

COURSE STRUCTURE DEPARTMENT OF MANAGEMENT NAAC CRITERIA 1.2.2





Evaluation Scheme & Syllabus

Of

Bachelor of Commerce (Hons.) B.Com(H)

(w.e.f. Academic Session 2019)

Faculty of Management
INVERTIS UNIVERSITY
Bareilly

B.Com. (Hons)

This program aim to provide students with specific knowledge and skills relevant to their discipline and careers. After completing three years for Bachelors in Commerce (B.Com)Hons programme, students would gain a thorough grounding in the fundamentals of Commerce and Finance which offers a number of specializations and practical exposures for the students to face the modern-day challenges in different professional bodiesThe broader perspective of this programme offers a number of value based and job oriented courses which ensure that the students are trained into up-to-date. In advanced accounting courses beyond the introductory level, provide students with the analytical, evaluative and problem-solving skills commensurate with degree level higher education.

Programme Outcome of B.Com. (Hons)Programme:

B.Com (Hons) programme has been designed to prepare graduates for attaining the following specific outcomes:

- PO1. Academic excellence: Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
- PO2. Professional Excellence: Motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels.
- PO3. Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- PO4. Holistic Development: Exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges.
- PO5. Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- PO6. Value-based Development: To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.
- PO7. Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- PO8. Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.

Scheme of Evaluation

B.Com (H)

(Effective from Academic session 2019)

Year -1 Semester-I

S.no.	Paper	Paper Name	L+T+ P	Credit s
1	code BCM101	Business Organization and Management	4+1+0	5
2	BCM102	Financial Accounting	4+1+0	5
2	BCM103	Micro Economics –I	4+1+0	5
3	BCM104	Business Laws	4+1+0	5
5	BCM105	Computer Fundamentals	3+1+1	5

Year-1 Semester -П

S.no.	Paper	Paper Name	L+T+ P	Credit
	code	Business Statistics	4+1+0	5
1	BCM201	Information system	4+1+0	5
2	BCM202	Micro Economics –II	4+1+0	5
3	BCM203	Corporate Laws	4+1+0	5
4	BCM204	1	4+1+0	5
5	BCM205	Environmental Science	4.1.0	

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Year-2 semester-III

S.N	Paper Code	Paper Name	M	ax. Marks	•	L+T+P	Credits
0			Ext. Assmn t	Int. Assmnt.	Tot a l		
		Business Mathematics	70	30	100	4+1+0	5
1	BCM301		70	30	100	4+1+0	5
2	BCM302	Income Tax law and Practice	$\frac{70}{70}$	30	100	4+1+0	5
3	BCM303	Macro Economics			100	4+1+0	5
4	BCM304	Principles of Marketing	70	30	100	41110	
		Option 1 (any one of	the follow	ing)			-
	DCM211	English	70	30	100	4+1+0	5
5	BCM311		70	30	100	4+1+0	5
6	BCM312	Maths	70		100	1	-

Year-2 semester-IV

S.N	Paper Code	Code Paper Name		ax. Marks	L+T+P	Credits	
0			Ext. Assmn t	Int. Assmnt.	Tot al		
	100	L. Parest Toy	70	30	100	4+1+0	5
1	BCM401	Indirect Tax	70	30	100	4+1+0	5
2	BCM402	Corporate Accounting		30	100	4+1+0	5
3	BCM403	Cost Accounting	70			4+1+0	5
1	BCM404	Human Resource Management	70	30	100	177247	- 3
5	BCM405	Indian Economy- Performance and Policies	70	30	100	4+1+0	5

Year-3 semester V

S.N	Paper Code	Paper Name	M	ax. Marks	•	L+T+P	Credits
0			Ext. Assmn t	Int. Assmnt.	Tot a l	5	
	DCM501	Management Accounting	70	30	100	4+1+0	5
1_	BCM501	Financial Management	70	30	100	4+1+0	5
2	BCM502	Option 1 (ar		the follow	ing)		
		Auditing	70	30	100	4+1+0	5
3	BCM511		70	30	100	4+1+0	5
4	BCM512	E-commerce	7.03	30	100		
5	BCM513	Option 2 (any one of the following) Financial Markets, Institutions	70	30	100	4+1+0	5
-	20	and Financial services	70	20	100	4+1+0	5
6	BCM514	Compensation Management	70	30		100	
7	BCM515	Corporate Tax Planning	70	30	100	4+1+0	_
8	BCM516	Advertising and personal selling	70	30	100	4+1+0	
9	BCM517	Business Data Processing – I	70	30	100	4+1+0	5

