

Chaudhary Bansi Lal University, Bhiwani

(A State University established under Haryana Act No. 25 of 2014)



EXAMINATION SCHEME

&

Syllabus

for

Bachelor of Commerce- Vocational

(Advertising and Sales Promotion)

(Semester- I to VI)

(w.e.f. 2019-22)



Chaudhary Bansi Lal University, Bhiwani

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Study & Evaluation Scheme w.e.f. 2019-2022 of Bachelor of Commerce- Vocational

Programme	:	B.Com.- Vocational (Advertising and Sales Promotion)
Duration	:	Three year full time (Six Semesters)
Medium	:	English/Hindi
Minimum Required Attendance	:	75%
Total Marks	:	3500 (Excluding Non-CGPA Paper/s and Open Elective Paper/s)
Total Credits	:	130 (Excluding Non-CGPA Paper/s)

Assessment/Evaluation

Internal	External	Total
20	80	100

Internal Evaluation (Theory Papers)

Minor	Attendance	Assignment	Total
10	5	5	20

Duration of Examination

External	Internal (Minor Test)
3 Hrs.	1 Hr.

To qualify the course, a student is required to secure a minimum of 40% marks in aggregate including the end semester examination and internal evaluation i.e. both internal and external. A candidate who secures less than 40% of marks in a course shall be deemed to have failed in that course. The student should have to secure at least 40% marks in aggregate to clear the semester.

Question Paper Structure

1. *The question paper shall consist of 9 questions. Out of which, first question shall be of short answer type and will be compulsory. Question no. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer all parts.*
2. *The remaining 8 questions shall have internal choice. The weightage for each question shall be of 16 marks.*

Important Note/s

1. *The paper of Business Mathematics, English, Prayojanmulak Hindi, Environmental Studies should be taught by the teachers of the specific subjects and not by the Commerce teachers.*
2. *All the papers related to Computers except the E-Commerce paper should be taught by the teachers of Computer discipline. However, the E-Commerce paper should be taught by the Commerce teachers only.*
3. *The batch size for the practical/ tutorial should be of 20 students each unless the enrolment is lower than this.*

B.Com.- Vocational (Advertising and Sales Promotion)

Scheme of Examination & Syllabi w.e.f. Academic Year 2019-20

B.Com.- I (1st Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical	
19BC-101	Financial Accounting-I	C.C.	3	2	5	3	1	4	80	20	-	100
19BCVA-102	Marketing Management	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-103	Business Economics	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-104	English	A.E.C.C.	2	-	2	2	-	2	80	20	-	100
19BC-105	Fundamentals of Computer	S.E.C.	2	4	6	2	2	4	40	10	50*	100
Hobby Club		G.E. Non-CGPA	At least one hour will be conducted per week or 16 hours per semester.						As per University Policy framed for Hobby Club			
Total			15	7	22	15	3	18	360	90	50	500 (Excluding Marks Awarded for Hobby Club)

**End Term Evaluation by the external examiner appointed by University.*

B.Com.- I (2nd Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total	
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical		
19BC-201	Financial Accounting-II	C.C.	3	2	5	3	1	4	80	20	-	100	
19BCVA-202	Advertising and Sales Management	C.C.	4	-	4	4	-	4	80	20	-	100	
19BC-203	Business Mathematics	G.E.	3	2	5	3	1	4	80	20	-	100	
19BC-204	Prayojanmulak Hindi	A.E.C.C.	2	-	2	2	-	2	80	20	-	100	
19BC-205	Business Communication Skills	A.E.C.C.	2	-	2	2	-	2	80	20	-	100	
Hobby Club		G.E. Non-CGPA	At least one hour will be conducted per week or 16 hours per semester.						As per University Policy framed for Hobby Club				
Total			14	5	19	14	2	16	400	100	-	500 (Excluding Marks awarded for Hobby Club)	

B.Com.- II (3rd Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical	
19BC-301	Corporate Accounting-I	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-302	Business Regulatory Framework	C.C.	4	-	4	4	-	4	80	20	-	100
19BCVA-303	Retail Management	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-304	Environmental Science	A.E.C.C.	2	-	2	2	-	2	80	20	-	100
19BC-305	E-Commerce	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-306	Computerised Accounting System	S.E.C.	-	4	4	-	2	2	-	50	50*	100
Hobby Club		G.E. Non-CGPA	At least one hour will be conducted per week or 16 hours per semester.						As per University Policy framed for Hobby Club			
Total			17	7	24	17	3	20	400	150	50	600 (Excluding Marks awarded for Hobby Club)

