

1.3.2 Syllabus on
Experiential
Learning

Good News Welfare Society's
ARTS & COMMERCE FIRST GRADE COLLEGE, KALGHATGI – 581 204,
KARNATAKA STATE

1.3.2: Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

This is to certify that, during the latest academic year i.e., 2021-22, college had to cater to NEP I&II semester, CBCS III&IV semester and Non-CBCS V&VI semester students as per the prescribed syllabi. To enable students to understand more on course curriculum, some of the department have conducted micro project, field work and visit to different places as a mark of course enrichment activities. Following is the syllabus copies highlighted herebelow and accordingly conducted field work, project work, etc.

Sl. No.	Semester	Pattern	Content covered	Pg. No.
1.	B.Com.-I	NEP Syllabi	- Analyse the market environment..... - Collect consumer behaviour.... - Visit any organisation and collect the information.... - Visit any wholesalers / relaters, etc.	1 – 2
2.	B.Com.-II	-do-	- Visit the offices of stock brokers and observe online trading. - Visit the offices of financial institutions like banks and enquire finance facilities for stock purchase.	3 – 4
3.	BA-V Department of History	Non-CBCS	Places of Freedom Fighters...	5 - 7
4.	BA-I Department of Economics	NEP	Field work based on course curriculum	8 – 11



Principal

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B.Com (BASIC/HONS) COMMERCE**Title of the Course B.Com – DSC - 1.2: Principles of Marketing****Maximum Marks: 60+40 IA Marks.****Credits: 04****04 Hours per week.****Teaching Hours: 56****Duration of exam: 2 hours.****Course Outcomes: On successful completion of the course, the Students will be able to:**

1. Articulate the steps involved in new product launch
2. Explain the factors influencing the pricing decisions of old and new products
3. Assist firms in developing a profitable product-line or product mix
4. Understand the basic concepts of marketing and assess the marketing environment.
5. Segment markets considering multiple factors
6. Judge the impact of promotional techniques on the customers & importance of channels of distribution.
7. Outline the recent developments in the field of marketing.

Contents		56 Hrs
Unit - . 1: Introduction to Marketing	12	Definition, objectives, importance and scope of marketing; Evolution of concept of marketing, Core marketing concepts: production, product, Selling v/s Marketing, Holistic marketing concepts
Unit - . 2: Consumer Behaviour		
Nature and Importance, Consumer buying decision process, Factors influencing consumer buying behaviour. Market Segmentation: Meaning, levels and bases of market segmentation –Product differentiation vs. market segmentation, effective market segmentation criteria;; concept of niche marketing	12	
Unit - . 3: Product Planning	12	Concept and importance, Product classifications; Product Planning and Development; product life cycle; New Product Development Process; Consumer adoption process. product mix; Branding, Packaging and labeling – features, types, advantages.
Unit - . 4: Pricing Decisions		
Definition, objectives, factors affecting price determinations; methods of setting prices; cost, demand and competition factors; pricing policies and strategies. Channels of distribution -meaning and importance; Types of distribution channels, Types of distribution channels; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-retailing, physical distribution..	12	
Unit - . 5: Sales Promotion	08	Concept, importance and types of promotion; objectives and of sales promotion; personal selling; advertising, public relations and sales promotion, Promotion mix. Recent development in marketing; Functions and approaches to the study of Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing
Skill DevelopmentActivities:		

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1. Analyse the marketing environment of your locality and identify need, wants & purchasing power of customers
2. Collect consumer behaviour towards home appliances in your locality.
3. Visit any organisation and collect the information towards pricing of the products.
4. Visit any wholesalers/Retailers, collect the role of them in marketing.
5. Identify the recent developments in the field of marketing.
6. Any other activities, which are relevant to the course.

References:

1. Kotler and Armstrong, Principles of Marketing, Pearson Publications, New Delhi.
2. William Stanton, Fundamentals of Marketing, McGraw Hill, New Delhi.
3. C B Gupta, Principles of Marketing, Sultan Chand & Sons, New Delhi.
4. Eillim Pride an O C Ferrell, Principles of Marketing, Pearson, New Delhi.
5. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi.
6. Gandhi, Marketing, McGraw Hill, New Delhi.
7. Kurtz, Principles of Contemporary Marketing, Pearson, New Delhi.
8. Kavita Sharma and Swati Aggarwal, Principles of Marketing, Taxmann, New Delhi
9. Ramaswamy and Namkumari, Marketing Management, Macmillan, New Delhi.
10. Perreault, Basic Marketing, McGraw Hill, New Delhi.

Note: Note: Latest edition books shall be used.


[M. S. MURAGOMATH]
HOD, Dept. of Com.


