Detailed Course Scheme

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

Semester VIII
(2026-2030)

DOC202606030013

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 Even Semester, 2030 (January - June 2030) along with Examination pattern is as follows:

Course Scheme

Semester –VIII

S No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BCHC22450	DSC-24	Event Planning and Coordination	3	1	0	4
2.		DSE-6	One from the pool of DSE Group B	3	1	0	4
3.		DSE-7/GE-9	One from the pool of DSE Group B / One from the pool of GE -Group B	3	1	0	4
4.		DSE-8/GE-10	One from the pool of DSE Group A/ One from the pool of GE - Group B	3	1	0	4
5.	DAPE99499	Research Project-2	Dissertation/ Academic Project / Entrepreneurship (Optional)	1	0	10	6
6.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
				13	**4**	**10**	**23**

Discipline Specific Electives (DSE)

Course Code	Course Name				
Group A		**L**	**T**	**P**	**Credits**
BCHE21004	Business Tax Procedures and Management **(DSE-8)**	3	1	0	4
Group B					
BCHE22007	Business Innovation and Sustainability **(DSE-6)**	3	1	0	4
BCHE22008	Digital Marketing **(DSE-7)**	3	1	0	4

General Electives (GE)						
Sr.No.	**Course Code**	**Course Name**				
Group B-Even Semester						
14	GEC066015	Understanding Indian Knowledge System **(GE-9)**	3	1	0	4
15	GEC066016	Basics of Indian Constitution **(GE-10)**	3	1	0	4

EVALUATION SCHEME

The evaluation of the B. Com/B. Com (Hons.) 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.

3. The evaluation of Dissertation/Academic Project/Entrepreneurship of Semester VII and VIII will be done separately. The dissertation report will be evaluated by departmental faculty followed by presentation and viva voce to be evaluated by external expert

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 – VIII	
Course Code & Course Name	**After completion of these courses' students should be able to**
BCHC22450-Event Planning and Coordination	**CO1:** Define event planning and coordination and identify its key components. **CO2:** Explain the importance of event planning and execution **CO3:** Understand the different stages of event planning and coordination **CO4:** Identify the key skills required for successful event planning and coordination. **CO5:** Apply the decision making for planning and promotion of the event at different platforms.
BCHE22007-Business Innovation and Sustainability (DSE-6)	**CO1**: Understand Core concepts, fundamental principles of business innovation. **CO2**: Analyze case studies to examine real-world examples of companies. **CO3:** Develop strategic plans and incorporate sustainable practices. **CO4:** Evaluate sustainability metrics & learn to measure and evaluate the impact **CO5:** Encourage and promote the importance of ethical leadership.
BCHE22008-Digital Marketing (DSE-7)	**CO1:** Understand the fundamentals of digital marketing. **CO2:** Know about the marketing of products or services using digital technologies. **CO3:** Understand the differentiation of promotion of products or brands **CO4:** Students will learn about multiple channels and techniques on digital platforms. **CO5:** Students will gain the knowledge about Search Engine Marketing.
BCHE21004-Business Tax & Procedure (DSE-8)	**CO1:** Understand the fundamentals of business taxation and tax compliance. **CO2:** Analyze tax regulations & their implications for different types of business entities. **CO3:** Develop effective tax planning strategies to minimize tax liabilities. **CO4:** Manage tax risks and ensure compliance with tax laws and regulations. **CO5:** Utilize technology and software tools for efficient tax management and reporting.
GEC066015–Understanding Indian Knowledge System (From the Pool of GE)	**CO1**: Imbibe Indian culture & civilization including its Knowledge System and Tradition. **CO2**: Understand the knowledge, art & creative practices, skills & values. **CO3**: Describe the enriched scientific Indian heritage. **CO4**: Acknowledge the contribution of Ancient Indian systems & traditions **CO5**: Analyze the creative practices, skills, and values in ancient Indian system.
GEC066016 – Basics of Indian	**CO1:** Explain the components of the Indian constitution, including its preamble, fundamental rights and describe the SPSP.

Constitution (From the Pool of GE)	**CO2:** Demonstrate a basic understanding of the Fundamental Rights enshrined in the constitution, including their scope and significance, **CO3:** Identify and differentiate between different categories of Fundamental Rights, such as right to equality, right to freedom, and right to constitutional remedies. **CO4:** Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice **CO5:** Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework.