**End Term Evaluation by the external examiner appointed by university.*

B.Com.- II (4th Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical	
19BC-401	Corporate Accounting-II	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-402	Corporate Law	C.C.	4	-	4	4	-	4	80	20	-	100
19BCVA-403	Agricultural and Rural Marketing	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-404	Business Statistics	C.C.	3	2	5	3	1	4	80	20	-	100
19BCVA-405	Service Marketing	C.C.	4	-	4	4	-	4	80	20	-	100
19BC-406	Business Ethics	C.C.	2	-	2	2	-	2	80	20	-	100
19BC-407	Statistical Analysis through Software	S.E.C.	-	4	4	-	2	2	-	50	50*	100
Hobby Club		G.E. Non-CGPA	At least one hour will be conducted per week or 16 hours per semester.						As per University Policy framed for Hobby Club			
Total			20	9	29	20	4	24	480	170	50	700 (Excluding Marks awarded for Hobby Club)

**End Term Evaluation by the external examiner appointed by university.*

B.Com.- III (5th Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical	
19BC-501	Income Tax Law	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-502	Cost Accounting-I	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-503	Management Accounting	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-504	Auditing	C.C.	4	-	4	4	-	4	80	20	-	100
19BCVA-505 (A)*	Marketing Research	D.S.E.	4	-	4	4	-	4	80	20	-	100
19BCV-505 (B)*	Digital Marketing	D.S.E.	4	-	4	4	-	4	80	20	-	100
19BCVA-506 (A)**	Brand Management	D.S.E.	4	-	4	4	-	4	80	20	-	100
19BCVA-506 (B)**	Consumer Behaviour	D.S.E.	4	-	4	4	-	4	80	20	-	100
Open Elective Paper***		G.E.	2	-	2	2	-	2	As per University Policy framed for Open Elective Papers			
Total			23	6	29	23	3	26	480	120	-	600 (Excluding Marks awarded for Open Elective Paper)

* Students will have to choose one out of 19BCVA-505 (A): Marketing Research & 19BCV-505 (B): Digital Marketing.

** Students will have to choose one out of 19BCVA-506 (A): Brand Management & 19BCVA-506 (B): Consumer Behaviour.

*** To be chosen from the list of open elective papers provided by the University.

B.Com.- III (6th Semester)

Course No.	Course Title	Course Type	Contact Hours per week			Credit			Examination Scheme			Total
			Theory	Practical/ Tutorial	Total	Theory	Practical/ Tutorial	Total	Theory	Internal Assessment	Practical	
19BC-601	Tax Procedure and Practices	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-602	Cost Accounting-II	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-603	Financial Management	C.C.	3	2	5	3	1	4	80	20	-	100
19BC-604	GST	C.C.	3	2	5	3	1	4	80	20	-	100
19BCVA-605 (A)*	Sales Force Management	D.S.E.	4	-	4	4	-	4	80	20	-	100
19BCVA-605 (B)*	International Marketing	D.S.E.	4	-	4	4	-	4	80	20	-	100
19BCVA-606	Project Work Dissertation	C.C.	4	-	4	4	-	4	-	50	50**	100
Open Elective Paper***		G.E.	2	-	2	2	-	2	As per University Policy framed for Open Elective Papers			
Total			22	8	30	22	4	26	400	150	50	600 (Excluding Marks awarded for Hobby Club and Open Elective Paper)

* Students will have to choose one out of 19BCVA-605 (A): Sales Force Management & 19BCVA-605 (B): International Marketing.

** End Term Evaluation by the external examiner appointed by university.

***To be chosen from the list of open elective papers provided by the University but it should not be same as was chosen in semester fifth.

Abbreviation Used:

C.C.	Core Course
D.S.E.	Discipline Specific Elective
G.E.	Generic Elective
A.E.C.C.	Ability-Enhancement Compulsory Course
S.E.C.	Skill-Enhancement Elective Course

POLICY ON HOBBY CLUB

1. List of Clubs (Both for UG and PG Programmes):

1. IT Innovators Club (IT Club)
2. Performing Arts (Dance, Drama, Singing)
3. Sports and Fitness Club (Including the Indoor and Outdoor games, Yoga and Meditation)
4. Outreach (Extension and Rural Activities Club like social awareness programmes and sensitization)
5. Literary (Debate, Declamation, and Writing skills)
6. Fine Arts (Painting, Drawing, Sculpture, and Graphics)
7. Photography and Videography
8. Gardening & Landscaping
9. Entrepreneurship
10. Media Club
11. Culinary Skills (Cooking)

2. Criteria for Evaluation (Both for UG and PG programme):

The criteria for the evaluation of the same may be framed as:

(a) Attendance (50%)

Less than 60%:	No Marks
60%-75%:	30 Marks
76%-90%:	40 Marks
91%-100%:	50 Marks

(b) Participation in the Events organised by the club (15%)

- (c) Organising the In-House Club Events (15%)
- (d) Participation/ organizing a National or State level event (10%)
- (e) Positions in the National / State Level event (10%)

3. Mode of Conduct:

List of clubs and their faculty coordinators will be floated at the beginning of each session and every student will mandatory choose one club as per his / her choice. This hobby club will be evaluated for 1 credits each in each semester for the first four semesters (Semester 1-4) in both UG as well as in PG Courses) as per the evaluation policy. However, these credits will not be added to the SGPA / CGPA. They will be counted together and the final letter grade will be reflected in the final DMC of the students with the name as **“Hobby club”**.

