

SCHEME OF INSTRUCTION AND SYLLABUS

Bachelor of Commerce (Honours)

From Academic Year: 2025-26 Onwards

B.COM (H)



Faculty of Commerce & Management

United University
Rawatpur-Jhalwa (Prayagraj)
Uttar Pradesh

University Vision

To establish a value based global university having dynamic learning environment encouraging creativity and innovation, research inspired experiential learning and focusing on topics that are pertinent to the development of the region, the country and the world.

University Mission

- To provide a dynamic, inspiring and varied learning environment with global exposure.
- To position the institution as a premier hub for research and experiential learning.
- To develop into an adaptable University meeting the demands of society and business.
- To incorporate value thinking, integrity, wisdom and passion in professional for their career and life.

Department Vision

To achieve global competence by evolving thought leadership, innovative and creative solution, making socially responsible business leaders through flexible, value based, management education driven by high quality research and collaboration.

Department Mission

1. To nurture responsive ethical leaders sensitive to environment and society.
 2. To encourage critical thinking and continuous improvement.
 3. To inculcate a culture of innovation and entrepreneurship.
 4. To create and disseminate knowledge through applied and inter-disciplinary research and practices in emerging areas of management.
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Program Educational Objectives (Undergraduate)

PEO-1: To provide knowledge and skills for being successful entrepreneurs and finance professionals in the field of Banking, Insurance, Manufacturing, Transport, Telecom, Service, Hospitality, IT and academics.

PEO-2: To equip student with quantitative, qualitative, cognitive and analytical skills for identifying, analyzing, designing and creating business opportunities in a global dynamic environment.

PEO-3: To make competent professionals with ethics, humility and societal needs through their holistic development.

PEO-4: To transform graduates capable of thinking strategically and to lead, motivate and manage multi-disciplinary teams thereby enhancing managerial effectiveness under all circumstances.

PEO-5: To prepare committed professionals with a sense of ‘giving back to the society’ through display of professional ethics, human dignity, empathy and humility in their professional and personal life.

Program Outcomes

On successful completion of the B. Com(H) programme the student will be able to:

PO-1: Acquire in-depth knowledge of Commerce discipline, including wider and global perspectives, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge. (Academic result & International / global reach)

PO-2: Analyze complex business problems critically; apply independent judgment for synthesizing information to make intellectual and/or creative advances for conducting research in a wider theoretical, practical and policy context. (Research and Innovation)

PO-3: Think laterally and originally, conceptualize and solve Business problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise at the national and international levels. (International / global reach)

PO-4: Extract information pertinent to unfamiliar industry issues through literature survey and experiments, apply appropriate research methodologies, techniques and tools, design, conduct survey, analyze and interpret data, demonstrate higher order skill and view things in a broader

perspective, submit a report about the study in commerce. (Practical managerial analytical skills & Industry interaction).

PO-5: Demonstrate ability to understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation, Marketing & Entrepreneurship. Also, they will be able to demonstrate ability to understand and derive meaningful inferences about organizational performance. (Functional Specialization)

PO-6: Display knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary management research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others. (Team Work)

PO-7: Demonstrate knowledge and understanding of commerce principles and apply the same to one's own work, as a member and leader in a team, manage projects in the work environment efficiently in respective disciplines and multidisciplinary environments after considering the economic and financial factors. (Industry interaction)

PO-8: Communicate with society at large, regarding complex managerial activities confidently and effectively, such as, being able to comprehend and write effective reports and design

PO-9: Documentation by adhering to appropriate standards, makes effective presentations, and gives and receives clear instructions. Also, they will demonstrate an ability to communicate effectively, both in writing and orally (Speaking / Writing skills).

PO-10: Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously. (Continuing education awareness).

PO11: Display commitment towards professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society. (Values, ethics, professional integrity and contribution to society).

PO-12: Identify a timely opportunity and using business innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large. (Successful career, immediate employment & entrepreneurship).

