



# **JAI HIND COLLEGE**

Basantsing Institute of Science & J. T. Lalvani College of Commerce  
and Sheila Gopal Raheja College of Management.

*Empowered Autonomous*

"A" Road, Churchgate, Mumbai - 400 020, India

**Affiliated to  
University of Mumbai**

**Bachelor of Commerce  
(Financial Markets)**

**Program: Bachelor of  
Commerce  
(Financial Markets)**

**Choice Based Credit System (CBCS) under NEP-2020  
with effect from the academic year 2024-2025**

**Syllabus as approved by Statutory Committees**

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## **Semester I**

### **Discipline Specific Core Courses** **13**

#### **Major Courses**

1. Primary Markets

#### **Minor Courses**

1. Understanding Accounts **16**

#### **Open Elective Courses** **19**

1. Data Analysis and Statistical Techniques I
2. Media and Society: Analysis and Interpretation **21**

#### **Vocational Skill Elective Courses** **24**

1. Business innovation & Entrepreneurship management

#### **Skill Enhancement Elective Courses** **26**

1. Professional Communication Skill I

#### **Ability Enhancement Courses** **28**

1. English Language Skills

#### **Value Education Courses** **30**

- Environmental Science

#### **Indian Knowledge System** **32**

1. Indian Knowledge Traditions

## **Semester II**

### **Discipline Specific Core Courses**

#### **Major Courses**

1. Secondary Markets 35

#### **Minor Courses**

1. Strategic Corporate Accounting I 37

#### **Open Elective Courses**

1. Data Analysis and Statistical Techniques II 39
2. Understanding Human Psychology 41

#### **Vocational Skill Elective Courses**

1. Organizational Behavior 43

#### **Skill Enhancement Elective Courses** 45

1. Principles of Modern Business Management

#### **Ability Enhancement Courses** 48

1. Professional Communication Skill II

#### **Value Education Courses** 50

1. Digital & Technological Solutions

## **Preamble**

The Learning Outcomes-based Curriculum Framework (LOCF) committee constituted by University Grants Commission (UGC) is pleased to submit its report concerning the curriculum of Bachelors of Financial Markets (BFM) program to be implemented by universities and higher education institutions. The key role of any education system is to cultivate and develop the potential of students and transform them as individuals. Any program designed with the specific objectives of the transformation and development of students helps in defining a holistic personality. Therefore, the key is to foster an aspiration to learn, understand and adapt new skills and competencies.

Globalization and integration of the world economy has made the field of global financial markets an ever-changing sector. The pragmatic and rational approach of the sector, along with its growing importance has led this field to become approachable and lucrative as a career path. The B.F.M. (financial markets) course is a comprehensive three-year graduate program which prepares students for a career in market operations, commodities, debt, equity markets. The following degree constitutes a specialisation in financial markets with a foundational base of a plethora of commerce subjects, highlighting the avenue of market investments; both domestic and global. The course further spotlights stock trading, equity research and financial analysis through a disciplined approach.

## Credit Framework

### Types of Courses

Sr No	Type of Course	Learner Category
1	Major	BFM
2	Minor	BFM
3	OE	BFM
4	SEC	BFM
4	VSC	BFM
6	AEC	BFM
7	VEC	BFM
8	IKS	BFM

### Number of Courses and Credits

Type of Course	Number offered of each	Credits of each (Theory + Tutorial)
Major	01	4
Minor	01	4
OE	02	2
SEC	01	2
VSC	01	2
AEC	01	2
VEC	01	2
IKS	01	2

## Semester-wise Courses

Semester	Course Code	Course Title	Type	Credits
I	JUCFM- DSC101	Primary Markets	Major	4
I	JUCFM-MIN101	Understanding Accounts	Minor	4
I	JUCFM-OE 101	Data Analysis and Statistical Techniques I	Open Elective	2
I	JUCFM-OE 102	Media and Society: Analysis and Interpretation		2
I	JUCFM- VSC 101	Business innovation & Entrepreneurship management	Vocational Skill Course	2
I	JUCFM- SEC 101	Professional Communication Skill I	Skill Enhancement Course	2
I	JUCFM-AEC101	English Language Skills	Ability Enhancement Course	2
I	JUCFM-VEC-101	Environment Science	Value Education Course	2
I	JU-IKS- GEN 101	Indian Knowledge Traditions	Indian Knowledge Systems	2
II	JUCFM- DSC201	Secondary Markets	Major	4
II	JUCFM-MIN201	Strategic Corporate Accounting I	Minor	4
II	JUCFM-OE 201	Data Analysis and Statistical Techniques II	Open Elective	2
II	JUCFM-OE 202	Understanding Human Psychology		2
II	JUCFM- VSC 201	Organizational Behavior	Vocational Skill Course	2

II	JUCFM- SEC 201	Principles of Modern Business Management	Skill Enhancement Course	2
II	JUCFM-AEC 201	Professional Communication Skill II	Ability Enhancement Course	2
II	JUCFM-VEC-201	Digital & Technological Solutions	Value Education Course	2
II		Health Yoga sports fitness Cultural activities NSS NCC Fine applied visual performing arts	Co Curricular Course	2



## **2.Learning Outcome-based Approach**

The BFM program provides an extensive and rigorous base for learning, application, research and holistic development. An additional benefit of the program is an opportunity to pursue higher studies with colleges/universities abroad as part of the various associations Jai Hind College has with organizations abroad.

The course is spread across six semesters, comprising 38 modules of 100 marks each and two projects of 100 marks each which account to a total of 120 credits; under the Credit Based Semester and Grading System (CBSGS). The assessment pattern is undertaken through Continuous Assessments (CA) and Semester End Examination (SEE) for every semester.

Further, extracurricular activities through the various committees and cells of the college inculcate an analytical, case-based approach for problem solving for the students. This adds to the professional development of the students inclusive of theoretical as well as practical approach.

### **Key areas of study in BFM are:**

- Equity and Derivatives Market
- Mutual Funds Market
- Money and Capital Markets
- Financial Management
- Accountancy
- Business Economics
- Personal Finance and Investments
- Business & Corporate Law

At the completion of this programme, students will be able to critically engage in reflective and independent thinking by understanding the concepts of financial markets. They will also be able to comprehend and provide sustainable solutions in diverse markets, financial analysis, planning and investment related fields. Finally, the students will be equipped to have a successful career in the many avenues of financial markets.

## **3.Graduate Attributes**

The graduate attributes reflect the inherent quality and features of a student pursuing BFM (B.Com in Financial Markets) including the knowledge, skills, attitudes and values that are mandatory to help strengthen their abilities for widening the current knowledge base and expanding their future prospects in the said fields. Some of them include:

### Research & Analytical Skills

This course will provide comprehensive insight into the practical application of various analytical techniques to be able to make sound financial, business & social decisions backed by meticulously researched data and assists to conduct an individual investigation on current problems within a student's field of interest with the help of the various tools acquired during the term of the course.

### Statistical abilities

This program equips the student to effectively apply mathematical and statistical operations to interpret and forecast trends in economics, business & finance with a broad-based knowledge in understanding the process of selecting the feasible alternative to solve problems pertaining to the aforementioned fields.

### Adaptability

A distinct feature of this program is that it infuses the mindset of adaptability without compromising the core values of an individual, and inculcates empathy among students. It helps develop a positive and dynamic culture of social conduct. It aims to morph different aspects of business including but not limited to marketing, sales, banking, accounting and insurance. Curates an environment that enhances moral and ethical awareness.

