

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|---|---|--------|-----------|-------------------------|
| Course Title | Strategic Management | | | |
| Category of Course ¹ | Major/Minor/Minor(Vocational)/SEC/AEC/VAC/MD/Internship/Dissertation(Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 04 |
| | Hour of Teaching(Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> To expose students to various perspectives and concepts in the field of Strategic Management. The course would enable the students to understand the principles of strategy formulation, implementation, and control in organizations. To help students develop skills for applying these concepts to the solution of business problems. To help students master the analytical tools of strategic management. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hrs. of Teaching |
| I | Unit I- Strategy Concept of Strategy and Strategic Management; Importance and Process of Strategic Management, Levels of Strategy; Approaches to Strategic decision-making, Strategic Role of Board of Directors and Top Management, Strategic implications of social and ethical issues; Organizational Mission and Vision, Purpose, Objectives, and Goals. | | | 15 |
| II | Unit II- Environment Analysis Concept of Environment and its Components; Organizational Analysis; Industry Analysis, Competitors' Analysis, SWOT Analysis. | | | 15 |
| III | Unit III- Types of Strategies Grand strategies- Turnaround, Divestment, and Liquidation Strategies; Growth strategies- Merger, Take-over, and Joint Strategies; Functional strategies- Marketing, Production/Operations, and R&D plan and policies; Personnel and Functional Plans and policies. | | | 15 |
| IV | Unit IV- Strategy Review and Evaluation Concept of Strategic Implementation; Strategic Evaluation and Control- Concept; Measuring Performance, Corrective Action, Strategic Surveillance. | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | |
|---|---|
| <p>Texts /References</p> | <ol style="list-style-type: none"> 1. Strategic Management – Concepts and Cases, Fred R. David, 2010, PHI Learning, New Delhi 2. Strategic Management Michael Hitt, Ireland, Hoskission, 2010, Cengage Learning, New Delhi. 3. Strategic Management Text and, C.K. Sontakki Kalyani publishers, New Delhi 4. Business Policy: Strategic Management, LM Prasad, Sultan Chand & Sons, New Delhi 5. Strategic Planning Formulation for Corporate Strategy – By Namakumari and Ramaswami. 6. Strategic Management and Business Policy-By Azhar Kazmi 7. Cases in Strategic Management–By Buddhiraja S.B. and M.B. Athreeya 8. Strategic Management–by Azhar Kazmi and Adela Kazami 9. Strategic Management: Formulation Implementation and Control By Pearce, J.A. & Robinson, R.B,. McGrawHill Education. 10.Cases in Strategic Management–By Buddhiraja S.B. and M.B. Athreeya, |
| <p>Learning Outcomes (notmorethan100 words)</p> | <p>After completing the programme the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the importance of the concept of strategic management and strategic implications in the organization. 2. Appraise the organizational environment to formulate the various strategies for the organization. 3. Design and execute appropriate strategic and operational evaluation and control techniques to get effective results in the organization. |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|---|--|--------|-----------|-------------------------|
| Course Title | Banking Laws and Insurance | | | |
| Category of Course ³ | Major/Minor/Minor(Vocational)/SEC/AEC/VAC/MD/Internship/Dissertation(Tickanyo neoftheabove) | | | |
| Credits ⁴ &Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 04 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> 1. To impart knowledge of Banking regulations& compliance requirements. 2. To familiarize students with key principles & practices of Banking Laws & Insurance contracts. 3. To analyze the application of legal principles to Banking & Insurance contracts & Transactions. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hrs. of Teaching |
| I | Banking system in India: Commercial Banks-Functions & Credit creation, The Banking Regulation Act 1949, RBI Act 1934 (Management and Functions), Working of RRB's and NABARD, Recent Amendments in Banking Sector, Innovative Banking Service- Universal Banking, Green Banking, Neo Banking. | | | 15 |
| II | Negotiable instruments laws and employment of Bank's Funds- Introduction and parties to negotiable instruments, negotiable discharge of parties, liability of banker, Banks and liquidity, loans and advances, purchase/discounting of bills of exchange, contracts of indemnity and guarantee, term loans, agriculture finance. | | | 15 |
| III | Insurance – Concept, Characteristics, Functions, and Fundamental Principles of Insurance, Reinsurance, Types of Insurance-Life Insurance; Nature, Importance, Principles and Procedure of Life Insurance, Kinds of Life Insurance Policies Marine Insurance; Meaning and significance, Essential Characteristics, Kinds of Marine Policies, Clauses in Marine Policies. | | | 15 |
| IV | Fire Insurance- Need, Types, Principles, Hazards in Fire Insurance, Protection, and Prevention; Conditions, Renewal, Assignment and Cancellation of a Fire Policy; Miscellaneous Insurance- Motor, Cattle, Crop and Health Insurance; Bancassurance and Ombudsman, Regulatory Framework- IRDA and its Role. | | | 15 |

³ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

⁴ 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | |
|---|---|
| Texts | 1. S.N. Maheshwari and S.K. Maheshwari, Banking Law and Practice, Kalyani Publications |
| /References | 2. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning Private Limited 3. Dr. P.K. Srivastava, Banking-Theory and Practice, Himalaya Publishing House 4. Dr. P.C. Jain and S.S. Verma, Money and Financial Systems, Sahitya Bhawan Publications 5. Legal & Regulatory aspects of Banking, Indian Institute of Banking & Finance, Macmillan 6. M. Eswari Karthikeyan, Fundamental Principles of Insurance, Sahitya Bhawan Publications 7. Dr. Rohit Sinha and Dr. M. Danish Khan, Principles and Practices of Insurance, Thakur Publications Pvt. Ltd. 8. M.N. Mishra and S.B. Mishra, Insurance Principles and Practice, S. Chand Publishing 9. Shashi K. Gupta, R.K. Sharma, and Jaywant Singh, Banking and Insurance, Kalyani Publications 10. Kakkar D.N. & Srivastava S.N., Insurance & Risk Management, New Age Publication. |
| Learning Outcomes (not more than 100 words) | After completing the programme the student will be able to: 1. Utilize a practical approach to solve the legal requirements of Banking and Insurance contracts. 2. Apply problem-solving skills in banking & Insurance discipline. 3. Enables to identify the need for different kinds of insurance in business. 4. Evaluate the risk management & compliance strategies. |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce

Faculty of Commerce

| | | | | |
|---|---|------------------------|-----------|------------|
| Course Title | Advanced Cost Accounting | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <p>1. This course aims to acquaint the students with concepts and various aspects of Cost Accounting.</p> <p>2. To develop the skills to apply the various techniques of Cost Accounting for strategic decision making.</p> | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | Hr. of Teaching | | |
| I | <p>Introduction : Meaning, Definition and Need for Cost Accounting; Classification of Cost; Behaviour of Costs; Principles of Cost Accounting; What Management Expects from Cost Accounting; Costing Department Organization and Relationship with other Department; Installation of a Costing System. ABC analysis ABC – Decision Making Model</p> | 15 | | |
| II | <p>Cost Control and Cost Reduction : Meaning and Importance of Cost Control and Cost Reduction; Cost Control Vs. Cost Reduction; Cost Control and Cost Reduction Process; Techniques of Cost Control and Cost Reduction; Areas of Application of Cost Reduction Programme; Benefits and Dangers of Cost Reduction; Cost Accountants Role in Cost Control and Cost Reduction.</p> | 15 | | |
| III | <p>Uniform Costing, Interfirm Comparisons : Uniform Costing -Meaning, Objectives and Requisites of Uniform Costing; Uniform Cost Manual; Benefits and Limitations of Uniform costing; Interfirm Comparisons-Meaning, Objectives and Procedure of Interfirm Comparisons; Advantages and Limitations.</p> | 15 | | |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|--|--|----|
| IV | Contemporary Issues or Recent Developments in Cost Accounting : Target Costing; Life Cycle Costing; Just-in-Time Approach; Value Chain Analysis; Cost Accounting Standards. | 15 |
| Texts / References | <ol style="list-style-type: none"> 1. Drury, Colin, Management Accounting and Control, Thomson Learning. 2. Horngren, Datar Foster, Cost Accounting, Pearson Education. 3. Hansen and Mowen, Cost Management, Thomson Learning. 4. Kaplan, Atkinson and Young, Management Accounting, Pearson Education. 5. Kaplan, Atkinson, Advanced Management Accounting, Pearson Education. 6. Anthony, Robert N., and Vijay, Management Control System, McGraw Hill. | |
| Learning Outcomes (not more than100 words) | <ol style="list-style-type: none"> 1. Identify the conventions and doctrines of cost accounting and other generally accepted principles which may be applied in the contemporary advanced cost Accounting. 2. Application of modern Advanced Cost Accounting techniques that enhance analytical and decision-making skills in the current competitive environment. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce

Faculty of Commerce

| | |
|--------------|---|
| Course Title | Behavioral Finance (Semester VIII) |
|--------------|---|

| | | | | |
|---|---|--------|-----------|------------|
| Category of Course ¹ | Major (Elective) / Minor / Minor (Vocational) / SEC / AEC / VAC / MD /Internship/ /Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | 1. To introduce the student to the new field of behavioural finance. 2. To deal with major implications of human psychology for financial decision makers and for financial markets. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |

