



DEPARTMENT OF COMMERCE

# Open Elective Matrix & Course Contents

Open Elective Course Matrix

	#	Course Title	Offered to	Duration	Credits
I Semester	1	Fundamentals of Finance	All students	3 Hours a Week	3
	2	Business Intelligence	All students	3 Hours a Week	3
	3	Advertisement & Content Management	All students	3 Hours a Week	3
II Semester	1	Business Strategy and Innovation	All students	3 Hours a Week	3
	2	Principles of Marketing	All students [Except students of school of business]	3 Hours a Week	3
	3	Strat-up Management	All students	3 Hours a Week	3

## Department of Commerce

I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC1	<b>Fundamentals of Finance</b>	45 Hours	All students	3 Hours a Week	3

## Course Objectives:

1. To familiarise students with basic concepts & trends in finance
2. To enable students, understand scope of branches in finance

## Course Outcomes:

CO1	Illustrate the framework for financial planning to understand the overall role finances play in his/her personal life.
CO2	Demonstrate an understanding of role and importance of the finance function in business.
CO3	Explore the role of government in the economy & demonstrate the components of a public budget and its impact on social welfare and economic development.
CO4	Summarize emerging trends in finance

## Reference Books:

#	Title	Author/s	Publisher
1	Basic Business Finance	Dr. S.P. Gupta	Sahitya Bhawan
2	Basic Finance for Nonfinancial Managers	Fernandez Kendrick	Kendrick Fernandez
3	Basic Financial Management	Khan M Y	McGraw Hill India
4	Personal Financial Planning	Murali Subbakrishna	Himalaya Publisher
5	Public Finance	H L Bhatia	S Chand

Unit	Title	Hours	Contents
1	Personal Finance	10	Scope and importance of personal finance; Steps in personal financial planning; Identifying life financial goals; Investor's life cycle, Accounting for income and expenses; Translating savings into investments; Understanding risk profile; Examining investment avenues; Creating portfolio to meet financial goals.
2	Corporate Finance	10	Scope and Goals of Corporate Finance; Finance Functions; Interface between Finance and Other Business Functions; Steps in Financial Planning; Considerations in Investment Decisions; Dividend Policy and its relevance; Concept of Working capital Management and its Components.
3	Public Finance	10	Scope of Public Finance; Role of Public Finance in Economic Development; Types of Public Budget; Structure of Public Budget; Classification and Sources of Public Revenue; Classification and Cannons of Public Expenditure; Budget analysis of the Government of India (Previous Financial Year).
4	Trends in Finance	10	FinTech companies – Role and Importance; Cryptocurrency – Pros and Cons; Factors driving growth of Digital wallets and Payments' bank; Sustainable Finance and its importance; Framework of Peer-to-peer lending; Credit score – Importance and process; Islamic finance – Concept and underlying principles.
Learning by Doing activities: 5 Hours			

Department of Commerce						
I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC2	<b>Business Intelligence</b>	45 Hours	All students	3 Hours a Week	3

Course Objectives:	<ol style="list-style-type: none"> <li>1. To enable students, analyse the overall business environment and evaluate its various components in business decision making.</li> <li>2. To enable students, understand and apply intelligence and business research in decision making.</li> </ol>
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**Course Outcomes:**

CO1	Describe the concepts and components of Business Intelligence (BI).
CO2	Critically evaluate use of BI for supporting decision making in an organisation.
CO3	Understand the impact of dynamic business environment on the operations of business.
CO4	Demonstrate skills required by the researcher and understand different applications of Business Research.

**Reference Books:**

#	Title	Author/s	Publisher
1	Business Environment Text and Cases	Francis Cherunilam	Himalaya Publishing House
2	Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
3	Business Environment	Paul	McGraw Hill Education
4	Marketing Research	Rajendra Nargundkar	McGraw Hill Education
5	Marketing Research	G.C. Beri	McGraw Hill Education

