

## Minor Courses offered by the Department of Commerce

**“Student can choose any one course from each stream”**

Year	Type of Course	Course Code	Title of the Course	Credits	Teaching Hours
<b>1<sup>st</sup> Year (Semester- I &amp; II)</b>	MID -1(A)		<b>Business Economics</b>	4	5
	MID -1(B)		<b>Financial Literacy</b>		
	MID -1(C)		<b>Business Environment</b>		
	MID -2(A)		<b>Indian Economy</b>	4	5
	MID -2(B)		<b>Principles of Insurance</b>		
	MID -2(C)		<b>Economics of Transportation</b>		
<b>2<sup>nd</sup> Year (Semester- III &amp; IV)</b>	MID -3(A)		<b>Organizational Behaviour</b>	4	5
	MID -3(B)		<b>Basis of Logistics</b>		
	MID -3(C)		<b>Environmental Legislation / WCM</b>		
	MID -4(A)		<b>Goods and Service Tax</b>	4	5
	MID -4(B)		<b>Foreign Trade</b>		
	MID -4(C)		<b>Human Resource Accounting</b>		
<b>3<sup>rd</sup> Year (Semester- V &amp; VI)</b>	MID -5(A)		<b>Computer Application in Business</b>	4	5
	MID -5(B)		<b>Service Marketing</b>		
	MID -5(C)		<b>Accounting Information System</b>		
	MID -6(A)		<b>Investment Analysis</b>	4	5
	MID -6(B)		<b>Government Accounting</b>		
	MID -6(C)		<b>Talent Management</b>		
<b>4<sup>th</sup> Year (Semester- VII)</b>	MID -7(A)		<b>Rural Marketing</b>	4	5
	MID -7(B)		<b>Digital Marketing</b>		
	MID -7(C)		<b>Contemporary Legal Frame Work</b>		
	MID -8(A)		<b>Business Analytics</b>	4	5
	MID -8(B)		<b>MSME Management</b>		
	MID -8(C)		<b>Business Ethics &amp; Corporate Governance</b>		

**SEMESTER – I**  
**MID 1(A) - BUSINESS ECONOMICS**

***Course Objective:***

- *To familiarize the students with basic concepts of Business Economics*

***Learning Outcomes:***

After completing the course the students would be able to:

- Understand Basic problems of an economy and concept of business cycles
- Learn the theory of Demand and related concepts
- Understand the theory of supply and Consumer Behaviour
- Obtain knowledge about the theory of Production, Costs and Revenue
- Identify various types of Markets.

**UNIT- I** Introduction to Business Economics: Meaning of Business Economics - Scope of Business Economics - Basic problems of an Economy - Role of Price Mechanism - Concept of Business Cycles: Meaning of Business Cycles - Phases of Business Cycles - Features of Business Cycles - Causes behind Business Cycles.

**UNIT- II** Theory of Demand: Theory of Demand - Meaning and determinants of demand - Law of demand and Elasticity of demand - Price elasticity, Income elasticity and Cross elasticity.

**UNIT- III** Theory of Supply and Consumer Behaviour - Meaning and determinants of supply- Law of supply - Elasticity of supply - Theory of consumer's behaviour - Marshallian approach and Indifference curve approach - Demand Forecasting.

**UNIT- IV** Theory of Production - Theory of Production - Meaning and Factors of production- Laws of Production - The Law of Variable Proportions and Laws of Returns to Scale - Producer's equilibrium -Theory of Cost - Concepts of Costs - Short-run and long-run costs, Average and marginal costs, Total, fixed and variable costs.

**UNIT- V** Market Structure - Various forms of markets - Meaning and characteristics – Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly - Price determination in these markets.

**Text Books:**

- Dr. S. Sankaran, 2015, Business Economics, Margham Publications, Chennai

**Reference Books:**

- Samuelson, Paul Antony and William D Nordhaus, 2015, Economics, Tata Mc GrawHill Publishing Company Ltd, New Delhi
- C A.G. Sekar, C A. B.Saravana Prasath, Business Economics &- Business and Commercial Knowledge, Padhukas Publications, Chennai, 2019.
- ICAI, Study Material, June, 2020.