Program Specific Outcomes

PSO1: Apply reflective thinking and research skills using latest technology tools.

PSO2: Assimilate technical functional knowledge of operations in business organization.

PSO3: Demonstrate strategic and proactive thinking towards business decision making.

PSO4: Illustrate negotiation skills and networking abilities

SCHEME OF INSTRUCTION

COURSE CATEGORY ABBREVIATIONS

1. Core Courses
 2. Discipline Specific Courses (DSE)
 3. Generic Electives (GE)
 4. Ability Enhancement Compulsory Courses (AECC)
 5. Skill Enhancement Courses (SEC)
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Semester I

Contact Hours							24
S. No.	Course Code	Course Category	Course Name	L	T	P	C
1	CMUCBM112T	Core Courses	Financial Accounting	4	0	0	4
2	CMUCBM111T		Business Law	4	0	0	4
3	CMUCBM113T	Discipline Specific Courses (DSE)	Micro Economics	4	0	0	4
4	CMUCBM125T		Fundamentals of Human Resource Management	4	0	0	4
5	CMUCBM124T	Ability Enhancement Compulsory Courses (AECC)	Business Communication	2	0	0	2
6	CMUCBM114T	Generic Electives (GE)	Leadership & Team Building	2	0	0	2
7	CASCPBM11T	Skill Enhancement courses (SEC)	Computer Application in Business	1	0	1	2
8	PTSPPB11T		Professional Proficiency	2	0	0	2
Total Credits							24

Abbreviations: (L) Lecture, (T) Theory, (P) Practical, (C) Credits

COURSE CODE & NAME: CMUCBM112T / FINANCIAL ACCOUNTING

COURSE OUTCOMES:

1. Understand the fundamentals of financial accounting, the principles and underlying concepts.
2. Understand the financial statements and the items appearing therein.
3. Analyze the impact of different methods of charging depreciation and also valuation of inventory on the financial statements.
4. Assess the flow of cash in the business through cash flow statement.
5. Analyze and interpret the financial health of an organization through its financial statements and accounting information. Also get the understanding of recent accounting trends.

UNIT 1: INTRODUCTION

Concept of Accounting, requirement and importance; Meaning and importance of Accounting Principle, Concepts and Conventions; Overview of Accounting Standards and Indian Accounting Standards; Accounting Process: Double Entry System of accounting book keeping; Understanding of Capital Expenditure, Capital Receipts, Revenue Expenditure, Revenue Receipts and Deferred Revenue Expenditure.

UNIT 2: PREPARATION OF ACCOUNTS

Recording of Journal entries, Posting of Ledger, Trial Balance, Final Account Statements: Manufacturing Account, Trading and Profit & Loss Account, Balance Sheet; Preparation of Financial Statements of a Sole Proprietorship trading firm (profit making), Preparation of Financial Statements of a Partnership Firm; Accounting for Dissolution including Insolvency of partners (excluding sale to a limited company). Preparation of Financial Statements of a not-for-profit organizations. Case Studies.

UNIT 3: SPECIAL TYPES OF ACCOUNTS

Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, Profit Computation (Stock & Debtors System only); Accounting for Leases: Concept, Classification of leases, Simple practical problems; Accounting for Branches (excluding foreign branches); Dependent branches (Debtors system and Stock & debtors System) and overview of Independent branches Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses, methods of departmental accounting, Case Studies.

UNIT 4: DEPRECIATION ACCOUNTING AND INVENTORY VALUATION

Accounting for Plant Property and Equipment & Depreciation; Meaning of Depreciation, Depletion and amortization; Objective and Methods of depreciation (Straight line, Diminishing Balance), Effects of change in depreciation method; Inventory Valuation: Meaning, Significance of Inventory Valuation, Inventory Record System- Periodic and Perpetual, and Methods of Inventory Valuation: FIFO, LIFO and Weighted Average. Case Studies.

