Detailed Course Scheme

Bachelor of Commerce
B.Com/B.Com (Hons) with Research

Semester V
(2026-2030)

DOC202606030010

RNB GLOBAL UNIVERSITY
Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for B. Com (Hons)/B. Com (Hons.) with research program for Odd Semester, 2028 (July – December 2028) along with Examination pattern is as follows:

Course Scheme

Semester-V

S No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BCHC21300	DSC-13	Dynamics of Financial Markets and Institutions	3	1	0	4
2.	BCHC22302	DSC-14	Strategic Management	3	1	0	4
3.	BCHE21017	DSC-15	Management of Financial Institutions & Services	3	1	0	4
4.		DSE-1	One from pool of DSE- Group A	3	1	0	4
5.		GE-5	Management Learnings from Bhagavad Gita (One from the pool of GE -Group A)	3	1	0	4
6.	IAPC99349	IAPC-3	**Internship**/Apprenticeship / Project/Community Outreach	0	0	4	2
7.	WHNN99000		Workshops/Seminars/Human Values/Social Service/ NCC/NSS	-	-	-	1
				15	**5**	**4**	**23**

Discipline Specific Electives (DSE)

Course Code	Course Name				
	Group A	**L**	**T**	**P**	**Credits**
BCHE22001	Advertising **(DSE-1)**	3	1	0	4

EVALUATION SCHEME

The evaluation of the B. Com/B. Com (Hons.) with research program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Quiz	Quiz based on MCQs	5
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Academic Performance including Attendance	Eligibility >75% Attendance	5
TOTAL		**50**

External Assessment

Type	Marks
Theory	50

For subjects having practical components:

Type	Marks
Theory	40
Practical	10

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester.

1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

2. Mission

Ethical Leadership and Integrity- Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

Innovation and Entrepreneurship- Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

Transformative Learning Experience- Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

Adaptability and Continuous Learning- Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

Strategic Thinking and Growth- Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle issues related to business and solve problems.

PEO2: To develop leadership qualities in students to lead a team as well as work as member of team.

PEO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

4. Programme Outcomes (PO's):

After the completion of this program students will be able to:

PO1: Exhibit memory of previously learned financial accounting knowledge by correlating facts and terminologies.

PO2: Conceptualize and solve Business problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal, and environmental factors in the core areas of expertise at the national and international levels.

PO3: Understand the concepts of commerce and computer application operations

PO4: Demonstrate ability to understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation, Marketing & Entrepreneurship.

PO5: Develop knowledge of the business policies, auditing, finance, and other related areas both at the macro and micro level.

PO6: **Apply** relevant managerial accounting skills with emphasis on application of both quantitative and qualitative knowledge to their future careers.

PO7: Utilize domain knowledge of computer programming and implementing the same in E-Commerce sector.

PO8: **Display knowledge and understanding** of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary management research.

PO9: Communicate with society at large, regarding complex managerial activities confidently and effectively, such as, environment and sustainability, ethics, and governance.

PO10: Build wider societal concerns through extension of professional knowledge to community service and engagement in life-long learning process.

5. Program Specific Outcomes (PSO's)

PSO1: Understand the concept of financial markets and its different products

PSO2: **Appraise** the manpower needs of companies in Accounting, Financial analysis, and Management.

PSO3: Design the accounting system and processes for e-commerce and e-business.

6.Course Outcomes: Semester – V	
Course Code & Course Name	**After completion of these courses' students should be able to**
BCHC21300 - Dynamics of Financial Markets and Institutions	**CO1:** Understand the structure and functions of financial markets and institutions. **CO2:** Analyze the role and operation of money and capital markets. **CO3:** Examine the functioning of banking and non-banking financial institutions. **CO4:** Evaluate the financial services offered by institutions and their impact **CO5:** Assess the implications of global financial markets.
BCHC22302- Strategic Management	**CO1:** To understand the basics of Strategic management. **CO2:** To make analysis of business environment. **CO3:** To develop an understanding of the Strategic Management process **CO4:** To understand various strategy models. **CO5:** To develop analytical skills for strategy implementation and control.
BCHE21017- Management of Financial Institutions & Services	**CO1:** Define need of financial system. **CO2:** Understand the structure, role and functioning of financial institutions and markets in the financial system in India. **CO3:** Identify roles of financial intermediaries within financial markets. **CO4:** Analyze the various financial risks and its management. **CO5:** Interpret the significance of financial institutions in financial market.
BCHE22001- Advertising (DSE-1)	**CO1:** Find the growing importance of advertising and relate it to the business development. **CO2:** Explain the role of advertising in contemporary scenario and educating the consumers. **CO3:** Make use of learned knowledge in exploring the prospects in advertising as a career. **CO4:** Discover solutions to various business problems by finding creative solutions, with the help of advertising. **CO5:** Analyze the advertising effectiveness by the response of the audience(s)
GEC066022- Management learnings from Bhagavad Gita	**CO1:** Identify some of the commonly felt problems that individuals face. **CO2:** Illustrate the usefulness of the Gita in addressing some of the problems. **CO3:** Demonstrate how paradigms of management could be developed. **CO4:** Provide a good introduction to Ancient Indian wisdom. **CO5:** To implement the learning from the Bhagvat Gita.
IAPC99349 - Summer Internship and	**CO1:** Understand the real-time working of organizations. **CO2:** Demonstrate professional knowledge, skills, and attitude along with the