### Entrepreneurial spirits

The tailor-made curriculum enables the students to think beyond the academic and social norms by being proactive. In-class activities promote entrepreneurial skills and refine the theoretical implications in realistic scenarios. The course instills inquisitiveness and a drive to enhance the status quo by creating a dynamic environment.

### Leadership & Management

Garners a sense of leadership roles which emphasizes equitable participation and cultivates professionalism among students. It incubates initiative to take responsibility and optimizes management of resources. Prescience is inherent to the program to prepare for contingencies that are pervasive

### Skilled communicator

Ability to foster effective communication through a series of activities including public speaking, group discussions, creative writing, and concrete reports that are necessary for a directional corporate work culture. Imparts complex technical knowledge of business and finance in a clear and concise manner.

### Financial Literacy

The program is fabricated to cater to students who want to learn about and make a career in the financial markets and investment-related roles. It also equips students with skills that are technically, theoretically and practically germane to finance in addition to courses that ensue in their holistic development; preparing them to enter the corporate world.

## **4.PROGRAM OBJECTIVES AND PROGRAM LEARNING OUTCOMES**

### **PROGRAM OBJECTIVES**

PO1: To provide students with a detailed knowledge of subjects like financial markets, financial management, global economics, business etc.

PO2: To learn about the types of financial markets both domestic and international through a rigorous curriculum based on current happenings with its relation with historical policies.

PO3: To understand the functioning of various segments of the capital markets and the role of the regulatory framework for the valuation of various investment avenues.

PO4: To provide deep insight into the workings of India's financial markets and the basic terminologies pertaining to the same.

PO5: To advise businesses and governments on how to meet their financial challenges. To provide students with the necessary theoretical and conceptual tools used in investment banking.

PO6 - To train & develop adequate professional skills to ensure that students have a comprehensive understanding of all aspects relating to the presentation, treatment, analysis and interpretation of financial statements.

PO7: To study the influence of psychology on the behaviour of investors or financial analysts. It also includes the subsequent effects on the markets.

PO8: To introduce students to the basics of curating academically sound research papers and provide a practical viewpoint into making sound business decisions backed by seamlessly researched data.

PO9: To develop analytical and critical thinking and problem-solving skills by utilizing relevant accounting and financial data to solve complex business problems.

PO10: To provide comprehensive insights into the practical application of various research analytical techniques to be able to make sound financial, business & social decisions backed by meticulously researched data.

PO11: To develop relevant skills amongst students with reference to effective risk management strategies and techniques that can be employed in making significant business and investment decisions.

PO12: To render competency with a discerning knowledge of the legal aspects of commerce & business to be at par with the existing business standards.

PO13: To learn to be a team player and develop effective communication skills through reflective thinking and team management skills.

PO14: To increase awareness about ethical and sustainable practices in the field of commerce and entrepreneurship.

PO15: To acquaint the students with information technology pertaining to finance, marketing and designing sectors.

PO16: To infuse the mindset of adaptability without compromising the core values of an individual, and inculcate empathy among students.

### **PROGRAM LEARNING OBJECTIVES**

PLO1: Students will be equipped with a thorough understanding of specialized subjects like Primary Markets, Organizational Behavior, Secondary Markets, Business Ethics and Management, Entrepreneurship, Corporate and Financial Accounting.

PLO2: The students will gain an insightful experience which will cover the curriculum of professional courses such as the Chartered Financial Analyst (CFA) and Enterprise Risk Management (ERM), which cater to the core activities in the financial markets.

PLO3: Ability to grasp the characteristics, role, orchestration and development of the money, debt, bond, commodity markets and the mutual fund industry pertaining to the same. Determine fair valuations of these securities to make informed investment decisions.

PLO4: Students will be familiarised with the workings of various capital market segments, i.e equity, debt, derivatives, commodities, alternative investments etc. from a practical standpoint.

PLO5: Students will be able to understand how Investment banks help their clients with financing, research, trading and sales, wealth management, asset management, IPOs, mergers, securitized products, hedging, and more.

PLO6: Students will be able to employ analytical tools like ratio analysis, trend analysis, and cash flow statements based on the functioning of a business for making calculated decisions to be industry-ready for the global accounting & financial sector through a detailed application of balance sheets, income statements, investment accounting and working capital management.

PLO7: Students will be acclimatized to the numerous investor psychologies that have a profound impact on their financial decisions. They will also be able to examine the numerous financial models involved in behavioural finance that assist investment managers in making sound investment decisions.

PLO8: Students will be eligible to identify the nature, scope and significance of research and research methodologies and obtain a basic understanding of the various processes involved in writing a research paper, particularly the study of primary and secondary research methods, qualitative and quantitative designs etc.

PLO9: The students will be able to apply accounting practices, data handling, financial analysis and further be able to quantify raw data and solve business problems.

PLO10: The student will be able to demonstrate, employ, interpret and apply research methodologies to conduct an individual investigation on current problems within a student's field of interest with the help of the various tools acquired during the term of the course.

PLO11: Understand the concept of risk and the increasing importance of risk management for the businesses of today. Students will also be able to analyse and interpret the risks associated with a particular project with the help of numerous tools acquired during the term of the course.

PLO12: Familiarize with the essential laws governing various sectors of the economy starting with the Indian Contract Act 1872, Special Contracts Act, Benami, NCLT, and SARFAESI Act by employing the principles and precedents of business law and auditing requirements through Vouching and Verification.

PLO13: Through various activities like presentations, group discussions, debates; the students will benefit in terms of their soft-skills development. Students will be able to assimilate within their respective workplaces and contribute positively towards a holistic work culture. They will learn the art of public-speaking and will apply this successfully at work negotiations.

PLO14: Students will be able to appreciate the significance of sustainable development. The course will encourage them to apply core concepts, competencies and creativity that will foster entrepreneurship into practice.

PLO15: Apply tools like MS Excel, MS PowerPoint, MS Word, Tally, CorelDRAW, Google Analytics, HTML and MIS to automate data in an innovative manner.

PLO16: Ability to overcome ethical dilemmas in their personal and professional lives while comprehending the significance of ethics in business and financial decisions.

## **5. Teaching Learning Process**

1. **Diverse Teaching Methods:** In addition to traditional classroom teaching, this curriculum leverages a range of innovative teaching methods to enhance the learning experience. These methods include projects, case studies, presentations, moot courts, mock stock simulations, and industrial visits. These techniques are employed to create a dynamic learning environment that combines theoretical knowledge with practical applications.

2. **Seminars and Workshops:** To further enrich students' knowledge and skill sets, the department organizes various seminars and workshops. These events feature subject matter experts and industry professionals who share their insights and experiences. Students benefit from exposure to current industry trends, best practices, and emerging technologies, making them well-prepared for the challenges of the ever-evolving accounting and finance sectors.

3. **Learning Outcomes:** By the end of the course, students can expect to possess a broad range of skills. These include a deep understanding of the fundamental principles of accounting and finance, proficiency in financial management, and a grasp of corporate operations. Moreover, students acquire clear conceptual knowledge of financial markets, which is critical for making informed investment and financial decisions.

4. **Preparing Innovative Problem Solvers:** Beyond technical skills, this curriculum aims to foster a mindset of innovation and problem-solving. Graduates are not just expected to understand the inner workings of the banking sector and various industries but are encouraged to think creatively and develop innovative solutions to complex business challenges. This is crucial in today's fast-paced, competitive corporate world.

5. **Research Skills:** The curriculum places an emphasis on research skills. Students are encouraged to apply research methodologies to tackle real-world business problems. This cultivates the ability to analyze data, draw meaningful insights, and make informed decisions, a skill set that is highly valued in both academia and industry.