7.CO PO Mapping: Semester – VIII

BCHC21450	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	3	3	3	2	3	2	3	3
CO2	-	-	2	2	3	1	1	-	2	-
CO3	3	3	3	1	-	-		2	-	3
CO4	2	1	1	-	-	3	2	2	1	-
CO5	3	2	-	1	-		2	1	-	3

BCHE22007	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	-	-	2	1	2	1	2	2	2
CO2	1	3	2	-	2	2	-	2	3	-
CO3	-	2	3	-	3	-	2	-	2	2
CO4	2	1	-	-	3	-	3	3	-	3
CO5	2	2	2	2	-	2	3	-	2	2

BCHE22008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2	2			2	3	3	2
CO2	2	2	2	3	2	2	-	2	-	2
CO3	1	-	-	-	3	-	2	2	3	2
CO4	2	2	-	-	1	-	-	-	3	-
CO5	3	3	3	3	3	-	-	3	3	3

BCHE21004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	2	-	3	2	-	3	3	-	2
CO2	2	2	2	2	2	-	-	3	2	-
CO3	-	3	-	2	-	3	3	-	3	2
CO4	3	2	-	2	2	-	-	3	-	2
CO5	2	3	2	3	2	3	2	3	2	-

GEC066015	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	2	3	3	2	-	3	3	-	2
CO2	2	2	1	2	-	-	-	1	2	-
CO3	-	1	1	-	-	3	2	-	1	2
CO4	3	2	-	2	2	-	-	3	-	2
CO5	2	3	2	-	2	-	2	3	2	-

GEC066016	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	3	2	3	-	3	2
CO2	-	-	2	3	2	3	2	-	3	3
CO3	3	-	-	2	3		-	2	3	-
CO4	-	2	2	2	3	3	3	-	2	3
CO5	3	2	2	2	2	2	3	2	3	

DAPE99499	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	3	2	3	1	2	1	2	1	-
CO2	2	2	-	2	2	-	1	1	-	2
CO3	2	-	2	-	-	2	-	2	2	3
CO4	-	2	1	2	2	-	2	3	-	2
CO5	3	3	2	-	1	2	-	2	3	2

8.Curriculum

Course Name: Event Planning and Coordination
Course Code: BCHC22450

Course Objectives:

CO1: Define Event Planning and Coordination and identify its key components.
CO2: Explain the importance of event planning and execution.
CO3: Understand the different stages of Event Planning and Coordination.
CO4: Identify the key skills required for successful Event Planning and Coordination.
CO5: Apply the decision making for planning & promotion of the event at different platforms.

Course Outline:

Unit I Introduction to Event Planning and Coordination: Meaning and Definition of Event Planning and Coordination, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM

Unit II Event Planning: Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.

Unit III Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.

Unit IV Introduction to Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.

Suggested Reading:

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH &MA., 1995
3. Montgomery, R. &Strick S.K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995

Course Name: Business Innovation and Sustainability (DSE-6 Group B)
Course Code: BCHE22007

CO1: Understand Core Concepts and grasp fundamental principles of business innovation and sustainability.
CO2: Analyze Case Studies to examine real-world examples of companies that have successfully integrated innovation and sustainability.
CO3: Develop Strategic Plans and incorporate sustainable practices and innovative solutions.
CO4: Evaluate Sustainability Metrics and learn to measure and evaluate the impact of sustainability initiatives.

Unit I: Foundations of Business Innovation and Sustainability
Introduction to Business Innovation and Sustainability- Overview of key concepts; Importance of sustainability in business. Sustainable Business Models- Types of sustainable business models - Case studies on successful sustainable businesses. Innovation in Product and Service Design - Eco-design and sustainable product development - Innovation in service industries

Unit II: Implementing Sustainable Practices- Circular Economy-
Principles of the circular economy - Implementing circular business practices – Green Technologies and Innovation- Role of technology in sustainability - Emerging green technologies. Measuring Sustainability Impact- Sustainability metrics and indicators - Reporting and transparency in sustainability.

Unit III: Managing Sustainable Supply Chains and Compliance
Sustainable Supply Chain Management- Strategies for sustainable supply chains - Case studies on green supply chains. Policy and Regulation - Impact of governmental policies on business sustainability - Navigating regulatory frameworks.

