

Subject Name	L	T	P	Credit
C2-COMC2T - corporate law	6	0	0	6

Unit 1: Preliminary to Companies Act 2013

Company - Definition, characteristics, types of company, formation of company, promotion, incorporation and commencement of business, memorandum of association, articles of association and prospectus.

Unit 2: Management and Administration

Board of directors, types of directors, their qualifications, powers, duties, liabilities, company meetings, types, quorum, voting, resolution and minutes.

Unit 3: Dividends Accounts and Audit

Declaration and payment of dividend, maintenance and authentication of financial statements, corporate social responsibility (CSR), auditor: Appointment, qualification, duties, responsibilities, audit report.

Unit 4: Oppression and Mismanagement; Restructuring and Winding up

Prevention of oppression and mismanagement provisions related to compromises and amalgamation. Concepts and modes of winding up.

Unit 5: National Company Law Tribunal

Definition, constitution of NCLT, Constitution of appellent Tribunal, provisions regarding appeal and punishments. emerging issues in company law.

Course Outcomes:

The paper aims to import the students' working knowledge of the provisions of companies act 2013. After completion of the course, students will be able to

- (a) Explain the relevant provisions of companies act 2013.
- (b) Interpret the corporate functioning in India.

S.No.	Author	Book Title	Publisher
1.	Avtar Singh	Company Law	ABC Publication
2.	Bloombury	Company Law Procedures	Corporate Law Adviser
3.	Brenda Hannigan	Company Law	Eastern Publishers
4.	M.C. Kuchhal	Company Law	Mahaveer Publications
5.	Paul Davies	Introduction to Company Law	Oxford University Press

PART A - INTRODUCTION			
Program: Certificate / Diploma / Degree		Class : B.Com Second year	Session 2022-23
Subject		Commerce	
1	Course code	C2-COMA2T	
2	Course Title	Cost Accounting	
3	Course Type:	Major	
4	Prerequisite	No	
5	Course Learning Outcomes (CLO)	This subject of cost accounting is very important to make the student of commerce subject self-reliant, students from its study :- 1. know the principles, concepts, benefits, utility of cost accounting 2. In the event of setting up your own industry, being self-sufficient in cost accounting, you will be able to acquire knowledge of the methods of material issue, control and labor payment. 3. Will be expert in finding out unit cost, finding tender price, finding contract cost and finding profit 4. Develop decision making ability through marginal cost analysis, standard cost analysis 5. Will be able to get employment as a cost analyst in small, big business houses.	
6	Credit value	06	
7	Total marks	Maximum Marks : 30 + 70	Minimum Passing Marks :
Total Number of Lectures-		90	
PART-B : COURSE CONTENTS			
UNIT	TOPIC		NUMBER OF LECTURES
1	Cost : Meaning , Concept and Classification, Element of Cost, Nature and Importance , Material Costing :Methods of valuation of material issued, Concept ,and material control and its Techniques . Labour Costing ,Methods of Wages Payment		18
2	Unit Costing : Preparation of Cost Sheet and Statement of Cost (Including calculation of Tender Price) , Overhead Costing :Overhead costing (including Calculation of machine hour rate)		18
3	Contract and Job Costing Operating Costing (Transport Costing)		18
4	Process Costing (Including Inter Process Profit and Reserve) Reconciliation of Cost and Financial Accounts.		18
5	Marginal Costing -Profit-Volume Ratio, Break-even Point, Margin of Safety, Application of Break-even Analysis. Standard costing and Variance Analysis(Material and Labour only)		18
Keyword / Tags:		Cost, Material Costing, Unit Costing, Contract and Job Costing, Process Costing, Marginal Costing.	

PART : C- RECOMMENDED STUDY RESOURCES			
Author	Subject	Publication	City
Maheshwari S.N.	Advance Problem and Solution in Cost Accounting	S.chand	New Delhi
Tulsian P.C.	Practical Costing	Vikas Publishers	New Delhi
Arora, M.N.	Cost and Management Accounting	Himalya Pub.	Nagpur
Dutta	Cost Accounting : Principles & Practice	Pearson	New Delhi
Agrawal dr Mahesh	Cost Accounting	Ramprasad & sons	Bhopal
Dr sanjay Mehta / Pro. Mukesh bramhabhatta	Cost Accounting	Devi Ahilya Prakashan	Indore
Prof. M.L. Agarwal & Dr. K.L. Gupta	Cost Analysis and Control	Sahitya Bhavan	Agra
Suggestive digital platforms, web links: 1. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf 2. https://drive.google.com/file/d/1zSNsq0AN5BfC-kvEfcMV0gxZCwso0QUC/view?showad=true 3. http://www.universityofcalicut.info/SDE/BComCoreCostAccounting_on09March2016.pdf 4. http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Accounting%20and%20Taxation/Cost%20Accounting%20class%20XI.pdf 5. https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Advanced%20Cost%20Accounting-Final.pdf			
PART : D- RECOMMENDED EVALUATION			
Maximum marks -			100
Continuous Comprehensive Assessment (CCE)	Total Marks-	30	
University exam	Total Marks -	70	

(PROF.PAVAN MISHRA)
Chairman
Central Board of Studies (Commerce)
Department of Higher Education Govt. of M.P.

