

**BACHELORS OF COMMERCE
(B.COM)**

SYLLABUS (NON-NEP & NEP)

ALL SUBJECTS

SEMESTER 2



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**SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE**

Academic Year:2021-22

SEMESTER 2

SUBJECT NAME: COST ACCOUNTING

Course Description:	This course provides an in-depth understanding of cost accounting principles, focusing on direct material, direct labour, single or output costing, and job costing overheads. It aims to equip students with the skills to accurately calculate and manage costs in a business environment.
Course Objective:	To develop proficiency in cost accounting methods, enabling students to analyze and manage various cost components effectively and apply these skills in real-world scenarios.
Course Code:	10150205
Pedagogy:	Lectures Practical Exercises Assignments Case Studies
Total Credits:	4
Total Hours:	40
Reference Books:	Cost Accounting: A Managerial Emphasis by Charles T. Horngren Advanced Cost Accounting by J.K. Mitra Cost Accounting Principles by M.N. Arora
List of References:	Advanced Cost Accounting by J.K. Mitra Relevant Industry Reports References from Study Material of ICAI.
List of MOOC Courses:	Cost Accounting by Coursera Fundamentals of Cost Accounting by Udemy



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PROGRAMME OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

PO1 - Establish solid core commerce principles with a broad perspective.

PO2 - Promote critical thinking and lifelong learning.

PO3 - To offer multidisciplinary knowledge.

PO4 - Equip students for varied commerce careers.

PO5 - Develop proficiency in accounting and allied softwares.

PO6 - Enhance statistical analysis skills through softwares.

PO7 - Cultivate communication and presentation skills.

PO8 - Facilitate Industry Exposure and Internships.

PO9 - Foster creativity, innovation, and entrepreneurship.

PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Understand the principles of direct material cost management. (PO1, PO5)

CO2 - Gain knowledge of direct labour cost allocation and control. (PO2, PO5)

CO3 - Apply single or output costing techniques in manufacturing. (PO3, PO6)

CO4 - Analyze job costing methods and overhead allocation. (PO4, PO8)

CO5 - Develop skills to prepare and interpret cost accounting reports. (PO7, PO10)



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SESSION PLAN

Sr No.	Topic Name	CO
1	Introduction to Cost Accounting	CO1(40%)
2	Direct Material Cost Management	CO1(40%)
3	Direct Labour Cost Allocation	CO2(30%)
4	Single or Output Costing Techniques	CO3(40%)
5	Job Costing Methods	CO4(50%)
6	Overhead Allocation	CO4(60%)
7	Practical Exercises	CO1(20%)- CO4(30%)
8	Cost Accounting Reports Preparation	CO5(60%)
9	Revision and Doubt Solving Session	CO1- CO5



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year:2023-24 (NEP)
SEMESTER 2
SUBJECT NAME: COST ACCOUNTING

Course Description:	This course provides an in-depth understanding of cost accounting principles, focusing on direct material, direct labour, single or output costing, and job costing overheads. It aims to equip students with the skills to accurately calculate and manage costs in a business environment.
Course Objective:	To develop proficiency in cost accounting methods, enabling students to analyze and manage various cost components effectively and apply these skills in real-world scenarios.
Course Code:	DSC-C-122
Pedagogy:	Lectures Practical Exercises Assignments Case Studies
Total Credits:	4
Total Hours:	60
Reference Books:	Cost Accounting: A Managerial Emphasis by Charles T. Horngren Advanced Cost Accounting by J.K. Mitra Cost Accounting Principles by M.N. Arora
List of References:	Advanced Cost Accounting by J.K. Mitra Relevant Industry Reports References from Study Material of ICMAI.
List of MOOC Courses:	Cost Accounting by Coursera Fundamentals of Cost Accounting by Udemy



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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Understand the principles of direct material cost management. (PO1, PO5)

CO2 - Gain knowledge of direct labour cost allocation and control. (PO2, PO5)

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SESSION PLAN

Sr No.	Topic Name	CO
1	Introduction to Cost Accounting	CO1(40%)
2	Direct Material Cost Management	CO1(40%)
3	Direct Labour Cost Allocation	CO2(30%)
4	Single or Output Costing Techniques	CO3(40%)
5	Job Costing Methods	CO4(50%)
6	Overhead Allocation	CO4(60%)
7	Practical Exercises	CO1(20%)- CO4(30%)
8	Cost Accounting Reports Preparation	CO5(60%)
9	Revision and Doubt Solving Session	CO1- CO5



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
21-22 (Non NEP)
SEMESTER 2
Advanced Accounting and Tally - 1

Course Description:	This course covers advanced concepts in accounting and introduces Tally software for practical accounting applications. It includes topics such as investment accounts, service accounting for transport, hotel, hospital, and education sectors, as well as fundamental and advanced Tally accounting functions.
Course Objective:	<ul style="list-style-type: none"> • To develop a thorough understanding of advanced accounting principles and practices. • To enhance skills in service accounting for various industries, including transport, hotel, hospital, and education. • To provide practical training in Tally software for comprehensive financial management and reporting.
Course Code:	10150204
Pedagogy:	<ul style="list-style-type: none"> • Lectures and interactive sessions • Hands-on practical sessions using Tally software • Case studies and industry-specific scenarios • Group discussions and presentations
Total Credits:	4
Total Hours:	60
Reference Books:	<ul style="list-style-type: none"> • Maheshwari, S.N. and Maheshwari, S.K., "Advanced Accountancy", Vikas Publishing House. • Jain, S.P. and Narang, K.L., "Advanced Accounting", Kalyani Publishers. • Tally Solutions Pvt. Ltd., "Tally.ERP 9: The Professional Guide", BPB Publications.
List of References:	<ul style="list-style-type: none"> • Gupta, R.L. and Radhaswamy, M., "Advanced Accounting", Sultan Chand & Sons. • Shukla, M.C., Grewal, T.S., and Gupta, S.C., "Advanced Accounts", S. Chand & Company Ltd. • Tally Education, "Tally.ERP 9 Training Guide".



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List of MOOC Courses:

- **Introduction to Financial Accounting** – Offered by Udemy.
- **Advanced Accounting Techniques** – Available on Coursera, provided by the University of Illinois.
- **Tally ERP 9 Training Course** – Offered by Tally Education on the Tally website.

PROGRAMME OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

PO1 - Establish solid core commerce principles with a broad perspective.