Unit IV: Future Trends and Practical Applications
Green marketing strategies - Communicating sustainability effectively. Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. Environment: Science and Policy for Sustainable Development. Vision 2050: The New Agenda for Business

References:

1. Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2014). A Literature and Practice Review to Develop Sustainable Business Model Archetypes. Journal of Cleaner Production. Boons, F., &Lüdeke-Freund, F. (2013).
2. Business Models for Sustainable Innovation: State-of-the-art and Steps Towards a Research Agenda*. Journal of Cleaner Production.
3. Carroll, A. B. (1999). *Corporate Social Responsibility: Evolution of a Definitional Construct*. Business & Society.
4. Elkington, J. (1998). Cannibals with Forks: The Triple Bottom Line of 21st Century Business.
5. Ellen MacArthur Foundation. (2013). Towards the Circular Economy: Economic and Business Rationale for an Accelerated Transition.
6. Geels, F. W. (2002). Technological Transitions as Evolutionary Reconfiguration Processes: A Multi-level Perspective and a Case-study. Research Policy.
7. Global Challenges and Future Trends- Addressing global sustainability challenges - Future trends in business innovation and sustainability - WBCSD. (2010).
8. Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products
9. Hart, S. L. (1997). Beyond Greening: Strategies for a Sustainable World. Harvard Business Review.
10. Porter, M. E., & van der Linde, C. (1995). Toward a New Conception of the Environment-Competitiveness Relationship. Journal of Economic Perspectives.
11. Porter, M. E., & van der Linde, C. (1995). Toward a New Conception of the Environment-Competitiveness Relationship. Journal of Economic Perspectives.

12. Securing, S., & Müller, M. (2008). From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management. Journal of Cleaner Production.

Course Name: Digital Marketing (DSE-7 Group B)
Course Code: BCHE22008

Course Objectives

CO1: Understand the fundamentals of digital marketing.
CO2: Know about the marketing of products or services using digital technologies.
CO3: Understand the differentiation of promotion of products or brands via one or more forms of electronic media from traditional marketing.
CO4: Students will learn about multiple channels and techniques on digital platforms that enable an organization to analyze marketing campaigns in a real time manner.
CO5: Students will gain the knowledge about Search Engine Marketing.

Course Outline:

Unit I: Introduction to Digital Marketing Fundamentals
Introduction to digital marketing terminology. Exposure to entire eco system which includes multiple digital platforms ranging from websites, to digital market places. The tools and techniques of influencing the potential customers in Digital manner.

Unit II: Digital Marketing Assets
Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (info-graphics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and social media pages

Unit III: Digital Marketing Strategies
Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Native Advertising, Email Marketing and Affiliate Marketing

Unit IV: Digital Promotions
Affiliate marketing, Display Advertising, Email Marketing

Unit V: Search Engine Marketing (SEM)
SEM activities performed on search engines, Paid search ads, Paid search advertising, PPC (pay-per-click) or PPC (pay-per-call)–some ads are introduced in this section. Social Media Marketing (SMM) SMM uses many platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained.

References:

1. Digital Marketing for Dummies by Ryan Deis and Russ Henneberry.
2. Digital Marketing Excellence: Planning, Optimizing, and integrating Online Marketing by Dave Chaffey and PR Smith.
3. Epic Content Marketing by Joe Pulizzi.
4. Journal of Interactive Marketing.
5. Journal of Digital & Social Media Marketing.
6. Digital Marketing: Strategy, implementation, and Practice by Puneet Bhatia.
7. Social media and Mobile Marketing by R.K. Madhukar.

Course Name: Business Tax Procedure & Management
(DSE-8 Group A)
Course Code: BCHE21004

Course Objectives (CO):
CO1: Understand the fundamentals of business taxation and tax compliance.
CO2: Analyze tax regulations and their implications for different types of business entities.
CO3: Develop effective tax planning strategies to minimize tax liabilities.
CO4: Manage tax risks and ensure compliance with tax laws and regulations.
CO5: Utilize technology and software tools for efficient tax management and reporting.

Course Outlines
Unit I
Introduction to Business Taxation- Overview of Business Taxation, Types of taxes affecting businesses Taxable entities and their obligations, Basic tax principles and concepts, Tax Compliance Requirements, Filing requirements and deadlines, Record-keeping and documentation, Penalties, and consequences of non-compliance.

Unit II
Tax Regulations and Business Entities- Corporate Taxation, Corporate tax structure and rates Deductions, credits, and incentives for corporations, Taxation of dividends and distributions, Taxation of Partnerships and LLCs, Tax treatment of partnerships and LLCs, Allocation of income, deductions, and credits, Self-employment taxes.

Unit III

Tax Planning and Strategies- Tax Planning Fundamentals, Importance of tax planning in business, Short-term and long-term tax planning strategies, Deferment and acceleration of income and deductions, Advanced Tax Planning Techniques, Tax avoidance vs. tax evasion, Use of tax shelters and tax credits, international tax planning considerations.

Unit IV

Tax Management and Technology- Managing Tax Risks, Identifying and assessing tax risks, implementing internal controls and audit trails, Responding to tax audits and disputes, Technology in Tax Management- Tax management software and tools, Automation of tax compliance processes, Data analytics and reporting for tax management.

