



Maharaja Suhel Dev State University, Azamgarh

Programme : B.Com	Year: First	Semester: First
Subject: Commerce (B.Com Minor)		
Course Code: C010105M	Course Title: Fundamentals of Commerce	
Course Outcome: Comprehend commerce principles, analyze markets, evaluate finance, and develop business acumen for further studies or career pursuits.		
Credits: 4	Core Compulsory/Elective: Minor	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures: 60		
Unit	Topics	No. of Lectures
I	Definition, nature, and scope of commerce, Evolution and significance of commerce, Various forms of commerce (e.g., trade, e-commerce), Economic and social importance of commerce	15
II	Concept of business environment, Internal and external environment factors, Economic, social, technological, and legal aspects of the business environment, Understanding the impact of the business environment on commerce	15
III	Types of business organizations (e.g., sole proprietorship, partnership, company), Characteristics, advantages, and limitations of each type, Formation, registration, and legal aspects of business organizations, Role of business organizations in commerce	15
IV	Basic concepts and principles of accounting, Accounting equation and double-entry system, Introduction to computerised Accounting.	15
Suggested Readings:		
1. "Principles and Practice of Management" by L.M. Prasad - (SULTAN CHAND AND SONS PUBLICATION)		
2. "Indian Business Environment" by Aswathappa, K. and Siddhartha, K. - (Himalaya Publishing House)		
3. "Business Organization and Management" by Tulsian, P.C. - (Pearson Education)		
4. "Financial Accounting" by Dr. S.N. Maheshwari, Dr. S.K. Maheshwari, and Sharad K. Maheshwari - (Vikas Publishing House)		
5. Digital Sources : SWAYAM, MOOC, NDLI		

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24.8.23

Dr. Dinesh Kr. Tiwari
Dean & Convenor
Faculty of Commerce

24/08/23

Approved By Board of Studies Meeting, Dated : 24/08/2023





Maharaja Suhel Dev State University, Azamgarh

Programme : B.Com	Year: Second	Semester: Third
Subject: Commerce (B.Com Minor)		
Course Code: C010305M	Course Title: Fundamentals of Trade and Economics	
Course Outcome: Understand trade principles, analyze economic systems, evaluate market dynamics, and cultivate economic insight for future studies or career advancement.		
Credits: 4	Core Compulsory/Elective: Minor	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures: 60		
Unit	Topics	No. of Lectures
I	Introduction to macroeconomics and microeconomics, Understanding economic indicators and their impact on commerce, Market structures and their implications for businesses, Government policies and their influence on the business environment	15
II	Effective business communication strategies, Written and oral communication skills, Professional etiquette and communication in the digital age, Interpersonal and group communication in business contexts	15
III	Principles of financial management in business, Time value of money and its applications, Capital budgeting and investment decisions, Financial planning, forecasting, and budgeting	15
IV	Introduction to marketing concepts and strategies, Market segmentation, targeting, and positioning, Product development and management, Marketing mix elements: product, price, place, and promotion, Digital Marketing	15
Suggested Readings:		
1. "Indian Economy" by Ramesh Singh - (McGraw Hill)		
2. "Business Communication: Building Skills for Success" by K.K. Sinha - (Taxmann)		
3. "Financial Management" by I.M. Pandey - (Vikas Publishing House)		
4. "Marketing Management" by Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha - (Pearson Education India)		
5. Digital Sources : SWAYAM, MOOC, NDLI		

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Programme : M.Com	Year: First	Semester: First
Subject: Commerce (M.Com Minor)		
Course Code: MCM1.6	Course Title: Fundamentals of Organizational Behaviour	
Course Outcome: Understand organizational behavior functions to enhance managerial effectiveness, covering individual behavior, group dynamics, leadership, and communication.		
Credits: 4	Core Compulsory/Elective: Minor	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures: 60		
Unit	Topics	No. of Lectures
I	Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Organizational Behaviour Model.	15
II	Perception : Meaning, Significance of Perception for understanding Human Behaviour, Perception Process and Factors Influencing Perception; Personality; Concept, Factors influencing Personality, Theories of Personality.	15
III	Learning: Concept, Process, Learning Theory and OB, OB Modification, Motivation : Motivation and Goal Directed Nature of Human Behaviour, Process, Theories of Motivation: Maslow's need hierarchy, Herzberg's two factors theory, Theory X, Y and Z, Conflict Management.	15
IV	Group Dynamics : Meaning Functions, Types, Reasons for Joining Group, Stages of Group Development, Characteristics, Advantages and Disadvantages of Informal Groups, Group Norms, Group Cohesiveness, Leadership: Meaning, style, approaches of leadership (Trait and Behaviour Approach).	15
Suggested Readings:		
1. "Organizational Behaviour" by Stephen P. Robbins and Timothy A. Judge (Indian Edition) - (Pearson Education)		
2. "Organizational Behavior" by S. P. Robbins, T. A. Judge, and Sanghi S. - (Pearson Education)		
3. "Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason A. Colquitt, Jeffery A. LePine, and Michael J. Wesson (Indian Edition) - (McGraw-Hill Education)		
4. "Understanding Organizational Behaviour" by Udai Pareek and S. Modak. - (Oxford University Press)		
5. Digital Sources : SWAYAM, MOOC, NDLI		

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