

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM SEM-I**  
**English Language (COM-101)**

**Objective:** Teaching English to students of Management is to prepare them with an adequate knowledge of communication in English in the periphery of business world. Students should feel comfortable and easy to communicate in English with others. They have learnt some basic grammatical usage and in this upcoming semester they will learn to communicate to each other with role play conversation. The course contents will, bring a lot of changes in their soft skills and personal development which are very essential for each of them. This syllabus is only for the second semester which will help them to communicate comfortably to others with general English in business field.

**Aim**

To improve the English communication skills of the students in the 4 fields of English (i)Speaking (ii) Reading (iii) Writing and (iv) Listening.

**Course Credits:** 2

**Contact Hours** 30 Hrs

**Unit I: Introduction to Communication**

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers

**Reported Speech-** What is reported speech, where to use, how to report the speech of second person to others, words used for reported speech, etc.

**Unit II: Oral Communication**

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Meetings - Rumour - Demonstration and Dramatization - Public address system - Group Discussion – Oral report - Closed circuit TV). The art of listening - Principles of good listening. Jam sessions – Debates etc.

**Unit III: Business Letters**

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence

**Drafting of business letters**

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings – Memos – cover letters – resume/ cv drafting.

**Unit IV: Basic Grammar**

Aids to correct writing- Tenses, Modals, Subject-verb agreement, and common errors.

**TEXT BOOK:**

- Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd.(New Delhi)
- Current English Grammar and Usage with Composition, R.P. Sinha, Oxford University Press (New Delhi)
- Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press (New Delhi)
- Professional Communication, Aruna Koneru, Tata McGraw Hills, New Delhi.
- A Practical Course for Developing Writing Skills in English, J.K. Gangal, PHI Learning Pvt. Ltd., New Delhi.

**REFERENCE BOOKS:**

- Advanced Manual for Communication Laboratories and Technical Report Writing, D.Sudha Rani, Pearson, (New Delhi)
- A Course in Phonetics and Spoken English, J. Sethi& P.V. Dhamija, PHI Learning Pvt.Ltd. (New Delhi)
- English Language Laboratories: A Comprehensive Manual, NiraKonar, PHI Learning Pvt .Ltd. (New Delhi)
- Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd.(New Delhi).
- Oxford English Learning Package.(With CDs: Headway Series)
- Tata McGraw Hills English Learning Package (With CDs) “Oxford Advanced Learners’ Dictionary” published by Oxford University Press (New Delhi)

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM Sem-I**  
**Constitution of Indian and Human Rights (COM-102)**

**Objective:** To bring about aware among students about our constitution and human rights

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I: Indian Constitutional Philosophy**

- a) Features of the Constitution and Preamble
- b) Fundamental Rights and Fundamental Duties
- c) Directive Principles of State Policy

**Unit II Union and State Executive, Legislature and Judiciary**

- a) Union Parliament and State Legislature: Powers and Functions
- b) President, Prime Minister and Council of Ministers
- c) State Governor, Chief Minister and Council of Ministers
- d) The Supreme Court and High Court: Powers and Functions

**Unit III: Concept and Development of Human Rights**

- a) Meaning Scope and Development of Human Rights
- b) United Nations and Human Rights – UNHCR
- c) UDHR 1948, ICCPR 1996 and ICESCR 1966

**Unit IV: Human Rights in India**

- a) Protection of Human Rights Act, 1993 (NHRC and SHRC)
- b) First, Second and Third Generation Human Rights
- c) Judicial Activism and Human Rights

**TEXT BOOK:**

- Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi
- SubashKashyap, Indian Constitution, National Book TrustJ.A. Siwach, Dynamics of Indian Government & Politics
- D.C. Gupta, Indian Government and Politics

**REFERENCE BOOKS:**

- H.M.Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)
- V.N.Shukla, Constitution of India (Eastern Book Co)
- J.C. Johari, Indian Government and Politics
- Hans J. Raj Indian Government and Politics

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM Sem-I**  
**Principles of Management (COM-103)**

**Objective:** The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving, and new issues and findings are constantly emerging. This field is attracting many people who want to undergo a formal training in this area.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I: Introduction to Management**

Nature of Management- Meaning, Definition, it's nature purpose, importance & Functions. Evolution of Management Thoughts- Contribution of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought.

**Unit II: Planning and Decision Making**

**Planning** - Meaning - Need & Importance, types levels - advantages & limitations. **Forecasting** - Need & Techniques, **Decision making** - Types - Process of rational decision making & techniques of decision making.

**Unit III: Organizing and Directing**

**Organizing** - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization. **Directing**- Introduction, Principles and Elements of Direction; Supervision, Traditional vs. Development Supervision.

**Unit IV: Controlling and Coordination**

**Controlling**- Concept, Importance, Process & Types of Controlling, Contemporary Issues in Control, Entrepreneurs and Control. **Operations Management** - Importance, Service and Manufacturing Firms, Project Management Tools & Techniques. **Coordination**- Coordination- Definition, Characteristics, Objectives, Techniques.

**Unit V: Contemporary Management Issues**

Management in the International Area, Change and Organizational Development. Ethics, Corporate Governance and Social Responsibilities.