UNIT 5: COMPUTERIZED ACCOUNTING SYSTEM

Computerized Accounting System: computerized accounts by using any popular accounting software; Utility of accounting software in generating reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet; Managing the accounting data of a company.

Recommended Text Books:

T1. Maheshwari S. N. & Maheshwari S. K. A text book of Accounting for Management. Vikas Publications 5th Edition

Recommended Reference Books:

R1. Ramchandran & Kakani – Financial Accounting for Management, Tata McGraw Hill Publications. 5th Edition

R2. Ambrish Gupta – Financial Accounting: A Managerial Perspective, Prentice Hall Publications. 5th Edition

R3. Dhanesh K Khatri – Financial Accounting, Tata McGraw Hill Publications.

R4.

Dhamija - Financial Accounting for managers, Prentice Hall Publications. 2nd Edition

R5. Sehgal, Ashok & Sehgal Deepak, Fundamentals of Financial Accounting, Taxman Publications. 5th Edition

COURSE CODE & NAME: CMUCBM111T / BUSINESS LAW

COURSE OUTCOMES:

1. Understand the concepts of Indian Contract Act in a business and analyze the issues on of breach of contract.
2. Analyze the issues associated with the sale of goods and examine the problems of the consumers and understand the provisions related to partnership business in India.
3. Understand the provisions related with the most popular business association as a Partnership Firm. And the provisions relating with the contemporary set-up of LLP.
4. Understand the concept of Negotiable Instruments Act and justify the decisions of the court if not suitable to the business concern
5. Evaluate the problems of the different companies and to analyze the cases on different legal issues related with the establishment of company.

UNIT 1: LAW OF CONTRACT

Nature of Contract and Essentials of a Valid Contract, Classification of Contracts, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Legality, Performance and Discharge, Remedies for Breach of Contract.; Law of Agency: Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency.

UNIT 2: LAW OF SALE OF GOODS

Contract of Sale, Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property, Delivery of Goods: Performance of Contract of Sale, Unpaid Seller, Remedial Measures for Breach of Contract, Auction Sale

UNIT 3: LAW OF PARTNERSHIP

Essentials of Partnership, Types of Partners, Rights and Duties of Partners, Relations with Third Party, Dissolution of Partnership Firms: Law of Limited Liability Partnership: Nature and Incorporation, Partners and Their Relations, Closure of LLP

UNIT 4: LAW OF NEGOTIABLE INSTRUMENTS

Nature and Characteristics of Negotiable Instruments, Kinds of Negotiable Instruments, Parties to Negotiable Instruments, Negotiation, Presentment, Crossing and Bouncing, Discharge and Dishonor

UNIT 5: COMPANIES LAW

Meaning, Features, Lifting of Corporate veil, Classification of Companies, Formation of Company, Memorandum of Association (MOA) and Article of Association (AOA), Prospectus, Shares and Share Capital, Membership, Transfer and Transmission, Debenture, Company Management, Meetings, Winding-up

Recommended Text Books:

T1. Kuchhal, M. C., "Business Law", Vikas Publishing House, New Delhi, Latest Edition.

Recommended Reference Books:

R1. Singh, Avtar, "Business Law", Eastern Book Co. Lucknow, Latest Edition Delhi.

R2. Pathak, Akhileshwar, "Legal Aspects of Business", Latest Edition, McGraw Hill Education.

R3. PC Tulsian, "Business Law", Tata McGraw Hill-Latest Edition

R4. Bagrial, Ashok, "Company Law", Vikas Publishing House.

R5. Kapoor, N. D., "Elements of Mercantile Law", Sultan Chand & Sons, New Delhi.

COURSE CODE & NAME: CMUCBM113T / MICRO ECONOMICS

COURSE OUTCOMES:

1. Students will be able to understand the basic concepts in Managerial Economics relevant to consumer, producer and wealth-owner.
2. Analyze and forecast demand for consumers' goods, capital goods, labour and other factors of production
3. Determine and estimate supply of goods and resources using production and cost functions.
4. Understand the Market structure and competition in the market and its impact on business.
5. Apply these concepts to face challenges of the external environment competition and plan their strategy accordingly.