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As per NEP - Sem - II

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B.Com (BASIC/HONS) COMMERCE

Title of the Course B.Com-DSC-1.3: Stock Market Operations

Maximum Marks: 60+40 IA Marks.

Credits: 04

Teaching Hours: 56

04 Hours per week.

Duration of exam: 2 hours.

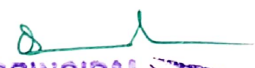
Course Outcomes: On successful completion of the course, the Students will be able to:

1. Explain the art of investing in stock markets and compute the gain or losses
2. Develop the efficient stock portfolios
3. Demonstrate the process of opening demat accounts and the process of margin and short selling activities
4. Explain the various stocks included in the Sensex and other indices and explain the interpretation
5. Articulate the actions taken by the SEBI in protecting the interests of small investors. To provide conceptual understanding of the concept of stock exchange in India,

Contents	56 Hrs
Unit - 1: Introduction	14
Financial markets- Meaning and Significance; Money market and capital market - market for debt and equity issues; primary market- IPOs and SFOs; secondary markets - meaning, objectives, functions and economic importance of stock exchanges; historical background; management and regulation of stock exchanges in India; corporatization and demutualization - meaning and objectives; major stock exchanges in India - BSE, NSE and OTCEI; regional stock exchanges in India; SEBI - establishment, objectives and functions; SEBI's regulations relating to stock markets; future challenges	
Unit - 2: Listing of Securities	12
Meaning, objectives, Merits and Demerits - Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue - Listing conditions of BSE and NSE - Delisting.; Stock brokers: Regulation relating thereto, SEBI's role in regulation, stock brokers, powers of SEBI, functions of brokers; general obligations and responsibilities.	
Unit - 3: Trading Mechanism on Indian Stock Exchanges	12
Open outcry system and screen based trading; settlement procedure - physical delivery v/s dematerialisation; rolling settlement - T+2, T+5, etc., transaction cost - trading cost, clearing costs and settlement costs; buying and selling shares - procedure; market order and limit order; internet trading; buying on margin and short sale; problems relating to Margin trading and short selling; BSE - Share groups on BSE - BOLT System, NSE - Market segments	
Unit - 4: Stock Market Indices	10
Meaning, purpose, and consideration in developing index - methods- price weighted, equal weighted and value weighted; free float method; simple problems relating to index development; stock market indices in India - BSE Sensex - scrip selection criteria - construction - Other BSE indices; NSE indices - S&P CNX Nifty - scrip selection criteria - construction - stock market indices in foreign countries.	

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Module 5: Risk Management and Surveillance System	08
Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers; value at risk;	
Skill Development Activities: 1. Visit the offices of stock brokers and observe online trading 2. Collect share application forms and demat account forms and actual filling may be done 3. Discuss with the actual investors the art of investing and the stocks selected 4. Visit the offices of financial institutions like banks and enquire finance facilities for stock purchase 5. Collect press reports in local and English languages and read out in the class 6. The analysts reports may be discussed in the students 7. Form groups and assign individual stocks to compute annual returns. 8. Collect the management reports of any large scale organisation and analyse the same. 9. Any other activities, which are relevant to the course.	
References 1. Prasanna Chandra, Security Analysis and Portfolio Management, McGraw Hill, New Delhi. 2. Bodie, Kane, Marcus and Mohanty, Investments, McGraw Hill Publications, New Delhi. 3. P S Bala Ram and T Sriakshmi, Stock Market Operations, IBP Publications, New Delhi 4. F C Sharma, Financial Market Operations, SBPD Publications, New Delhi 5. Inderpal Singh and Jaswinder Kaur, Security Market Operations, Kalyani Publishers, Ludhiana. 6. Jaydeb Sarkhel and Seikh Salim, Indian Financial System and Financial Market Operations, McGraw Hill, New Delhi 7. Michael Simmons, Securities Operations, Wiley Publications, New Delhi. 8. Robert G Hagstrom, The Warren Buffett Way, Wiley Publications, New Delhi 9. Goyal and Goyal, Financial Market Operations, FK Publications, New Delhi. 10. Guruswamy, Capital Markets, TMH, New Delhi. 11. Alan Kanuk, Capital Markets in India, John Wiley, New Delhi Note: Note: Latest edition books shall be used.	


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HISTORY AND ARCHAEOLOGY

B.A. Sixth Semester Compulsory Paper

DSC-1F: SOCIO-POLITICAL HISTORY OF MODERN INDIA (1857- 2000 A.D)

Objectives:

- This paper deals with the Socio-religious reform movements and Freedom movement of India.
- This also focuses on the post independence developments, the impact of Globalization and social and environmental issues.