| Units | Course Content | Hr. of Teaching |
|-------|--|-----------------|
| I | Introduction: Concept of Behavioral Finance; Fallacies of Classical and Neo-classical Theories- Rational Expectations Hypothesis; Expected Utility Theory, Portfolio Theory, Capital Asset Pricing Model and Efficient Markets Hypothesis; Market Anomalies, and Market Bubbles and Failures; Underlying Assumptions of Behavioral finance; Challenges and Way Ahead. | 15 |
| II | Human Behaviour, and Decision Making: Concept of Human Behaviour; Foundations of Human Behaviour- Emotions, Motivation, Perception, Learning, Cognition; Concept of Decision Making; Structured and Unstructured Decision Making; Behavioural Decision Making; Heuristics and Biases in Decision Making. | 15 |
| III | Behavioral Biases: Belief Perseverance Biases- Cognitive dissonance Bias, Conservatism Bias, Confirmation Bias, Representativeness Bias, Hindsight Bias; Information Processing Biases- Mental Accounting Bias, Adjustment & Anchoring Bias, Framing Bias, Availability Bias, Self-attribution Bias, Outcome Bias, Recency Bias; Emotional Biases- Loss Aversion Bias, Overconfidence Bias, Self -control Bias, Status-Quo Bias, Endowment Bias, Regret Aversion Bias, Affinity Bias. | 15 |
| IV | Theories and Contributors to Behavioural Finance: A Brief History of Behavioural Finance; Theory of Bounded Rationality, Prospect Theory; SP/A Theory; Contributions of Daniel Kahneman and Amos Tversky; Contributions of Richard Thaler; Contributions of Robert J. Shiller; The Emerging Theory of Neurofinance. | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | |
|--|--|
| <p>Texts / References</p> | <ol style="list-style-type: none"> 1. Chandra, P. (2017), Behavioural Finance, Tata Mc Graw Hill Education, Chennai (India). 2. Ackert, Lucy, Richard Deaves (2010), Behavioural Finance; Psychology, Decision Making and Markets, Cengage Learning. 3. Forbes, William (2009), Behavioural Finance, Wiley. 4. Kahneman, D. and Tversky, A. (2000). Choices, values and frames. New York: Cambridge Univ. Press. 5. Shefrin, H. (2002), Beyond Greed and Fear; Understanding Behavioural Finance and Psychology of investing. New York; Oxford University Press. 6. Shleifer, A. (2000). Inefficient markets; An introduction to Behavioural Finance. Oxford Univ. Press. 7. Thaler, R. (1993). Advances in Behavioral Finance. Vol. I. New York, Russell Sage Foundation. 8. Thaler, R. (2005). Advances in Behavioural Finance. Vol. II. New York; Princeton University Press. |
| <p>Learning Outcomes (not more than 100 words)</p> | <ol style="list-style-type: none"> 1. To be able to have a good understanding of the major concepts and topics of behavioural finance. 2. To execute investment decisions considering the behavioral anomalies. 3. To inculcate the implications of heuristics and biases in financial decision making. |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce

Faculty of Commerce

| | | | | |
|---|--|------------------------|-----------|------------|
| Course Title | Digital Marketing | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> To provide a framework of digital marketing and its components. To explain how the business opportunities and challenges of digital marketing can be managed using a strategic approach. To review the options to achieve communication goals in contemporary business scenarios using digital media and technology. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | Hr. of Teaching | | |
| I | Digital Marketing Fundamentals Emergence of Internet, Social Media & Digital Transformation. Introduction of Digital Marketing – Digital marketing goals and strategy. Online Marketplaces – Business models. Digital Marketing Communications and its components. | 15 | | |
| II | Digital Marketing Planning & Strategy Digital Consumer Behaviour and Consumer Journeys. Digital Marketing Mix. Digital Marketing Framework. Digital Marketing Assessment. Strategy Formulation for Digital Marketing – Ansoff Matrix, STP Model, REAN Marketing Engagement Model, RACE Model. Strategy Implementation & Control for Digital Marketing | 10 | | |
| III | Display Advertising & Search Marketing Introduction to Display Advertising. Digital Metrics for display ads. Types of display ads. Programmatic Advertising. Display Advertising Campaign. Introduction to Search Marketing. Search Engine Optimization (SEO). Search Engine Marketing (SEM). | 10 | | |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|---|--|----|
| IV | Emerging Channels of Digital Marketing Digital Messaging – Email Marketing and mobile messaging. Social Media and Viral Marketing. Types of social media for marketing. Principles of Social Media Marketing. Mobile Marketing – Types and Process. Affiliate Marketing – Types and Stakeholder. Affiliate marketing workflow. Influencer Marketing – Types and Strategy. | 10 |
| Texts / References | <ol style="list-style-type: none"> 1. Chaffey, D. & Ellis-Chadwick, F. (2022) Digital Marketing: Strategy, Implementation and Practice. Pearson 2. Kingsnorth, S. (2019). Digital Marketing Strategy. Kogan Page. 3. Gupta, S. (2022). Digital Marketing. McGraw Hill. 4. Bhatia, P. (2019). Fundamentals of Digital Marketing. Pearson Education. 5. Kagan, J. & Singh, S. S. (2020). Digital Marketing: Strategy & Tactics. Wiley. 6. Kartajaya, H., Kotler, P., & Hooi, D. H. (2019). Marketing 4.0: moving from traditional to digital. World Scientific Book Chapters, 99-123. 7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. John Wiley & Sons. | |
| Learning Outcomes (not more than 100 words) | <ol style="list-style-type: none"> 1. Understand the fundamentals of digital marketing and how it is used to develop communication with consumers. 2. Gain insight on how the businesses leverage digital marketing to grow business through customer engagement. 3. Exposure to various digital marketing channels used in contemporary business. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce

Faculty of Commerce

| | |
|--------------|--------------------------------|
| Course Title | COMPENSATION MANAGEMENT |
|--------------|--------------------------------|

| | |
|---------------------------------|--|
| Category of Course ¹ | Major (Elective 4) / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) |
|---------------------------------|--|

| | | | | |
|---|--------------------------|--------|-----------|------------|
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |

| | |
|--|--|
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> 1. To enable the students to design and administer a compensation system that rewards employees fairly; 2. Stimulating them to know the ethical and appraisal of compensation. 3. Permitting the organization to operate profitably. |
|--|--|

| | |
|----------------|--|
| Course Content | The course content is divided into minimum 3 Units to maximum 5 units along with a defined hour of teaching for each unit. |
|----------------|--|

| Units | Course Content | Hr. of Teaching |
|-------|---|-----------------|
| I | Foundations of Compensation Management: Conceptual Framework of compensation management; Factors affecting Compensation Policy; Theories of Compensation; Concept of Wages and Salary; Minimum Wages, Fair Wages and Living Wages; Strategic Compensation Management - Aligning Compensation with Business Strategy; Developing a Compensation Strategy; Total Rewards Approach; Challenges in Global Market; Job Evaluation and its Methods. | 15 |
| II | Designing Compensation System: Designing Pay Structures; Determining Pay Levels; Salary Surveys and Benchmarking; Broad Banding and Pay Grades; Incentive Plans & Variable Pay - Types of Incentive Plans Designing Effective Incentive Programs; Sales Incentives and Performance- Based Pay; Long-Term Incentives- Stock Options, Bonuses, Profit Sharing; Employee Benefits and Non-Monetary Compensation; Types of Employee Benefits, Designing Benefits Package; Work-Life Balance Programs. | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|--|--|----|
| III | <p>Legal, Ethical, and Performance Aspects: Legal and Regulatory Aspects of Compensation - Overview of Compensation Laws (FLSA, Equal Pay Act, Workmen’s Compensation Act); Pay Equity and Non-Discrimination; Performance Appraisal and Compensation- Types of Performance Appraisal Systems, Linking Performance Appraisal to Compensation; Issues in Performance-Based Pay; 360-Degree Feedback and Compensation; Executive Compensation - Components of Executive Compensation; Determinants of Executive Compensation, Issues and Trends in Executive Compensation, Ethical Considerations.</p> | 15 |
| IV | <p>Global and Emerging Trends in Compensation: International Compensation - Global Compensation Challenges; Expatriate Compensation; Cultural Differences in Compensation; Managing International Pay Strategies; Emerging Trends and Challenges in Compensation Management; Impact of Technology on Compensation; Flexible Work Arrangements and Compensation; Pay Transparency and Communication; Future Trends in Compensation Management.</p> | 15 |
| Texts / References | <ol style="list-style-type: none"> 1. Milkovich, Newman & Gerhart, Compensation, TMH, 2011, 10th Edition 2. Dwivedi, R.S. Managing Human Resources; Personnel Management in Indian Enterprises. Galgotia Publishing Co. 3. Thomas, J. Bergman, V.G. Scarpello and F.S. Hills. Compensation Decision Making. Dryden Press. 4. Dunn, J.D. and F. M. Rachal. Wage and Salary Administration: Total Compensation System. McGraw Hill, New York. 5. Meena, R.S. Human Resource Management. Disha International Publication, New Delhi, 2020, 2nd Edition. | |
| Learning Outcomes (not more than 100 words) | <ol style="list-style-type: none"> 1. Understand the strategic role of compensation in organizations. 2. Analyze job roles and develop appropriate compensation structures. 3. Evaluate various compensation models and their effectiveness and understand legal and ethical considerations in compensation. 4. Understand the International compensation and emerging trends in compensation management. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | | |
|---|---|--------|-----------|------------|------------------------|
| Course Title | Advanced Business Statistics | | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation(Tick any one of the above) | | | | |
| Credits ² & Hours of Teaching | | Theory | Practical | Cumulative | |
| | Credits | 4 | - | 04 | |
| | Hour of Teaching (Total) | 60 | - | 60 | |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> 1. To understand the advanced statistics for business research and data analytics; 2. To acquire knowledge of the types test used in analyzing data. 3. To understand the chronology of tests used in business research. | | | | |
| Course Content | The course content be divided into a minimum of 3 Units to a maximum of 5 units along with a defined hour of teaching for each unit. | | | | |
| Units | Course Content | | | | Hr. of Teaching |
| I | Probability Theory and Distributions: Probability-Classical, Relative and Subjective; Addition and Multiplication Probability Models; Conditional Probability; Bernoulli and Baye's Theorem; Binomial, Poisson and Normal Distributions- Their Characteristics and Applications. | | | | 15 |
| II | Theory of Testing of Hypothesis: Estimation-Point and Interval Estimation, Qualities of a Good Estimator; Nomenclature in Hypothesis Testing: Statistics and Parameter, Statistical Hypothesis, Tests of Significance, Types of Errors in Testing of Hypothesis, Level of Significance; Confidence Interval and Confidence Limits, Two-tailed and One-tailed Tests, Standard Error and its Utility, Degrees of Freedom, Test Statistics, Critical Values, Acceptance and Rejection Regions; Procedure for Hypothesis Testing. | | | | 15 |