Suggested Readings:

1. "Federal Income Taxation" by Joseph Bankman, Daniel N. Shaviro, and Kirk J. Stark.
2. "Corporate Taxation: Examples and Explanations" by Cheryl D. Block.
3. "South-Western Federal Taxation 2024: Comprehensive" by James C. Young, William A. Raabe, and David M. Maloney.
4. "Principles of Business Taxation" by Sally Jones and Shelley Rhoades-Catanach.
5. "Tax Planning and Compliance for Tax-Exempt Organizations" by Jody Blazek.
6. "The Art of Customer Service" by Valerie Zeithaml, Mary Jo Bitner, and Dwayne Gremler.

Course Name: Understanding Indian Knowledge System
(From the Pool of GE-9- Group B)
Course Code: GEC066015

Course Objectives:

- Imbibe Indian culture and civilization including its Knowledge System and Tradition.
- Understand the knowledge, art and creative practices, skills, and values in ancient Indian system.
- Describe the enriched scientific Indian heritage.
- Acknowledge the contribution of Ancient Indian systems& traditions to modern science & Technology

Course Outline:

Unit I: Indian Knowledge System

Vedangas: Shiksha, Kalpa, Vyakrana, Jyotisha, Nirukta, Chandas, Upveda: Ayurveda, Gandharveda, Indian Architecture: Sthapatya-Veda, Temples, Town & Planning, Indian Philosophical System Ancient Indian Astronomy, Indian Astronomical Instruments.

Unit II: Introduction to Creative Practices

Dhatuvada: art of metallurgy, Akarajnana: art of mineralogy, Vastuvidya: art of engineering, Yantramatrika: art of mechanics, Takshana: art of carpentry, Chalitakayoga: art of practicing as a builder of shrines,

Raupyaratnapariksha: art of testing silver and jewels, Maniragajnana: art of tinging jewels, Sucivayakarma: art of needle works and weaving,
Vadyavidya: art of playing on musical instruments, Geetvidya, Nrityavidya, Natyavidya, Alekhyavidya,

Viseshakacchedyavidya: art of painting the face and body with color, Udakavadya: art of playing on music in water, Manasikavyakriya: art of composing verse, Bhushanayojana: art of applying or setting ornaments,

Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food, Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body,
Utsadana: art of healing or cleaning a person with perfumes, Vastragopana: art of concealment of cloths, Balakakridanaka: art of using children's toys, Tandulakusumabalivikara: art of preparing offerings from rice and flowers.

Suggested Readings:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of Sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. The Cultural Heritage of India. Vol.I. Kolkata: Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hind ology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. *7000* BCE to CE 1200. London: Routledge.

Course Name: Basics of Indian Constitution
(From the Pool of GE-20- Group B)
Course Code: GEC066016

Course Outcomes:

CO1: Identify and differentiate between different categories of Fundamental Rights, such as right to equality, right to freedom, and right to constitutional remedies.

CO2: Demonstrate a basic understanding of the Fundamental Rights enshrined in the Constitution, including their scope and significance.

CO3: Explain the components of the Indian Constitution, including its preamble, Fundamental Rights and Describe the Directive Principles of State Policy. Identify and describe the fundamental principles underlying the Indian Constitution, such as democracy, secularism, socialism, and republicanism.

CO4: Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice.

CO5: Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework.

Course Outline:

UNIT – I Constitution

- Constituent Assembly
- Preamble
- Salient Features

UNIT – II Fundamental Rights

Major Fundamental Rights

- Right to Equality
- Right to Liberty
- Right to Freedom of Religion
- Cultural and Educational Rights

UNIT – III Fundamental Duties

- Concept of Fundamental Duties
- Nature of Fundamental Duties
- Importance of Fundamental Duties

UNIT – IV Directive Principles of State Policy

- Concept of Directive Principles of State Policy
- Nature of Directive Principles of State Policy
- Significance of Directive Principles of State Policy

Suggested Readings:

1. Agrawal, A. (2017). Understanding Fundamental Rights: An Analytical Approach. Oxford University Press.
2. Austin, G. (2009). The Indian Constitution: Cornerstone of a Nation. Oxford University Press.
3. Basu, D. (2016). Introduction to the Constitution of India. LexisNexis Butterworths.
4. Bhattacharya, A. K. (2018). Directive Principles of State Policy: A Comparative Study of the Indian Constitution and the Irish Constitution. Eastern Book Company.
5. Chakrabarti, K. (2013). Fundamental Rights and Judicial Review in India. Oxford University Press