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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Comprehensive understanding of accounting for investments, including acquisition, valuation, income recognition, and disposal of investments

CO2 - Proficiency in service accounting for the transport and hotel industries, focusing on cost allocation, pricing strategies, and financial performance analysis



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CO3 - Expertise in accounting for the hospital and education sectors, mastering the unique costing methods, budgeting, and financial management practices specific to these industries
CO4 - Acquire practical skills in using Tally software for fundamental accounting functions such as ledger creation, voucher entry, and financial statement preparation,
CO5 - Learn Tally software to perform comprehensive financial management tasks, including inventory control and tax compliance, ensuring readiness for industry practices

SESSION PLAN

Sr No.	Topic Name	CO
1.	Overview of course objectives and structure and introduction to advanced accounting concepts	50
2.	Understanding Types of investments and accounting for purchase of investments	25
3.	Teaching concept of Income recognition from investments and disposal of investments	25
4.	Practical exercises on investment accounts	20
5.	Costing in the transport industry and revenue recognition and expense allocation	30
6.	Case study on transport costing	20
7.	Costing methods in the hotel industry and room revenue and ancillary services accounting	30
8.	Practical examples and case studies	20
9.	Unique costing requirements for hospitals and accounting for medical services and patient care	25
10.	Cost structures in educational institutions and revenue recognition and expense management including Practical examples and case studies	25
11.	Overview of Tally software	20
12.	Basic features and functionalities of creating and managing ledgers	20
13.	Inventory management in Tally and Practical exercises on inventory	50



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
23-24 (NEP)
SEMESTER 2
Advanced Accounting and Tally - 1

Course Description:	This course covers advanced concepts in accounting and introduces Tally software for practical accounting applications. It includes topics such as investment accounts, service accounting for transport, hotel, hospital, and education sectors, as well as fundamental and advanced Tally accounting functions.
Course Objective:	<ul style="list-style-type: none"> • To develop a thorough understanding of advanced accounting principles and practices. • To enhance skills in service accounting for various industries, including transport, hotel, hospital, and education. • To provide practical training in Tally software for comprehensive financial management and reporting.
Course Code:	DSC-C-121
Pedagogy:	<ul style="list-style-type: none"> • Lectures and interactive sessions • Hands-on practical sessions using Tally software • Case studies and industry-specific scenarios • Group discussions and presentations
Total Credits:	4
Total Hours:	90
Reference Books:	<ul style="list-style-type: none"> • Maheshwari, S.N. and Maheshwari, S.K., "Advanced Accountancy", Vikas Publishing House. • Jain, S.P. and Narang, K.L., "Advanced Accounting", Kalyani Publishers. • Tally Solutions Pvt. Ltd., "Tally.ERP 9: The Professional Guide", BPB Publications.
List of References:	<ul style="list-style-type: none"> • Gupta, R.L. and Radhaswamy, M., "Advanced Accounting", Sultan Chand & Sons. • Shukla, M.C., Grewal, T.S., and Gupta, S.C., "Advanced Accounts", S. Chand & Company Ltd. • Tally Education, "Tally.ERP 9 Training Guide".



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List of MOOC Courses:

- **Introduction to Financial Accounting** – Offered by Udemy.
- **Advanced Accounting Techniques** – Available on Coursera, provided by the University of Illinois.
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[As per UGC and NEP Guidelines]

CO1 - Comprehensive understanding of accounting for investments, including acquisition, valuation, income recognition, and disposal of investments

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CO3 - Expertise in accounting for the hospital and education sectors, mastering the unique costing methods, budgeting, and financial management practices specific to these industries
CO4 - Acquire practical skills in using Tally software for fundamental accounting functions such as ledger creation, voucher entry, and financial statement preparation,
CO5 - Learn Tally software to perform comprehensive financial management tasks, including inventory control and tax compliance, ensuring readiness for industry practices

SESSION PLAN

Sr No.	Topic Name	CO in %
14.	Overview of course objectives and structure and introduction to advanced accounting concepts	50
15.	Understanding Types of investments and accounting for purchase of investments	25
16.	Teaching concept of Income recognition from investments and disposal of investments	25
17.	Practical exercises on investment accounts	20
18.	Costing in the transport industry and revenue recognition and expense allocation	30
19.	Case study on transport costing	20
20.	Costing methods in the hotel industry and room revenue and ancillary services accounting	30
21.	Practical examples and case studies	20
22.	Unique costing requirements for hospitals and accounting for medical services and patient care	25
23.	Cost structures in educational institutions and revenue recognition and expense management including Practical examples and case studies	25
24.	Overview of Tally software	20
25.	Basic features and functionalities of creating and managing ledgers	20
26.	Inventory management in Tally and Practical exercises on inventory	50



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year 2022-23
SEMESTER 2
Foundation of Macroeconomics

Course Description:	This course provides a comprehensive introduction to key macroeconomic concepts such as national income, economic growth, inflation, and unemployment. Students will examine how fiscal and monetary policies influence economic stability and performance. The course emphasizes understanding macroeconomic models and their applications in real-world scenarios.
Course Objective:	Developing strong analytical and reasoning skills, familiarizing with diagrammatic method of study, developing a critical eye in analyzing economic outcomes in the realm of macroeconomics and helping understand macroeconomic events or enabling the learners to understand and interpret <u>economics news</u> appearing in newspapers or magazines or on TV debates.
Course Code:	10150201
Pedagogy:	1. Lecturing – discourse + forensic story telling + board work 2. Interaction – doubt solving + quizzing + insights/contribution of students 3. Class work – in the booklet to be provided 4. Newspaper/magazine articles
Total Credits:	3
Total Hours:	30
Reference Books:	1. Principles of Economics, Deviga Vengedasalam and Karunagaran Madhavan, 2. Introductory Macroeconomics, T R Jain and V K Ohri 3. Analytical Macroeconomics, Sampat Mukherjee



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List of References:	NA
List of MOOC Courses:	<ol style="list-style-type: none"> 1. The Power of Macroeconomics: Economic Principles in the Real World– COURSERA, University of California 2. Country Level Economics: Macroeconomic Variables and Markets – COURSERA, Illinois at Urbana Champaign 3. Understanding economic policymaking – IE BUSINESS S 4. Economics of Money and Banking – Columbia University

PROGRAMME OUTCOMES FOR B.COM PROGRAM [As per UGC and NEP Guidelines]
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CO1 - Students will grasp fundamental macroeconomic principles and national income analysis techniques to assess economic performance.
CO2 - Students will be able to compare classical and Keynesian economic theories, evaluating their impacts on economic policy and outcomes.
CO3 - Students will evaluate how aggregate demand and aggregate supply interact to influence economic output and price levels.
CO4 - Students will analyze the effects of fiscal and monetary policies on economic stability, growth, and inflation control.
CO5 - Students will apply macroeconomic theories to contemporary economic issues, using models to analyze and propose solutions.

SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Meaning and subject matter of macroeconomics Microeconomics versus macroeconomics Major issues of macroeconomics	1	CO1
2	Circular flow of income - 2, 3 and 4 - sector model	2	CO1
3	Concepts of GDP, GNP, NDP and NNP National income at market price, constant (real) price and factor cost Per capita income - personal income - personal disposable income	1	CO1
4	Three methods of estimating national income - value added, income and expenditure	2	CO1



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5	Difficulties in estimating national income	2	C01
6	Importance of national income analysis	2	C01
10	The major controversy between classical economics and J M Keynes	2	C02
11	Keynesian economics	2	C02
12	Consumption function – APC, MPC, APS, MPS –	2	C02
13	Investment function	1	C02
14	Concept of multiplier – meaning, mechanism, leakages, limitation	3	C02
15	Aggregate Demand	2	C03
16	Short run aggregate supply curve (SRAS) – reasons for upward slope Short run aggregate supply curve (SRAS) – reasons for vertical slope Shifts in SRAS curve factors affecting SRAS Shifts in LRAS curve factors affecting LRAS	4	C03
17	Long run full employment equilibrium – concept of natural rate of unemployment	2	C03
18	Output gaps – recessionary gap & inflationary gap Stagflation	2	C03
19	Business cycle – meaning and characteristics Phases of business cycle – their characteristic	2	C03
20	Budget – meaning, structure & types of deficits	4	C04
21	Fiscal policy – meaning; objective & tools	3	C04,C05
22	Monetary policy - meaning; objective & tools / instruments (quantitative)	3	C04,C05



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**SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE**

Academic Year 2023-24

SEMESTER - 2

SUBJECT NAME – PERSONAL FINANCIAL PLANNING

Course Description:	Conceptual clarity of economics curriculum learnt in school, good command over basic mathematical and geometrical tools and an inquisitive bent of mind to learn economics.
Course Objective:	<ul style="list-style-type: none">• Developing strong analytical and reasoning skills, familiarizing with diagrammatic method of study, developing a critical eye in analyzing economic outcomes in the realm of macroeconomics and helping understand macroeconomic events or enabling the learners to understand and interpret economics news appearing in newspapers or magazines or on TV debates.
Course Code:	SEC126
Pedagogy:	<ul style="list-style-type: none">• Lecturing – discourse + forensic story telling + board work• Interaction– doubt solving + quizzing + insights/contribution of students.• Class work – in the booklet to be provided• Newspaper/magazine articles
Total Credits:	2
Total Hours:	30
Reference Books:	Bank Financial Management By Macmillan Education
List of References:	NA
List of MOOC Courses:	https://www.coursera.org/learn/family-planning



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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Comprehend the Fundamentals of Macroeconomics.

CO2 - Analyze National Income and Its Components.

CO3 - Contrast Classical and Keynesian Economic Theories.

CO4 - Evaluate Aggregate Demand and Aggregate Supply.

CO5 - Understand and Apply Macroeconomic Policies.



SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Meaning and subject matter of macroeconomics, Microeconomics vs Macroeconomics, Major issues of macroeconomics	3	CO1
2	Circular flow of income - 2, 3, and 4-sector models	2	CO2
3	Concepts of GDP, GNP, NDP, NNP, National income at market price, constant (real) price, and factor cost	3	CO2
4	Per capita income, personal income, personal disposable income, Three methods of estimating national income	2	CO2
5	Difficulties in estimating national income, Importance of national income analysis	3	CO2
6	Major controversy between classical economics and J.M. Keynes, Say's law of markets, Fisher's quantity theory of money	2	CO3
7	Consumption function (APC, MPC, APS, MPS), Investment function, Concept of multiplier – meaning, mechanism, leakages, limitation	3	CO3
8	Aggregate Demand – components, downward slope of AD curve, Factors affecting C, I, G, X, M, Shifts in AD curve	3	CO4
9	Short run aggregate supply curve (SRAS) – reasons for upward slope, vertical slope, Shifts in SRAS and LRAS curves	2	CO4
10	Long run full employment equilibrium, Output gaps, Stagflation, Business cycle – meaning, characteristics, Phases	3	CO4, CO5
11	Budget – meaning, structure & types of deficits, Fiscal policy – meaning; objective & tools, Monetary policy - meaning; objective & tools / instruments (quantitative)	2	CO5



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year: 2022-23
SEMESTER 2
MARKETING MANAGEMENT

Course Description:	This course provides a comprehensive overview of marketing fundamentals, emphasizing the critical role of understanding and connecting with customers to drive business success.
Course Objective:	To develop a comprehensive understanding of marketing principles, theories, and practical applications through a blend of theoretical knowledge and hands-on experience.
Course Code:	10150202
Pedagogy:	The course will be a mix of: <ul style="list-style-type: none">✓ Class room discussions✓ Case studies✓ Guest Lectures by Industry Experts✓ Introduction to Basic AI based software for Marketing.✓ Group Presentation✓ Use of audio-visual tools✓ Article Analysis✓ Other activities
Total Credits:	4
Total Hours:	40 Hours
Reference Books:	Text-Book: Marketing Management (marketing cases in the Indian Context-Fifteenth Edition) by Philip Kotler, Keven Lane Keller published by Pearson
List of References:	<ul style="list-style-type: none">• <i>Marketing Management (marketing cases in the Indian Context-Fifteenth Edition) by Philip Kotler, Keven Lane Keller published by Pearson</i>• <i>Principles of Marketing (Global Edition) 17th Edition by Philip Kotler and Gary Armstrong; published by Pearson.</i>



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	<ul style="list-style-type: none"> • <i>Marketing Management (6th Edition) by Rajan Saxena, published by Tata McGraw Hill</i> • <i>Marketing Research: An Applied Orientation (Seventh Edition) by Das Satyabhusan and Malhotra Naresh K. published by Pearson</i> • <i>Smith, J. D., & Jones, A. B. (2022). Consumer behavior in the digital age. Journal of Marketing Research, 59(3), 456-472.</i>
List of MOOC Courses:	<p>1. Brand Management: Aligning Business, Brand and Behaviour (University of London) The aim of the course is to change the conception of brands as being an organization's visual identity (e.g., logo) and image (customers' brand associations) to an experience along "moments-that-matter" along the customer journey and, therefore, delivered by people across the entire organization.</p> <p>https://www.coursera.org/learn/brand</p> <p>2. Introduction to Marketing: University of Pennsylvania This course covers three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.</p> <p>https://www.coursera.org/learn/wharton-marketing</p>



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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Demonstrate understanding of core marketing concepts and their application in business contexts.

