

DEPARTMENT OF COMMERCE

Delivery Mechanism For Semester I

Course Plan & Delivery Mechanism

Unit	Module 1: Descriptive Statistics - 1				
		Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
1.1	Concept of Measure of central tendency – Need and importance - qualities of a good average	U	1	1	Lecture
1.2	Meaning and definition of mean, median, mode, harmonic mean – geometric mean -suitability of averages	U	1	2	Lecture
1.3	Merits and limitations of different averages	U	1	1	Lecture
1.4	Computation of mean, median and mode	A	2	5	Demo, Classroom exercise
1.5	Ascertainment of median and mode graphically	A	2	2	Demo, Classroom exercise
1.6	Computation of combined mean and weighted arithmetic mean	A	2	3	Demo, Classroom exercise
1.7	Computation of missing information based on measures of central tendency	A	2	2	Demo, Classroom exercise
1.8	Practical applications of measures of central tendency	An	3	5	Demo and discussion based on live data
Module 2: Descriptive Statistics – 2					
2.1	Measure of dispersion – Concept – meaning and definition – purpose – properties of a good measure of dispersion – absolute and relative measures	U	1	1	Lecture/ Video
2.2	Meaning and definition of different measures of dispersion – advantages and	U	1	1	Lecture/Video

	limitations				
2.3	Computation of quartile deviation, mean deviation and their coefficients	A	2	3	Demo and Class room exercise
2.4	Computation of standard deviation and coefficient of variation.	A	2	3	Demo and Class room exercise
2.5	Application of measures of dispersion for analyzing the characteristics of two more series of data.	An	3	8	Demo, Discussion/Case Study based on live
Module 3: Descriptive Statistics – 3					
3.1	Skewness – meaning and definition – Positive and negative skewness – Difference between dispersion and skewness – Moments - Kurtosis	U	1	3	Lecture/Video
3.2	Computation of Karl Pearson’s coefficient of skewness	A	2	2	Demo and Class room exercise
3.3	Computation of Bowley’s Coefficient of Skewness	A	2	1	Demo and Class room exercise
3.4	Computation of missing information using coefficient of skewness.	A	2	2	Demo and Class room exercise
3.5	Computation of raw moments and central moments	A	2	3	Demo and Class room exercise
3.6	Application moments for the computation of skewness and kurtosis	A	2	4	Demo and Class room exercise
3.7	Evaluate the characteristics of statistical data using skewness and kurtosis	E	4	4	Demo based on live data, Discussion/Case study and Class room exercise
Module 4: Index Numbers					
4.1	Index number – meaning and definition – types of index numbers.	U	1		Lecture/Video
4.2	Characteristics of index numbers – Problems in the construction of index numbers	U	1		Lecture/Video

4.3	Computation of index numbers using simple aggregate method and price relative method	A	2		Demo and Class room exercise
4.4	Computation of weighted index number using Laspeyr's, Paasche's, Bowley Dorbish, Fisher's and Marshal Edgeworth methods	A	2		Demo and Class room exercise
4.5	Test of consistency of index numbers- time reversal test – factor reversal test – Unit test – circular test	U	1		Demo and Class room exercise
4.6	Computation of chain base index – conversion of chain base to fixed base	A	2		Demo and Class room exercise
4.7	Base shifting and Splicing	A	1		Video, Classroom exercise
4.8	Consumer Price Index number – Family Budget Method	A	2		Demo and Class room exercise
4.9	Introduction to share price indices including BSE SENSEX and NSE NIFTY	U	1		Video/Presentation and Class room discussion
Module 5: Probability					
5.1	Probability Meaning and definition - events – Types of events - sample space – Different schools of thought	U	1	1	Video/Presentation
5.2	Permutations – Combinations – Addition theorem – Multiplication theorem – Conditional Probability	U	1	2	Presentation and classroom exercise
5.3	Computation of probability based on addition theorem and multiplication theorem	A	2	5	Classroom exercise
5.4	Computation of probability based on Bayes theorem	A	2	4	Classroom exercise