Unit	Title	Hours	Contents
1	Foundation to Business Intelligence	10	Definition, feature and significance of business intelligence, the distinction between intelligence, information and data, strategies of information gathering, information asymmetry and competitive advantage, types of business intelligence, business intelligence applications.
2	Environment Scanning for Intelligence	10	Meaning and objectives of environment scanning, Environmental Appraisal and Scanning Techniques Difference between micro and macro environment, Components of micro environment and its implications on business performance, analysing organisational position and preparing strategic advantage profile, core competencies of business.
3	Analysis of Business Environment	10	Nature of economic environment, evaluation of economic systems, Types of economic policies and its impact on business policies, positive and negative effects of new economic policy, Types of Political Systems, business risks posed by the Indian political system, component of legal environment, need for embracing technology, impact of technology on Business.
4	Business research	10	Meaning, scope and characteristics of business research, various types of research, research process - formulation of a problem, research methods, research design, data collection methods, sample design, data collection, analysis and interpretation, report writing, components of research proposal, components of research paper.
Learning by Doing activities: 5 Hours			

I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC3	<b>Advertisement &amp; Content Marketing</b>	45 Hours	All students	3 Hours a Week	3

## Course Objectives:

1. To introduce students, to the concepts and principles of advertising.
2. To familiarise students with essentials concepts and tools of content marketing.

## Course Outcomes:

C01	Articulate the concept of advertising and recognize the social and ethical implications of advertising.
C02	Infer the role of creativity in advertising and the various the advertising process
C03	Explain the role and methods of media planning
C04	Learn content creation framework for producing effective content on a consistent basis.

## Reference Books:

#	Title	Author/s	Publisher
1	Advertising Creative Strategy, Copy & Design	Altstiel, Tom & Grow, Jean	Sage Publication
2	Foundations of Advertising	Chunawala & Sethia	Himalaya Publishing House
3	Advertising Principles & Practices	Wells, Burnett, Moriarty	Prentice Hall
4	Content Marketing	Schaefer Joe Wilson	E.C. Publishing
5	Digital Marketing	Seema Gupta	McGraw Hill Education

Unit	Title	Hours	Contents
1	Understanding Advertising	10	Definition, Need, Scope, Role & Importance of Advertisement; Advertising as a tool of Communication and its difference with Propaganda, Publicity, PR; Personal Selling & Sales Promotion; Types and Classification of Advertising; Ethical Issues in Advertising; Social Criticism of Advertising.
2	Advertising Process	10	Role of Creativity in advertising; Types of Appeals and Advertising Messages; Ad Campaign – Concept and Importance; Brand versus Social Ad campaigns; Campaign Planning & its components; Role of Research in Advertising; Importance of a Copywriter; How to Develop an Effective Copy, AIDA.
3	Advertising Media	10	Understanding Media & It's Creative Co-ordination with other Marketing functions; Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, Emerging Media Platforms.
4	Content Marketing	10	Content creation for online platforms- types of content: written, audio, picture, video; content and marketing, optimising content for web and for social media, influencers, connecting with influencers, headlines and data; Content strategy & challenges; Blog Marketing.
Learning by Doing activities: 5 Hours			



Department of Commerce						
II Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC4	<b>Business Strategy and Innovation</b>	45 Hours	All students	3 Hours a Week	3

Course Objectives:	To introduce the concepts of business strategy and innovation & its importance in competitive and institutional landscape.
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Course Outcomes:	
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C01	Comprehend the basic concepts and principles associated with business strategy
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C02	Understand the role of vision, mission and objectives in strategic process
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C03	Explain conceptual framework of various business strategies
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C04	Infer the importance of innovation and change management in business
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Reference Books:	
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#	Title	Author/s	Publisher
1	Business policy and Strategic Management	Vipin, Kamala & Srinivasan	PHI
2	Strategic Management Concept & Cases	Glueck, William F	McGraw Hill
3	Business Innovation	MR Whiteley Nick	Createspace
4	Strategic Management	Adela Kazmi, Azhar Kazmi	McGraw Hill India
5	Business Strategy	Tracy Brian	Manjul Publishing House

Unit	Title	Hours	Contents
1	Foundation to Strategy	10	Meaning, Scope and Importance of strategy in Business; Strategic thinking Vs Strategic management Vs Strategic planning; Nature of strategic plan; nature of strategic decisions; approaches to strategic decision making; levels of strategies; The strategic management process.
2	Defining purpose of business	10	Mission statement, concept of goals, Integration of individual and organisation goals; How Objectives are pursued; How are mission and objectives are formulated, why do mission and objective change, ethics and strategy
3	Business Strategies	10	Corporate strategy- Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy; Generic competitive strategy - Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy.
4	Organisational change and innovation	10	Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation.
Learning by Doing activities: 5 Hours			