UNIT 1: INTRODUCTION OF ECONOMICS

Definition of Economics – Adam Smith, Marshal, Robbins and Samuelsson's view. Nature and scope of Economics- Economics as a Science, as an Art, positive and normative science. Inductive and deductive methods of economics. Microeconomics: Concept, Definition, Scope and Characteristics.

UNIT 2: DEMAND AND SUPPLY ANALYSIS

Demand Analysis: Concept and Types of Demand, Determinants of Demand, Law of Demand, Exception of Law of Demand, Demand Forecasting (including numerical), Elasticity of Demand- Price, Income & Cross; Supply Analysis: Concept and Types of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply, Market equilibrium curve

UNIT 3: CONSUMER THEORY

Budget constraint, concept of utility, diminishing marginal utility, Diamond-water paradox, income and substitution effects; consumer choice: indifference curves, derivation of demand curve from indifference curve and budget constraint. Externalities, marginal cost pricing, internalizing externalities, public goods; imperfect information: adverse selection, moral hazard, social choice, government

UNIT 4: PRODUCTION AND COST ANALYSIS

Production: concept, factors of production and short run and long run production, Production function, laws of production-law of return to scale, law of variable proportion. Economies and Diseconomies of Scale, production possibility, isoquant and iso-cost curve, cost minimizing equilibrium condition. Cost Analysis: Cost Concepts-Opportunity cost, Incremental Cost, Sunk cost, Direct & Indirect cost, Fixed Cost, Variable Cost & Total Costs, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost, relationship between Average Cost, Marginal Cost curve & total cost, Cost curves–short-term and long-term cost curves.

UNIT 5: MARKET STRUCTURES & COMPETITION

Concept, Types of Markets & Competition: Perfect Competition- Features, Determination of Price and Output. Monopoly Market: Features, Determination of Price and Output, Monopolistic Competition- Features, Determination of Price and Output, Oligopoly- Features, Determination of Price and Output.

Recommended Text Books:

T1. Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)

Recommended Reference Books:

R1. Ahuja, H.L. (2015). Managerial Economics. S.Chand.

R2. Atmanand. (2008). Managerial Economics. Excel Books.

R3.

D.M.Mithani. Managerial Economics. Theory and Applications, Himalaya Publications, 7th Ed.

COURSE CODE & NAME: CMUCBM125T / FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

COURSE OUTCOMES:

1. Define and describe the concepts of Human Resource Management.
2. Understand the concept of HRP, Recruitment and Selection.
3. Demonstrate and compare various Training techniques and analyze the ways to improve self- motivation.
4. Create a stress-free environment for enhancing productivity.
5. Able to apply human resource management in organization.

UNIT 1: INTRODUCTION

Concept, Importance and Scope of Human Resource Management, Relation of HRM with other Sciences, The changing Environment of HRM, Functions of a Human Resource Manager, Qualities of a Successful Human Resource Manager; Personnel Policies – Need, Sources, Process, Types & Contents; A Conceptual Framework of Human Resource Planning and Job-Analysis.

UNIT 2: RECRUITMENT & SELECTION

Recruitment – Meaning and Sources; Selection – Process, Recruitment vs. Selection, Common Mistakes in Group Discussion and Interview, Types of Interviews, Guidelines for Effective Group Discussion and Interview; Placement & Induction – Conceptual Framework.

UNIT 3: TRAINING AND DEVELOPMENT

Training-Meaning and Methods, Essentials of an Ideal Training Programme, Training vs. Development, Training vs. Education- purpose, Advantages of Training.; Motivation- process, types and advantages.; Performance Appraisal: Definition, Purpose of appraisal, 360-degree Performance Appraisal.;

UNIT 4: COMPENSATION MANAGEMENT

Definition & Components, Types of Compensation, Factors affecting Compensation Management, Pre-requisite of effective Compensation Management, Concept of CTC, Problems and errors in Compensation Management.