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 Plans

BCHC22450–Event Planning and Coordination

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Event Planning	C-2	Lecture
Unit-I	Introduction to Event Coordination	C-3	Lecture
Unit-I	Meaning and Definition of Event Planning	C-4	Lecture
Unit-I	Meaning and Definition of Event Coordination,	C-5,6	Lecture
Unit-I	Significance of EM in various industries	C-7,8	Lecture
Unit-I	Scope of the field of EM	C-9,10	Lecture
Unit-I	Opportunities in the field of EM	C-11	Lecture
Unit-I	Understanding the key components of EM	C-12	Lecture
Unit-I	Clarification Class	C-13	Clarification Class
Unit-I	Class Assignment	C-14	Classroom Assignment
Unit-II	Event Planning: An Overview	C-15	Lecture
Unit-II	Significance of event planning	C-16	Lecture
Unit-II	Significance of proper event planning	C-17,18	Lecture
Unit-II	Role of event planning	C-19	Lecture
Unit-II	Role of event planning in establishing objectives	C-20	Lecture
Unit-II	Creating budgets	C-21	Lecture
Unit-II	Managing resources	C-22	Lecture
Unit-II	Challenges in Event Planning	C-23	Lecture
Unit-II	Event Planning constraints	C-24	Lecture
Unit-II	Class Assignment	C-25	Classroom Assignment
Unit-II	Event Planning Budget	C-26	Lecture
Unit-II	Event Planning: limitations, logistical issues, etc.	C-27	Lecture
Unit-II	Event Planning: logistical issues, etc.	C-28	Lecture
Unit-II	SWOT Analysis	C-29	Lecture
Unit-II	Clarification Class	C-30	Clarification Class
Unit-II	Presentation	C-31	Presentation
Unit-III	Team Management: Definition and meaning	C-32	Lecture
Unit-III	Its significance in event planning	C-33	Lecture
Unit-III	Benefits of effective team management	C-34,35	Lecture
Unit-III	Importance of clear communication	C-36	Lecture
Unit-III	Importance of delegation of tasks	C-37	Lecture
Unit-III	Presentation	C-38	Presentation
Unit-III	Team Building and Leadership	C-39	Lecture
Unit-III	Leadership	C-40	Lecture
Unit-III	Clarification Class	C-41	Clarification Class
Unit-III	Class Assignment	C-42	Classroom Assignment
Unit-IV	Introduction to Marketing	C-43	Lecture
Unit-IV	Introduction to Advertising:	C-44	Lecture
Unit-IV	Meaning and definition of Event Marketing,	C-45,46	Lecture

Unit-IV	Role of marketing and advertising	C-47	Lecture
Unit-IV	Role of advertising	C-48	Lecture
Unit-IV	Quiz	C-49	Quiz
Unit-IV	Role of marketing and advertising in attracting, attendees.	C-50	Lecture
Unit-IV	Role of marketing and advertising in promoting events,	C-51	Lecture
Unit-IV	Introduction of Digital Marketing	C-52	Lecture
Unit-IV	Digital Marketing Techniques	C-53	Lecture
Unit-IV	Event Photography	C-54	Lecture
Unit-IV	Class Assignment	C-55	Classroom Assignment
Unit-IV	Video Arrangement	C-56	Lecture
Unit-IV	Reporting and Analysis	C-57	Lecture
Unit-IV	Analysis	C-58	Lecture
Unit-IV	Presentation	C-59	Presentation
Unit-IV	Clarification Class	C-60	Clarification Class