Year-3 semester-VI

S.N	Paper Code	Paper Name	M	ax. Marks	•	L+T+P	Credits
0			Ext. Assmn t	Int. Assmnt.	Tot a l		
	DOM (O)	International Business	70	30	100	4+1+0	5
1_	BCM601	Business Comunication	70	30	100	4+1+0	5
2	BCM602	Project Work	70	30	100	4+1+0	5
3	BCM603	Option 1 (ar			ing)		
3	BCM611	Governance, Ethics and social responsibility	70	30	100	4+1+0	5
		of business	70	30	100	4+1+0	5
4	BCM612	Entrepreneurship and small business	70	30	100	4+1+0	5
5	BCM613	Fundamentals of investment		30	100	4+1+0	5
6	BCM614	Consumer relation and customer care	70	30	100	4+1+0	5
7	BCM615	Business Tax Procedure and Management		4		*	
8	BCM616	Business Data Processing -II	70	30	100	4+1+0	5

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INVERTIS UNIVERSITY, BAREILLY

PROPOSED SYLLABUS FOR

Master of Business Administration

Master Of Business Administration Syllabus As Per Course Structure To Be Effective From Academic Year 2019 Onward

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The curriculum and syllabus for MBA (Master of Business Administration) Program conforms to outcome based teaching learning process. In general, several outcomes have been identified and the curriculum and syllabus have been planned in such a way that each of the courses meets one or more of these outcomes. Student outcomes illustrate the students are expected to know and be able to do after Master degree. These relate to the skills, understanding, and behaviours that students acquire as they progress through the program. Further each course in the program brings out clear instructional objectives which are mapped to the student outcomes.

MBA (Master of Business Administration) Program Educational Objective (PEO's):

- 1. To impart knowledge of Management theory and practice for problem solving.
- 2. To select and apply appropriate tools for decision making required for solving complex managerial problems.
- 3. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- 4. To produce industry ready graduates having highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- 5. To develop capabilities in students to independently conduct theoretical as well as applied research.

MBA PROGRAMME OUTCOMES(PO's)

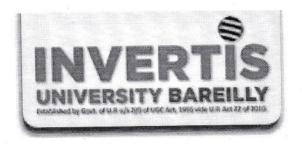
Graduates of the Master of Business Administration program will be able to:

- 1. Utilize interpersonal skills to lead/manage employees in an organizational setting.
- 2. Possess knowledge of current theory and techniques of the major business disciplines.
- 3. Exhibit the leadership capacity and teamwork skills for business decision making.
- 4. Understand the ethical implication of business decision making and recognize ethical dilemmas.
- 5. Demonstrate the ability to communicate effectively.
- 6. Demonstrate critical thinking skills.
- 7. Understanding of global perspectives.
- 8. Demonstrate capabilities in new venture creation & entrepreneurship.
- 9. Achieve higher levels of proficiency and self-actualization through pursuing lifelong learning.

MBA SCHEME 2019 -21 Total credits for the batch—112 credits Summary Sheet

Semester	1st Sem	2 nd Sem	3rd Sem	4th Sem	Total
Credits	28	28	28	28	112





INVERTIS UNIVERSITY, BAREILLY

PROPOSED SYLLABUS FOR

Master of Business Administration

Master Of Business Administration Syllabus As Per Course Structure To Be Effective From Academic Year 2019 Onward