Report (IAPC-1)	experience needed to constitute a successful career. **CO3:** Analyse career opportunities in their areas of interest. **CO4:** Build aptitude for gaining supervised professional experiences. **CO5:** Create a clear understanding of industry trends and advancements

7.CO PO Mapping: Semester – V

BCHC21300	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	2	3	2	-	1	2	2	1	2
CO2	1	3	2	2	2	2	-	2	2	3
CO3	1	-	-	-	3	2	2	3	-	3
CO4	1	-	2	3	-	2	-	3	2	2
CO5	3	2	3	2	3	1	-	2	2	2

BCHC22302	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	2	2	3	2	3
CO2	-	-	-	3	2	1	-	2	2	-
CO3	-	2	2	1	-	-	2	2	-	-
CO4	2	1	1	2	2	3	-	-	3	3
CO5	3	3	-	3	-	3	3	-	-	3

BCHE22001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	2	3	-	2	3	3	3	3	2
CO2	2	2	2	2	2	2	-	3	2	-
CO3	-	-	-	-		3	3	-	3	2
CO4	3	2	2	2	2	-	3	-	2	2
CO5	2	-	2	3	-	3	2	3	2	-

BCHE21017	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	3	3	3	2	2	-	-	3
CO2	-	2	3	3	3	-	-	3	3	3
CO3	1	1	1	-	2	3	3	-	-	-
CO4	2	2	-	-	3	-	-	3	2	3
CO5	3	3	2	2		2	3	-	-	2

GEC066022	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	3	2	3	2	-	-
CO2	-	3	2	3	2	2	2	3	3	3
CO3	2	2	2	3	3	3	2	2	3	3
CO4	3	2	2	-	2	-	2	3	2	2
CO5	3	2	2	2	2	3	2	2	3	3

IAPC99349	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	3	3	3	2	3	-
CO2	-	2	-	1	2	3	3	-	3	3
CO3	2	-	3	3		2	-	3	2	-
CO4	3	3	2	2	2	-	-	2	-	3
CO5	-	3	-	-	3	-	3	-	3	-

8. Curriculum

Course Name: Dynamics of Financial Markets and Institutions
Course Code: BCHC21300

Objective:

CO1: Understand the structure and functions of financial markets and institutions.
CO2: Analyze the role and operation of money and capital markets.
CO3: Examine the functioning and regulation of banking and non-banking financial institutions.
CO4: Evaluate the various financial services offered by institutions and their impact on the economy.
CO5: Assess the implications of global financial markets and international financial institutions.

Unit I

Introduction to Financial Markets and Institutions-Overview of financial systems, Functions of financial markets and institutions Money Markets-Instruments of the money market, Role of central banks.

Unit II

Capital Markets-Equity and debt markets, Stock exchanges and their functions, Banking Institutions-Commercial banks and their services, Risk management in banking.

Unit III

Non-Banking Financial Institutions-Mutual funds, insurance companies, and pension funds, Regulation and supervision, Financial Services-Investment banking, Asset management and wealth management

Unit IV

Global Financial Markets-International financial institutions (IMF, World Bank), Foreign exchange markets, Regulatory Environment-Financial regulation and supervision, Recent regulatory developments

Suggested Reading*:*

1. "Financial Markets and Institutions" by Frederic S. Mishkin and Stanley G. Eakins
2. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen
3. "The Economics of Money, Banking and Financial Markets" by Frederic S. Mishkin

Course Name: Strategic Management
Course Code: BCHC22302

Course Objectives

CO1: To understand the basics of Strategic management.
CO2: To make analysis of business environment.
CO3: To develop an understanding of the Strategic Management process in a dynamic and competitive global environment.
CO4: To understand various strategy models.
CO5: To develop analytical skills for strategy implementation and control.