Unit -I Socio-Religious Reform Movements of the 19th and 20th Century: 22 Hours

- A. Brahmo Samaj- Raja Ram Mohan Ray. Arya Samaj – Dayanand Saraswati-Swami Vivekanand and Ramkrishna Mission –Prarthana Samaj- Theosophical Society- Aligarh Movement- Sir Sayyed Ahmad Khan.
- B. Upliftment of Women and Social Reforms - Jyotiba Phule, Savitribai Phule, Ishwar Chandra Vidyasagar and Narayan Guru
- C. Social Reforms of 20th Century: Chh. Shahu Maharaj, Krishanaraj Wodeyar IV, Dr. B.R.Ambedkar.

Unit -II British Constitutional and Educational Reforms: 18 Hours

- A. Act of 1909, Act of 1919 and Constitutional Deadlock 1927-1932
- B. Act of 1935 and Constitutional Development up to 1947
- C. Labour Reforms from 1881-1947 and British Educational Policies-Macaulay

Unit -III Struggle for Independence: 18 Hours

- A. Origin of the Indian National Congress-Freedom Struggle from 1885 to 1919
- B. Freedom Struggle from 1920 to 1947-Revolutionary Movement-INA
- C. Mountbatten Plan- Partition of India-Accession of Princely States and Role of Vallbahi Patel-Framing of Indian Constitution: Role of Constituent Assembly - Salient features.

Unit-IV Post Independent India: 18 Hours

- A. Jawaharlal Nehru Era – Five year Plans-Economic Progress and Foreign Policy
- B. Jayaprakash Narayan- Total Revolution- Ram Manohr Lohiya -Thoughts and Contributions
- C. Indira Gandhi: Nationalizations of Banks and 20 Points Programme,

Unit -V Map Topics: 04 Hours

- A. Princely States in India
 - B. Places of Historical Importance
1. Wardha 2. Sabaramati 3. Aligarh 4. Chouri – Chaura 5. Dandi 6. Hyderabad 7. Haripura
 8. Bombay 9. Calcutta 10. Poona 11. Banares 12. Surat 13. Lucknow 14. Nagpur 15. Delhi
 16. Belgaum 17. Lahore 18. Shimla 19. Amritsar 20 Madras

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As per NEP syllabi

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B.A. Semester – I

Subject: ECONOMICS
Discipline Specific Course (DSC)

Course No.-2 (Paper No. II)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Theory	03	03	42 hrs	2hrs	40	60	100

Course No.2 (Paper-II): Title of the Course (Paper-II) : Indian Economy -I

Course Outcome (CO):

After completion of course (No.2), students will be able to:

- CO 1 : Understand the structural changes taking place in Indian Economy
- CO 2 : Identify the factors contributing to the recent growth of the Indian economy
- CO 3 : Understand the current problems of Indian Economy
- CO 4 : Analyze the sector specific policies adopted for achieving the aspirational goals
- CO 5 : Review various economic policies adopted

Syllabus- Course 2: Title- Indian Economy -I				42 Hrs
Unit – 1	Structural Changes in Indian Economy			---- 14 Hrs
	Chapter 1	<i>Structural Changes in Indian Economy</i>		5 hrs
		Meaning of Qualitative and Quantitative Changes		
		Estimation of <i>National Income of India</i> :		
		Growth and Trends in National Income of India		
		Composition of NI of India		
		Limitations of measurement of NI		
	Chapter 2	Broad Trends in Population		2 hrs
		Trends in Occupational Distribution of Population		
		Trends in growth of population		
	Chapter 3	Fiscal Trends		3 hrs
		Trends in Tax-GDP ratio		
		Trends in Public Expenditure-GDP ratio		
		Fiscal deficit: Meaning and Trends		
	Chapter 4	Broad Trends in External Sector		2Hrs
		Balance of payments : Meaning and Trends		
		Current account and Capital account: Meaning and Trends		
	Chapter 5	Price Trends		2 Hrs
		Meaning of Inflation, WPI and CPI		