Course Plan & Delivery Mechanism

Unit	Module 1: Origin, Development and Reforms of Banking Industry in India (25 Hours)				
		Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
1.1	Origin and Evolution of Banking in India	U	1	3	Lecture Demo
1.2	Classification of Banks	U	1	2	Lecture Classroom Exercise
1.3	Functions of Commercial Banks	U	1	2	Lecture
1.4	Classification of Banking Activities	U	1	3	Lecture Classroom exercise
1.5	Nationalization of banks in India	U	1	2	Lecture
1.6	Banking sector Reforms	U	1	3	Lecture
1.7	NPA	U	1	2	Lecture Classroom Exercise
1.8	Bad Bank	U	1	5	Lecture
1.9	Basil Norms – CIBIL SCORE	U & Ap	1	3	Lecture Demo
Module 3 - THEOROTICAL FRAME WORK OF MODERN BANKING					
Hrs:10					
2.1	Credit Creation Theory	U	2	1	Lecture
2.2	Fractional Reserve Theory	U	2	1	Lecture

2.3	Debt Intermediation Theory	U	2	1	Lecture
2.4	The Big Bank Theory	U	2	1	Lecture
2.5	Merger of Public sector banks in India	U	2	1	Lecture
2.6	DRT Act:	U	2	1	Lecture
2.7	SARFAESI	U	2	1	Lecture
2.8	Banking amendment Act 2020	U	2	1	Lecture
2.9	Banking Ombudsmen Scheme	U	2	2	Lecture
Module 3: DIGITAL BANKING			Hrs 10		
3.1	Digital Banking- Net Banking, Mobile Banking, Home Banking, ATMs, Biometric Cards, Debit and Credit Cards	Ap	3	2	Lecture/Video/Demo
3.2	Prepaid Instruments, NEFT, RTGS, NACH (ECS)-SWIFT, UPI	Ap	3	2	Lecture/Video/
3.3	Pre-Approved loans through digital media	Ap	3	1	Lecture/Demo
3.4	Neo Banking, Open Banking	A	3	2	Lecture
3.5	Block Chain in banking	U	3	1	Lecture/Video
3.6	Cloud Banking	U	3	2	Lecture/Video
Module 4: Central Banking			(12 Hours)		
4.1	Evolution & Definition of Central Bank in general	U	4	2	Lecture
4.2	Evolution & functioning of Central Bank of India in particular	U	4	5	Lecture
4.3	Regulatory measures: Bank rate, Repo and Reverse Repo, CRR,SLR, MSF	R	4	5	Lecture
Module 5: BANKER & CUSTOMER			(15 Hours)		
5.1	Banker and Customer: Meaning and Definition	U	5	1	Lecture
5.2	General relationship – Banker and Customer	U	5	2	Lecture
5.3	Special relationship – Banker and Customer	U	5	2	Lecture

5.4	Obligations of a banker	R	5	1	Lecture
5.5	Rights of a Banker: lien, combine accounts, appropriation, charge interest, commission, incidental charges	U	5	3	Lecture
5.6	Procedure of Opening Deposit accounts- -Closure of accounts, KYC	Ap	5	2	Lecture/dem o/ Classroom exercise
5.7	Cheque: Requisites of a valid cheque,	Ap	5	2	Lecture/dem o/ Classroom exercise
5.8	Crossing of Cheques	Ap	5	1	Lecture/dem o/ Classroom exercise
5.9	Endorsement of Cheque	Ap	5	1	Lecture/dem o/ Classroom exercise

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- descriptive examination	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 - Assignment	4 Marks
	Components 5 – Viva (Application	4 Marks
Total Marks		100 Marks

Course Plan & Delivery Mechanism

Unit No.	Topic(s)	Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
Module : I - Law and Society					
1.1	Meaning of law	U	1	2	Lecture
1.2	Classification of Law	U	1	1	Lecture
1.3	Sources of law and Sources of business law in India	U	1	1	Lecture
1.4	Business law and managers	U	1	1	Lecture
Module : II – Law of Contracts					
2.1	The Indian Contract Act, 1872- Definition of Contract.	R	2	1	Lecture
2.2	Nature of contract and Classifications of contracts	U	3	2	Lecture
2.3	Essential elements of Contract	A	4	3	Case Study
2.4	Offer, acceptance and revocation	U	3	3	Lecture
2.5	Consideration	U	3	2	Lecture
2.6	Capacity of parties	U	3	2	Lecture
2.7	Free consent	U	3	3	Lecture
2.8	Legality of object and consideration,	U	3	2	Lecture
2.9	Performance of contract and discharge of contract	A	5	2	Case Study
2.10	Breach of contract and remedies for breach of contract	U	3	3	Lecture
2.11	Wagering and Contingent	U	3	2	Lecture