Course Outline:

Unit I: Introduction

Understanding Strategy in the Context of the Organization and its Environment—Managing by Strategy - McKinsey's 7'S Framework —Organization's Strategic Intent—Mission—Values, Goal and Objective.

Unit II: Business Environment Analysis

Socio - economic environment; Technology environment; Role of Government and Role of Public Sector; International Trade Environment; The industry Environment – _PESTEL; Demographic environment; Competitive environment.

Unit III: Strategy Formulations

What is Strategy? What is Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – _Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model.

Strategic Analysis: Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis– TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy. BCG Matrix; Functional Strategies

Unit IV: Strategy Implementation

Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership, Change and Conflict Management; Evaluation and Control: Nature; Importance; Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.

References:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw - Hill.
2. Wheelen& Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – _Strategic Management – _Sultan Chan

Course Name: Management of Financial Institutions & Services
Course Code: BCHE21017

Corse Objectives:

The syllabus of this course is designed to incorporate the basics of Indian Financial Market & institutions. A mix approach of Theory and Practical understanding will be used during the delivery of lectures

Course Outline

Unit I: Introduction
Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope, and importance etc.

Unit II: Management of Commercial Banks
Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.

Unit III: Management of Non-Banking Financial Institutions
Securitization concept, nature, scope, and their implications. Securitization of Auto loans and housing loans, Securitization in India. **DFIs in India -** IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; **NBFCs -** Their status, types, working and strategies for commercial viability; **Insurance & Mutual Fund organizations -** Their status, types, working and strategies for commercial viability.

Unit IV: Management of Financial Services
Leasing and Hire Purchase: Industry. Size and scope. Parties involved Evaluation of Lease transaction, Types of leases and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.

Suggested Readings:

1. Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education, 3rd Ed.).
2. Khan M Y - Financial Services (Tata McGraw Hill).
3. Machiraju H R - Indian Financial System (Vikas Publication).
4. Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill).
5. Srivastava, R.M& Nigam Divya - Management of Financial Institutions (Himalaya).
6. Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)
7. G. Ramesh Babu, Concept Publishing Company.
8. N. K. Gupta , Ane Books Pvt Ltd.
9. C. Rama Gopal, Vikas Publishing House.

Course Name: Advertising- DSE-1- Group A
Course Code: BCHE22001

Objective

- This course aims to empower students with knowledge and capacities to understand and analyse different advertisements from Indian and cross culture perspectives and then form a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic.
- The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Course Outline

Unit I: Introduction

Communication Process; Advertising as a tool of communication; Meaning, nature and importance of advertising; Types of advertising; Advertising objectives. Audience analysis; Setting of advertising budget: Determinants and major methods

Unit II: Media Decisions

Major media types - their characteristics, internet as an advertising media, merits, and demerits; Factors influencing media choice; media selection, media scheduling, Advertising through the Internet-media devices

Unit III: Message Development Advertising appeals, Advertising copy and elements, Preparing ads for different media.

Unit IV: Measuring advertising Effectiveness: Evaluating communication and sales effects; Pre- and Post-testing techniques.

Unit V

Advertising Agency: Role, types, and selection of advertising agency., Social, ethical, and legal aspects of advertising in India.

Suggested Readings:

1. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.
2. S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press.
3. Burnett, Wells, and Moriarty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aaker's. Advertising Management. PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications.
7. Jaishree Jethwa Ney and Shruti Jain, Advertising Management, Oxford University Press, 2012.

8. Chu Nawala and Sethia, Advertising, Himalaya Publishing House.
9. Ruchi Gupta, Advertising, S. Chand & Co.
10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

Course Name: Management Learnings from Bhagvat Gita (GEC)
Course Code: GEC066022

Objectives:

- To identify some of the commonly felt problems that individuals, organizations, & society face.
- To illustrate the usefulness of the Gita in addressing some of these problems.
- To demonstrate how alternative worldviews and paradigms of management could be developed with a knowledge of Ancient Indian wisdom such as the Gita.
- To provide a good introduction to Ancient Indian wisdom using the Gita as a vehicle.