6. **Effective Communication:** In addition to technical competence, effective communication skills are emphasized throughout the program. Graduates are expected to articulate their ideas, strategies, and findings clearly and persuasively. This ability to communicate complex financial information is a key asset in their future professional careers.

7. **Career Readiness:** The ultimate goal of this curriculum is to prepare students for successful careers in the corporate world. Graduates emerge not only with the requisite technical knowledge but also with practical experience, problem-solving skills, research capabilities, and strong communication abilities. They are well-equipped to excel in roles ranging from financial analysts and accountants to corporate strategists and finance managers.

In sum, this curriculum offers a well-rounded and practical education in accounting and finance. It ensures that graduates are not only academically qualified but also professionally prepared to tackle the challenges and opportunities presented by the corporate world, making them valuable assets to any organization.

## **6. Assessment Methods / Evaluation Scheme**

### **Major: 2 Credits & Minor of 2 credits**

Each Major/Minor of 4 credits will be assessed for Theory component of 100 marks\*\* which will be as follows:

- The Theory component will comprise of 50 marks as Semester End Examination (SEE) of 2 hours ; and 50 marks Continuous Assessment (CA)
- As there are 2 Minors in Commerce, each Minor course will be assessed for Theory component of 50 marks which will be as follows:
- The Theory component will comprise of 25 marks as Semester End Examination (SEE) of 1 hour; and 25 marks Continuous Assessment (CA)

### **Open Elective & Ability Enhancement Skill**

- The Theory component will comprise of 25 marks as Semester End Examination (SEE) of 1 hour ; and 25 marks Continuous Assessment (CA)

### **IKS and VEC**

- 50 marks as Continuous Assessments (CA)

### **VSC and SEC**

- The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour ; and 25 marks Continuous Assessment (CA); the evaluation pattern to be experiment/ task based/ case study or any other similar

The assessment pattern for Self-Financed/ Unaided Courses and BVoc will be according to the assessment pattern of Science/Arts/ Commerce depending upon whether there is a practical component and whether they are offering 1 minor or 2 minors

**PATTERN OF SEMESTER END EXAM (SEE) AND CONTINUOUS ASSESSMENT (CA):**

- Ø SEE will be consist of a mix of long and short answer type questions based on Higher Order Thinking Skills (HOTS) aligned with Bloom's Taxonomy
- Ø A minimum of 2 and a maximum of 5 internal assessments to be carried out during a semester for each course being assessed only on Continuous assessment pattern, of which the best evaluation to be chosen for grades
- Ø One or more, but not limited to the following methods of assessment can be used for internal assessment - MCQ, quiz based, objective type, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment
- Ø The faculty has to share with the students, the rubrics for the format(s) chosen for CA by displaying it in Google classroom

## Discipline Specific Core Courses – Major/Minor Core Courses

<b>Course Code</b>  JUCFM- DSC101	<b>Course Title: Primary Markets</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	This course aims to provide exposure to the students about the vast primary market and its regulatory framework in India.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Familiarization with regards to structure, organization and working of primary markets in India.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Develop a strong comprehension of primary markets, including their functions, organization, and phases of growth.</li> <li>● Gain insights into the distinctions between organized and unorganized primary markets and grasp an overview of primary markets in India.</li> <li>● Develop an appreciation for the role played by intermediaries in primary markets, spanning Money Markets, Debt Markets, and Capital &amp; Commodity Markets.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: INTRODUCTION</b>	<b>15 lectures</b>
<b>1.</b>	a) Introduction to primary markets b) Functions of primary markets	
<b>2.</b>	a) Overview of primary markets in India b) Phases of growth	
<b>3.</b>	a) Organized primary markets b) Unorganized primary markets	
<b>Sub Unit</b>	<b>Unit – II: TYPES OF PRIMARY MARKETS</b>	<b>15 lectures</b>
<b>1.</b>	a) MONEY MARKETS <ul style="list-style-type: none"> <li>➤ Introduction</li> <li>➤ Features</li> <li>➤ Functions</li> <li>➤ Participants</li> <li>➤ Structure</li> </ul>	

2.	a) DEBT MARKETS <ul style="list-style-type: none"> <li>➤ Introductions</li> <li>➤ Features</li> <li>➤ Functions</li> <li>➤ Participants</li> <li>➤ Structure</li> </ul>	
3.	a) CAPITAL MARKETS <ul style="list-style-type: none"> <li>➤ Introduction</li> <li>➤ Features</li> <li>➤ Functions</li> <li>➤ Structure</li> <li>➤ Ways of raising capital</li> </ul>	
<b>Sub Unit</b>	<b>Unit – III: PRIMARY MARKET INSTRUMENTS</b>	<b>15 lectures</b>
1.	a) Money market instruments <ul style="list-style-type: none"> <li>i. Treasury bills</li> <li>ii. Commercial bills</li> <li>iii. CD's</li> <li>iv. CP's</li> <li>v. Inter EFFECTIVE deposits</li> </ul>	
2.	a) Debt market instruments <ul style="list-style-type: none"> <li>i. Gilt edge securities</li> <li>ii. Bonds</li> <li>iii. EFFECTIVE bonds</li> </ul>	
3.	a) Capital market instruments <ul style="list-style-type: none"> <li>i. Shares</li> <li>ii. Types of Shares</li> </ul>	
<b>Sub Unit</b>	<b>Unit – IV: PRIMARY MARKET INTERMEDIARIES</b>	<b>15 lectures</b>
1.	Money market intermediaries	
2.	Debt market intermediaries	
3.	Capital & Commodity markets intermediaries	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)	



	<p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit III: 1 out of 2 (10 marks)  Unit IV: 1 out of 2 (10 marks)  All Units 3 out of 5 (10 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill, 2010</li> <li>2. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers, 2008</li> <li>3. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication</li> <li>4. Gurusamy S, Capital Markets, Tata McGraw Hill, 2012</li> </ol> <p>Text Book:</p> <ol style="list-style-type: none"> <li>1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2009</li> </ol>	

### **Bloom's Taxonomy in Evaluation Scheme**

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	3	5	5	13
II	3	4	5	12

<b>III</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>13</b>
<b>IV</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>24%</b>	<b>36%</b>	<b>40%</b>	<b>100 %</b>

<b>Course Code</b>  JUCFM- MIN101	<b>Course Title: Understanding Accounts</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	This course provides the underlying framework & concepts of financial accounting , in the context of how accounting fits into overall business environment of contemporary society	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● To familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain insight into the meaning and scope of accounting, and comprehend the essential concepts, conventions, and principles that underpin accounting practices, while recognizing the significance of adhering to accounting standards.</li> <li>● Gain the ability to create bank reconciliation statements, differentiate between capital and revenue, and effectively address depreciation by acquiring knowledge of various methods for recording and providing depreciation.</li> <li>● Develop the skills necessary to handle fire insurance claims. Gain the ability to calculate stock losses resulting from fires and determine claims in accordance with insurance policies.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Nature , Purpose of accounting</b>	<b>10 lectures</b>
<b>1.</b>	Meaning and scope of accounting	
<b>2.</b>	Concepts , convention & Principles of Accounting	
<b>3.</b>	Accounting Standards	
<b>Sub Unit</b>	<b>Unit – II: Special Accounts</b>	<b>20 lectures</b>
<b>1.</b>	Bank reconciliation statements	
<b>2.</b>	Treatment of Capital & Revenue	
<b>3.</b>	Depreciation of accounting a) Methods of recording depreciation b) Methods of providing depreciation	
<b>Sub Unit</b>	<b>Unit – III: Accounting for Special Transactions</b>	<b>15 lectures</b>