| III | Parametric Tests: Assumptions and Applications Parametric Tests; Difference Between Large and Small Sample tests; Tests of Significance in Large Samples: Tests of Significance in Attributes and Variables; Significance Tests in Small Sample: Students t-Distribution-Assumptions and Applications; F-test and Analysis of Variance: Assumptions and its Applications. | | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|---|---|----|
| IV | Non-Parametric Tests: Meaning and Characteristics of Non-Parametric Tests; Difference Between Parametric and Nonparametric Tests; Chi-square Test- Assumptions and Applications; Wilcoxon Matched Pairs Test; Mann Whitney Wilcoxon Test and Kruskal Wallis Test; Limitations of the Tests Hypotheses. | 15 |
| Text/ References | <ol style="list-style-type: none"> 1. Nagar K. N., Basic Theory of Statistics. 2. Gupta S.C., Fundamentals of Statistics, Himalaya Publishing House. 3. Andy Field., Discovering Statistics using IBM SPSS Statistics. 4th Edition. Year 2017, Sage Edge Publishing. 4. Goode and Hatt: Methodology of Social Sciences Research. 1st Edition, 2022. Asia Law House. 5. Shukla & Sahai: Sankhiki Ke Siddhant, 2018, Sahitya Bhawan Publication. 6. S. P. Gupta, Statistical Methods, 2019, Sultan Chand and Sons. 7. Arora P. N. Statistics for Management. S Chand & Co Ltd. 8. D N Elhance, Rajesh Elhance, and Veena Elhance. Fundamentals of Statistics. 1 January 2024. Kitab Mahal. 9. Gupta K.L., Statistical Analysis, 2017 Sahitya Bhawan Publication. | |
| Learning Outcomes (not more than 100 words) | After completing the course students will be able to: <ol style="list-style-type: none"> 1. Handle data independently which will be used for research purposes; 2. Students can easily identify the specific type of test applied to certain areas; 3. Minimize errors in hypothesis testing; 4. Frame hypothesis and interpretation. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|---|---|--------|-----------|------------------------|
| Course Title | Social Accounting | | | |
| Category of Course ¹ | Major / Minor (✓) / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> To develop students' understanding of the relationship between accounting, accountability, economy and society. To provide a comprehensive understanding of the organization's sustainable development, encourage engagement with stakeholders, and identify areas for enhancement. To identify, measure, and manage the costs related to environmental impacts | | | |
| Course Content | The course content is divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hr. of Teaching |
| I | Introduction to Social and Environmental Accounting: Definition and scope of social and environmental accounting; Importance of social and environmental accounting; Evolution of social and environmental accounting; Sustainability, corporate social responsibility, triple bottom line. | | | 15 |
| II | Social Accounting: Social impact assessment; Stakeholder identification and analysis; Social performance indicators; Reporting and disclosure of social information; Case studies: human rights, labor practices, community engagement. | | | 15 |
| III | Environmental Accounting: Environmental impact assessment; Environmental performance indicators; Reporting and disclosure of environmental information; Environmental management accounting; Case studies: climate change, resource depletion, Pollution. | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|---|---|----|
| IV | Integrated Reporting and Assurance: Integrated reporting framework; Combining financial and non-financial information; Assurance and auditing of social and environmental information; Best practices and challenges in social and environmental accounting; Future directions and emerging trends. | 15 |
| Texts / References | <ol style="list-style-type: none"> 1. Maria-Gabriella Baldarelli, Mara Del Baldo, Ninel Nesheva-Kiosseva, Environmental Accounting and Reporting Theory and Practice, Springer International Publishing. 2. Ana Fialho, Graça Azevedo, Teresa Eugénio Modern Regulations and Practices for Social and Environmental Accounting, Publisher: IGI Global. 3. Kumar Alok Pramanik, Environmental Accounting and Reporting, Publisher: Kanishka Publishers, Distributors 4. Agarwal, S. K. Corporate Social Responsibility in India. New Delhi: Sage Publication. 5. Kotler, P. and N. Lee. Corporate Social Responsibility: Wiley-India 6. Khitoliya, R. K. 2008. Environmental Management and Conservations. New Delhi: 7. Rob Gray, Carol Adams, Dave Owen. Social and Environmental Accounting and Reporting, Pearson. 8. Somnath Debnath, Environmental Accounting, Sustainability and Accountability, Publisher: SAGE Publications Pvt Limited. 9. Gupta N. Das Gupta, Environmental accounting, Publisher: S. Chand & Company. 10. Seleshi Sisaye, Ecology, Sustainable Development and Accounting, Taylor & Francis. | |
| Learning Outcomes (not more than 100 words) | <ol style="list-style-type: none"> 1. Provide the understanding of the role of social and environmental accounting in the context of accountability, sustainability, and responsibility. 2. Comparing and contrasting the social and environmental accounting bases of mega accounting, the balanced scorecard, and triple bottom line reporting. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce

Faculty of Commerce

| | |
|--------------|---|
| Course Title | International Financial Management |
|--------------|---|

| | | | | |
|---|--|--------|-----------|------------------------|
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD / Internship/ /Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives(not more than 100 words) | <ol style="list-style-type: none"> 1. To understand international monetary system and its significance in cross border activities. 2. To get an exposure to foreign exchange market and exchange rate dynamics. 3. To gain knowledge about different exposures and their management. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hr. of Teaching |
| I | International Monetary System: Nature and Scope of International Financial Management; Evolution of International Monetary System; Bretton Wood Conference; International Monetary Fund; Role of IMF; Funding Facilities; European Monetary System (EMS); Mechanisms and European Monetary Union; International Bank for Reconstruction and Development. | | | 15 |
| II | Foreign Exchange Market: Structure and Participants; Types of Transactions; Arbitrage- Locational, Triangular and covered Interest Arbitrage; Computation of Foreign Exchange Rate - Exchange Rate Quotations; Methods of Forecasting Exchange Rate; Forward Quotations; Foreign Exchange Market in India. | | | 15 |
| III | Foreign Exchange Exposure: Concept; Nature of Exposure and Risk; Types of Exchange Rate Exposure-Transaction, Economic and Translation; Measurement of Transaction Exposure; Hedging of Transaction Exposure; Economic Exposure; Hedging of Operating Exposure; Measurement and Management of Translation Exposure. | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|---|---|----|
| IV | International Capital Markets: Development of International Capital Market; International Debt Market- Foreign Bonds, International Bonds; Euro Credit Markets; International Equity Market- ADR and GDR; Process of Issuing Depository Receipts; Domestic vs. Foreign Equity Investment; Cross Border Diversification. | 15 |
| Texts / References | <ol style="list-style-type: none"> 1. Apte, P.G.: International Financial Management, Tata McGraw Hill, NewDelhi, 2. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi. 3. Henning, C.N., W Piggot and W.H. Scott: International FinancialManagement, McGraw Hill, International Edition. 4. Levi, Maurice D: International Finance, McGraw-Hill, InternationalEdition. 5. Rodriquefe, R.M. and E.E. Carter: International Financial Management,Prentice Hall, International Edition. 6. Shaprio, Alan. C: Multinational Financial Management, Prentice Hall, NewDelhi. 7. Yadav, Surendra S., Jain P.K. and Max Peyrard: Foreign Exchange Markets, Macmillan, New Delhi. 8. Zeneff, D. and J.Zwick : International Financial Management, PrenticeHall, International Edition. 9. Pilbeam Keith: International Finance; Macmillan Press, Hong Kong. | |
| Learning Outcomes (not more than 100 words) | <ol style="list-style-type: none"> 1. Explanation and appreciation of international monetary systems. 2. Measurement and prediction of currency exchange rates. 3. Management of exchange rate risk. 4. Mobilization of capital in international financial market. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|---|--|------------------------|-----------|------------|
| Course Title | Marketing Research | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> To understand the nature and scope of marketing research and its role in marketing decisions. To describe the tasks involved in marketing problem definition and research approach. To familiarize with sampling and data collection in marketing research. To acquaint oneself with hypothesis testing and various techniques of data analysis in marketing research. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | Hr. of Teaching | | |
| I | Introduction to Marketing Research: Marketing Research - Definition and Classification. Marketing Research Process-Steps in Marketing Research Process. Marketing Research Problem. Developing a research approach. Marketing Research Design –Exploratory Research, Descriptive Research and Casual Research. Marketing Research Proposal. | 15 | | |
| II | Sampling Decisions and Measurement & Scaling: Principles of Sampling. Sampling Design Process. Sampling Techniques – Probability and Non-probability Sampling. Sample Size and its determination. Levels of Measurement Scales – Nominal, Ordinary, Interval and Ratio Scales. Types of Attitude Scales – Comparative and Non-comparative Rating Scales. Itemized Rating Scales- Semantic Differential, Likert Scale, & Stapel Scale. Reliability & Validity of Measurement Instruments. | 15 | | |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|---|--|----|
| III | Marketing Data Collection and Fundamentals of Data Analysis: Primary Data, Secondary data and Marketing Intelligence. Secondary source of Marketing Data. Standardized source of marketing data. Difference between primary and secondary data. Primary data collection- Observation, Questionnaire, Focus Groups & In-depth Interviews. Steps in Designing a Questionnaire. Preparing Data for Analysis. Data Integrity – Process and Cleaning. Data Analysis Strategy. | 15 |
| IV | Hypothesis Testing and Marketing Statistical Analysis: Frequency Distribution. Cross-tabulation and Chi-Square. Overview of Statistical techniques in Marketing Research. Factors affecting choice of Statistical techniques. Hypothesis Testing – Meaning and Process. Commonly used Statistical Techniques in Marketing – t-Test, ANOVA, Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis. | 15 |
| Texts/ References | <ol style="list-style-type: none"> 1. Cooper, Donald R. and Schindler, Pamela S (2005) Marketing Research, McGraw-Hill. 2. Malhotra, N.K. and Das, S.: Marketing Research (2019) An Applied Orientation, Pearson Education. 3. Nargundkar, R.: Marketing Research (2019) Text and Cases, McGraw-Hill. 4. Aaker, D.A., Kumar, V., Leone, R.P. and Day, G.S. (2018) Marketing Research, Wiley. 5. Burns, A.C., Veeck, A. and Bush, R.F. (2017) Marketing Research, Pearson Education. 6. Kumar, V (2015) Marketing Research: A Global Outlook, Sage Texts. | |
| Learning Outcomes (not more than 100 words) | <ol style="list-style-type: none"> 1. Understand the approaches to identify marketing research problems and take appropriate marketing decisions. 2. Gain knowledge about the sampling techniques and process involved in data collection. 3. Learn the statistical techniques for testing hypotheses in marketing research. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | | |
|---|--|--------|-----------|------------|------------------------|