Course Outline

Unit I: Spirituality in Business and Workplace
Current Challenges in Business Management &Society- Current problems in Business Management, Issues of personal satisfaction, motivation &inspiration, Societal Challenges, Way forward; Relevance of Ancient Indian Wisdom for contemporary society- Some aspects of learning and understanding Ancient Indian Literature, Three dimensional nature of Ancient Indian Literature; Spirituality in Business; The notion of Spirituality- The notion of Spirituality, Reconciling the "world outside" with the "world within", The conceptualization of God–Universe–Living Beings; An introduction to Bhagavad Gita &its relevance- Positioning of Gita in our Ancient Literature, Gita's influence on Great Leaders, Issues discussed in Gita: A broad structure of the text, Relevant Thoughts &Relevant Questions

Unit II: Perspectives on Leadership and Work
Failed Leadership: Causes &Concerns-Arjuna's predicament and arguments for no war, Krishna's response, Issues &implications for Leadership; Leadership Perspectives in the Gita- Existing theories in Leadership, Level 5 leadership (Jim Collins), Inspirational Leadership ideas in Gita; Axioms of Work & Performance; The Notion of Meaningful Work-Gita's Paradigms on Work, The Paradox of Work & No work, Discovering the Joy of Work.

Unit III: Perspectives on Self-Management
Mind as a key player in an individual- The problem of mental stress, Understanding the mind & Its ways, diagnosing some of the personal problems that we face, Notion of building stronger inner-self; Meditation as a tool for self-management; Meditation &Yoga as tools for self-management- Role of Meditation in winning over the mind, Role of Yoga in improving managerial performance. Mind as a key player in an individual. Self-Management by understanding the world within-The issue of winning over the mind, Understanding the "World with in;" Values & their role in Self-management; Shaping the personality through Trigunas.

Unit IV: Perspectives On Life And Society

Perspectives on Sustainability -The Vexing problem of Sustainability, The Paradigm of Yajna: The cardinal principle of sustainability, Implications for Business, Environment &Ecology; Death as a creative destruction process- The notion of death, Unique assumptions about death &its relevance for living, Implications for Business, Innovation, Change Management and Growth; Law of Conservation of Divinity; Conclusions.

Suggested Readings:

1. Geus, A. (1997). The life span of a company. In *The living company* (pp. 7–19). London: Nicholas Brealey Publishing.
2. Beer, S. (1994). May the whole earth be happy: Loka Samast at Sukhi no Bhaanu. *Interfaces, 24*(4), 83–93.
3. Mahadevan, B. (2013). Spirituality in management: Sparks from the anvil. *IIMB Management Review, 25*(2).
4. Houston, D. J., & Cartwright, K. E. (2007). Spirituality and public service. *Public Administration Review, 67*(1), 88–102.
5. Payne, S. G. (2010). Leadership and spirituality: Business in the USA. *The International Journal of Leadership in Public Services, 6*(2), 68–72.
6. Poole, E. (2007). Organizational spirituality: A literature review. *Journal of Business Ethics, 84*, 577–588.
7. Mahadevan, B. (2009). Shrimad Bhagavad Gita: Ideas for modern management. In *One day, seminar on "Towards a new paradigm of business management: Alternative perspectives from ancient Indian wisdom,"* IIM Bangalore, December 12, 2009.
8. Ancona, D., Malone, T. W., Orlikowski, W. J., & Senge, P. M. (2007). In praise of the incomplete leader. *Harvard Business Review, 85*(2), 92–100.
9. Mahadevan, B. (2013). Inspirational leadership: Perspectives from Gita. In V. Kutumba Sastry (Ed.), *Sanskrit and development of world thought* (pp. 199–210). New Delhi: DK Print World.

Note: The review of Syllabus happens on periodic basis for the benefit of the students. In case there are changes in curriculum due to review, students would be intimated in writing.