> Registrar Invertis University Barelly

Year -1 Semester-1

Sl. No.	Paper Code	Paper Name	L+T+P	Maximum marks				Credit
110.				E	I	P	T	
1	MBA101	Management- Micro and Macro	4+1+0	70	30		100	4
2	MBA102	Market Science	4+1+0	70	30		100	4
3	MBA103	Computing Techniques	2+1+3	35	15	50	100	4
4	MBA104	Recording and Analysis of Business Operations	4+1+0	70	30		100	4
5	MBA105	Micro Economics & Economic Planning	4+1+0	70	30		100	4
6	MBA106	Communications Skills	4+1+1	50	20	30	100	4
7	MBA107	Quantitative Skills	4+1+0	70	30		100	4
		Total		435	185	85	700	28

Year-1 Semester-2

Sl. No.	Paper Code	Paper Name	L+T+P	Maxi mark		Credit	
1	MBA201	Management Science	4+1+0	70	30	100	4
2	MBA202	Market Intelligence	4+1+0	70	30	100	4
3	MBA203	Identification, addition and delivery of Value	4+1+0	70	30	100	4
4	MBA204	Economics of Human Resource	4+1+0	70	30	100	4
5	MBA205	Legal Issues in Business	4+1+0	70	30	100	4
6	MBA206	Financial Issues	4+1+0	70	30	100	4
7	MBA207	Professional Communications and Aptitude	4+1+0	70	30	100	4
414	1 1 1 1 1 1	Total		480	210	700	28

**After 2nd Semester, students will undergo 8 weeks summer training compulsorily in Public Sector undertakings or Private Sector, known as Hands on Experience. 100 marks will be on viva of students on their management experience in 3rd Semester.

This is the policy of the university not to allocate students in their home town. In case of extraordinary circumstances specific permission will be necessary from Hon'ble Chancellor.



Vear-2 Semester-3

Sl. No.	Paper Code	Paper Name	L+T+P	Maximum marks			Credit
1		Strategic Management	4+1+0	70	30	100	4
2	MBA301 MBA302	Event Management*	2+1+2	40	60	100	4
2	WIDA302	Spec. Group 1 Paper 1	4+1+0	70	30	100	4
<u> </u>		Spec. Group 1 Paper 2	4+1+0	70	30	100	4
5		Spec. Group 2 Paper 1	4+1+0	70	30	100	4
6		Spec. Group 2 Paper 2	4+1+0	70	30	100	4
7	MBA396	Hands on Experience Viva**		100		100	4
1	IVIDATO	Total		490	210	700	28

*Event Management being a highly practical subject, student's Organizing capacity evaluation become important. The students will be divided into group of four and these groups are expected to organize at-least one event. Evaluation of the group will be based on the report submitted by the group and viva will be conducted for individual assessment.

It is therefore necessary to reduce the weightage of external written examination to 40 marks and event organized assessment to 60 Marks. Out of 60 marks UTs consist of 20 marks and the rest 40 marks will be on viva of students on their event management experience.

Year-2 Semester-4

Sl. No.	Paper Code	Paper Name	L+T+P	Ma ma	ximu rks	m	Credit
110.	Code	Spec. Group 1 Paper 3	4+1+0	70	30	100	4
2		Spec. Group 1 Paper 4	4+1+0	70	30	100	4
3	-	Spec. Group 1 Paper 5	4+1+0	70	30	100	4
		Spec. Group 2 Paper 3	4+1+0	70	30	100	4
4		Spec. Group 2 Paper 4	4+1+0	70	30	100	4
3		Spec. Group 2 Paper 5	4+1+0	70	30	100	4
6	MBA496	Comprehensive Viva		100		100	4
	IVIDA490	Total		520	180	700	28

Note: Students required choosing any two Specializations out of TEN offering by the University. First Specialization chosen by student will be treated as Spec. Group 1 and second Specialization will be treated as Spec. Group 2.