CO2 - Develop foundational knowledge of product, pricing, and distribution strategies.

CO3 - Analyze consumer behavior and market segmentation to identify target audiences.

CO4 - Understand the role of market research and marketing communication in building brand awareness.

CO5 - Apply basic marketing principles to solve simple business problems.



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SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Introduction to Marketing Management	2	CO1 (40%)
2	Market and Marketing	1	CO1 (20%), CO2 (20%)
3	The Exchange Process	1	CO1 (20%), CO2 (20%)
4	Core Concepts of Marketing	2	CO1 (30%), CO2 (30%)
5	Difference between Selling and Marketing	1	CO2 (20%)
6	Functions of Marketing	3	CO1 (40%)
7	Importance of Marketing	3	CO1 (30%), CO2 (30%)
8	Concept of Product Life Cycle	1	CO2 (20%)
9	Stages and features of each stage	1	CO3 (70%)
10	The Marketing Process & Marketing Mix (4Ps)	2	CO1 (30%), CO2 (30%)
11	Product: Definition, Levels & Classification	2	CO2 (60%)
12	Introduction to New Product Development (NPD)	1	CO2 (40%)
13	Pricing: Meaning, Objectives & Factors	2	CO2 (60%)
14	Methods of Pricing & Promotion Mix Elements	1.5	CO2 (40%)
15	Distribution & Types of Middlemen	1.5	CO2 (40%)
16	Market Segmentation, Targeting & Positioning (STP)	2	CO3 (70%)
17	- Market Segmentation: Meaning, Importance & Bases	1	CO3 (70%)
18	- Targeting: Meaning, Importance & Strategies	1	CO3 (70%)
19	Consumer Behavior: Meaning, Importance & Factors	2	CO3 (30%)
20	Market Research: Meaning, Scope & Process	1.5	CO4 (50%)
21	Advantages, Disadvantages & Techniques of Market Research	1.5	CO4 (50%)
22	Marketing Communication Program & Communication Tools	2	CO4 (60%)
23	Role of social media in Marketing Communication	4	CO4 (40%)



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SCHOOL OF COMMERCE
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Academic Year: 2023-24
SEMESTER 2 (NEP)
MARKETING MANAGEMENT

Course Description:	This course provides a comprehensive overview of marketing fundamentals, emphasizing the critical role of understanding and connecting with customers to drive business success.
Course Objective:	To develop a comprehensive understanding of marketing principles, theories, and practical applications through a blend of theoretical knowledge and hands-on experience.
Course Code:	MDC-124
Pedagogy:	The course will be a mix of: <ul style="list-style-type: none">✓ Class room discussions✓ Case studies✓ Guest Lectures by Industry Experts✓ Introduction to Basic AI based software for Marketing.✓ Group Presentation✓ Use of audio-visual tools✓ Article Analysis✓ Other activities
Total Credits:	4
Total Hours:	40 Hours
Reference Books:	Text-Book: Marketing Management (marketing cases in the Indian Context-Fifteenth Edition) by Philip Kotler, Keven Lane Keller published by Pearson
List of References:	<ul style="list-style-type: none">• <i>Marketing Management (marketing cases in the Indian Context-Fifteenth Edition) by Philip Kotler, Keven Lane Keller published by Pearson</i>• <i>Principles of Marketing (Global Edition) 17th Edition by Philip Kotler and Gary Armstrong; published by Pearson.</i>



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	<ul style="list-style-type: none"> • <i>Marketing Management (6th Edition) by Rajan Saxena, published by Tata McGraw Hill</i> • <i>Marketing Research: An Applied Orientation (Seventh Edition) by Das Satyabhusan and Malhotra Naresh K. published by Pearson</i> • <i>Smith, J. D., & Jones, A. B. (2022). Consumer behavior in the digital age. Journal of Marketing Research, 59(3), 456-472.</i>
List of MOOC Courses:	<p>1. Brand Management: Aligning Business, Brand and Behaviour (University of London) The aim of the course is to change the conception of brands as being an organization's visual identity (e.g., logo) and image (customers' brand associations) to an experience along "moments-that-matter" along the customer journey and, therefore, delivered by people across the entire organization.</p> <p>https://www.coursera.org/learn/brand</p> <p>2. Introduction to Marketing: University of Pennsylvania This course covers three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.</p> <p>https://www.coursera.org/learn/wharton-marketing</p>



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PROGRAMME OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

PO1 - Establish solid core commerce principles with a broad perspective.

PO2 - Promote critical thinking and lifelong learning.

PO3 - To offer multidisciplinary knowledge.

PO4 - Equip students for varied commerce careers.

PO5 - Develop proficiency in accounting and allied softwares.

PO6 - Enhance statistical analysis skills through softwares.

PO7 - Cultivate communication and presentation skills.

PO8 - Facilitate Industry Exposure and Internships.

PO9 - Foster creativity, innovation, and entrepreneurship.

PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Demonstrate understanding of core marketing concepts and their application in business contexts.

CO2 - Develop foundational knowledge of product, pricing, and distribution strategies.

CO3 - Analyze consumer behavior and market segmentation to identify target audiences.

CO4 - Understand the role of market research and marketing communication in building brand awareness.

CO5 - Apply basic marketing principles to solve simple business problems.