| Course Title | Human Resource Development | | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | | |
| Credits ² &Hours of Teaching | | Theory | Practical | Cumulative | |
| | Credits | 4 | - | 04 | |
| | Hour of Teaching (Total) | 60 | - | 60 | |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> To understand fundamental concepts & practices in Human Resource Development; Understand the meaning, scope and functions of HRD and a greater realization about its contribution to the value chain; To develop a positive attitude and necessary Human Resource Development skills to become efficient personnel in an organisation. | | | | |
| Course Content | The course content be divided into a minimum of 3 Units to a maximum of 5 units along with a defined hour of teaching for each unit. | | | | |
| Units | Course Content | | | | Hr. of Teaching |
| I | Introduction: Genesis, Philosophy and Concept of HRD; Objectives and Significance of HRD in the Globalized Era; HRD Skills; HRD at macro and micro levels: Outcomes of HRD in the National and Organizational Contexts. HRD Culture and Climate; Functions of a Modern HRD Department; Development of HRD Movement in India; Difference between HRM and HRD. | | | | 15 |
| II | HRD Process, and Outcomes: Steps in HRD Process; HRD Instruments; Classical and Modern Subsystems of HRD; HRD Outcomes, Linkage between HRD Processes, Outcomes and Organizational Effectiveness; Evaluating Effectiveness of HRD Programs; HRD audit. | | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | | |
|--|--|----|
| III | Career Planning and Development Activities: Concept and Rationale of Career Planning and Career Development; Career Stages; Process of Career Planning and Development; Effective Career Planning; Counselling for Career Planning; Approaches to Employee Development, Leadership Development, Action Learning, Assessment and Development Centers; Intellectual Capital and HRD. | 15 |
| IV | Training, Team Building, Multiskilling and Lean Thinking: Modern Concept of Training; Types of Training; New Roles/Holds of Training; Building a Training System; Principles Involved in Selection of Training Method, Techniques of Training Different Levels, Training Effectiveness; Concepts of Multiskilling and Lean Thinking. | 15 |
| Texts / References | <ol style="list-style-type: none"> 1. Werner J. M., DeSimone, R.L., Human Resource Development, SouthWestern, 2012. 2. Nadler, L., Corporate Human Resources Development, Van Nostrand Reinhold. 3. Mankin, D., Human Resource Development, Oxford University Press India, 2009. 4. Haldar, U. K., Human Resource Development, Oxford University Press India, 2009. 5. Rao, T.V., Future of HRD, Macmillan Publishers India, 2009. 6. Rao, T.V., HRD Score Card 2500: Based on HRD Audit, Response Books, SAGE Publications, 2023. 7. Gibb, S., Human Resource Development: Foundations, Process, Context, Palgrave Macmillan, 2011. 8. McGuire, D. and Jorgensen, K., Human Resource Development, Sage South Asia, 2011. 9. Noe, R. and Deo, A., Employee Training and Development, 5th Edition, Tata McGraw-Hill Education, 2012. 10. Rishipal, Training and Development Methods, S.Chand, 2011. | |
| Learning Outcomes (not more than 100 words) | <p>After completing the programme the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the human resource development concept and its relevance in the organisation. 2. Perform effectively as an individual and as a member or leader in an organisational set-up. 3. Contribute to employee performance management and organisational effectiveness. 4. Apply the principles and techniques as professionals for developing human resources in an organization. | |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|---|--|--------|-----------|------------------------|
| Course Title | MICRO AND SMALL BUSINESS ENTREPRENEURSHIP | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> 1. To sensitise students about the socio-financial exclusion in the Indian society. 2. To make students understand as to how Micro and Small Business Entrepreneurship could help solve the problem. 3. To acquaint students with the policy and institutional support system available in the Indian economy. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hr. of Teaching |
| I | Introduction: Concept of Micro and Small Business; Concept of Micro and Small Business Entrepreneurship; Growth and Performance of Micro and Small Business in India; Problems of Micro and Small Business in India | | | 15 |
| II | The Need For Micro and Small Business Entrepreneurship in India: Indian Demographic Compulsions; Socio-Financial Exclusion in India; Micro Entrepreneurship for Financial Inclusion; Regional Disparity in Economic Development; Small Business Entrepreneurship for Widespread Economic and Entrepreneurial Mindset Development. | | | 15 |
| III | Policy and Institutional Support System for Micro Entrepreneurship: Micro Business Policy Framework; Infrastructure Facilities and Incentives; An Overview of Objectives, Activities and Working of Lead MFIs. | | | 15 |
| IV | Policy and Institutional Support System for Small Business Entrepreneurship: Small Scale Sector Policy Framework; Infrastructure Facilities and Incentives; An Overview of Objectives, Activities and Working of SIDBI and Other Lead Institutions. | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | |
|--|--|
| <p>Texts / References</p> | <ol style="list-style-type: none"> 1. Entrepreneurship and Small Business Management, Nicholas Siropolis, Houghton Mefflin Company Boston, USA and All India Publishers and Distributors Chennai, India. 2. Entrepreneurship, Robert D. Hisrich and Michael P. Peters 3. Entrepreneurship, B. K. Singh, Wisdom Publication 4. Entrepreneurship and Small Business Management, Norman M. Scarborough and Jettrey R. Cornwall, Pearson. 5. Entrepreneurship in Micro and Small Scale Enterprises, Anil Kumar and Meenakshi Yadav, Serials Publication. 6. Micro Entrepreneurship, Ram Yaksh, Notion Press. 7. Entrepreneurship Development and Micro, Small and Medium Enterprises, Des Raj Bajwa, Shagun Ahuja and Gaytri, Wave Books. 8. Innovation and Entrepreneurship, Peter F. Drucker, Butterworth-Heinmann, Imprint of ELSEVIER. |
| <p>Learning Outcomes (not more than 100 words)</p> | <p>After completing the course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. Be able to understand and appreciate the socio-financial exclusion in the Indian society. 2. Be able to understand the finer nuances of Micro and Small Business Entrepreneurship. 3. Be able to take recourse to policy and institutional support system available in the Indian economy. |