BCHE22007–Business Innovation and Sustainability (DSE-6 Group B)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Business Innovation and Sustainability- Overview of key concepts;	C-2	Lecture
Unit-I	Importance of sustainability in business	C-3	Lecture
Unit-I	Sustainable Business Models- Types of sustainable business models	C-4	Lecture
Unit-I	Case studies on successful sustainable businesses. Innovation in Product and Service Design	C-5	Lecture
Unit-I	Eco-design and sustainable product development -	C-6,7	Lecture
Unit-I	Innovation in service industries	C-8,9	Lecture
Unit-I	Class Assignment	C-10	Classroom Assignment
Unit-I	Eco-design and sustainable product development - Innovation in service industries	C-11,12,13	Lecture
Unit-I	Clarification Class	C-14	Clarification Class
Unit-I	Presentation	C-15,17	Presentation
Unit-II	Group Discussion	C-18	Group Discussion
Unit-II	Implementing Sustainable Practices- Circular Economy	C-19	Lecture
Unit-II	Principles of the circular economy - Implementing circular business practices	C-20,21	Lecture
Unit-II	Green Technologies and Innovation- Role of technology in sustainability	C-22,23	Lecture
Unit-II	Emerging green technologies	C-24	Lecture
Unit-I	Measuring Sustainability Impact- Sustainability metrics and indicators	C-25	Lecture
Unit-II	Reporting and transparency in sustainability.	C-26,27,28	Lecture
Unit-II	Clarification Class	C-29	Clarification Class
Unit-III	Managing Sustainable Supply Chains and Compliance	C-30	Lecture
Unit-III	Sustainable Supply Chain Management- Strategies for sustainable supply chains	C-31,33	Lecture
Unit-III	Class Assignment	C-34	Classroom Assignment
Unit-III	Presentation	C-35,37	Presentation
Unit-III	Case studies on green supply chains. Policy and Regulation	C-38,40	Lecture
Unit-III	Impact of governmental policies on business sustainability	C-41	Lecture
Unit-III	Navigating regulatory frameworks.	C-42,43	Lecture
Unit-III	Class Assignment	C-44	Classroom Assignment
Unit-III	Clarification Class	C-45	Clarification Class
Unit-IV	Future Trends and Practical Applications Green marketing strategies - Communicating sustainability effectively. Avoiding Green Marketing Myopia	C-46,48,49	Lecture

Unit-IV	Presentation	C-50	Presentation
Unit-IV	Ways to Improve Consumer Appeal for Environmentally Preferable Products	C-51,52	Lecture
Unit-IV	Environment: Science and Policy for Sustainable Development. Vision 2050:	C-53	Lecture
Unit-IV	Environment: Science and Policy for Sustainable Development. Vision 2050:	C-54,55	Lecture
Unit-IV	Quiz	C-56	Quiz
Unit-IV	Class Assignment	C-57	Classroom Assignment
Unit-IV	The New Agenda for Business	C-58	Lecture
Unit-IV	The New Agenda for Business	C-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

Digital Marketing (DSE-7 Group B)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to digital marketing terminology.	C-2,3	Lecture
Unit-I	Exposure to entire eco system which includes multiple digital platforms ranging from websites, to digital market places.	C-4,5,6	Lecture
Unit-I	The tools and techniques of influencing the potential customers in Digital manner.	C-7,8,9	Lecture
Unit-I	Clarification Class	C-10	Clarification Class
Unit-II	Learn about different assets like website,	C-11	Lecture
Unit-II	Branded assets (logos, icons, acronyms),	C-12,13	Lecture
Unit-II	Video content (video ads, product demos),	C-14,15	Lecture
Unit-II	Images (info-graphics, product shots, company photos),	C-16,17	Lecture
Unit-II	Written content (blog posts, eBooks, product descriptions, testimonials) and social media pages	C-18,19	Lecture
Unit-II	Activity	C-20	Activity
Unit-II	Classroom Assignment	C-21	Classroom Assignment
Unit-II	Clarification Class	C-22	Clarification Class
Unit-III	Understand multiple strategies such as Paid Search Advertising,	C-23,24	Lecture
Unit-III	Search Engine Optimization (SEO)	C-25,26	Lecture
Unit-III	Social Media Marketing, Content Marketing,	C-27,28	Lecture
Unit -III	Native Advertising,	C-29	Lecture
Unit-III	Email Marketing and Affiliate Marketing	C-30,31	Lecture
Unit-III	Clarification Class	C-32	Clarification Class
	Activity	C-33	Activity
Unit-IV	Affiliate marketing	C-34	Lecture
Unit-IV	Classroom Assignment	C-35	Classroom Assignment
Unit-IV	Affiliate marketing	C-36	Lecture
Unit-IV	Display Advertising,	C-37,38,39	Lecture
Unit-IV	Email Marketing	C-40,41,42	Lecture
Unit-IV	Clarification Class	C-43	Clarification Class
Unit-IV	Presentation	C-44	Presentation
Unit-V	SEM activities performed on search engines,	C-45	Lecture
	Classroom Assignment	C-46	Classroom Assignment
Unit-V	SEM activities performed on search engines,	C-47	Lecture
Unit-V	Paid searches	C-48	Lecture
Unit-V	Paid search advertising	C-49	Lecture
Unit-V	PPC (pay-per-click) or PPC (pay-per-call)–	C-50 ,51	Lecture
	Presentation	C-52	Presentation
Unit-V	Some examples of ads	C-53,54	Lecture
Unit-V	Social Media Marketing (SMM) SMM uses many	C-55,56,57	Lecture

	platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained.		
Unit-V	Classroom Assignment	C-58	Classroom Assignment
Unit-V	Presentation	C-59	Presentation
Unit-V	Clarification Class	C-60	Clarification Class