Subject Name	L	T	P	Credit
V1-COM-DIGT - Digital Marketing	4	0	0	4

Unit 1:

Meaning of digital marketing, differences from traditional marketing, return of investments on digital marketing versus traditional marketing. E-Commerce tools used for successful marketing SWOT analysis of business for Digital Marketing, meaning of blogs, websites, portal and their differences, visibility, visitor engagement, conversion process, retention, performance evaluation.

Unit 2:

Search Engine Optimization: on page optimisation techniques, off page optimization techniques, preparing reports, creating search campaigns, creating display campaigns.

Social Media Optimisation: Introduction two social media marketing, advanced Facebook marketing, word press blog creation, Twitter marketing, LinkedIn marketing, Instagram marketing, social media analytical tools.

Unit 3:

Search Engine Marketing: meaning and use of search engine marketing, tools used - pay per click, google adwords, display advertising techniques, report generation.

Website traffic analysis, Affiliate Marketing and Ad Designing: Google analytics, online reputation management, email marketing, affiliate marketing, understanding adwords algorithm, advertisement designing.

Practical:

- Design SEO to improve page rank of our college.
- Monitor traffic of your website using Google analytics.
- Using search engine submission improves online recognition and visibility of websites.
- Designing a blog.
- Use of cross linking.
- On/off optimization of the website.
- Design back link and outbound link of websites.
- Web development, audio video production.
- Digital content creation, product and sales review analysis.

Outcomes:

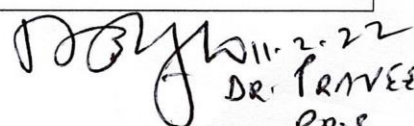
- Understand digital marketing, importance thereof, meaning of website and levels of website, difference between blog, portal and website.
- Understand the working of SEO (search engine optimization) phone page optimisation, off page optimisation and will learn to prepare reports.
- Learn about SMO (social media optimisation) like Facebook, Twitter, LinkedIn, Tumblr, pinterest, and other social media services optimization.
- Understand paid tools like Google ad words, display advertising techniques.
- Learn apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and add designing.

Text books:

- Ahuja Vandana, Digital Marketing, Oxford University press (2016) ISBN 9780 19 945 5447.
- Sainyromi, Nargundkar Rajendra, Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932.

Format for Syllabus of Theory Paper

Part A Introduction			
Program: Diploma	Class: B.Com.	Year: 2 nd year	Session: 2022-2023
Subject: Advertising Sales Promotion and Management			
1	Course Code	M2-ASPM2T	
2	Course Title	Personal Selling and Salesmanship (Paper II)	
3	Course Type (Major /Minor/Optional/Open Elective/Vocational/.....)	Minor	
4	Pre-requisite (if any)	To pursue this course, The student has studied B.Com. Certificate. Open for all	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> The Purpose of this course is to familiarize the student with the fundamentals of personal selling and the selling process. Student will be able to understand selling as a career and what it takes to be a successful salesman. 	
6	Credit Value	6	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week):			
L-T-P:			
Unit	Topics	No. of Lectures	
1	Nature and importance of personal selling, types of selling. Effectiveness of personal selling Vs. Advertising. Economies of advertising Vs. personal selling. Theories of Personal selling.	15	
2	Types of sales persons, Buying motives, types of markets. Selling as a career: — Advantages and difficulties, Measures of making selling an attractive career.	20	
3	Process of effective selling. Prospecting, pre approach, presentation and Demonstration, handling Objections, closing of sale, post-sale activities. Types of sales calls, Management of call Time.	20	
4	Qualities of successfully sales person with particular reference to consumer services. Sales operation reports and documents, sales manual order book, cash memo, tour diary and periodical reports, problems in selling operations.	20	
5	Distribution network, Traditional network and modern network, e-business and e-commerce, other problems in selling and relationship marketing, After Sales service, Marketing correspondence.	15	
Keywords/Tags: <ul style="list-style-type: none"> Salesmanship Personal Selling Effectiveness of Personal Selling Relationship marketing 			


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 PROF

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

Books:

1. Davar Rustom S., salesmanship and publicity, McGraw hill international, India.
2. Sudha G.S., Sales Promotion and Sales Management, RBD Publication.
3. Durrel, Fundamental of selling, McGraw Hill Publication
4. Saxena Rajan, Marketing Management, McGraw Hill Publication.
5. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi
6. संदीप कोहली, विक्रय कला एवं प्रबंधन के नवीन आयाम, भाषा प्रकाशन
7. हार्दिक समीर, विक्रय कला एवं विक्रय संबर्द्धन, भाषा प्रकाशन
8. Books published by M.P. Hindi Granth Academy, Bhopal

Online Material:

1. <https://commercestudyguide.com/>
2. <https://studynamaeducation.tumblr.com/>
3. <https://blog.hubspot.com/sales/personal-selling>
4. <http://www.mphindigranthacademy.org/>

Suggested equivalent online courses:

- <https://www.coursera.org/>
- <https://alison.com/>
- <https://www.udemy.com/>
- <https://virtualspeech.com/>

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 marks University Exam (UE) 70 marks

Internal Assessment : Continuous Comprehensive Evaluation (CCE):30	Total 30
External Assessment : University Exam Section: 70	Total 70

Any remarks/ suggestions:

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