Head of the Department

BANARAS HINDU UNIVERSITY
(Detailed Syllabus of different Courses under NEP 2020)

Department of Commerce
Faculty of Commerce

| | | | | |
|--|---|--------|-----------|-------------------------|
| Course Title | SOCIAL ENTREPRENEURSHIP | | | |
| Category of Course ¹ | Major / Minor / Minor (Vocational) / SEC / AEC / VAC / MD/Internship/Dissertation (Tick any one of the above) | | | |
| Credits ² & Hour of Teaching | | Theory | Practical | Cumulative |
| | Credits | 4 | - | 4 |
| | Hour of Teaching (Total) | 60 | - | 60 |
| Course Objectives (not more than 100 words) | <ol style="list-style-type: none"> 1. To enable students to understand the concept of social entrepreneurship and its role in societies, economies and politics. 2. To enable students to understand the drivers of social entrepreneurship. 3. To enable students to understand the social entrepreneurial personality and the challenges faced by Social Entrepreneurs. 4. To enable students to understand the business models for social enterprises. 5. To enable students to understand the financing and scaling issues of social entrepreneurship. | | | |
| Course Content | The course content be divided into minimum 3 Units to maximum 5 units along with defined hour of teaching for each unit. | | | |
| Units | Course Content | | | Hrs. of Teaching |
| I | Introduction to Social Entrepreneurship: The Role of Social Entrepreneurship in Societies, Economies and Politics, Concepts and Typologies of Social Entrepreneurship, The drivers of Social Entrepreneurship, Schools of Social Entrepreneurship. | | | 15 |
| II | Social Entrepreneur: Elements of the Social Entrepreneurial Personality, Challenges faced by Social Entrepreneurs, Types of Social Entrepreneurs, Personnel Work in Social Enterprises, Motivation of Volunteers. | | | 15 |
| III | Social Business Enterprises: Distinct Features of Business Models for Social Enterprises, Design Principles of Social Entrepreneurship Business Models, Peculiarities Concerning Marketing for Social Enterprises, Elaborating a Marketing Conception. | | | 15 |
| IV | Financing and Scaling of Social Entrepreneurship: Financing Instruments, Financing Institutions, Prerequisites of Scaling, Scaling Strategies, Implications of Scaling: Barriers and Solutions. | | | 15 |

¹ SEC – Skill Enhancement Course; AEC – Ability Enhancement Course; VAC – Value Added Course; MD – Multidisciplinary Course

² 1 Credit (Theory) = 15 Hours; 1 Credit (Practical) = 30 Hours

| | |
|--|--|
| <p>Texts / References</p> | <ol style="list-style-type: none"> 1. Social Entrepreneurship and Social Business An Introduction and Discussion with Case Studies- Dr. Christine K. Volkmann, Dr. Kati Ernst and Dr. Kim Oliver Tokarski (2012), Spinger Gabler 2. Social Innovation and Social Entrepreneurship Fundamentals, Concepts, and Tools- Luis Portales (2019), Palgrave Macmillan 3. Social Entrepreneurship: A Practical Introduction- Rasheda L. Weaver (2023), Routledge 4. Social Entrepreneurship and Corporate Social Responsibility (Management for Professionals) Hardcover – Import, 6 July 2020 by Joan Marques (Editor), Satinder Dhiman (Editor), Springer Nature 5. Social Entrepreneurship: Working Towards Greater Inclusiveness, 2016, Rama Krishna Reddy Kummitha, Sage Publications Pvt Ltd |
| <p>Learning Outcomes (not more than 100 words)</p> | <p>After completing the course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. The takers of this course be able to better understand the concept of social entrepreneurship and its role in societies, economies and politics. 2. The takers of this course be able to understand the drivers of social entrepreneurship. 3. The takers of this course be able to better understand thesocial entrepreneurial personality and the challenges faced by Social Entrepreneurs. 4. The takers of this course be able to better understand thebusiness models for social enterprises. 5. The takers of this course be able to better understand thefinancing and scaling issues of social entrepreneurship. |



Head of the Department