M | H |   |   |   |   |   | H  |    |    |    |    |    |    | H                                 | M    |
| CLO2                     |                          | M |   |   | M | M |   |   |   | H  |    |    |    |    |    |    |                                   | M    |
| CLO3                     | M                        |   | H | L |   | L |   |   |   | H  |    |    |    | H  |    |    | H                                 |      |
| CLO4                     |                          | H |   |   | L |   |   |   |   | M  |    |    |    |    |    |    |                                   | H    |
| CLO5                     | M                        |   | H |   |   | L |   |   |   |    |    | M  |    | M  |    |    | M                                 |      |
| CLO6                     |                          | L |   | M | H |   |   |   |   | M  |    |    |    |    |    |    | H                                 |      |

**H: High, M: Medium, L: Low**

|                              |                                                       |
|------------------------------|-------------------------------------------------------|
| <b>Branch Name:</b>          | B. Com                                                |
| <b>Program Code:</b>         | CM101                                                 |
| <b>Course Name:</b>          | Research Methodology- II                              |
| <b>Course Code:</b>          | 18-COE410-4C                                          |
| <b>Pre-requisite Course:</b> | Basics Management Theories and Practices up to B.com. |

**Course Objectives:**

- To familiarize students with the fundamental concepts, tools, and techniques required for conducting research and for preparing effective research reports.

**Teaching and Examination Scheme:**

| Teaching Scheme (Hours per week) |              |               |        | Evaluation Scheme (Marks) |                       |                       |                       |               |
|----------------------------------|--------------|---------------|--------|---------------------------|-----------------------|-----------------------|-----------------------|---------------|
| Lecture (L)                      | Tutorial (T) | Practical (P) | Credit | Theory (Marks)            |                       | Practical (Marks)     |                       | Total (Marks) |
|                                  |              |               |        | University Assessment     | Continuous Assessment | University Assessment | Continuous Assessment |               |
| 4                                | --           | -             | 4      | 50                        | 50                    | -                     | -                     | 100           |

**Subject Contents:**

| Sr. No | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Total Hours | Weightage (%) |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|
| 1      | <b>Data Collection Methods:</b> <ul style="list-style-type: none"> <li>Types of data and sources – Primary and Secondary data sources</li> <li>Methods of collection of primary data: <ul style="list-style-type: none"> <li>Observation: structured/unstructured, disguised/undisguised, mechanical/gadget-based</li> <li>Experimental: field experiments, laboratory experiments</li> <li>Interview: personal interview, focus groups, in-depth interviews</li> <li>Survey: telephonic survey, mail, email, internet survey, social media, media listening</li> </ul> </li> <li>Advantages and limitations of each data collection method</li> <li>Difference between the Primary and Secondary data collection</li> </ul> | 15          | 25%           |
| 2      | <b>Survey Instruments and Scaling Techniques:</b> <ul style="list-style-type: none"> <li>Survey Instruments: <ul style="list-style-type: none"> <li>Questionnaire designing; Principles of good Questionnaire</li> <li>Types of questions: open-ended, close-ended, dichotomous, multiple-choice, Likert-scale</li> </ul> </li> <li>Scaling techniques: <ul style="list-style-type: none"> <li>Nominal, Ordinal, Interval, Ratio, Likert rating scale</li> </ul> </li> </ul>                                                                                                                                                                                                                                                 | 15          | 25%           |
| 3      | <b>Data analysis and Interpretation:</b> <ul style="list-style-type: none"> <li>Overview and purpose of data analysis and Interpretation</li> <li>Descriptive statistics (Mean, Median, Mode and standard deviation)</li> <li>Reliability and validity analysis</li> <li>Cross-tabulation analysis</li> <li>One sample and paired sample T-test</li> <li>ANOVA: Meaning and types</li> </ul>                                                                                                                                                                                                                                                                                                                                 | 15          | 25%           |
| 4      | <b>Research Report Writing and Ethics:</b> <ul style="list-style-type: none"> <li>Research report writing:</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 15          | 25%           |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <ul style="list-style-type: none"> <li>○ Meaning, importance, and functions of reports</li> <li>○ Essentials of a good research report</li> <li>○ Steps in writing a report</li> <li>○ Types of reports: descriptive, analytical, technical, project, research paper</li> <li>○ Footnotes, endnotes, bibliography, abstract</li> <li>● Research ethics: <ul style="list-style-type: none"> <li>○ Ethics in research</li> <li>○ Objectivity, confidentiality, and anonymity in Research</li> <li>○ Plagiarism</li> </ul> </li> </ul> |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