1.	Hire Purchase a) Meaning b) Calculation of interest	
2.	Accounting for hire purchase transactions by asset purchase method based on full cash price	
3.	a) Journal entries b) Ledger accounts c) Disclosure in Balance sheet	
<b>Sub Unit</b>	<b>Unit – IV: Accounting for Special Transactions</b>	<b>15 lectures</b>
1.	Fire Insurance claims Computations of loss of stock by fire	
2.	Ascertainment of claim as per the insurance policy	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:</p> <p>Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit III: 1 out of 2 (10 marks) Unit IV: 1 out of 2 (10 marks) All Units 3 out of 5 (10 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>REFERENCE BOOKS:</p> <ol style="list-style-type: none"> <li>1. Gupta R. L, &amp; Gupta V. K., <i>Financial Accounting</i>, Sultan Chand Publications, New Delhi</li> <li>2. Jain &amp; Narang, <i>Financial Accounting</i>, Kalyani Publishers, Patiala</li> <li>3. Tulsian P.C., <i>Financial Accounting</i>, Tata McGraw Hill Publishing Company Ltd., New Delhi</li> <li>4. Chinnasamy Ganesan, <i>Quick Reference on International Financial Reporting Standards with Model Q &amp; A</i>, CCH-Wolters Nuwer Business, 2011</li> </ol> <p>RECOMMENDED TEXT BOOKS:</p> <ol style="list-style-type: none"> <li>1. Reddy &amp; Murthy, <i>Financial Accounting</i>, Margham Publications, Chennai</li> <li>2. Gabriel John &amp; Marcus A, <i>Financial Accounting</i>, Tata McGraw Hill Publishing Company Ltd., 2011 "</li> </ol>	

	3. Shukla Garewal
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### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	1	2	8	11
III	1	2	10	13
IV	1	3	10	14
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>5</b>	<b>10</b>	<b>35</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>10%</b>	<b>20%</b>	<b>70%</b>	<b>100 %</b>

### Open Elective Courses

<b>Course Code</b>  JUCFM-OE 101	<b>Course Title: Data Analysis and Statistical Techniques I</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course introduces key statistical concepts and analytical tools, providing students with the skills to collect, clean, and analyze data to make informed decisions and gain valuable insights.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Understand the basics of data collection and how to organize and clean data effectively.</li> <li>● Learn essential statistical concepts and techniques for data analysis, such as interpreting data distributions, calculating basic statistical measures, and conducting simple hypothesis tests.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain the ability to collect, clean, and prepare data for analysis, ensuring data quality and reliability.</li> <li>● Apply fundamental statistical techniques to analyze data, interpret results, and make informed decisions, laying the groundwork for more advanced data analysis and research in subsequent courses or professional settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Descriptive Statistics</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Statistics: Functions/Scope, Importance, Limitations	
<b>2.</b>	Data and its types: Relevance of Data (Current Scenario), Type of Data (Primary and Secondary), Primary (Census v/s Samples), Method of Collection (In Brief), Secondary (Merits, Limitations, Sources)	
<b>3.</b>	Measures of Central Tendency: Mean (A.M, Weighted, Combined), Median (Calculation and Graphical using Ogives), Partition Values, Mode (Calculation and Graphical using Histogram), Comparative Analysis of all Measures of Central Tendency.	
<b>Sub Unit</b>	<b>Unit – II: Measures of Central Tendency &amp; Dispersion</b>	<b>15 lectures</b>
<b>1.</b>	Measures of Dispersion: Range with C.R. (Coefficient of Range), Quartiles and Quartile Deviation with CQ (Coefficient of Quartile Deviation), Standard Deviation with CV (Co-Efficient of Variance)	

<b>2.</b>	Correlation: Karl Pearson coefficient of correlation, Rank Correlation(without repetition)	
<b>3.</b>	Linear Regression: Least Square Method, Regression equations using regression coefficients	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Statistics" by Robert S. Witte and John S. Witte</p> <p>2."Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne</p>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

<b>Course Code</b>  JUCFM-OE 102	<b>Course Title: Media and Society: Analysis and Interpretation</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course delves into the critical examination of media's impact on culture, politics, and communication, equipping students with the skills to analyze and interpret media messages and their influence on our world.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• Learn to evaluate and interpret media messages, identifying key components such as tone, audience, and purpose.</li> <li>• Understand the basic concepts of how media functions within society, including its role in shaping public opinion and culture.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Develop critical thinking skills to assess and interpret media content effectively, enabling students to navigate media messages with a discerning perspective.</li> <li>• Gain a comprehensive understanding of the symbiotic relationship between media and society, empowering students to engage in informed discussions about media's influence on culture, politics, and communication.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Understanding Current Media Events</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Media Events Definition and significance of current media events Role of media in shaping public opinion Impact of media events on society, economy, and politics	
<b>2.</b>	Media Landscape and Platforms Overview of traditional media: Print, television, radio Emergence of digital media: Online news portals, social media, podcasts Changing dynamics of media consumption and news dissemination	
<b>3.</b>	Media Ethics and Accountability Role of media in a democratic society Media freedom and responsibility Ethics in journalism: Accuracy, fairness, and objectivity Media regulations and codes of conduct	
	Media Literacy and Critical Analysis Developing media literacy skills	



	Understanding bias, propaganda, and fake news Evaluating credibility and reliability of news sources Techniques for critical analysis of media content	
<b>Sub Unit</b>	<b>Unit – II: Reading and Analysis of Current Media Events</b>	<b>15 lectures</b>
<b>1.</b>	Tracking and Selecting Media Events Identifying significant media events Tracking news sources and media platforms Analyzing the relevance and impact of selected events	
<b>2.</b>	Reading and Comprehension Skills Active reading techniques Summarizing and synthesizing information Extracting key ideas and arguments from media articles	
<b>3.</b>	Analyzing Media Content Identifying perspectives and biases in news coverage Examining the use of language and tone Evaluating the presentation of facts and opinions	
<b>4.</b>	Media Event Case Studies Analyzing specific media events and their coverage Comparing multiple sources and viewpoints Assessing the influence of media events on public perception and decision-making	
<b>5.</b>	Media Event Reporting and Presentation Writing summaries and news reports on media events Presenting analysis and insights in a structured manner Effective use of visuals and supporting evidence	
	<p><b>Evaluation Scheme</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Media &amp; Society: Industries, Images, and Audiences" by David Croteau and William Hoynes</p> <p>2."Media/Society: Industries, Images, and Audiences" by David R. Croteau, William D. Hoynes, and Stefania Milan</p>	

### Bloom's Taxonomy in Evaluation Scheme

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>12</b>
<b>II</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>13</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Vocational Skill Course

<b>Course Code JUCFM- VSC 101</b>	<b>Course Title: Business innovation &amp; Entrepreneurship management</b>	<b>Credits: 02 Lectures/Week: 2</b>
<b>Course description</b>	This course explores the dynamic landscape of business innovation and entrepreneurship management, equipping students with the knowledge and skills to drive innovation and create successful ventures in today's competitive business environment.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop a deep understanding of the theories and frameworks underpinning entrepreneurship and innovation.</li> <li>● Cultivate the ability to identify, evaluate, and exploit opportunities for innovation, while understanding the risks and challenges associated with entrepreneurial ventures.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Foster creativity and problem-solving skills essential for identifying and capitalizing on business opportunities.</li> <li>● Equip students with the tools and strategies necessary to plan, launch, and manage successful entrepreneurial ventures, including business planning and risk assessment.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Entrepreneurship</b>	<b>15 lectures</b>
<b>1.</b>	Meaning of entrepreneurship, types of entrepreneurship, Traits of entrepreneur Factors promoting entrepreneurship, Leadership skills for entrepreneurs Barriers to entrepreneurship, Factors promoting entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process	
<b>2.</b>	Introduction to Business Innovation, Definition and significance of business innovation Types of innovation: Product, process, organizational, and marketing innovation Innovation as a driver of growth and competitive advantage	
<b>Sub Unit</b>	<b>Unit – II: Entrepreneurship Management</b>	<b>15 lectures</b>
<b>1.</b>	Business Planning and Strategy Developing a business plan: Vision, mission, and objectives	