These hobby clubs will primarily run in the workshop mode, where one teacher will be assigned as coordinator to look after the over-all responsibility of the clubs. It is suggested that one workshop / meeting of at least 1 hr will be conducted per week or 16 hours per semester (if in the long workshop mode). At least one event will be organised by the club during each semester. Students will be encouraged to organise and participate in the events. They will also be encouraged to participate in the national and state level programmes.

4. Review:

The structure and implementation of the clubs will be reviewed after every three years.

Details on the Club/s

1. IT Innovators (Information and Technology)

This group will focus on encouraging students with interest in Information and Technology to come up with new ideas. It will be a platform for young budding talent to share their thoughts. It will also focus on increasing awareness about latest trends in technology by way of seminars, competitions etc. Students will also get an exposure for showcasing any new inventions they make. The group will expose the students to professionals of the industry and help them get correct guidance from industry experts

2. Performing Arts (Theatre, Drama, Music- Vocal and Instrumental)

This group will focus on activities related to various arts like singing, dancing, drawing, theatre etc. The group will organize cultural programmes on different occasions as feasible. They will take charge of all the cultural activities that take place in the university. The students will get an opportunity to showcase their creativity. They will be guided regularly by expert artists by way of seminars, movies, activities etc. It will help in overall development of the students and harness their creative energies.

3. Sports and fitness (Yoga, Meditation, Indoor Games and Outdoor Games)

In today's world people are living very stressful lives. They are losing their health for earning money. People are not able to perform to their most optimum capacity because of health; stress etc. This group will try to bring the very much needed work life balance. This group will focus on mental and physical fitness. They will start yoga, meditation, aerobics etc. They will also encourage increased participation in university sports teams. The group will organize regular camps of yoga, meditation, to increase the concentration and stamina of students.

4. Outreach (Activities having social Impact)

Youth is the future of society and has the power to change it. This group will strive for making a social impact, bringing about the positive changes in the society we live in. The students will regularly engage in activities that will create a better society. This group will organize events for improving our society. It will provide hands on experience, of dealing with people, to the participants and raise a socially sensitive youth.

5. Literary (Debates, Declamations and Writing skills)

The Literary club will endeavor to promote languages and literature. From time to time, the club will organize a rich and diverse array of literary activities such as debates, declamations, group discussions, poetry writing and recitation, short story writing, interactive/lecture sessions, etc. Through these activities, literary coordinators (student and teacher) reach out to language and literature lovers and try to create a space for sharing emotions and thoughts.

6. Fine Arts (Painting, Drawing, sculpture and Graphics)

The fine art club aims to encourage students to express their thoughts, feelings and creativity through the various multidimensional art forms like sketching, painting, Sculpturing etc. It attempts to tap the inherent talents and potentials of the student community at all levels of life. It provides an opportunity to the students to let their imagination run wild and provides them with the sight to see things in a different way. Students learn from one another and share their prowess in different aspects of art.

7. Photography and Videography

This club aims at providing a supportive environment for students interested in photography and videography to share their creativity, knowledge and Hobby. The club will hold regular meetings and discussions and organize events such as; photo-walks, field trips, museum and gallery visits, and lectures and workshops by visiting artists. Members will also explore the possible opportunities for photography projects in collaboration with other campus departments, organize peer to peer portfolio reviews and explore the possibilities of exhibitions on and off campus.

8. Gardening and Landscaping

This is a group for people with shared interests in gardens, gardening, plants and nature around us. In the current scenario it has become imperative that we take care of the environment we live in. this club is for people who are sensitive towards the natural environment we live in and find joy in getting close with the nature. This group will organize activities like tree plantation, lectures for enhancing knowledge about different plants, participating in social events pertaining to creating awareness about plants.

9. Entrepreneurship

Entrepreneurs are the present and future of our country. We need people who can generate employment for themselves and others as well. The Entrepreneurship Club aims to provide a conduit by which students can access entrepreneurial resources, network with community entrepreneurs, and share ideas. The club is dedicated to furthering understanding about new and small businesses.

10. Media

The Media Club is an exclusive platform for the college students which gives students hands on experience of the real world, behind the scenes with many diverse types of activities planned and designed to understand the importance of journalism and media. The club brings together like minded people who have a keen interest in the media industry. The club will regularly organize workshops, information sessions and field trips to gain better and deeper understanding of the field.

11. Culinary skills (Cooking)

Learning how to cook healthy and enjoyable meals is an important and valuable skill. Food brings people together and this club would do so in a way that integrates learning as well. The goals of this club are not only to cook these meals as a community but also to teach culinary skills, bring awareness, and dedicate our time to food justice and sustainability; advocating for the right to healthy, nutritious, fresh food.