BCHE21004–Business Tax Procedure & Management (DSE-8 Group A)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Business Taxation	C-2	Lecture
Unit-I	Overview of Business Taxation	C-3	Lecture
Unit-I	Types of taxes affecting businesses	C-4	Lecture
Unit-I	Taxable entities and their obligations	C-5	Lecture
Unit-I	Classroom Assignment	C-6	Classroom Assignment
Unit-I	Basic tax principles and concepts	C-7,8	Lecture
Unit-I	Tax Compliance Requirements	C-9	Lecture
Unit-I	Filing requirements and deadlines	C-10	Lecture
Unit-I	Record-keeping and documentation	C-11	Lecture
Unit-I	Presentation	C-12	Presentation
Unit-I	Penalties and consequences of non-compliance	C-13	Lecture
Unit-I	Clarification Class	C14	Clarification Class
Unit-II	Tax Regulations and Business Entities- Corporate Taxation	C-15,16	Lecture
Unit-II	Corporate tax structure and rates	C-17	Lecture
Unit-II	Classroom Assignment	C-18	Classroom Assignment
Unit-II	Deductions	C-19	Lecture
Unit-II	Credits, and Incentives for Corporations	C-20	Lecture
Unit-II	Presentation	C-21	Presentation
Unit-II	Taxation of dividends and distributions	C-22	Lecture
Unit-II	Taxation of Partnerships and LLCs	C-23,24	Lecture
Unit-II	Allocation of income, deductions, and credits	C-25,26	Lecture
Unit-II	Self-employment taxes	C-27	Lecture
Unit-II	Clarification Class	C-28	Clarification Class
Unit-III	Tax Planning Fundamentals	C-29,30	Lecture
Unit-III	Importance of tax planning in business	C-31	Lecture
Unit-III	Short-term and long-term tax planning strategies	C-32	Lecture
Unit-III	Deferment and acceleration of income and deductions	C-33,34	Presentation
Unit-III	Classroom Assignment	C-35	Classroom Assignment
Unit-III	Advanced Tax Planning Techniques	C-36	Lecture
Unit-III	Tax avoidance vs. tax evasion	C-37,38	Lecture
Unit-III	Use of tax shelters and tax credits	C-39	Lecture
Unit-III	Quiz	C-40	Quiz
Unit-III	International tax planning considerations	C41,42	Lecture
Unit-III	Classroom Assignment	C-43	Classroom Assignment
Unit-III	Clarification Class	C-44	Clarification Class
Unit-IV	Managing Tax Risks	C-45,46	Lecture
Unit-IV	Identifying and assessing tax risks	C-47,48	Lecture
Unit-IV	Implementing internal controls and audit trails	C-49,50	Presentation
Unit-IV	Responding to tax audits and disputes	C-51	Lecture

Unit-IV	Technology in Tax Management	C-52	Lecture
Unit-IV	Presentation	C-53	Presentation
Unit-IV	Tax management software and tools	C-54	Lecture
Unit-IV	Automation of tax compliance processes	C-55	Lecture
Unit-IV	Data analytics and reporting for tax management	C-56,57	Lecture
Unit-IV	Important Topics Revision	C-58	Lecture
Unit-IV	Important Topics Revision	C-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