9. Lesson Plan

BCHC21300- Dynamics of Financial Markets and Institutions

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Financial Markets and Institutions-Overview of financial systems	C-2	Lecture
Unit-I	Functions of financial markets and institutions	C-3,4	Lecture
Unit-I	Classroom Assignment-I	C-5	Classroom Assignment
Unit-I	Money Markets-Instruments of the money market	C-6	Lecture
Unit-I	Role of central banks	C-7	Lecture
Unit-I	Clarification class	C-8	Clarification class
Unit-I	Class Room Assignment-II	C-9	Class Room Assignment
Unit-I	Revision Class	C-10	Lecture
Unit-II	Capital Markets	C-11	Lecture
Unit-II	Capital Markets-Equity and debt markets	C-12,13	Lecture
Unit-II	Stock exchanges and their functions	C-14,15	Lecture
Unit-II	Banking Institutions-Commercial banks and their services	C-16,17	Lecture
Unit-II	Presentation- I	C-18,19	Presentation
Unit-II	Risk management in banking	C-20,21	Lecture
Unit-II	Clarification class	C-22	Clarification class
Unit-II	Class Room Assignment-III	C-23	Class Room Assignment
Unit-II	Revision Class	C-24	Lecture
Unit-III	Non-Banking Financial Institutions-Mutual funds,	C-25-26	Lecture
Unit-III	Insurance companies, and pension funds,	C-27,28	Lecture
Unit-III	Regulation and supervision	C-29	Lecture
Unit-III	Activity	C-30,31	Activity
Unit-III	Financial Services-Investment banking	C-32,33	Lecture
Unit-III	Asset management and wealth management	C-34,35	Lecture
Unit-III	Clarification Class	C-36	Clarification class
Unit-III	Presentation-II	C-37,38	Presentation
Unit-III	Revision Class	C-39	Lecture
Unit-IV	Global Financial Markets-International financial institutions (IMF)	C-40,41	Lecture
Unit-IV	Global Financial Markets-International financial institutions (World Bank)	C-42	Lecture
Unit-IV	Foreign exchange markets	C-43,44	Lecture
Unit-IV	Class Room Assignment-IV	C-45	Class Room Assignment
Unit-IV	Regulatory Environment-Financial regulation and supervision	C-46,47	Lecture
Unit-IV	Recent regulatory developments	C-48	Lecture
Unit-IV	Revision Class	C-49	Lecture

Unit-IV	Presentation-III	C-50,51	Presentation
Unit-IV	Clarification Class	C-52	Clarification class
	Revision Class	C-53	Lecture
	Revision Class	C-54	Lecture
	Revision Class	C-55	Lecture
	Revision Class	C-56	Lecture
	Revision Class	C-57	Lecture
	Revision Class	C-58	Lecture
	Revision Class	C-59	Lecture
	Revision Class	C-60	Lecture

BCHC22302–Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Understanding Strategy in the Context of the Organization and its Environment	C-2	Lecture
Unit-I	Managing by Strategy	C-3	Lecture
Unit-I	McKinsey's 7'S Framework	C-4	Lecture
Unit-I	Classroom Assignment I	C-5	Classroom Assignment
Unit-I	Organization's Strategic Intent—Mission—Values,	C-6	Lecture
Unit-I	Organization's Strategic Intent— Goal and Objective	C-7	Lecture
Unit-I	Clarification Class I	C-8	Lecture
Unit-I	Presentation I	C-9,10	Clarification Class
Unit-I	Business Environment Analysis- Socio - economic environment	C-10,11	Presentation
Unit-II	Technology environment	C-12	Lecture
Unit-II	Role of Government	C-13	Lecture
Unit-II	Role of Public Sector	C-14	Lecture
Unit-II	International Trade Environment	C-15	Lecture
Unit-II	The industry Environment	C-16	Lecture
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-I	PESTEL	C-18,19	Lecture
Unit-II	Demographic environment	C-20	Lecture
Unit-II	Competitive environment	C-21	Lecture
Unit-II	Presentation II	C-22	Presentation
Unit-II	Clarification Class II	C-23	Clarification Class
Unit-III	What is Strategy? What is Strategic Intent;	C-24	Lecture
Unit-III	Mission; Objectives and Goals; Policies; Program; Budget;	C-25,26	Lecture
Unit-III	Identifying strategic alternatives of business	C-27	Lecture
Unit-III	Environmental appraisal – Internal environment	C-28	Presentation
Unit-III	Key Success Factors; Role of Resources, Capabilities and Core Competencies	C-29,30	Lecture
Unit-III	Competitive Advantage to Competitive Strategies	C-31	Lecture
Unit-III	VRIO Model	C-32	Lecture
Unit-III	Activity/Quiz	C-33	Lecture
Unit-III	Strategic Analysis: Concept of Value Chain	C-34	Lecture
Unit-III	SWOT Analysis	C-35	Lecture
Unit-III	Tools and Techniques for Strategic Analysis– TOWS Matrix	C-36	Lecture
Unit-III	Generic Strategies	C-37	
Unit-III	Competitive Strategies - Porter's 5 Forces Mode	C-38	Lecture
Unit-III	The Experience Curve, Grand Strategy	C-39	Lecture
Unit-III	BCG Matrix	C-40	Lecture
Unit-III	Functional Strategies	C-41	Lecture