List of Specializations

Specialization - 1: FINANCE

MBA 311 -Tax planning and Management

MBA 312 -Security Analysis & Portfolio

Management

MBA 411- Corporate Restructuring

MBA 412 Banking Operations Management

MBA 413 -Financial Market & Services

Specialization -2: MARKETING

MBA316: Sales and Distribution

MBA317: Service Management

MBA416: CB and IMC

MBA417: Rural Marketing

MBA418: International Marketing

Specialization -3: HUMAN RESOURCE

MBA321: Organizational Change and Development

MBA322: Training & Development and competency mapping

MBA421: Employee welfare and Labour Legislation

MBA422: Strategic Human Resource Management

MBA423: Performance Appraisal and compensation

Management

Specialization-4: TECHNOLOGY INFORMATION

MBA336: Business Intelligence and Data

Mining

MBA337: E-Commerce

MBA436: Big Data Analytics

MBA437: IT Project Management

MBA438: Data communication and Networking

security

Specialization -5: INTERNATIONAL BUSINESS

MBA326: International Business

MBA327: EXIM Procedure & Documentation

MBA426: International Financial Management

MBA427: Global Business Environment

MBA428: International Logistics

Specialization -6: HOSPITALITY & TOURISM

MBA331: Introduction to Tourism Industry

MBA332: Hospitality and Tourism Planning

MBA431: Travel agency and tour operators MBA432: Hospitality Information System

MBA433: Tourist Products design and

destination development

Specialization -7: RETAIL MANAGEMENT

MBA341: Retail Science

MBA342: Pricing and Branding

MBA441: International Retailing

MBA442: Merchandising and Mall Management

MBA443: Acquiring, Maintaining and Retaining

Customer

Specialization -8: HEALTHCARE MANAGEMENT

MBA351: Hospital Planning

MBA352: Medical Terminology and Procedures

MBA451: Hospital Administration

MBA452: Laws Related to Hospital and

Medical Services

MBA453: Healthcare and Administration of

Clinical and non-clinical Services

Specialization-9: Project Management

Mba371: project formulation and appraisal

Mba372: construction

Planning, scheduling and control.

Mba471: construction personnel

management

Mba472: construction project management

Mba473: project safety management

Secialization-10: Rural and Agriculture

Management

Mba376: rural economy

Mba377: basics of rural and agricultural

marketing

Mba476: distribution strategies for rural and

agricultural marketing

Mba477: evolution of agricultural marketing in

India

Mba478: rural and agricultural financing

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Invertis University

SCHEME OF INSTRUCTION & SYLLABUS

FOR

DOCTOR OF PHILOSOPHY (Ph. D.)

IN

MANAGEMENT

(Academic Session: 2018 - 2019)
WEF. JULY - 2018

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FACULTY OF MANAGEMENT STUDIES
INVERTIS UNIVERSITY, NH24, BAREILLY - 243 123

DOCTOR OF PHILOSOPHY (Ph.D.) IN MANAGEMENT

COURSE STRUCTURE

(EFFECTIVE FROM THE ACADEMIC SESSION: 2018-2019)

- 1. Duration of the Pre-Ph.D. course work is one semester.
- 2. Qualifying Marks: 60% (in each paper)
- 3. The Ph.D. Course work for Management shall consist of three papers, with one compulsory paper (section A) and two optional papers, one from section B and one from section C.

S. No.	CODE	SUBJECT	EXTERNAL EXAM
		SECTION A	• • • • • • • • • • • • • • • • • • •
1.	PHD-011	RESEARCH METHODOLOGY	100
	-	SECTION B	I
2.	PHD-012	ADVANCE RESEARCH METHODS - INTERNATIONAL BUSINESS, FINANCE & ACCOUNTING	100
3.	PHD-013	PHD-013 ADVANCE RESEARCH METHODS - MARKETING, HRD & ORGANIZATIONAL BEHAVIOUR	
		SECTION C	
4.	PHD-014	CONTEMPORARY ISSUES IN MARKETING MANAGEMENT	
5.	PHD-015	CONTEMPORARY ISSUES IN FINANCE AND FINANCIAL MARKETS	
6.	PHD-016	CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT	
7.	PHD-017	CONTEMPORARY ISSUES IN GLOBAL BUSINESS ENVIRONMENT	100
8.	PHD-018	MANAGEMENT THOUGHT AND CONTEMPORARY MANAGEMENT THEORY	
		TOTAL	300

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