UNIT 5: GRIEVANCE & DISCIPLINE

Meaning & types of Grievance, Grievance Handling Mechanism, Discipline - Need, Causes of Indiscipline, Suggestions for Effective Discipline, Procedure from Disciplinary Action

Recommended Text Books:

T1. Rao VSP- Human Resource Management- Text and Cases, Excel Books 3rd Edition

T2. T.N. Chhabra, Human Resource Management (Latest Edition), 9789385077391, Dhanpat Rai & Co., 2021

Recommended Reference Book:

R1. Aswathappa K – “Human Resource and Personnel Management”, Tata McGraw Hill, 5th Ed.

COURSE CODE & NAME: CMUCBM124T / BUSINESS COMMUNICATION

COURSE OUTCOMES:

1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
2. Analyze ethical, legal, cultural, and global issues affecting business Communication and develop an understanding of appropriate organizational formats and channels.
3. Gaining an understanding of emerging electronic modes of communication.

Unit I: Meaning, process and **functions**. Need and importance. **Medium:** verbal & non-verbal communication. **Channels:** formal & informal. **Direction of communication:** downward, upward, lateral, & diagonal. Difficulties/barriers and **solutions to communication**. **Communication Targets; Internal Communication; Miscommunication and strategies to resolve; Dealing with grapevine communication.**

Unit II: Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and **smartness in email**. **E- mail etiquettes.** Employment Communication: Job Application Letter, Preparing Resume, Difference between Resume and CV. **Report Writing:** types of reports, basic format of a report, steps of report writing, write a report meeting the format requirements, importance of visuals such as tables, diagrams and charts in report, APA style of citation in reports; **Drafting official; Dealing with Whatsapp messages.**

Unit III: Importance of Business language, Vocabulary, Words often confused, Words often misspelt, **Common errors in Business Language, Presentation:** Importance, Characteristics, Presentation Plan, Power Point **presentation content**, Visual aids, Features of a good presentation.

Recommended Text Books:

T1. P D Chaturvedi, Mukesh Chaturvedi. Business Communication: Skill, Concepts and Applications. Pearson Education.

Recommended Reference Books:

R1: Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Third Edition; Khanna Publishing House, Delhi; 2022.

R2: Bisen & Priya. Business Communication. Second Edition; New Age International Publication; 2021.

COURSE CODE & NAME: CMUCBM114T / LEADERSHIP AND TEAM BUILDING

COURSE OUTCOMES:

1. Describe the concepts of Leadership and Team Building and their relevance for organizational development
2. Understand his/her predisposition for Leadership and comprehension of group dynamics for team building.
3. Evaluate and integrate the concepts of Leadership, Group Dynamics and Team Building for harnessing individual skills to create organizational synergies.

UNIT 1: LEADERSHIP

Meaning, Concepts and Myths about Leadership, Components of Leadership. Leader, Followers and situation. Assessing Leadership & Measuring Its effects. Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits; Leadership Behavior; Contingency Theories of Leadership; Leadership and Change.

UNIT 2: GROUPS, TEAMS AND THEIR LEADERSHIP

Groups Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

UNIT 3: LEADERSHIP SKILLS

Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.

Recommended Text Books:

T1. T.N. Chhabra. Team Building & Leadership. Sun India, First Edition.

Recommended Reference Books:

- R1.** Neelam S. Bhargava, Team Building and Leadership (1st Edition), 978-93-5024-956-7, Himalaya Publishing House, 2017
- R2.** Uday Kumar Haldar, Leadership and Team Building (1st Edition), 9780198062578, Oxford University Press, 2010
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COURSE CODE & NAME: CASCIBM11T / COMPUTER APPLICATION IN BUSINESS

COURSE OUTCOMES:

1. Gain insight about various computer application and apply them in various business world.
2. Understand the in-depth knowledge of MS Word, MS Excel and MS PowerPoint.
3. Evaluate and apply various tools of E Commerce to achieve Competitive edge.