**SEMESTER – I**  
**MID 1(B) – FINANCIAL LITERACY**

**Learning Objectives**

The Learning Objectives of this course are as follows:

- Familiarity with different aspects of financial literacy such as savings, investment, taxation, and insurance
- Understand the relevance and process of financial planning
- Promote financial well-being

**Learning outcomes** The Learning Outcomes of this course are as follows:

- Develop proficiency for personal and family financial planning
- Apply the concept of investment planning
- Ability to analyse banking and insurance products
- Personal tax planning

**UNIT- I Financial Planning and Financial Products (3 Weeks)**

Introduction to Saving - Time value of money - Management of spending and financial discipline

**UNIT- II Banking and Digital Payment (4 Weeks)** - Banking products and services - Digitisation of financial transactions: Debit Cards {ATM Cards} and Credit Cards. - Net banking and UPI, digital wallets - Security and precautions against Ponzi schemes and online frauds

**UNIT- III Investment Planning and Management (4 Weeks)**

Investment opportunity and financial products - Insurance Planning: Life and non-life including medical insurance schemes

**UNIT- IV Personal Tax (4 Weeks)**

Introduction to basic Tax Structure in India for personal taxation - Aspects of Personal tax planning - Exemptions and deductions for individuals - e-filing

**Note: Some of the theoretical concepts would be dealt with during practice hours.**

Practical component (if any) - (15 Weeks)

Regular class activities to enhance students' understanding of topics and the application of concepts. The case study method may be followed as a teaching pedagogy.

Numerical questions pertaining to each. unit wherever applicable should be practiced.

- For the second unit, students may be assigned a project wherein they can log on to the website of various banks and conduct an in-depth analysis and comparison of various financial products offered.
- For Unit III, a Project related to building a dummy portfolio of stocks and tracking their returns may be given.
- An investment budget may be given to the students to select investment options that maximize the return and minimize the tax implications.
- For the last unit, students may also file a dummy IT return to get hands-on experience with e-filing.
- Students may conduct a financial literacy survey among at least 25 respondents to measure the level of financial literacy and share the findings in the awareness in the form of a report.
- Any other Practical/Practice as decided from time to time

**Essential/recommended readings**

- Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking & Finance.
- Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.

**Suggested readings**

- Halan, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.
- Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

## **SEMESTER – I**

### **MID 1(C) - BUSINESS ENVIRONMENT**

**Course Objectives:** To realize the importance of micro and macro environmental factors for business decisions.

**Learning Outcomes:** After completion of the course, the learners will be able to:

- Know and analysis different business environment
- Conduct a business analysis of the local environment
- Understand the major problems in Indian Economy
- Know about five year planning and LPG on different sectors
- Explain the concept of social and political responsibilities of Business

#### **UNIT I**

**Indian Business Environment:** Concept, components, and importance- Indian economy ; features of mixed economy- major problems in Indian economy – poverty, inequalities, unemployment and population.

#### **UNIT II**

**Economic Environment:** Business and economic environment – Economic Systems – Economic parameters and their impact on business – five year planning – Economic reforms – Liberalisation; Privatisation; Globalisation – Impact on LPG on different sectors, Foreign Investments – MNCs.

#### **UNIT III**

**Industrial and Technological Environment:** Business Environment and IPRS – Industrial Licensing– Anti- social Trends and practices – Regulation Monopoly and Restrictive Trade Practices.

#### **UNIT IV**

**Social and Political Environment:** Political Environment – Government and business relationship in India – Provision of Indian constitution pertaining to business – Social responsibility of business – Business and society – Ethical issues and value in business – corporate social policies, issues and challenges.

#### **UNIT V**

**Natural and Technological Environment:** Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

**Practical Exercises:** The learners are required to:

- To visit Companies & collect details about technologies upgradation
- Suggest practical measures to overcome unemployment in India
- Prepare LPG Status in India vs Other countries.

#### **Text Book**

- K. Aswathappa, 2014: Essentials of Business Environment, Himalaya Publishing House, New Delhi.

#### **Books for References**

- Francis Cherunilam, 2016: Business Environment Text and cases, 25<sup>th</sup> Edition, Himalaya Publishing House, Mumbai.
- Dr.K.Chidambaram and Dr.V.Alagappan, 2012: Business Environments, Vikas Publishing House Pvt Ltd., New Delhi.

**SEMESTER II**  
**MID-2(A) - INDIAN ECONOMY**

**Course Objectives:** To enable the students to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro- economic analysis and policy framework.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

- Evaluate the magnitude, size, and dimensions of Indian economy and to study effect of privatization and liberalization on Indian economy;
- Evaluate the role of population as an economic resource;
- Explain the role and contribution of agriculture in economic development of India;
- Analyse contribution of industrial and service sector in Indian economy;
- Evaluate the recent trends in economic planning of India as well as role and functions of central bank and commercial banks.

**UNIT I: Basic Issues and Features of Indian Economy: Basic Issues:** Concept and Measures of Development and Underdevelopment- Human Development- Composition of national income and occupational structure.