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		Trends in Consumer Price Index (CPI) and Wholesale Price Index (WPI)	
Practicum: 1. Collect data from the RBI website regarding 'Sectoral composition of GDP at Basic Price' by clicking here Components of Gross Domestic Product at Factor Cost/ Gross Value Added at Basic Price . In the page that would open, click on 'Sectoral Growth of GDP/GVA'. Using the ' ' icon export the excel file. OR Click here: and then open "NATIONAL INCOME, SAVING AND EMPLOYMENT". 1. Then open serial no. 3 - "Components of Gross Domestic Product at Factor Cost/ Gross Value Added at Basic Price". Now in the page that opens, click on 'Sectoral Growth of GDP/GVA'. Using the ' ' icon export the excel file. 2. Prepare charts through spreadsheet software to compare the contribution of different economic activities like agriculture, manufacturing etc. and observe which sector is contributing more to GDP. 3. Do you observe structural change in sectors over the period of time? Analyze.			
Unit – 2	Demographic Profile, Poverty and Unemployment		--- 14 hrs
	Chapter 6	Broad Demographic Features	5 hrs
		Demography: Meaning	
		Trends in composition (Age, Sex, Rural-Urban, Literacy) of Population	
		Trends in density	
		Recent Census	
		Concept of demographic dividend	
		Communicable diseases (Covid-19) and their impact on economy	
	Chapter 7	Unemployment	3 Hrs
		Meaning of Labor Force, Work Force, and Unemployment	
		Types of unemployment and Extent	
	Chapter 8	Poverty	4 hrs
		Meaning, Concept of poverty line	
		Measurement and Extent	
		Effects and Measures to tackle poverty (recent schemes of government to be included)	
	Chapter 9	Inequality	2hrs
		Meaning and Extent	
Practicum: 1. Group Discussion: Demographic dividend in the context of rising unemployment and Skill India 2. Assignment: Effect of Covid-19 on Indian Economy			
Unit:3	Agriculture in India		-----14 Hrs
	Chapter- 10	Classification of Agriculture and allied activities in	5hrs

		System of National Accounts (SNA);	
		Land use and cropping pattern in India	
		Trends in agricultural production	
		Causes of low productivity	
	Chapter-11	Agricultural finance	2 hrs
		Sources of Agricultural Finance	
	Chapter 12	Agricultural marketing : Features, Defects and Reforms	4hrs
		Agricultural price policy and Minimum support price	
	Chapter 13	Agrarian Crisis	3hrs
		Agrarian Reforms: recent schemes of government	
Practicum: 1. Step 1. Collect the data on Agricultural Holdings by <u>clicking here</u> . OR copy and paste this link https://agcensus.dacnet.nic.in/NL/natl1table2.aspx Step 2. Save the file to spreadsheet. Step 3. Now with the spreadsheet knowledge, prepare charts to analyse the share of different size of land holdings in number and area. 2. Assignment: Defects and Reforms in Agricultural Marketing			

Books recommended:

1. Dutt Ruddar and K.P.M Sundaram: Indian Economy, S Chand & Co. Ltd. New Delhi. Recent Edition
2. Mishra S.K & V.K Puri (2001) "Indian Economy and -Its development experience", Himalaya Publishing House.
3. Kapila Uma: Indian Economy: Policies and Performances, Academic Foundation
4. Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.
5. Jalan, B. (1996), India's Economic Policy- Preparing for the Twenty First Century, Viking, New Delhi
6. Ramesh Singh. Indian Economy, McGraw Hill Education, New Delhi
7. Ahluwalia and Little (ed): India's Economic Reforms and Development, OUP
8. K. James, (2008), -Glorifying Malthus: Current Debate on Demographic Dividend in India Economic and Political Weekly, June
9. Kaushik Basu and A. Maertens, Eds, (2013), The New Oxford Companion to Economics, Oxford University Press.
10. Himanshu, (2010), Towards New Poverty Lines for India, Economic and Political Weekly, January, 2
11. Economic and Political Weekly- 25 Years of Economic Reforms, Various articles, March 4, 2017

Websites:

1. For size of Indian economy based on PPP basis (2017)
http://www.mospi.gov.in/sites/default/files/press_release/Press%20Release%20for%20ICP%202017.pdf

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		System of National Accounts (SNA),	
		Land use and cropping pattern in India	
		Trends in agricultural production	
		Causes of low productivity	
	Chapter-11	Agricultural finance	2 hrs
		Sources of Agricultural Finance	
	Chapter 12	Agricultural marketing : Features, Defects and Reforms	4hrs
		Agricultural price policy and Minimum support price	
	Chapter 13	Agrarian Crisis	3hrs
		Agrarian Reforms: recent schemes of government	
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8. K. James, (2008), -Glorifying Malthus: Current Debate on Demographic Dividend in india Economic and Political Weekly, June
9. Kaushik Basu and A. Maertens, Eds, (2013), The New Oxford Companion to Economics, Oxford University Press.
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1. For size of Indian economy based on PPP basis (2017)
<http://www.mospi.gov.in/sites/default/files/press%20release/Press%20Release%20for%20ICP%202017.pdf>