GEC066015–Understanding Indian Knowledge System - GE-9 Group B

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Vedangas: Shiksha, Kalpa,	C-2	Lecture
Unit-I	Vyakrana, Jyotisha	C-3	Lecture
Unit-I	Nirukta, Chandas	C-4	Lecture
Unit-I	Upveda: Ayurveda	C-5	Lecture
Unit-I	Presentation	C-6	Presentation
Unit-I	Gandharveda	C-7	Lecture
Unit-I	Indian Architecture: Sthapatya-Veda	C-8	Lecture
Unit-I	Indian Architecture: Temples, Town & Planning	C-9	Lecture
Unit-I	Indian Philosophical System	C-10	Lecture
Unit-I	Ancient Indian Astronomy	C-11	Lecture
Unit-I	Indian Astronomical Instruments	C-12	Lecture
Unit-I	Clarification Class	C-13	Clarification Class
Unit-I	Class Room Assignment	C-14	Classroom Assignment
Unit-II	Dhatuvada: Art of metallurgy	C-15	Lecture
Unit-II	Akarajnana: Art of mineralogy	C-16	Lecture
Unit-II	Vastuvidya: Art of engineering	C-17	Lecture
Unit-II	Quiz	C-18	Quiz
Unit-II	Yantramatrika: Art of mechanics	C-19	Lecture
Unit-II	Takshana: Art of carpentry	C-20	Lecture
Unit-II	Chalitakayoga: Art of practicing as a builder of shrines	C-21	Lecture
Unit-II	Raupyaratnapariksha: Art of testing silver and jewels	C-22,23	Lecture
Unit-II	Presentation	C-24	Presentation
Unit-II	Maniragajnana: Art of tinging jewels	C-25, 26,27	Lecture
Unit-II	Sucivayakarma: Art of needleworks and weaving	C-28,29	Lecture
Unit-II	Vadyavidya: Art of playing on musical instruments	C-30,31	Lecture
Unit-II	Geetvidya	C-32,33	Lecture
Unit-II	Nrityavidya	C-34,35	Lecture
Unit-II	Classroom Assignment	C-36	Classroom Assignment
Unit-II	Natyavidya	C-37,38	Lecture
Unit-II	Alekhyavidya	C-39,40	Lecture
Unit-II	Viseshakacchedyavidya: Art of painting the face and body with color	C-41,42	Lecture
Unit-II	Udakavadya: Art of playing on music in water	C-43,44	Lecture
Unit-II	Quiz I	C-45	Quiz
Unit-II	Manasikavyakriya: Art of composing verse	C-46	Lecture
Unit-II	Bhushanayojana: Art of applying or setting ornaments	C-47,48	Lecture
Unit-II	Presentation	C-49	Presentation
Unit-II	Citrasakapupabhakshyavikarakriya: Art of preparing varieties of delicious food	C-50,51	Lecture

Unit-II	Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body	C-52	Lecture
Unit-II	Class Room Assignment	C-53	Class Room Assignment
Unit-II	Utsadana: Art of healing or cleaning a person with perfumes	C-54,55	Lecture
Unit-II	Vastragopana: Art of concealment of cloths	C-56	Lecture
Unit-II	Balakakridanaka: Art of using children's toys	C-57	Lecture
Unit-II	Tandulakusumabalivikara: Art of preparing offerings from rice and flowers	C-58	Lecture
Unit-II	Class Room Assignment	C-59	Class Room Assignment
Unit-II	Clarification Class	C-60	Clarification Class

GEC066016–Basics of Indian Constitution - GE-10 Group B

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction About the Subject and COs, POs	C-1	Lecture
Unit-I	Introduction About the Constitution	C-2	Lecture
Unit-I	Constituent Assembly	C-3,5	Lecture
Unit-I	Classroom Assignment	C-6	Classroom Assignment
Unit-I	Preamble	C-7,8,9	Lecture
Unit-I	Salient Features	C-10,11,12	Lecture
Unit-I	Presentation	C-13	Presentation
Unit-I	Clarification Class	C-14	Clarification Class
Unit-II	Fundamental Rights	C-15,16,17	Lecture
Unit-II	Right to Equality	C-18,19	Lecture
Unit-II	Presentation	C-20	Presentation
Unit-II	Right to Liberty	C-21,22,23	Lecture
Unit-II	Right to Freedom of Religion	C-24	Lecture
Unit-II	Class Room Assignment	C-25	Class Room Assignment
Unit-II	Cultural and Educational Rights	C-26,27,28	Lecture
Unit-II	Clarification Class	C-29	Clarification Class
Unit-III	Concept of Fundamental Duties	C-30,31,32	Lecture
Unit-III	Classroom Assignment	C-33	Classroom Assignment
Unit-III	Nature of Fundamental Duties	C-34,35,36	Lecture
Unit-III	Quiz	C-37	Quiz
Unit-III	Importance of Fundamental Duties	C-38,39	Lecture
Unit-III	Clarification Class	C-40	Clarification Class
Unit -IV	Concept of Directive Principles of State Policy	C-41,42,43	Lecture
Unit -IV	Nature of Directive Principles of State Policy	C-44,45,46	Lecture
Unit -IV	Classroom Assignment	C-47	Classroom Assignment
Unit -IV	Significance of Directive Principles of State Policy	C-48,49,50	Lecture
Unit -IV	Presentation	C-51	Presentation
Unit -IV	Clarification Class	C-52	
Unit -IV	Important Topics Revision	C-53,54	Lecture
Unit -IV	Important Topics Revision	C-55,56,57	Lecture
Unit -IV	Important Topics Revision	C-58,59,60	Lecture

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

---------- End of document----------

RNB Global University

Digitally signed by RNB Global University
DN: cn=RNB Global University, o=RNB Global University, c=India, l=N, ou=RNB Global University, ou=Administrative and Academic Audit Cell, Reason: I am the author of this document, Location:, Date: 2026-09-26 12:44:05:30