	<p>Market segmentation and targeting</p> <p>Value proposition and competitive advantage</p> <p>Financial planning and forecasting</p> <p>Sources of financing for startups: Equity, debt, grants, etc.</p> <p>Venture capital and angel investors</p>	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:</p> <p>The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<ul style="list-style-type: none"> <li>● 1."Innovation and Entrepreneurship: Practice and Principles" by Peter F. Drucker</li> <li>● 2."The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries</li> </ul>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>

<b>OBJECTIVE</b>				
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Skill Enhancement Course

<b>Course Code</b>  JUCFM- SEC 101	<b>Course Title: Professional Communication Skill I</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course focuses on developing effective written and verbal communication abilities crucial for success in the workplace. Explore strategies for clear and persuasive business writing, presentation techniques, and interpersonal communication, enabling you to excel in your career and collaborate more efficiently with colleagues and clients	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop proficiency in crafting clear and concise written communication for professional purposes, including emails, reports, and business documents.</li> <li>● Hone verbal communication skills, including public speaking and presentation techniques, to confidently convey ideas and information in a business setting, fostering effective interpersonal communication.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Acquire the ability to produce professional written communication materials, such as reports and emails, that are coherent, persuasive, and tailored to specific audiences, enhancing your capacity to convey complex information effectively.</li> <li>● Cultivate strong verbal communication skills, enabling you to deliver compelling presentations, engage in productive discussions, and build effective professional relationships, ultimately enhancing your career prospects and contributions in various workplace settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Effective Communication</b>	<b>15 lectures</b>
<b>1.</b>	Definition Process of communication Methods of Communication Verbal and Non-Verbal	
<b>Sub Unit</b>	<b>Unit – II: Techniques for Effective Communication</b>	<b>15 lectures</b>
<b>1.</b>	Barriers to Communication Different types of barriers to communication Means to overcome the barriers Skills required for Effective Communication Reading Writing	

	Comprehension Listening	
	CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek  2."The Business Communication Handbook" by Judith Dwyer	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Ability Enhancement Course

<b>Course Code</b>  JUCFM- AEC101	<b>Course Title: English Language Skills</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course explores grammar, vocabulary, writing, and communication skills to become a proficient and confident English speaker, reader, and writer, essential for academic, professional, and personal success.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop strong language comprehension and expression skills, including reading, writing, listening, and speaking, to effectively communicate in English.</li> <li>● Enhance grammar and vocabulary proficiency, enabling precise and clear communication while improving overall language fluency and comprehension.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Attain proficiency in the English language, enabling effective communication in both written and spoken forms across various contexts and purposes.</li> <li>● Cultivate the ability to analyze and critically engage with English-language literature and texts, fostering improved reading comprehension, critical thinking, and literary appreciation.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to English</b>	<b>15 lectures</b>
<b>1.</b>	Importance of English language Importance of vocabulary and grammar Exercises and quizzes on vocabulary, sentence formation and punctuations Comprehension Passages would be discussed with emphasis on building language skills	
<b>Sub Unit</b>	<b>Unit – II: Professional English</b>	<b>15 lectures</b>
<b>1.</b>	Summary Writing Relevance of summary writing in business Techniques would be taught to write summary in a concise manner Letter writing Letter Format and Style Content of letter Etiquette in letter writing Forming sentences, grammar and vocabulary	



	<p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Business English" by Mary Ellen Guffey and Carolyn M. Seefer</p> <p>2."Business English: A Complete Guide to Developing an Effective Business Writing Style" by Andrea B. Geffner</p>	

**Bloom's Taxonomy in Evaluation Scheme**

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>13</b>
<b>II</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>28</b>	<b>32</b>	<b>40</b>	<b>100%</b>

## Value Education Course

<b>Course Code</b>  JUCFM-VEC-101	<b>Course Title: Environmental Science</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course provides a comprehensive exploration of our planet's ecosystems, natural resources, environmental challenges, and sustainability. Gain a deep understanding of the interplay between human activities and the environment, equipping you with the knowledge to address critical environmental issues and make informed decisions for a sustainable future	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop an understanding of the key concepts and principles in environmental science, including ecology, biodiversity, and the Earth's natural systems.</li> <li>● Acquire the ability to critically analyze and evaluate environmental issues, such as pollution, climate change, and resource conservation, and propose informed solutions to address these challenges.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Cultivate a deep appreciation for the natural world and an awareness of the interdependence between human society and the environment, fostering a sense of responsibility for sustainable living and stewardship of the planet.</li> <li>● Develop the skills to engage in informed discussions and decision-making on environmental issues, both at a local and global scale, and contribute to the promotion of sustainable practices and policies in various personal, academic, and professional contexts.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction</b>	<b>15 lectures</b>
<b>1.</b>	Environmental science Overview Life Supporting Resources and role of biodiversity Urbanization and associated problems Sustainable energy resources Global warming : Causes ,measures Climate Change & Carbon Credit	
<b>2.</b>	Sustainable Energy Resources Sustaining the resources Sustainable development	

	Sustainable tourism	
<b>Sub Unit</b>	<b>Unit – II: Environment Conservation</b>	<b>15 lectures</b>
<b>1.</b>	Environment Protection in Indian Legal system Environmental protection acts and laws Animal protection acts and laws	
<b>2.</b>	Pollution Control Types of pollution Pollution control Pollution control board E-waste Recycling Bio- mass Bio-fuel	
	<b>Evaluation Scheme</b> 50 marks as Continuous Assessments (CA) Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Environmental Science: Toward a Sustainable Future" by Richard T. Wright and Dorothy F. Boorse. 2."Living in the Environment" by G. Tyler Miller Jr. and Scott Spoolman.	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	11	9	5	25
II	11.5	8.5	5	25
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>22.5</b>	<b>17.5</b>	<b>10</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>45%</b>	<b>36%</b>	<b>20%</b>	<b>100%</b>

## Indian Knowledge Systems

<b>Course Code</b> JU-IKS- GEN 101	<b>Course Title: Indian Knowledge Traditions</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course provides an understanding and peep into the legacies in Indian culture, philosophy, knowledge creation and practice, developments in Science, Technology, Mathematics, uniqueness in Political and economic institutions, in health, wellbeing, emotional balance and fulfillment	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Encouraging interest in research on Indian knowledge traditions by igniting students mind towards India centric research</li> <li>● Exploring Indian wisdom and solutions for applications in solving modern day problems in the society and economy.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Appreciate the history of the Indian knowledge system</li> <li>● Appraise the importance of Vedas and develop a basic understanding.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to IKS -I</b>	<b>15 lectures</b>
<b>1.</b>	Meaning and relevance of IKS IKS Corpus-Classification Vasudeva Kutumbakam- vision for society Indian knowledge Traditions- Indian Epistemological traditions Framework of valid knowledge. Knowledge Triangle The Purpose of Knowledge in India: Para Vidya and Aparā Vidya Oral traditions-Itihāsa Purāna traditions Indian Philosophical Traditions- Vedic Schools, Samkhya and Yoga schools, Nyaya and Vaishesika, Vedānta, Non -Vedic Schools	
<b>Sub Unit</b>	<b>Unit – II: Knowledge based Achievements in India’s Past</b>	<b>15 lectures</b>
<b>1.</b>	Number System, concept of zero in India Ancient Indian Mathematicians and their contributions Indian Science and Technology Heritage-knowledge and prominent works Surgical techniques overview Ayurveda -Definition of health Tri doshas -relation to health Indian psychology-Triguna system	