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2. For Consumer Price Index number:
http://www.mospi.gov.in/sites/default/files/press_release/Press%20Release%20for%20CP%202017.pdf
3. For data on GDP and National Income of India: <http://mospi.nic.in/data>
4. For compiled data till year 2015 on each and every aspect of Indian economy :
<http://mospi.nic.in/statistical-year-book-india/2015>
5. HANDBOOK OF STATISTICS ON INDIAN ECONOMY :
<https://www.rbi.org.in/scripts/AnnualPublications.aspx?head=Handbook%20of%20Statistics%20on%20Indian%20Economy>
6. Economic Survey of India various issues: <https://www.indiabudget.gov.in/economicsurvey/>
7. Indian Union Budget : <https://www.indiabudget.gov.in/>
8. Data bases relevant to understand Indian Economy : <https://niti.gov.in/content/national-statistics>


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B.A. Semester – II

Subject: ECONOMICS
Discipline Specific Course (DSC)

The course Economics in II semester has two papers (Paper I & II) for 06 credits: Each paper has 03 credits.
Both the papers are compulsory. Details of the courses are as under.

Course No.-3 (Paper No. I)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-03	DSCC	Theory	03	03	42 hrs	2hrs	40	60	100

Course No.3 (Paper-I): Title of the Course (Paper-I): Basic Economics II

Course Outcome (CO):

After completion of course (No.3), students will be able to:

- CO 1 Understand the operation of the overall economic system;
- CO 2 Calculate national income and related aggregates
- CO 3 Explain the relationship between macroeconomic aggregates;
- CO 4 Analyse the nature of business cycles and policies towards controlling them;
- CO 5 Evaluate the macroeconomic policies for solving major problems like poverty and unemployment

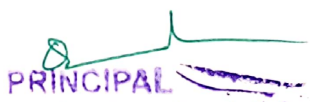
Syllabus- Course 3: Basic Economics –II			Total Hrs: 42
Unit-I	Macroeconomic Concepts and Relationships		14 hrs
	Chapter 1	National Income	6
		Introduction to National Income Accounting	
		Circular Flow of Income	
		Concepts of GDP, GNP, GVA and National income	
		Approaches to calculating GDP, personal income, Nominal and real	
		Limitations	
	Chapter 2	Economic Growth and Development	4
		Meaning and Differences	
		Measuring Development: National Income, PCI, HDI	
		HDI - Meaning, Components, Estimation	
		Sustainable Development Goals (SDGs)	
	Chapter 3	Monetary economy	4
		Money: Meaning and Functions	
		The demand for money	
		The supply of money and overall liquidity position	
		Credit creation	
Practicum:			
1. Understanding the relationships between various NI concepts used in India's NI accounting;			

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	2. Estimating the components of money supply and interpreting the various price indices	
Unit-II	Macroeconomic challenges	14 hrs
	Chapter 4	Inflation
		Meaning and Types
		Causes of inflation
		Calculating inflation
		Impact of inflation
		Business Cycles :
		Meaning, Phases and Policy intervention to control Business Cycle
	Chapter 5	Monetary Policy
		Objectives
		Instruments
	Chapter 6	Fiscal Policy
		Objectives
		Instruments
	Practicum: 1. Reviewing the monetary policy of RBI; 2. Group Discussion: Budget	
Unit-III	External Sector	14 hrs
	Chapter 7	International Trade
		Basis for trade—absolute advantage and comparative advantage,
		Exchange rates : meaning, types and determination
		Trade Barriers-tariffs, subsidies and quotas
		Balance of Payments-The current and capital account
	Chapter 8	International Institutions
		World Bank - Objectives and Functions
		IMF – Objective and Functions
		WTO – Evolution, Objectives, Functions, Issues.
	Practicum: 1) Group Discussion: Why International trade takes place? 2) Discuss India's latest Balance of Payment	

Books recommended.

1. Cohen, A.J. (2020). *Macroeconomics for Life: Smart Choices for All? + MyLab Economics with Pearson eText* (updated 2nd ed.). Toronto, ON: Pearson Canada Inc. Type: Textbook: ISBN: 9780136716532
2. Cohen, A.J. (2015). *Microeconomics for Life: Smart Choices for You + MyLab Economics with Pearson eText* (2nd ed.). Toronto, ON: Pearson Canada Inc. Type: Textbook: ISBN: 9780133899368
3. Case Karl E. and Fair Ray C(2014), *Principles of Economics*, Pearson Education Asia.
4. Mankiw N. Gregory(2013), *Principles of Economics*, Thomson, 2013.
5. Stiglitz J.E. and Walsh C.E (2011), *Principles of Economics*, W.W. Norton & Co, New York.


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