#### **Text Books:**

- "Research Methodology: Methods and Techniques" by C.R. Kothari

#### **Reference Books:**

1. Manu, Y., Kumar, Suresh, Ranjan, Radha & Joshi, Prarthana. Essentials of Research Methodology. New Delhi: KDP Publications, 2024.
2. Donald Cooper & Pamela Schindler: "Business Research Methods" Tata McGraw Hill
3. Kushwaha, Ram Singh, Mishra, Sandip Kumar & Srivastava, Anjita. Research Methodology. New Delhi: Noble Science Press, 2024. Kothari C R, Research Methodology (Methods and Techniques) New Age Publications
4. Malhotra Naresh K, Marketing research and applied orientation, Pearson
5. O.R. Krishnaswamy, Research methodology in social sciences, Himalaya Publication

#### **List of Open-Source Software/learning website:**

1. [https://youtu.be/GmmO6T-2Dfg?si=aHXd\\_VwEQfWkyJWk](https://youtu.be/GmmO6T-2Dfg?si=aHXd_VwEQfWkyJWk)
2. [https://youtu.be/\\_VLnqSNNH-U?si=CytDoxvFTA8ZyL3w](https://youtu.be/_VLnqSNNH-U?si=CytDoxvFTA8ZyL3w)

**Course Learning Outcomes (CLO):** On completion of this course, the students will be able to:

| <b>CLO</b> | <b>Description</b>                                                                                                                   | <b>Bloom's Taxonomy Level</b> |
|------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| CLO1       | Students will be able to differentiate between primary and secondary data sources and their collection methods.                      | 2 Understanding               |
| CLO2       | Students will be able to design questionnaires and select appropriate survey instruments for data collection.                        | 6 Creating                    |
| CLO3       | Students will be able to apply scaling techniques such as nominal, ordinal, interval, ratio, and Likert scales in surveys.           | 3 Applying                    |
| CLO4       | Students will be able to analyze and interpret data using descriptive statistics, t-tests, ANOVA, and cross-tabulation.              | 4 Analyzing                   |
| CLO5       | Students will be able to prepare research reports with proper structure, referencing, and essential elements.                        | 5 Evaluating                  |
| CLO6       | Students will be able to demonstrate ethical practices in research, including objectivity, confidentiality, and avoiding plagiarism. | 5 Evaluating                  |

### Mapping of CLOs with Pos & PSOs

| Course Learning Outcomes | Programme Outcomes (POs) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | Programme Specific Outcome (PSOs) |      |
|--------------------------|--------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----------------------------------|------|
|                          | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | PSO1                              | PSO2 |
| <b>CLO1</b>              | H                        |   | M | H |   |   |   |   |   | H  |    |    |    |    |    |    | H                                 | M    |
| <b>CLO2</b>              |                          | M |   |   | M | M |   |   |   | H  |    |    |    |    |    |    |                                   | M    |
| <b>CLO3</b>              | M                        |   | H | L |   | L |   |   |   | H  |    |    |    | H  |    |    | H                                 |      |
| <b>CLO4</b>              |                          | H |   |   | L |   |   |   |   | M  |    |    |    |    |    |    |                                   | H    |
| <b>CLO5</b>              | M                        |   | H |   |   | L |   |   |   |    |    | M  |    | M  |    |    | M                                 |      |
| <b>CLO6</b>              |                          | L |   | M | H |   |   |   |   | M  |    |    |    |    |    |    | H                                 |      |

**H: High, M: Medium, L: Low**