Department of Commerce						
II Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC4	<b>Principles of Marketing</b>	45 Hours	All students [Except BBA & B.Com]	3 Hours a Week	3

Course Objectives:	To familiarize the students with the conceptual framework of marketing principles and practices.
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Course Outcomes:	
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CO1	Understand the conceptual framework of marketing & consumer behaviour.
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CO2	Analyse the elements of marketing mix in the context dynamic business environment.
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CO3	Explain the concept of STP and its application in marketing process.
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CO4	Comprehend the recent trends in marketing and its implication on business.
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Reference Books:	
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#	Title	Author/s	Publisher
1	Principles of Marketing	Philip Kotler	Pearson
2	Marketing Management	Mohammed Umair	Skyward Publishers
3	Marketing Management	J.C. Gandhi	McGraw Hill India
4	Marketing Management	Sontakki	Kalyani Publishers
5	Fundamentals of Digital Marketing	Puneet Bhatia	Pearson

Unit	Title	Hours	Contents
1	Foundation to Marketing	10	Meaning, Nature, Scope and Importance of Marketing; Difference between marketing and selling; Unethical practices in marketing; Importance understanding consumer behaviour in marketing; Factors influencing Consumer Behaviour, Buying Decision Process.
2	Marketing Mix	10	Product – Meaning and Classification, Product development stages and life cycle; Pricing – Meaning and Importance; Pricing strategies; Place – Role of distribution in marketing, Channel Management Strategies; Promotion – Meaning & components of promotional mix.
3	STP	10	Steps in the Target Marketing Process; Meaning and purpose of segmentation; Bases and levels of Segmentation; Criteria for Successful Segmentation; Basic strategies for target market selection; Meaning and purpose of positioning; Steps in Product Positioning.
4	Trends in Marketing	10	Digital Marketing – Meaning, drivers of digital marketing in India; Moment marketing, Viral marketing, Social Media Marketing, Relationship marketing (meaning and scope); International marketing – Features, challenges in International marketing.
Learning by Doing activities: 5 Hours			

Department of Commerce						
II Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC4	<b>Start-up Management</b>	45 Hours	All students [Except BBA & B.Com]	3 Hours a Week	3

Course Objectives: To familiarize students with the process and operations of business start-ups.

Course Outcomes:

CO1	Understand the entrepreneurial ecosystem and its challenges to business start-ups.
CO2	Identify the new ideas, process and opportunities to be an entrepreneur
CO3	Analyse entrepreneur market condition and preparation of financial statement
CO4	Study the significance of survival and growth in the context of business start-ups

Reference Books:

#	Title	Author/s	Publisher
1	Launching New Ventures	Kathleen R Allen	Cengage Learning
2	A Visual Guidebook for Building Your Startup	Fisher & Duane	Mc Graw Hill Education
3	Managing New Ventures Concepts and Cases	Anjan Raichaudhuri	Prentice Hall
4	Small- Scale Industries and Entrepreneurship	Vasant, Desai	Himalya Publication House
5	Entrepreneurship Development and SBE	Charantimath & Poornima	Pearson Education

Unit	Title	Hours	Contents
1	Foundation to Business Start-up	10	The Rise of the start-up Economy; The Six Forces of Change; The Start-up Equation; The Entrepreneurial Ecosystem; Challenges of Start-ups in India; Factors impacting emergence of start-ups in India; importance of start-ups for India's economic development. Features of Unicorn companies;
2	Start-up Process	10	Generating Business idea - Sources, methods of brainstorming, need for creativity; Challenges in Business idea development; Sources, methods of brainstorming, need for creativity; Challenges in Business idea development.
3	Business Start-up Planning	10	Business planning process, drafting business; plan- leadership- Challenges, Legal issues – forming business entity, considerations and Criteria, requirements for formation of a Private/Public Limited Company; Legal issues in forming business entity, considerations; Criteria, requirements for formation of a Private/Public Limited Company.
4	Funding and Survival	10	Funding with Equity – Financing with Debt- Funding start-ups with bootstrapping- crowd funding- strategic alliances. Venture Capital; Financial assistance under Startup India; Stages of growth in a new venture; Reasons for new venture failures- Scaling Ventures – preparing for change – Leadership succession; Exit strategies.
Learning by Doing activities: 5 Hours			