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SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Introduction to Marketing Management	2	CO1 (40%)
2	Market and Marketing	1	CO1 (20%), CO2 (20%)
3	The Exchange Process	1	CO2 (40%)
4	Core Concepts of Marketing	2	CO3 (70%)
5	Difference between Selling and Marketing	1	CO1 (20%), CO2 (20%)
6	Functions of Marketing	3	CO1 (20%), CO2 (20%)
7	Importance of Marketing	3	CO1 (20%), CO2 (20%)
8	Concept of Product Life Cycle	1	CO1 (20%), CO2 (20%)
9	Stages and features of each stage	1	
10	The Marketing Process & Marketing Mix (4Ps)	2	CO1 (30%), CO2 (30%)
11	Product: Definition, Levels & Classification	2	CO2 (60%)
12	Introduction to New Product Development (NPD)	1	CO2 (40%)
13	Pricing: Meaning, Objectives & Factors	2	CO2 (60%)
14	Methods of Pricing & Promotion Mix Elements	1.5	CO2 (40%)
15	Distribution & Types of Middlemen	1.5	CO2 (40%)
16	Market Segmentation, Targeting & Positioning (STP)	2	CO3 (70%)
17	Market Segmentation: Meaning, Importance & Bases	1	
18	- Targeting: Meaning, Importance & Strategies	1	
19	Consumer Behavior: Meaning, Importance & Factors	2	CO3 (30%)
20	Market Research: Meaning, Scope & Process	1.5	CO4 (50%)
21	Advantages, Disadvantages & Techniques of Market Research	1.5	CO4 (50%)
22	Marketing Communication Program & Communication Tools	2	CO4 (60%)
23	Role of social media in Marketing Communication	4	CO4 (40%)



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year – 2021- 2022
SEMESTER - 2

SUBJECT NAME – ENGLISH AND BUSINESS COMMUNICATION II

Course Description:	This course aims to enhance students' understanding of key personalities and develop their language skills through diverse writing exercises. It will cover biographical sketches, dialogue writing, grammar fundamentals, business correspondence, and email writing. Additionally, vocabulary development and effective communication strategies will be emphasized to ensure comprehensive language proficiency.
Course Objective:	<ol style="list-style-type: none">1. This course aims to analyze and draw inspiration from Eminent Personalities.2. Develop and articulate ideas through Dialogue Writing.3. Master the fundamentals of Grammar4. Understand and apply effective Business Correspondence Principles.5. Encourage writing precision and increase vocabulary
Course Code:	10150206
Pedagogy:	<ul style="list-style-type: none">• Lectures• Interactive Sessions• Writing Exercises• Case Studies• Practical lab sessions
Total Credits:	4
Total Hours:	40
Reference Books:	<ol style="list-style-type: none">1. Meenakshi Raman & Sangeeta Sharma, “Technical Communication – Principles and Practice”, 2nd Edition, Oxford University Press, 2011.2. Herta A Murphy, Herbert W. Hilderbrandt, Jane P Thomas, “Effective Business Communication” 7th Edition, Tata McGraw Hill Publication



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List of References:	<ol style="list-style-type: none"> 1. Mohan, Krishna, and Meera Banerji. <i>Developing Communication Skills</i>. Macmillan Publishers India, 2009. 2. Krishna, M. H., and Banerjee. <i>Technical Communication</i>. Laxmi Publications, 2009.
List of MOOC Courses:	<ol style="list-style-type: none"> 1. University of Amsterdam. <i>Introduction to Communication Science</i>. Coursera, https://www.coursera.org/learn/communication-science 2. University of Pennsylvania. <i>English for Career Development</i>. Coursera, https://www.coursera.org/learn/careerdevelopment.

PROGRAMME OUTCOMES FOR B.COM PROGRAM [As per UGC and NEP Guidelines]
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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - This course aims to analyze and draw inspiration from Eminent Personalities.

CO2 - Develop and Articulate Ideas Through Dialogue Writing.

CO3 - Understand the fundamentals of grammar.

CO4 - Understand and apply effective Business Correspondence Principles.

CO5 – Encourage Writing Precision and Increase Vocabulary

SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Sundar Pichai, Azim Premji	02	CO1 (10%)
2	Indra Nooyi, Sachin Tendulkar	01	CO1 (5%)
3	Dhirubhai Ambani, Gautam Adani, Sardar Patel	02	CO1 (10%)
4	A conversation between two friends about summer vacation	01	CO2 (5%)
5	A conversation between two friends before exam	01	CO2 (5%)
6	A conversation between two friends about career	01	CO2 (5%)
7	Modal Auxiliaries	05	CO3 (25%)
8	Articles	04	CO3 (20%)



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9	Parts of Speech	04	CO3 (20%)
10	Draft an Inquiry letter for better terms and conditions	01	CO4 (5%)
11	Draft an Inquiry letter asking for prices and terms of electronics	01	CO4 (5%)
12	Draft a reply to inquiry letter on behalf of a manufacturer	01	CO4 (5%)
13	Draft a letter, placing an order for washing machines	01	CO4 (5%)
14	Draft a letter cancelling an order placed for watches	01	CO4 (5%)
15	Draft a letter offering substitutes for a water purifier	01	CO4 (5%)
16	Draft a letter seeking extension of time to execute an order	01	CO4 (5%)
17	Give a specimen of a format of Email, Draft an Email complaining about defective goods	01	CO5 (5%)
18	Draft an Email complaining about impolite behaviour of a salesman	01	CO5 (5%)
19	Draft an Email complaining about late delivery of stationary goods, Draft an Email complaining about shortage of goods.	01	CO5 (5%)
20	Vocabulary Development (Words and Contexts)	02	CO5 (10%)



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year 2022-23
SEMESTER-2

SUBJECT NAME: FUNDAMENTALS OF COMMUNICATION

Course Description:	This course is designed to enhance students' understanding of various aspects of communication. It covers the levels and types of communication, barriers to effective communication, advanced listening skills, and the essentials of telephone etiquette and vocabulary building. Emphasis is placed on practical application and overcoming communication challenges in both personal and professional contexts.
Course Objective:	<ol style="list-style-type: none">1. To understand different levels, types, and networks of communication, including verbal and non-verbal forms.2. To identify and analyze barriers to communication and strategies to overcome them.3. To develop advanced listening skills and recognize different types of listeners and listening barriers.4. To master telephone etiquette and understand its importance in professional settings.5. To enhance vocabulary through idioms and one-word substitutes for effective communication.
Course Code:	10150206
Pedagogy:	<ul style="list-style-type: none">• Lectures and Interactive Sessions• Group Discussions and Activities• Role-Playing and Simulations• Reading and Writing Exercises• Audio-Visual Aids• Continuous Assessments and Feedback
Total Credits:	04
Total Hours:	40
Reference Books:	<ol style="list-style-type: none">1. Sharma, Ramesh. <i>Communication Skills</i>. Oxford University Press, 2018.2. Gupta, Sanjay. <i>Effective Business Communication</i>. McGraw-Hill Education, 2017.3. Kumar, Amit. <i>Business Communication for Managers</i>. Pearson Education, 2016.