	contracts				
Module : III – Special Contracts					
3.1	Contract of Indemnity	R	2	2	Lecture
3.2	Contract of Guarantee- Kinds of Guarantee	U	3	2	Lecture
3.3	Difference between a Contract of Indemnity and a Contract of Guarantee	R	2	1	Lecture
3.4	Rights and Liabilities of Surety -Discharge of Surety.	U	3	2	Lecture
3.5	Bailment- Essentials of Bailment-Kinds of bailment	U	3	2	Lecture
3.6	Rights and duties of Bailor and Bailee	U	3	2	Lecture
3.7	Lien - Finder of lost goods	R	2	2	Lecture
3.8	Pledge- essentials of Pledge- Rights and duties of Pawner and Pawnee	R	2	2	Lecture
Module : IV– Law of Agency					
4.1	Law of Agency – Meaning and Essentials of agency	R	2	2	Lecture
4.2	Kinds of agents	U	3	2	Lecture
4.3	Rights and duties of agent and principal,	U	3	3	Lecture
4.4	Creation and termination of agency	U	3	3	Lecture
Module : V – Sale of Goods Act, 1930					
5.1	Formation of contract of sale	A	4	3	Case Study
5.2	Essentials of contract of Sale	U	3	2	Lecture

5.3	Goods and their classification	U	3	3	Lecture
5.4	Conditions and warranties	R	2	3	Lecture
5.5	Transfer of property in Goods	U	3	3	Lecture
5.6	Performance of contract of sale	A	4	2	Case Study
5.7	Unpaid seller and his rights.	U	3	2	Lecture

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- i) Descriptive Examination ii) Quiz	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 – Case Study Report	4 Marks
	Components 5 – Viva Voce (Based on Case Study)	4 Marks
Total Marks		100 Marks

Blue print of each COs to Assessment Tools

CO	Component 1		Comp. 2	Comp. 3	Comp. 4	Comp. 5	End Sem. Exam
	Descriptive Exam	Quiz	Model Exam	Attendance	Case Study	Viva	
1	X	X	X	X			X
2	X	X	X	X			X
3	X	X	X	X			X
4				X	X	X	X
5				X	X	X	X

Course Plan & Delivery Mechanism

Unit	Module I- Introduction to Marketing (15 Hours)				
		Level	Cognitive Outcome	Course Hours	Course Delivery Mechanism
1.1	Introduction: – Market , Marketing	U	1	1	Lecture
1.2	Nature, Scope and Importance of marketing	U	1	1	Lecture
1.3	Marketing concept and its evolution	U	1	2	Lecture
1.4	Marketing and selling	U	1	1	Lecture, Discussion
1.5	Functions of marketing	U	1	2	Lecture, Discussion
1.6	Basics of marketing mix	U	1	2	Lecture
1.7	Concept, scope, and importance of digital marketing-	U	1	2	Lecture,
1.8	Traditional marketing versus digital marketing	U	1	2	Discussion
1.9	Challenges and opportunities for digital marketing	U	1	1	Lecture, Discussion
1.10	Services marketing: meaning and distinctive characteristics	U	1	1	Discussion

Module 2: Environment of Marketing (15 Hours)					
		Level	Course Outcome	Hours	Course Delivery Mechanism
2.1	Micro and Macro Environments of Marketing	U	2	1	Lecture
2.2	Components of micro and macro environments	U	2	2	Lecture
2.3	Impacts of micro and macro environments of marketing on marketing decisions-	U	2	1	Lecture
2.4	Market segmentation – Meaning	U	2	1	Lecture
2.5	Basis of segmentation	U	2	1	Discussion
2.6	Segmentation strategies –differentiated, undifferentiated ,Niche	U	2	1	Lecture
2.7	Merits and defects of segmentation	U	2	1	Lecture
2.8	Positioning & repositioning	U	2	1	Case study Lecture
2.9	Need and basis of market targeting-	U	2	1	Lecture
2.10	Understanding consumer behaviour -	U	3	1	Lecture
2.11	Buying motives	U	3	2	Lecture, Discussion
2.12	Factors influencing consumer buying decisions.	U	3	1	Lecture ,Assignment
2.13	Buying process	U	3	1	Lecture