	States of consciousness Metal technology in India Panini's work on Sanskrit Grammar Governance traditions-Kautilyan State 64 kalas or art forms Unique aspects of Indian Astronomy Indian calendar-Solar and Lunar months Vastu shastra traditions	
	<b>Evaluation Scheme</b> 50 marks as Continuous Assessments (CA) Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Ba1, Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru 2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	11	9	5	25
II	11.5	8.5	5	25
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>22.5</b>	<b>17.5</b>	<b>10</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>45%</b>	<b>36%</b>	<b>20%</b>	<b>100%</b>

**SEMESTER II**  
**Discipline Specific Core Courses – Major/Minor Core Courses**

<b>Course Code</b>  <b>JUCFM-DSC-201</b>	<b>Course Title: Secondary Markets</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	The course aims to make the students well equipped with the secondary markets in India, its participants and its instruments.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Make students well aware of secondary markets</li> <li>● Give a basic understanding about secondary market instruments</li> <li>● Provide and overall idea about dealing in secondary markets</li> <li>● Give knowledge about various regulations in secondary market</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Develop a comprehensive understanding of secondary markets, including their meaning, functions, and an overview of their operation.</li> <li>● Gain insights into the phases of growth and the global dimension of secondary markets, allowing for a well-rounded knowledge of this financial sector.</li> <li>● Attain competence in comprehending the roles of exchanges and the significance of various indices in secondary markets, whether at a national, international, or regional level.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction</b>	<b>15 lectures</b>
<b>1.</b>	a) Secondary Markets – Introduction b) Meaning c) Functions	
<b>2.</b>	a) Overview of secondary markets b) Phases of growth c) Global secondary markets	
<b>Sub Unit</b>	<b>Unit – II: Market operators and participants</b>	<b>15 lectures</b>
<b>1.</b>	a) Capital markets b) Exchanges	
<b>2.</b>	a) Clearing house b) Clearing banks c) Depository systems	
<b>Sub Unit</b>	<b>Unit – III: Instruments</b>	<b>15 lectures</b>

1.	a) Types of instruments (Including Digital Instruments/NFT's) b) Trading	
2.	a) Regulations b) Features	
3.	a) Advantages b) Disadvantages c) Comparisons	
<b>Sub Unit</b>	<b>Unit – IV: Exchanges and Indices</b>	<b>15 lectures</b>
1.	a) Various Indices b) Advantages c) Disadvantages d) Comparisons	
2.	1. Exchanges 2. National 3. International 4. Regional	
	<p><b>Evaluation Scheme</b></p> <p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit III: 1 out of 2 (10 marks) Unit IV: 1 out of 2 (10 marks) All Units 3 out of 5 (10 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<ol style="list-style-type: none"> <li>Gordon, E., Natarajan. (2009). <i>Financial markets and services</i>. (Revised ed.). Delhi: Himalaya Publication House.</li> <li>Gupta, S. K., Aggarwal, N., &amp; Gupta, N. (2011). <i>Indian financial system</i>. (4 ed.). Delhi: Kalyani Publishers</li> <li>SanjeevAgarwal, A Guide to Indian Capital Market, Bharat Publishers, 2008</li> <li>Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication</li> <li>Financial Institutions and Markets, BholeL.M,TataMcgraw Hill.</li> <li>The Indian Financial System, Desai, Vasantha Himalaya Publishers</li> </ol>	

### Bloom's Taxonomy in Evaluation Scheme

<b>UNIT</b>	<b>KNOWLEDGE</b>	<b>UNDERSTANDING</b>	<b>APPLICATION</b>	<b>TOTAL MARKS</b>
<b>I</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>13</b>
<b>II</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>III</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>13</b>
<b>IV</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>12</b>
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>24%</b>	<b>36%</b>	<b>40%</b>	<b>100 %</b>



<b>Course Code</b>  JUCFM-MIN201	<b>Course Title: Strategic Corporate Accounting I</b>	<b>Credits: 04</b> <b>Lectures/Week: 4</b>
<b>Course description</b>	<b>This course provides comprehensive understanding of corporate accounting practices and presentation of financial statements as per legal requirements in the organizations</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● To provide comprehensive understanding of all aspects relating to the presentation of financial statements of companies.</li> <li>● Understand the regulatory requirements and compliance related to equity, debenture issuance, share buyback, and bonus share distribution.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Develop analytical skills to assess the advantages and disadvantages of diverse financing options, enabling students to make informed decisions about share and debenture issuance.</li> <li>● Prepare accurate and comprehensive financial statements that reflect the impact of these corporate actions on a company's financial position, performance, and equity structure.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: ISSUE OF CAPITAL</b>	<b>15 lectures</b>
<b>1.</b>	Issue of shares Issue of equity shares Issue of preference shares Issue of bonus shares	
<b>Sub Unit</b>	<b>Unit – II: ISSUE OF SECURITIES</b>	<b>15 lectures</b>
<b>1.</b>	Issue of Debentures	
<b>Sub Unit</b>	<b>Unit – III: REDEMPTION OF CAPITAL</b>	<b>15 lectures</b>
<b>1.</b>	Buyback of shares	
<b>Sub Unit</b>	<b>Unit – IV: BUY BACK OF SECURITIES &amp; BUYING OF INSTRUMENTS</b>	<b>15 lectures</b>
<b>1.</b>	Buy back of Debentures & Investment Accounting	
	<b>Evaluation Scheme</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)	

	<p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit III: 1 out of 2 (10 marks)  Unit IV: 1 out of 2 (10 marks)  All Units 3 out of 5 (10 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>Text Books  1.Jain S.P. &amp; Narang K.L (2010). Corporate Accounting, Kalyani Publishers, REP/Edition, New Delhi.</p> <p>Reference Books:  1.Anil Kumar, Rajesh Kumar (2010) Corporate Accounting, Himalayan Publishing House 5th Edition/Student Edition, Mumbai.  2.M.C. Shukla, T.S. Grewal &amp; S.C. Gupta (2006) Advanced Accountancy, S. Chand &amp; Company Ltd., 13th Edition New Delhi.  3.R.L. Gupta &amp; M. Radhaswamy, Advanced Accountancy,(2008) Sultan Chand &amp; Sons, New Delhi.  4. Dr. Maheshwari S.N &amp; Dr. Maheshwari S.K, Advanced Accountancy, (2010), Vol.1, Vol.-2, Vikas Publishing House Pvt. Ltd, New Delhi.  5. Mukerjee &amp; Hanif, Modern Accountancy, (2010), Tata McGraw Hill, New Delhi.  S.K. Paul, Accountancy, (2008). New Central Book Agency (P) Ltd, New Delhi.</p>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	1	2	8	11
III	1	2	10	13
IV	1	3	10	14
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>5</b>	<b>10</b>	<b>35</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>10%</b>	<b>20%</b>	<b>70%</b>	<b>100 %</b>