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	<ol style="list-style-type: none"> Singh, R. K. <i>Business Communication: Principles and Practice</i>. PHI Learning Pvt. Ltd., 2015. Jha, R. P. <i>Professional Communication</i>. Vikas Publishing House, 2014.
List of References:	<ol style="list-style-type: none"> Sharma, Ramesh. <i>Communication Skills</i>. Oxford University Press, 2018. Gupta, Sanjay. <i>Effective Business Communication</i>. McGraw-Hill Education, 2017. Kumar, Amit. <i>Business Communication for Managers</i>. Pearson Education, 2016. Singh, R. K. <i>Business Communication: Principles and Practice</i>. PHI Learning Pvt. Ltd., 2015. Jha, R. P. <i>Professional Communication</i>. Vikas Publishing House, 2014. Chaturvedi, P. D., and Mukesh Chaturvedi. <i>Business Communication: Concepts, Cases and Applications</i>. Pearson Education India, 2011. Pal, Rajendra, and J. S. Korlahalli. <i>Essentials of Business Communication</i>. Sultan Chand & Sons, 2011. Mohan, Krishna, and Meera Banerji. <i>Developing Communication Skills</i>. Macmillan Publishers India, 2009. Krishna, M. H., and Banerjee. <i>Technical Communication</i>. Laxmi Publications, 2009.
List of MOOC Courses:	<ol style="list-style-type: none"> University of Colorado Boulder. <i>Effective Communication: Writing, Design, and Presentation</i>. Coursera, https://www.coursera.org/learn/effective-communication. University of Pennsylvania. <i>Improving Communication Skills</i>. Coursera, https://www.coursera.org/learn/communication-skills. University of Pennsylvania. <i>English for Career Development</i>. Coursera, https://www.coursera.org/learn/careerdevelopment. University of Washington. <i>Business English Communication Skills</i>. Coursera, https://www.coursera.org/specializations/business-english. "Complete Communication Skills Master Class for Life." Udemy, https://www.udemy.com/course/complete-communication-skills-master-class-for-life. "Effective Communication Skills for Managers." Udemy, https://www.udemy.com/course/effective-communication-skills-for-managers. IIT Kanpur. <i>Communication Skills</i>. Swayam, https://swayam.gov.in/nd1_noc20_hs30/preview. IIM Bangalore. <i>Business Communication</i>. Swayam, https://swayam.gov.in/nd2_cec20_mg11/preview.



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PROGRAMME OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

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PO9 - Foster creativity, innovation, and entrepreneurship.

PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Students will comprehend various communication levels, networks, and the different types of verbal and non-verbal communication.

CO2 - Students will identify barriers to communication, classify them, and apply strategies to overcome these barriers effectively.

CO3 - Students will develop advanced listening skills, recognize different types of listeners, and address barriers to effective listening.



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CO4- Students will understand and apply proper telephone etiquette and business phone etiquette tips.

CO5- Students will enhance their vocabulary through idioms and one-word substitutes, improving their communication skills.

SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Levels of Communication	2	CO1 (5%)
2	Networks of Communication	1	CO1 (2.5%)
3	Internal and External Communication	1	CO1 (2.5%)
4	Verbal Communication: Oral, Written, Visual, and Audio-Visual	2	CO1 (5%)
5	Non-verbal Communication: Kinesics, Proxemics, Paralanguage	2	CO1 (5%)
6	Introduction to Barriers to Communication	1	CO2 (2.5%)
7	Noise and Classification of Barriers	2	CO2 (5%)
8	Intrapersonal, Interpersonal, and Organizational Barriers	2	CO2 (5%)
9	Other Barriers to Communication	1	CO2 (2.5%)
10	How to Overcome Barriers	1	CO2 (2.5%)
11	Difference between Communication & Business Communication	1	CO2 (2.5%)
12	Characteristics of Business Communication	1	CO2 (2.5%)
13	Meaning of Listening	1	CO3 (2.5%)
14	Types of Listening and Listeners	2	CO3 (5%)
15	Barriers to Effective Listening and Principles of Effective Listening	2	CO3 (5%)
16	Strategies to Overcome Barriers in Listening	1	CO3 (2.5%)
17	Importance and Elements of Telephone Etiquette	1	CO4 (2.5%)
18	Business Phone Etiquette Tips and Golden Rules	1	CO4 (2.5%)
19	Vocabulary Building: Idioms and One-Word Substitutes	2	CO5
	Total Hours	40	



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year 2023-24 (NEP)
SEMESTER-2

SUBJECT NAME: Fundamentals of Communication

Course Description:	This course is designed to enhance students' communication skills across various mediums, focusing on effective communication strategies, overcoming barriers, and proper etiquette.
Course Objective:	<ol style="list-style-type: none">1. To understand the different levels and types of communication.2. To identify and overcome barriers to effective communication.3. To develop effective listening skills.4. To learn proper telephone etiquette and professional communication.5. To enhance vocabulary and use idiomatic expressions appropriately.
Course Code:	AEC-125
Pedagogy:	<ul style="list-style-type: none">• Lectures and Interactive Sessions• Group Discussions and Activities• Role-Playing and Simulations• Reading and Writing Exercises• Audio-Visual Aids• Continuous Assessments and Feedback
Total Credits:	02
Total Hours:	30
Reference Books:	<ol style="list-style-type: none">1. Chaturvedi, P. D., and Mukesh Chaturvedi. <i>Business Communication: Concepts, Cases, and Applications</i>. Pearson Education, 2011.2. Raman, Meenakshi, and Prakash Singh. <i>Business Communication</i>. Oxford University Press, 2012.3. Kaul, Asha. <i>Business Communication</i>. PHI Learning Pvt. Ltd., 2015.4. Rai, Urmila, and S. M. Rai. <i>Business Communication</i>. Himalaya Publishing House, 2010.5. Sen, Leena. <i>Communication Skills</i>. PHI Learning Pvt. Ltd., 2007.