UNIT 1: INTRODUCTION TO COMPUTER

Introduction to Computer, Hardware, Computer Memory Input and Output Devices Interaction between User and Computer Introduction to Free and Open-Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software.

Computer Networks: Network types, Network topologies, Modes of Data communication, Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

UNIT 2: MS OFFICE-I: MICROSOFT WORD

Introduction, Working with Tables, Finding and replacing text, Mail merge, Macros, Menus and Tool Bar, Creating and Formatting Tables, Formatting of Letters, Quotation, Invoice, Purchase Order, Sales Order, Application of Mail Merge in Business, Designing the word document with Images and Graphs.

MS OFFICE-II: MICROSOFT EXCEL

Introduction, Add, Subtract, Multiply, divide in Excel, Excel Data Validation, Filters, Grouping, Logical functions (operators) and conditions, Visualizing data using charts, Types of Charts and Graphs, Financial Functions, Boolean, Logical Functions, Analyzing the financial impact of Loans and Investment, Amortization Schedule, Maintenance of Accounting books and final accounts; financial reports generation.

UNIT 3: MS OFFICE-III: MICROSOFT POWER POINT

Introduction to Power Point, Tool Animation, Templates, Designing Presentations, Slide Show Controls, printing presentations, Customizing Presentations, Auto Content Wizard, Creating Links in Slides, inserting charts, adding tables, Clipping, Slide animation, Inserting Pictures, working with tables, Working with charts, Slide Effects.

INTRODUCTION TO INTERNET & E-COMMERCE

Internet and Internet application Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client) Introduction to Search engine and Searching the Web Downloading files Introduction to Web Browsers Working with E-mail (creation and use of the same), Introduction, Comparison

Recommended Text Books:

T1. Ravichandran, Computers Today, Khanna Publishing House, Delhi.

Recommended Reference Books:

R1. Ritendra Goel & D.N. Kakkar. Computer Applications in Management, New Delhi: New Age International (P) Ltd.

R1. ITL ESL – Introduction to Information Technology. Pearson, 2nd Edition.

R2. Bharihoke, D. (2009). Fundamentals of Information Technology. New Delhi: Excel Books

R3. Basandra, S. K. (2003). Computers Today. Greater Noida: Galgotia Publication Pvt. Ltd.

COURSE CODE & NAME: PTSPPB11T / PROFESSIONAL PROFICIENCY – I

COURSE OUTCOMES:

1. Gain insight about better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality and aptitude building required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

UNIT 1: HARD SKILLS

Revision: 1) Grammar (Basics) 2) Prepositions 3) Tense 4) Subject-Verb Agreement 5) Synonyms & Antonyms

The goal is to teach Grammar implicitly through reading comprehensions. A short story/paragraph should be given for the students to identify the parts of speech and the other topics mentioned above. The classes should be learner centric and the students should be able to apply the lessons learnt in their daily conversations.

UNIT 2: SOFT SKILLS

Speaking: Etiquettes (not theoretical/written but practical) of Listening, Speaking, Writing, Debate, Speech Delivery, Interview (Basics).

The aim should be to attempt to make the students the center of the learning process and break the ice with speaking the language. They should develop the confidence to speak and think in the language for further professional exposure. They should be engaging in intelligent conversation with the instructor and expressing themselves in English.

UNIT 3: QUANTITATIVE APTITUDE & LOGICAL REASONING

Simplification & Approximation

Alpha-Numeric Series & Miscellaneous

Coding-Decoding

Recommended Text Books:

T1. Lawrence G Fine, The SWOT Analysis T2. R.S. Agrawal, mtyra quicker maths

Recommended Reference Books:

R1. Rajiv Mishra , Personality Development -2014 Edition

R2. S. Hundiwala, Facing the corporate Interviews, Arihant Publications

R3. Paramount publication: reasoning