**TEXT BOOK:**

- V.S.P. RAO: Principles of Management text and cases
- L. M. Prasad: Principles of Management

**REFERENCE BOOKS**

- Robbins, De Cenzo, Bhattacharya and Agarwal, (2009): Fundamentals of Management- Essential Concepts & Applications 6e, India, Pearson

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM Sem I**  
**Business Organisation and Environment (COM-104)**

**Objective:** The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit 1: Foundation of Indian Business**

Manufacturing and service sectors; Small and medium enterprises; Problems and government policy. India's experience of liberalization and globalization. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

**Unit 2: Business Enterprises**

Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership; Choice of Form of Organization. Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

**Unit 3: An Overview of Business Environment**

Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

**Unit 4: Economic Environment**

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues. Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization

**Unit 5: Privatization**

Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization

**TEXT BOOK:**

1. Kaul, V.K., Business Organisation and Management, Pearson Education, New Delhi
2. Prakash Jagdish, Business Organization, Kitab mahal, Allahabad
3. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.

**REFERENCE BOOKS:**

4. Srivastava, Vinay K., Privatisation of Public Enterprises in India, Kitab Mahal, Allahabad.
5. Nageshwar Rao and Srivastava, Vinay K, Public Enterprises and Changing Scenario, Research India Press, New Delhi

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM Sem-I**  
**Principles of Accounting (COM-105)**

**Objective:** This module provides students with a comprehensive introduction to financial accounting, its meaning, principles, concepts and conventions. By the end of the module, students will be fully equipped with the knowledge and skills required to prepare and understand the financial statements.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I**

**Theoretical Framework:** Meaning and Scope of accounting, Accounting Concepts, Principles and Conventions, Accounting Standards – concepts, objectives, benefits, Accounting Policies, Accounting as a measurement discipline – valuation principles, accounting estimates

**Accounting Process:** Books of Accounts leading to the preparation of Trial Balance, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications thereof

**Unit II**

Bank Reconciliation Statement, Inventories: Basis of inventory valuation and record keeping

**Unit III**

**Depreciation Accounting**

Methods, Computation and accounting treatment of depreciation, Change in depreciation methods

**Unit IV**

Preparation of Final Accounts for Sole Proprietors, Accounting for Special Transactions- Consignments; Joint Ventures; Bills of exchange and promissory notes; Sale of goods on approval or return basis.

**Unit V**

**Partnership Accounts-** Final accounts of partnership firms; Basic concepts of admission, retirement and death of a partner including treatment of goodwill. **Introduction to Company Accounts-** Issue of shares and debentures; forfeiture of shares; re-issue of forfeited shares; redemption of preference shares.

**TEXT BOOK:**

- Maheshwari: Introduction to Accounting, Vikas Publishing

**REFERENCE BOOKS:**

- Ashoke Banerjee: Financial Accounting, Excel Books
- Maheshwari: Introduction to Accounting, Vikas Publishing
- Monga, J R, Ahuja Girish and Sehgal, Ashok : Financial Accounting; Mayur Paper Back
- Shukla, M C, Grewal TS, and Gupta, S C : Advanced Accounts; S. Chand & Co
- Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India.

**ALABBAR SCHOOL OF MANAGEMENT**  
**Raffles University**  
**B. COM Sem I**  
**Fundamentals of Information Technology (COM-106)**

**Objective:** To equip the students with the skills to operate a computer and learn its application in corporate functioning.

**Course Credits:** 4

**Contact Hours** 48 Hrs

**Unit I: Introduction to Computers**

Computer defined, Classification of computers, Basic computer organization, Input devices, Output devices, Primary Memory (ROM, RAM), Secondary Memory, Binary digit system, Bits, Bytes, Other units of memory, Software (Application software, Operating Software).

**Unit II: Microsoft Word**

Introduction to Toolbars, Menus, Ribbons, Text formatting, Finding and replacing text, Inserting illustrations (picture, clipart, shapes, Smartart, Chart), Headers, Footers, Text box, Word art, Symbols, Page setup, Watermark, Page border, Paragraph formatting, grouping, ungrouping, Mail merge, Spell check, Word count, Zoom, Save, Save as, Printing documents, Print preview

**Unit III: Microsoft Excel**

Introduction to components of Excel window interface, Toolbars, Worksheet concept, Cell address, Formatting, Cell alignment, Conditional formatting, Inserting, Deleting and formatting cell, Auto sum, Sorting & Filtering, Inserting illustrations (picture, clipart, Shapes, Smartart), Inserting and formatting charts, Text box, Header & Footer WordArt, Object, Symbol, page layout, Basic formulas (sum, multiplication, average, maximum, minimum, percentage), Spellcheck, Inserting & editing comment, Save, Save as, Printing, Print preview, Page break view.

**Unit IV: Microsoft PowerPoint**

Introduction to components of PowerPoint window interface, Toolbars, Slide layout, design, Slide formatting, arranging and ordering, Inserting tables, Illustrations (Picture, Clipart, Shapes, Smartart, Chart, Text box, Header & Footer, WordArt, Movie, Sound, Slide animation, Slide transition, Slide show basics, Slides handout, Slides sorter, Printing handouts, Print preview.

**Unit V: Networking and Internet**

Computer networking basics, Network topology (Star, Ring, Bus, Hybrid, LAN, WAN, MAN, Internet surfing, Internet browsers (Mozilla, Internet explorer, Chrome, Opera), Opening & operating email accounts, Dropbox, Instant messaging, Search engines.

**TEXT BOOK:**

- Sinha, P.K. and Sinha, Priti, *Computer fundamentals*, BPB Publications, New Delhi, Sixth Edition, 2011.

**REFERENCE BOOKS:**

- ITL, ESL,((2005)) Introduction to Infotech, 1st edition, Pearson Education.
- Goyal, Anita, ((2010)) Computer Fundamentals, 1st Edition, Pearson Education.