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	6. Kumar, Sanjay, and Pushp Lata. <i>Communication Skills</i> . Oxford University Press, 2011.
List of References:	<ol style="list-style-type: none"> 1. Chaturvedi, P. D., and Mukesh Chaturvedi. <i>Business Communication: Concepts, Cases, and Applications</i>. Pearson Education, 2011. 2. Raman, Meenakshi, and Prakash Singh. <i>Business Communication</i>. Oxford University Press, 2012. 3. Kaul, Asha. <i>Business Communication</i>. PHI Learning Pvt. Ltd., 2015. 4. Rai, Urmila, and S. M. Rai. <i>Business Communication</i>. Himalaya Publishing House, 2010. 5. Sen, Leena. <i>Communication Skills</i>. PHI Learning Pvt. Ltd., 2007. 6. Kumar, Sanjay, and Pushp Lata. <i>Communication Skills</i>. Oxford University Press, 2011.
List of MOOC Courses:	<p>Swayam. "Introduction to Communication Skills." https://swayam.gov.in/nd1_noc19_mg32/preview by Dr. T. Kalyani</p> <p>Swayam. "Effective Communication." https://swayam.gov.in/nd2_imb20_mg26/preview by Dr. S. Srinivas</p> <p>Swayam. "Business Communication." https://swayam.gov.in/nd2_cec20_mg11/preview by Dr. K. Praveen</p> <p>Coursera. "Improving Your Communication Skills." https://www.coursera.org/learn/communication-skills by Dr. Maurice Schweitzer</p>

PROGRAMME OUTCOMES FOR B.COM PROGRAM
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PO6 - Enhance statistical analysis skills through softwares.
PO7 - Cultivate communication and presentation skills.
PO8 - Facilitate Industry Exposure and Internships.
PO9 - Foster creativity, innovation, and entrepreneurship.
PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM [As per UGC and NEP Guidelines]
CO1- Understand and apply different levels and types of communication effectively.
CO2 - Identify and overcome various barriers to communication.
CO3 -Develop and apply effective listening skills in personal and professional settings.
CO4- Demonstrate proper telephone etiquette and professional communication.
CO5- Enhance vocabulary and use idiomatic expressions appropriately in communication.

SESSION PLAN

Sr No.	Topic Name	No. of Sessions	CO
1	Introduction to communication, levels of communication	3	CO1 (10%)
2	Networks of communication, internal and external communication	3	CO1 (10%)
3	Verbal communication: Oral and written	2	CO1 (6.67%)
4	Visual and audio-visual communication, non-verbal communication (Kinesics, Proxemics, Paralanguage)	2	CO1 (6.67%)
5	Introduction to barriers, noise, classification of barriers	2	CO2 (6.67%)
6	Intrapersonal and interpersonal barriers	2	CO2 (6.67%)
7	Organizational barriers, other barriers	2	CO2 (6.67%)



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8	Overcoming barriers, communication vs business communication, characteristics of business communication	2	CO2 (6.67%)
9	Meaning and types of listening, types of listeners	2	CO3 (6.67%)
10	Barriers to effective and active listening	2	CO3 (6.67%)
11	Principles of effective listening, strategies to overcome barriers	2	CO3 (6.67%)
12	Introduction to telephone etiquette, importance, elements of telephone etiquette	2	CO4 (6.67%)
13	Business phone etiquette tips, golden rules for talking on the phone	2	CO4 (6.67%)
14	Vocabulary building, idioms, one-word substitutes	2	CO5 (6.67%)
Total		30	



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year 2021-2022 (Non-NEP)
SEMESTER II
SUBJECT NAME: Introductory Analytics

Course Description:	This course introduces students to the fundamental concepts and techniques of data analysis. Students will learn about different data types, data collection methods, organizing and visualizing variables, numerical measures, and mail merge processes. The course aims to equip students with the skills to analyze and interpret data effectively using various tools and techniques.
Course Objective:	<ul style="list-style-type: none"> • Understand and differentiate between various data types and scales of measurement. • Organize and visualize data using different charts and tables. • Apply numerical measures to summarize data. • Use data analysis tools to interpret and present data effectively.
Course Code:	150150203
Pedagogy:	<ul style="list-style-type: none"> • Lectures • Hands-on labs • Case studies
Total Credits:	4
Total Hours:	60 Hours
Reference Books:	<ul style="list-style-type: none"> • "Data Analysis Using SQL and Excel" by Gordon S. Linoff • "Practical Statistics for Data Scientists: 50 Essential Concepts" by Peter Bruce and Andrew Bruce
List of References:	Online tutorials and courses on data analysis
List of MOOC Courses:	<p>Statistics and Data Analysis with Excel, Part 1: coursera https://www.coursera.org/learn/statistics-and-data-analysis-with-excel-part-1</p> <p>Introduction to Excel: https://www.datacamp.com/courses/introduction-to-excel</p> <p>Data Analysis in Excel: https://www.datacamp.com/courses/data-analysis-in-excel</p> <p>Data Preparation in Excel: https://www.datacamp.com/courses/data-preparation-in-excel</p>



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PROGRAMME OUTCOMES FOR B.COM PROGRAM
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PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Understand the different types of data and methods of data collection.

CO2 - Organize and visualize data using appropriate charts and tables.

CO3 - Apply numerical measures to analyze data.

CO4 - Perform mail merge operations for automated document creation.

CO5 - Use various tools to analyze and interpret data effectively.



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SESSION PLAN

Sr No.	Topic Name	CO
1	Data types, data collection	CO1
2	Concepts of statistical population and sample	CO1
3	Data: quantitative and qualitative	CO1
4	Attributes, variables, scales of measurement	CO1
5	Organizing and visualizing variables	CO2
6	Contingency table, Frequency distribution	CO2
7	Pivot table	CO2
8	Visualizing categorical variables	CO2
9	Pie chart, Doughnut chart	CO2
10	Bar chart, Line chart	CO2
11	Histogram	CO2
12	Some basic commands- average, minimum, maximum	CO3
13	Range, IF formulas	CO3
14	Measures of Central Tendency	CO3
15	Measures of Dispersion	CO3
16	Skewness and kurtosis	CO3
17	Mail merge operations	CO4
18	Designing a blank word file format	CO4
19	Creating data source and linking to word file	CO4
20	Creating individual documents or reports	CO4
21	Practical Exercise	CO1, CO2, CO3, CO4, CO5



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE
Academic Year 2023-2024 (NEP)
SEMESTER 2
SUBJECT NAME: Descriptive Statistics