Unit-III	Classroom Assignment III	C-42	Class Assignment
Unit-III	Clarification Class III	C-43	Clarification Class
Unit-IV	Organization Structure;	C-44	Lecture
Unit-IV	Resource Allocation; Projects and Procedural issues	C-45,46	Lecture
Unit-IV	Integration of Functional Plans Leadership	C-46	Lecture
Unit-IV	Change and Conflict Management	C-47	Lecture
	Presentation III	C-48,49	Presentation
Unit-IV	Evaluation and Control: Nature, Importance	C-50	Lecture
Unit-IV	Organizational Systems	C-51	Lecture
Unit-IV	Techniques of Strategic Evaluation and Control of Performance and	C- 52	Lecture
	Feedback	C-53	Lecture
Unit-IV	Clarification Class	C-54	Clarification Class
Unit-IV	Classroom Assignment IV	C-55	Classroom Assignment
Unit-IV	Revision Class	C-56	Lecture
	Revision Class	C-57	Lecture
	Revision Class	C-58	Lecture
	Revision Class	C-59	Lecture
	Revision Class	C-60	Lecture

BCHE21017– Management of Financial Institutions & Services

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Subject, CO's & PO's	C-1	Lecture
Unit-I	Financial System and Markets: Constituents and functioning	C-2	Lecture
Unit-I	RBI – Role and functions	C-3,4	Lecture
Unit-I	Regulation of money and credit	C-5	Lecture
Unit-I	Monetary policy-Techniques of regulation and rates	C-6	Lecture
Unit-I	Fiscal Policy -Techniques of regulation and rates	C-7	Lecture
Unit-I	Overview of Foreign Exchange Market	C-8	Lecture
Unit-I	Financial Sector Reforms in India	C-9,10	Lecture
Unit-I	Overview of Financial Services: nature & scope	C-11	Lecture
Unit-I	Overview of Financial Services: importance	C-12	Lecture
Unit-I	Presentation I	C-13	Presentation
Unit-I	Clarification Class I	C-14	Clarification Class
Unit-I	Banking Industry in India-Introduction	C-15	Lecture
Unit-II	Constituents	C-16	Lecture
Unit-II	Banking sector reforms	C-17	Lecture
Unit-II	Determination of commercial interest rates: fixed and floating,	C-18,19	Lecture
Unit-II	Management of capital funds- capital adequacy norms	C-20	Lecture
Unit-II	Classroom Assignment I	C-21	Classroom Assignment
Unit-II	Management of capital funds- capital adequacy norms	C-22	Lecture
Unit-II	Liquidity Management, Asset Liability Management - Gap analysis	C-23,24	Lecture
Unit-II	Management of non-performing assets	C-25,26	Lecture
Unit-II	Strategies for making commercial banks viable	C-27,28	Lecture
Unit-II	Clarification class II	C-29	Clarification class
Unit-II	Class Room Assignment II	C-30	Classroom Assignment
Unit-III	Management of Non-Banking Financial Institutions-Intro	C-31	Lecture
Unit-III	Non-Banking Financial Institutions in India	C-32	Lecture
Unit-III	Securitization: concept, nature, scope, and their implications	C-33	Lecture
Unit-III	Securitization of Auto loans and housing loans	C-34	Lecture
Unit-III	Securitization in India	C-35	Lecture
Unit-III	DFIs in India –Intro. Function & Objectives	C-36	Lecture
Unit-III	Classroom Assignment III	C-37	Classroom Assignment
Unit-III	DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions	C-38	Lecture
Unit-III	NBFCs - Intro and Functions & Objectives	C-39	Lecture
Unit-III	NBFCs - status in India, types & workings	C-40	Lecture

Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	NBFCs - Strategies for commercial viability in India	C-41	Lecture
Unit-III	Securitization of loans in India	C-42	Lecture
Unit-III	Seminar	C-43	Seminar
Unit-III	Insurance & Mutual Fund organization's - status & types	C-44	Lecture
Unit-III	Insurance & Mutual Fund organization's - working and strategies for commercial viability.	C-45	Lecture
Unit-III	Clarification Class III	C-46	Clarification Class
Unit-III	Presentation-II	C-47	Presentation
Unit-IV	Management of Financial Services –Intro	C-48	Lecture
Unit-IV	Leasing and Hire Purchase Industry- Size and Scope	C-49	Lecture
Unit-IV	Classroom Assignment IV	C-50	Classroom Assignment
Unit-IV	Leasing and Hire Purchase: Parties involved	C-51	Lecture
Unit-IV	Evaluation of Lease transaction	C-52	Lecture
Unit-IV	Types of leases and their implications	C-53	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Hire purchase and lease - differences and implications for the business	C-54	Lecture
Unit-IV	Other financial services: Factoring, Forfeiting, Discounting and Re Discounting of Bills	C-55	Lecture
Unit-IV	Presentation III	C-56	Presentation
Unit-IV	Guest Lecture	C-57	Activity
Unit-IV	Consumer Credit	C-58	Lecture
Unit-IV	Other financial services: Plastic Money – concept, working and uses of each	C-59	Lecture
Unit-IV	Clarification class IV	C-60	Clarification class

BCHE22001- Advertising (DSE-1 Group A)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Subject, CO's & PO's	C-1	Lecture
Unit-I	Communication process	C-2	Lecture
Unit-I	Advertising as a tool of communication	C-3,4	Lecture
Unit-I	Meaning, nature, and importance of advertising	C-5	Lecture
Unit-I	Types of advertising;	C-6,7	Lecture
Unit-I	Classroom Assignment I	C-8	Classroom Assignment
Unit-I	Advertising objectives	C-9	Lecture
Unit-I	Audience analysis	C-10	Lecture
Unit-I	Setting of advertising budget: Determinants and major methods	C-11,12	Lecture
Unit-I	Clarification Class	C-13	Clarification Class
Unit-I	Presentation I	C-14,15	Presentation
	Revision Class	C-16	Lecture
Unit-II	Media Decisions- Major media types - their characteristics,	C-17,18	Lecture
Unit-II	internet as an advertising media, merits, and demerits	C-19,20	Lecture
Unit-II	Factors influencing media choice	C-21,22	Lecture
Unit-II	media selection, media scheduling,	C-23,24	Lecture
	Activity/Quiz	C-25	Activity
Unit-II	Advertising through the Internet-media devices	C-26	Lecture
	Revision Class	C-27	Lecture
Unit-II	Classroom Assignment II	C-28	Classroom Assignment
Unit-II	Clarification Class	C-29	Clarification Class
Unit-III	Message Development - Advertising appeals,	C-30	Lecture
Unit-III	Advertising copy and elements,	C-31,32	Lecture
Unit-III	Preparing ads for different media	C-33,34	Lecture
Unit-III	Revision Class	C-35	Lecture
Unit-III	Presentation II	C-36,37	Presentation
Unit-IV	Measuring advertising Effectiveness**:** Evaluating communication and sales effects;	C-38,39	Lecture
Unit-IV	Pre- and post-testing techniques	C-40,41	Lecture
Unit-IV	Revision Class	C-42	Lecture
Unit-IV	Classroom Assignment III	C-43	Classroom Assignment
Unit-IV	Clarification Class	C-44	Clarification Class
Unit-V	Advertising Agency: Role	C-45	Lecture
Unit-V	Types of advertising agency	C-46,47	Lecture
Unit-V	Selection of advertising agency	C-48	Lecture
Unit-V	Revision Class	C-49	Lecture
Unit-V	Presentation III	C-50,51	Presentation
Unit-V	Social aspects of advertising in India	C-52	Lecture
Unit-V	Ethical aspects of advertising in India	C-53	Lecture
Unit-V	Legal aspects of advertising in India	C-54	Lecture

Unit-V	Clarification Class	C-55	Clarification Class
Unit-V	Classroom Assignment IV	C-56	Classroom Assignment
	Revision Class	C-57	Lecture
	Revision Class Revision Class	C-58 C-59	Lecture Lecture
	Revision Class	C-60	Lecture