### Open Elective Courses

<b>Course Code</b>  JUCFM-OE 201	<b>Course Title: Data Analysis and Statistical Techniques II</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course introduces key statistical concepts and analytical tools, providing students with the skills to collect, clean, and analyze data to make informed decisions and gain valuable insights.	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Understand the basics of data collection and how to organize and clean data effectively.</li> <li>● Learn essential statistical concepts and techniques for data analysis, such as interpreting data distributions, calculating basic statistical measures, and conducting simple hypothesis tests.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Gain the ability to collect, clean, and prepare data for analysis, ensuring data quality and reliability.</li> <li>● Apply fundamental statistical techniques to analyze data, interpret results, and make informed decisions, laying the groundwork for more advanced data analysis and research in subsequent courses or professional settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Linear programming formulation and solutions</b>	<b>15 lectures</b>
<b>1.</b>	Formulation of LP problem Characteristics of LP Problem; Solution by graphical method; Dual of linear programming. Applications of linear programming	
<b>2.</b>	Assignment Problem Hungarian Method. Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.	
<b>Sub Unit</b>	<b>Unit – II: Decision Theory</b>	<b>15 lectures</b>
<b>1.</b>	Decision making environment Construction of Pay off Table, Opportunity Loss Table, Decision under uncertainty, Decision under Risk: EMV, EOL, EVPI.	
<b>2.</b>	Decision under Conflict Game Theory, Two-person, Zero-Sum games, Maximin Minimax Principle, Games without Saddle point- Mixed strategy, Dominance Rule.	

	<p>CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE:  Unit I: 1 out of 2 (10 marks)  Unit II: 1 out of 2 (10 marks)  Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Statistics" by Robert S. Witte and John S. Witte</p> <p>2."Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne</p>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

<b>Course Code</b>  JUCFM-OE 202	<b>Course Title: Understanding Human Psychology</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<b>This course offers a comprehensive exploration of the fundamental principles and theories that shape human behavior, emotions, and cognition. Gain insight into topics such as personality, motivation, mental health, and social interactions, providing a foundational understanding of the complexities of the human mind and behavior</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Develop a solid understanding of the major theories and concepts in psychology, including those related to human behavior, cognition, and emotions.</b></li> <li>● <b>Acquire the ability to critically analyze and evaluate psychological research, apply psychological principles to real-life situations, and gain insights into your own and others' behavior and mental processes.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Cultivate a comprehensive understanding of human psychology, enabling you to interpret and analyze complex human behavior and thought processes in various contexts.</b></li> <li>● <b>Develop strong critical thinking and communication skills, which can be applied to a wide range of personal and professional situations, fostering better interpersonal relationships and informed decision-making.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Human Psychology</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Psychology Definition and scope of psychology Major branches and subfields of psychology Importance of understanding human psychology for finance professionals	
<b>2.</b>	Biological Foundations of Behavior Structure and functions of the brain Nervous system and its role in behavior Genetic and environmental influences on behavior	
<b>3.</b>	Sensation and Perception Basic processes of sensation and perception Vision, hearing, taste, smell, and touch Perceptual organization and interpretation of stimuli	
<b>4.</b>	Learning and Memory	

	Classical conditioning and operant conditioning Cognitive processes in learning Types of memory and factors affecting memory	
<b>Sub Unit</b>	<b>Unit – II: Social and Cognitive Processes</b>	<b>15 lectures</b>
<b>1.</b>	Social Psychology Social cognition and perception Attitudes, beliefs, and stereotypes Group dynamics and social influence	
<b>2.</b>	Personality and Individual Differences Theories of personality: Trait, psychodynamic, and humanistic theories, Assessment of personality Personality development and its impact on behavior	
<b>3.</b>	Cognitive Processes and Decision Making Cognitive processes: Attention, perception, memory, and thinking Problem-solving and decision-making strategies Cognitive biases and their influence on financial decision-making	
<b>4.</b>	Emotions and Motivation Theories of emotion Factors influencing motivation Emotional intelligence and its significance in the financial context	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I & II 2 out of 4 (5 Marks)  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Psychology" by Peter O. Gray and David F. Bjorklund. 2."Psychology: From Inquiry to Understanding" by Scott O. Lilienfeld, Steven J. Lynn, and Laura L. Namy.	

#### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>

<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>
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**Vocational Skill Course**

<b>Course Code</b>  <b>JUCFM-VSC 201</b>	<b>Course Title: Organizational Behavior</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<b>This course helps gain a comprehensive understanding of how individuals and groups interact, influence decision-making, and impact the overall functioning and performance of organizations. Learn to apply key theories and concepts to enhance leadership, teamwork, and workplace effectiveness in a variety of organizational settings.</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Understand the fundamental principles of individual and group behavior within organizations, including factors that influence motivation, communication, and decision-making.</b></li> <li>● <b>Develop the skills to analyze and address organizational challenges, such as conflicts, diversity, and leadership issues, by applying concepts and theories from organizational behavior to real-world situations.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Acquire a deep understanding of organizational behavior principles, enabling you to effectively lead and manage individuals and teams within diverse workplace environments.</b></li> <li>● <b>Cultivate the ability to diagnose and address organizational issues, fostering improved communication, teamwork, and overall organizational performance while promoting a positive and inclusive workplace culture.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Organizational Behaviour and Diversity Management</b>	<b>15 lectures</b>
<b>1.</b>	Introduction to Organizational Behavior Meaning of Organizational Behavior– Nature, Key Elements, Structure, Scope, Need Organizational Behavior models Disciplines that contribute to OB, challenges and opportunities for OB	
<b>2.</b>	Groups Dynamics Meaning, Importance, Types of groups Roles and responsibilities within groups, Communication and decision-making processes Conflict resolution and managing group dynamics	
<b>3.</b>	Diversity in an Organization	

	Meaning, Types of Diversity in workplace, Need for diversity, Levels of Diversity Discrimination, Biographical Characteristics, Diversity: Opportunity or Threat?, Reason Behind Rise of Diversity, Diversity Management Strategies	
<b>Sub Unit</b>	<b>Unit – II: Individual Behaviour in Organizations and Organizational Culture</b>	<b>15 lectures</b>
<b>1.</b>	Personality Meaning of Personality, MBTI, Big Five Personality Model, Locus of Control, Machiavellianism, Narcissism, Type A & Type B Personality, The JOHARI Window	
<b>2.</b>	Values Characteristics, Importance and Role of values, Types of Values. How values and value systems are formed?	
<b>3.</b>	Organizational Culture Meaning, Characteristics, Importance, Types Creating and maintaining organizational culture. Cross- cultural management	
	<b>Evaluation Scheme</b>  CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)  SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason A. Colquitt, Jeffery A. LePine, and Michael J. Wesson. 2."Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge.1.	

#### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>



### Skill Enhancement Course

<b>Course Code JUCFM- SEC 201</b>	<b>Course Title: Principles of Modern Business Management</b>	<b>Credits: 02 Lectures/Week: 2</b>
<b>Course description</b>	<b>This course provides a comprehensive foundation in business management, covering topics such as leadership, strategy, organizational behavior, and ethical decision-making, preparing students for effective management roles in today's dynamic and competitive business environment</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Develop a deep understanding of fundamental business management concepts, including strategic planning, organizational structure, and leadership principles.</b></li> <li>● <b>Acquire the skills necessary to analyze real-world business scenarios, make informed decisions, and apply management principles to solve complex problems within organizations.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Demonstrate proficiency in applying modern business management principles to real-world situations, enabling effective decision-making and problem-solving within organizations.</b></li> <li>● <b>Cultivate strong leadership, communication, and teamwork skills, essential for success in the contemporary business landscape, and prepare for future leadership roles in various industries.</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-30)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Business Organization</b>	<b>15 lectures</b>
<b>1.</b>	Definition and nature of business Forms of business organization: Sole proprietorship, partnership, corporation, cooperative, etc. Factors influencing the choice of business organization	
<b>2.</b>	Legal and Regulatory Framework Laws governing business organizations in India Company law and its implications Regulatory authorities for business organizations	
<b>3.</b>	Business Objectives and Stakeholders Business objectives: Profit maximization, growth, social responsibility, etc. Stakeholders: Shareholders, employees, customers, suppliers, society, government, etc.	