Module 3: Product Mix (15 Hours)					
		Level	Outcome	Hours	Course Delivery Mechanism
3.1	Concept of product and product mix	U	4	1	Lecture
3.2	Levels of a product	U	4	1	Lecture
3.3.	Product planning& development	U	4	1	Lecture
3.4	New product development	U	4	1	Lecture
3.5	Product classification –consumer goods & industrial goods	U	4	1	Discussion
3.6	Classification of consumer goods- convenience goods , shopping goods ,specialty goods , insistence goods& unsought goods	U	4	1	Lecture
3.7	Classification of convenience goods- staple goods ,impulse goods and emergency goods	U	4	1	Lecture
3.8	Differences between convenience – shopping and specialty goods	U	4	1	Discussion
3.9	Product planning and development	U	4	1	Lecture
3.10	New product development – process	U	4		Lecture
3.11	Product mix	U	4	1	Lecture, Discussion
3.12	Components of product mix – individual products and product line	U	4		Lecture
3.13	Width – length and depth of product mix	U	4		Lecture
3.14	Ways for making Changes in product mix- product modification –product elimination – product line expansion – product line contraction – product mix expansion – trading up –trading down.	U	4	1	Discussion
3.15	Product identification –branding ,labelling and packing	U	4	1	Lecture
3.16	Branding – brand mark –brand name – trade mark	U	4		Lecture

3.17	Types of branding - Individual -family-Umbrella /blanket-manufacturer- competitive -product line-co branding	U	4	1	Lecture
3.18	Labelling – types- Brand label-Price label- Barcode label-Quantity label- Descriptive label-Address label-Date label- Warning label	U	4		Lecture , Assignment
3.19	Packaging – uses – demerits	U	4	1	Discussion
3.20	Types of packaging – Transit packing- Consumer(I Level, II level, Inserts)- Multiple-Re use-Value added packing	U	4		Lecture
3.21	PLC – meaning and stages	U	4	1	Lecture
3.22	Brand equity and brand equity	U	4		Lecture

Module 4: Price Mix (15 Hours)						
		Level	Cognitive	Outcome	Hours	Course Delivery Mechanisms
4.1	Concept of cost- price – value and price mix	U	5	5	1	Lecture
4.2	Objectives of pricing	U	5	5	1	Lecture
4.3.	Factors affecting pricing decisions	U	5	5	1	Lecture
4.4	Price determination process	U	5	5	1	Lecture
4.5	Methods of pricing and pricing policies- cost oriented, demand oriented, competition oriented and psychological pricing and sub categories	U	5	5	1	Discussion
4.6	Pricing of new products – penetration and skimming	U	5	5	1	Lecture
4.7	New product pricing strategies –points to be observed	U	5	5	1	Lecture
4.8	Product mix pricing strategies - Product line pricing -Captive product pricing - By-product pricing – Product bundle pricing	U	5	5	1	Discussion
4.9	Price adjustments strategies –cash discount- quantity discount – functional discount- seasonal discount –allowances	U	5	5	1	Lecture

Module 5: Physical Distribution Mix (12 Hours)					
		Level	Cognitive Outcome	Hours	Course Delivery Mechanism
5.1	Physical Distribution	U	1	1	Lecture
	Distribution channel strategies – intensive-exclusive and selective distribution		1	1	
5.2	Marketing intermediaries: agent middlemen and merchant middle men	U	1	2	Lecture
5.3.	Functions of each intermediary	U	1	2	Lecture
5.4	Levels of channels – level zero, one ,two and level three	U	1	1	Lecture
5.5	Basic channels of distribution in case of consumer and industrial goods	U	1	2	Discussion
5.6	Factors influencing the selection of a suitable channel	U	1	1	Lecture
5.7	Logistic and supply chain management	U	1	1	Lecture
5.8	Inbound and out bound logistics	U	1	1	Discussion

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- Exam – (Using Modern Tools) Component b – class test	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 – Assignment	4 Marks
	Components 5 – Viva	4 Marks
Total Marks		100 Marks