GEC066022–Management learnings from Bhagavad Gita (GEC)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Spirituality in Business and Workplace- An Introduction	C-2	Lecture
Unit-I	Current Challenges in Business Management &Society- Current problems in Business Management	C-3	Lecture
Unit-I	Issues of personal satisfaction, motivation & inspiration	C-4	Lecture
Unit-I	Societal Challenges	C-5	Lecture
Unit-I	Relevance of Ancient Indian Wisdom for contemporary society- Some aspects of learning and understanding Ancient Indian Literature	C-6	Lecture
Unit-I	Three-dimensional nature of Ancient Indian Literature	C-7	Lecture
Unit-I	Presentation I	C-8	Presentation
Unit-I	Classroom Assignment I	C-9	Classroom Assignment
Unit-I	Spirituality in Business; The notion of Spirituality- The notion of Spirituality	C-10	Lecture
Unit-I	Reconciling the "world outside" with the "world within," The conceptualization of God–Universe–Living Beings	C-11	Lecture
Unit-I	An introduction to Bhagavad Gita &its relevance- Positioning of Gita in our Ancient Literature	C-12	Lecture
Unit-I	Gita's influence on Great Leaders, Issues discussed in Gita: A broad structure of the text, Relevant Thoughts & Relevant Questions	C-13,14	Lecture
Unit-I	Take Home Assignment I		Home Assignment
Unit-I	Clarification Class I	C-15	Clarification Class
Unit-II	Perspectives on Leadership and Work	C-16,17	Lecture
Unit-II	Failed Leadership: Causes &Concerns-Arjuna's predicament and arguments for no war, Krishna's response,	C-18,19	Lecture
Unit-II	Issues & implications for Leadership; Leadership Perspectives in the Gita	C-20	Lecture
Unit-II	Level 5 leadership (Jim Collins), Inspirational Leadership ideas in Gita	C-21	Lecture
Unit-II	Presentation II	C-22	Presentation
Unit-II	Classroom Assignment II	C-23	Classroom Assignment
Unit-II	Axioms of Work & Performance	C-24	Lecture
Unit-II	The Notion of Meaningful Work-Gita's Paradigms on Work, The Paradox of Work & No work, Discovering the Joy of Work.	C-25,26	Lecture
Unit-II	Clarification Class II	C-27	Clarification Class

Unit-III	Perspectives on Self-Management- Introduction	C-28	Lecture
Unit-III	Mind as a key player in an individual- The problem of mental stress, Understanding the mind & Its ways	C-29,30	Lecture
Unit-III	Diagnosing some of the personal problems that we face	C-31	Lecture
Unit-III	Classroom Assignment III	C-32	Class Assignment
Unit-III	Presentation III	C-33	Presentation
Unit-III	Notion of building stronger inner self	C-34,35	Lecture
Unit-III	Group Discussion	C-36	Group Discussion
Unit-III	Quiz	C-37	Quiz
Unit-III	Meditation as a tool for self-management	C-38	Lecture
Unit-III	Role of Meditation in winning over the mind	C-39	Lecture
Unit-III	Clarification Class	C-40	Clarification Class
Unit-III	Role of Yoga in improving managerial performance.	C-41	Lecture
Unit-III	Mind as a key player in an individual	C-42	Lecture
Unit-III	Take Home Assignment I		Home Assignment
Unit-III	Self-Management by understanding the world within-The issue of winning over the mind	C-43	Lecture
Unit-III	Understanding the "World with in;" Values & their role in Self-management; Shaping the personality through Trigunas.	C-44,45	Lecture
Unit-III	Class Assignment IV	C-46	Class Assignment
Unit-III	Clarification Class III	C-47	Clarification Class
Unit-IV	Perspectives on Life and Society	C-48	Lecture
Unit-IV	Perspectives on Sustainability -The Vexing problem of Sustainability,	C-49	Lecture
Unit-IV	The Paradigm of Yajna	C-50	Lecture
Unit-IV	The cardinal principle of sustainability	C-51	Lecture
Unit-IV	Implications for Business, Environment &Ecology	C-52	Lecture
Unit-IV	Death as a creative destruction process- The notion of death	C-53	Lecture
Unit-IV	Unique assumptions about death &its relevance for living	C-54	Lecture
Unit-IV	Implications for Business, Innovation	C-55	Lecture
Unit-IV	Change Management and Growth	C-56	Lecture
Unit-IV	Law of Conservation of Divinity; Conclusions	C-57	Lecture
Unit-IV	Revision	C-58,59	Lecture
Unit-IV	Clarification Class IV	C-60	Clarification Class

Note:
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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