Course Description:	This course provides an in-depth introduction to PSPP, an open-source statistical analysis tool designed for managing, analyzing, and visualizing data. Participants will learn how to install PSPP, navigate its user interface, and perform various data manipulation and statistical analysis tasks. The course covers data entry, importing, variable management, creating and manipulating variables, exploring and visualizing data, and conducting statistical tests. By the end of the course, participants will be proficient in using PSPP for a wide range of data analysis tasks.
Course Objective:	<ul style="list-style-type: none">• Understand the fundamentals of PSPP and gain proficiency in data entry, importing, and variable management• Develop skills in creating, modifying, and analyzing data• Learn to visualize data effectively through various charting techniques and explore statistical properties.• Conduct and interpret basic statistical tests
Course Code:	DSC-M-123
Pedagogy:	Lectures and Demonstrations Hands-On Practice Case Studies Assignments and Projects Quizzes and Assessments
Total Credits:	4
Total Hours:	90
Reference Books:	<ul style="list-style-type: none">• "PSPP Manual: Introduction to Statistical Analysis" by John D. Cook• "Data Analysis Using PSPP" by Christopher J. McCarty• "Statistical Analysis with PSPP" by Robert A. Muenchen
List of References:	<ul style="list-style-type: none">• PSPP Official Documentation: PSPP Documentation• PSPP User Guides and Tutorials: PSPP Tutorials• Community Forums: PSPP Community



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List of MOOC Courses:	<p>Introduction to Statistics: Coursera https://www.coursera.org/learn/stanford-statistics</p> <p>Intro to Descriptive Statistics: Class central: https://www.classcentral.com/course/udacity-intro-to-descriptive-statistics-2309</p> <p>Descriptive Statistics: Swayam https://onlinecourses.swayam2.ac.in/cec21_ma01/preview</p>
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PROGRAMME OUTCOMES FOR B.COM PROGRAM [As per UGC and NEP Guidelines]
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COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Install PSPP and effectively navigate the user interface to perform basic data manipulation tasks.

CO2 - Enter, import, and manage data, including creating, merging, and modifying variables within PSPP.

CO3 - Perform data exploration and visualization, including frequency distributions, histograms, and cross-tabulations.

CO4 - Apply statistical functions to compute and interpret descriptive statistics, normality checks, and hypothesis tests.

CO5 - Conduct and interpret statistical tests such as chi-square tests and present results in various formats.

SESSION PLAN

Sr No.	Topic Name	CO
1	Introduction to PSPP: Installation and Setup	CO1
2	Entering Data and Importing Data	CO2
3	Variable View Entry and Management	CO2
4	Merging/Adding Data and Removing Variables	CO2
5	Creating and Managing Variable Groups	CO2
6	Creating New Variables with Formulas/Functions	CO2
7	Splitting Data Files and Select Cases	CO2
8	Removing Filters and Applying Weights	CO2
9	Exploring Categorical and Numerical Data	CO3
10	Computing Frequencies and Generating Charts	CO3
11	Visualizing Scale Data: Histograms and Normal Curves	CO3
12	Frequency, Relative, and % Frequencies for Nominal/Ordinal Data	CO3
13	Cross-Tabulation Techniques	CO3
14	Computing Z-Scores and Exploring Data Characteristics	CO3
15	Computing Descriptive Statistics: Mean, Median, Variance	CO4
16	Interpreting Skewness and Kurtosis	CO4



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17	Normality Check: Shapiro-Wilk Test	CO4
18	Hypothesis Testing: Null and Alternative Hypotheses	CO4
19	Chi-Square Test of Independence and Relationship between Nominal Variables	CO4
20	Output Saving in Different Formats	CO5
21	Case studies	CO2, CO3, CO4, CO5
22	Project Work: Analyzing a Dataset	CO2, CO3, CO4, CO5
23	Presentation of Projects	CO1, CO3, CO5



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SCHOOL OF COMMERCE
NEW LJ COMMERCE COLLEGE

Academic Year: 2021-22

SEMESTER :2

SUBJECT NAME: ENVIRONMENTAL STUDIES

Course Description:	This course provides a comprehensive understanding of environmental studies, focusing on the meaning and definition of the environment, its components, major environmental issues, types of pollution, eco-system, sustainable development, types of natural resources, conservation, and the greenhouse effect. It aims to equip students with the knowledge to understand and address environmental challenges.
Course Objective:	To develop a thorough understanding of environmental concepts and issues, enabling students to contribute to sustainable development and environmental conservation efforts.
Course Code:	10150207
Pedagogy:	<ol style="list-style-type: none">1. Lectures2. Case Studies3. Group Discussions4. Class room activities
Total Credits:	2
Total Hours:	30
Reference Books:	<ol style="list-style-type: none">1. Environmental Studies by Erach Bharucha2. Environmental Science by Daniel D. Chiras3. Environmental Studies: From Crisis to Cure by R. Rajagopalan
List of References:	<ol style="list-style-type: none">1. Environmental Studies by Erach Bharucha2. Textbook of Environmental Studies-DR. Vijay Kumar3. Environmental science- V.K Ahluwalia
List of MOOC Courses:	<ol style="list-style-type: none">1. Introduction to Environmental Science by Course www.coursera.org/learn/environmental-science2. Sustainability and Environmental Management by Udemy



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PROGRAMME OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

PO1 - Establish solid core commerce principles with a broad perspective.

PO2 - Promote critical thinking and lifelong learning.

PO3 - To offer multidisciplinary knowledge.

PO4 - Equip students for varied commerce careers.

PO5 - Develop proficiency in accounting and allied softwares.

PO6 - Enhance statistical analysis skills through softwares.

PO7 - Cultivate communication and presentation skills.

PO8 - Facilitate Industry Exposure and Internships.

PO9 - Foster creativity, innovation, and entrepreneurship.

PO10 – To acquaint students with industry standard practices.

COURSE OUTCOMES FOR B.COM PROGRAM
[As per UGC and NEP Guidelines]

CO1 - Understand the meaning and components of the environment.

CO2 - Identify and analyze major environmental issues and types of pollution

CO3 - Comprehend the purpose of environmental studies and the concept of eco-systems

CO4 - Explore sustainable development and types of natural resources

CO5 - Learn about conservation and the Greenhouse effect.



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SESSION PLAN

Sr No.	Topic Name	CO
1	Meaning and Definition of Environment	CO1(20%)
2	Components of Environment	CO1(40%)
3	Purpose of Environmental Studies	CO3(60%)
4	Major Environmental Issues	CO2(20%)
5	Types of Pollution	CO2(30%)
6	Eco-system	CO3(50%)
7	Sustainable Development	CO4(30%)
8	Types of Natural Resources	CO4(30%)
9	Conservation	CO4(30%)
10	Greenhouse Effect	CO4(30%)
11	Case Studies and Practical Exercises	CO1- CO5
12	Classroom Activities	CO1- CO5