	Role of stakeholders in business decision-making	
4.	Business Environment Economic environment: Demand and supply, inflation, GDP, fiscal policy, monetary policy, etc. Social and cultural environment Technological environment Legal and political environment	
	<b>Unit – II: Principles of Management</b>	<b>15 lectures</b>
1.	Introduction to Management Definition and nature of management Functions of management: Planning, organizing, staffing, directing, controlling Levels of management: Top-level, middle-level, and supervisory management	
2.	Planning and Decision Making Importance and process of planning Types of plans: Strategic, tactical, operational plans Decision-making process: Rational decision making, decision-making models	
3.	Organizational Structure and Design Types of organizational structures: Functional, divisional, matrix, network, etc. Span of control and delegation of authority Organizational design: Centralization, decentralization, formalization, etc.	
4.	Leadership and Motivation Leadership styles: Autocratic, democratic, laissez-faire, transformational, etc. Motivation theories: Maslow's hierarchy of needs, Herzberg's two-factor theory, expectancy theory, etc. Team building and effective teamwork	
5.	Controlling and Performance Evaluation Controlling process: Establishing standards, measuring performance, taking corrective actions Performance evaluation methods: Financial and non-financial measures, balanced scorecard, etc. Ethical considerations in management	
	<b>Evaluation Scheme:</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)	

	<p>SEE: The Practical component will comprise of 25 marks as Semester End Examination (SEE) of 1.5 hour evaluation pattern to be experiment/ task based/ case study or any other</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek</p> <p>2."The Business Communication Handbook" by Judith Dwyer</p>	

### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Ability Enhancement Course

<b>Course Code</b>  JUCFM- AEC201	<b>Course Title: Professional Communication Skill II</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	This course focuses on developing effective written and verbal communication abilities crucial for success in the workplace. Explore strategies for clear and persuasive business writing, presentation techniques, and interpersonal communication, enabling you to excel in your career and collaborate more efficiently with colleagues and clients	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● Develop proficiency in crafting clear and concise written communication for professional purposes, including emails, reports, and business documents.</li> <li>● Hone verbal communication skills, including public speaking and presentation techniques, to confidently convey ideas and information in a business setting, fostering effective interpersonal communication.</li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● Acquire the ability to produce professional written communication materials, such as reports and emails, that are coherent, persuasive, and tailored to specific audiences, enhancing your capacity to convey complex information effectively.</li> <li>● Cultivate strong verbal communication skills, enabling you to deliver compelling presentations, engage in productive discussions, and build effective professional relationships, ultimately enhancing your career prospects and contributions in various workplace settings.</li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60</b>
<b>Sub Unit</b>	<b>Unit – I: Communication Skills and Interpersonal Dynamics in the Modern World</b>	<b>15 lectures</b>
<b>1.</b>	Importance of communication skills Interpersonal relationship and Communication Role of Communication in Interpersonal Relationship Importance of Interpersonal Relationship at Workplace Communication in the age of social media Effects of social media on Communication Skills Relevance of social media in business Concepts to improve communication skills 7 C's of communication KISS – Keep it short and simple AIDA – Attention, Interest, Desire, Action	
<b>Sub Unit</b>	<b>Unit – II: Professional Development Essentials</b>	<b>15 lectures</b>

<b>1.</b>	Resume Writing Group Discussion and Interviews Presentation skills	
	<p><b>Evaluation Scheme</b> CA : quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment (25 marks)</p> <p>SEE: Unit I: 1 out of 2 (10 marks) Unit II: 1 out of 2 (10 marks) Unit I &amp; II 2 out of 4 (5 Marks)</p> <p><b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b></p>	
<b>References:</b>	<p>1."Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek</p> <p>2."The Business Communication Handbook" by Judith Dwyer</p>	

#### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	2	3	8	13
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>25</b>
<b>% WEIGHTAGE</b>	<b>16%</b>	<b>24%</b>	<b>60%</b>	<b>100 %</b>

### Value Education Course

<b>Course Code</b>  <b>JUCFM-VEC-201</b>	<b>Course Title: Digital &amp; Technological Solutions</b>	<b>Credits: 02</b> <b>Lectures/Week: 2</b>
<b>Course description</b>	<b>This course dives into the latest innovations and strategies in technology, digital transformation, and IT solutions. Gain the knowledge and skills to harness the power of technology to solve real-world problems and drive innovation in various industries.</b>	
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>● <b>Understand the fundamentals of digital technologies and their role in modern business and society.</b></li> <li>● <b>Gain awareness of common technological solutions and their potential benefits, preparing you to engage with and adapt to evolving digital tools and trends.</b></li> </ul>	
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>● <b>Develop the expertise to assess technological needs, design digital solutions, and implement them effectively in various contexts, contributing to enhanced productivity and innovation within organizations.</b></li> <li>● <b>Cultivate critical thinking and problem-solving skills, enabling you to navigate the ever-changing technological landscape, adapt to emerging digital trends, and make informed decisions for optimizing digital and technological solutions in diverse professional settings..</b></li> </ul>	
	<b>THEORY</b>	<b>(Total no.) lectures-60)</b>
<b>Sub Unit</b>	<b>Unit – I: Introduction to Digital Solutions</b>	<b>15 lectures</b>
<b>1.</b>	Overview of Digital Solutions Definition and scope of digital solutions in financial markets Importance and benefits of digitalization in the industry Digital transformation trends in financial markets sectors	
<b>2.</b>	Digital Banking Solutions Online banking services: Fund transfers, bill payments, balance inquiries Mobile banking applications: Features and functionalities Automated Teller Machines (ATMs) and their services Internet banking security and precautions	
<b>3</b>	Digital Insurance Solutions Online insurance policies: Purchase, renewal, and claims Mobile insurance applications: Policy management and claim filing	

	Usage-based insurance and telematics Digital tools for insurance comparison and premium calculation	
<b>Sub Unit</b>	<b>Unit – II: Technology in finance</b>	<b>15 lectures</b>
<b>1.</b>	Customer Relationship Management (CRM) Systems Role and benefits of CRM in financial markets Customer data management and analysis Personalization and targeted marketing strategies Enhancing customer experience through CRM systems	
<b>2.</b>	Technological Solutions in financial markets Applications of AI and ML in financial markets Chatbots and virtual assistants for customer support Fraud detection and risk assessment using AI and ML Personalized recommendations and predictive analytics	
	<b>Evaluation Scheme</b>  50 marks as Continuous Assessments (CA) Quizzes, puzzle, group presentation, group or individual projects, debate, model making, poster making, role play, case studies or any other creative mode of assessment  <b>SEE TABLE BELOW (ILLUSTRATIVE EXAMPLE SHOWN)</b>	
<b>References:</b>	1."Digital Transformation: Survive and Thrive in an Era of Mass Extinction" by Thomas M. Siebel.  2."The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.	

#### Bloom's Taxonomy in Evaluation Scheme

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	2	3	7	12
II	1	2	8	11
III	1	2	10	13
IV	1	3	10	14
<b>TOTAL MARKS PER OBJECTIVE</b>	<b>5</b>	<b>10</b>	<b>35</b>	<b>50</b>
<b>% WEIGHTAGE</b>	<b>10%</b>	<b>20%</b>	<b>70%</b>	<b>100 %</b>