**Indian Economy:** Major features and problems. Role of public and private sector in Indian Economy- Functions and problems of public sector- dis-investment- Privatization –its importance in Indian Economy. Globalization, Liberalization, and its impact on Indian Economy

**UNIT II: Policy Regimes:**

- a) The Evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy

**UNIT III: Growth, Development and Structural Change**

- a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
- b) The Institutional Framework: Patterns of assets ownership in agriculture and industry- Policy for restructuring agrarian relations and for regulating concentration of economic power-
- c) Changes in policy perspectives on the role of institutional framework after 1991.
- d) Growth and Distribution- Unemployment and Poverty- Human Development- Environmental Concerns.
- e) Demographic Constraints: Interaction between population change and economic development.

**UNIT IV: Sectoral Trends and Issues**

- a) **Agriculture Sector:** Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution- Factors influencing productivity and growth- the role of technology and institutions- price policy, the public distribution system and food security.
- b) **Industry and Services Sector:** Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes- Public sector – its role, performance and reforms- the small scale sector- Role of Foreign capital.
- c) **Financial Sector:** Structure, Performance and Reforms. Foreign Trade and Balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments- Trade Policy Debate- Export policies and performance- Macro-Economic Stabilisation and Structural Adjustment- India and the WTO, Role of FDI, Capital account convertibility

**UNIT V:**

- a) Inflation, Unemployment and Labour Market: Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation- Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system- Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.
- b) Planning Process in India: Trends and Features Planning process and features of Economic planning in India, planning commission and NITI Aayog, Budgeting in India.

### **Text Book**

- Mishra &Puri, Indian Economy, Himalaya Publishing House.

### **Books for References:**

- Acharya, S., & Mohan, R. (2010). India's Economy: Performance and Challenges. New Delhi: OUP India.
- Puri, V. K., & Mishra, S. K. (2018). Indian Economy. Mumbai: Himalaya Publishing House. Datt, G., & Sundharam, A. (2017). New Delhi: Sultan Chand Publishing.
- Hingra, I. C., Indian Economy, Sultan Chand & Sons
- Gaurav, D. & Sundarum, K.P.M., Indian Economy, S. Chand & Company
- Uma Kapila, Indian Economy since Independence, Relevant articles
- Bhagwati, J. & Desai, P., India: Planning for industrialization, OUP, Ch 2
- Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.

## SEMESTER – II

### MID 2(C) - PRINCIPLES OF INSURANCE

**Course Objectives:** To expose the students to imparts knowledge on principles and practices of insurance in India.

**Learning Outcomes:** After completing the course learners will be able to:

- Explain the Principles of Insurance.
- Compare and Contrast insurance with assurance and explain provisions relating to life insurance.
- Analyse the principles of Marine Insurance.
- Prepare Claim on fire insurance policies.
- Apply the acquired skills in marketing of Life Insurance business.

#### **UNIT I**

Principles of Insurance: Insurance - Meaning – Definition – Essentials of insurance contract – Kinds of Insurance contract – Principles of Insurance – Insurable interest – At most good faith – Indemnity – Subrogation – Contribution – Proximate clause – Mitigation of loss.

#### **UNIT II**

Life Insurance: Meaning of life insurance – Insurance versus Assurance – Features of life insurance – Procedure for effecting life insurance – Life Insurance policies – Classification of policies on the basis of duration, premium payment, participation in profits, persons assured, methods of payment of policy amount – Money back policies – Group insurance scheme – Partnership insurance – Employer - Employee Insurance- Features of each policy.

#### **UNIT III**

Marine Insurance – Important Definitions – Subject Matter of Marine Insurance – Characteristics of Marine Insurance – Elements of Marine Insurance – Contents of Marine Policy – Kinds of Marine Policies – Life Insurance versus Marine Insurance – Procedures for taking out a Marine Policy – Important Clauses in Marine Policy – Kinds of Marine Losses.

#### **UNIT IV**

Fire Insurance - Common policies in Fire Insurance – Average Clause in Fire Insurance Policy – Rights of the Insurer – Procedures for Fire Insurance Claim – Types of Losses due to Fire – Procedures for calculating claim for loss of stock.

#### **UNIT V**

Marketing of Life Insurance Business: Characteristics of Life Insurance Services – Objectives of Life Insurance Marketing – Importance of Life Insurance Marketing – Market segmentation in Insurance business – Distribution channels in Life Insurance business – Scope of Life Insurance Marketing.

**Practical Exercise:** The learners are required to:

Prepare the documents of a hypothetical insurance claim.

Make a comparative analysis of the claim settlement procedure of select insurance companies and assess their proficiency.

#### **Text Book:**

- P. Periasamy, 2013; Fundamentals of Insurance, Vijay Nicole Imprints Pvt Ltd

#### **Books for References:**

- Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.
- Inderjit Singh, Rakesh Katyayal and Sanjay Arora, 2010; Kalyani Publishers, Chennai.
- Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.
- Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.
- Vaughan, E. J., & Vaughan, T. M. (2013). Fundamentals of Risk and Insurance. New Jersey: Wiley.

Note: Latest edition of the text books should be used.