



**Government Bikram College of  
Commerce, Patiala-147001**

**Curriculum regarding Professional Ethics**



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(2021-22 & 2022-23)  
Syllabus of M.Com.-I (1st Semester)  
**CORE PAPER**

**PAPER: MCOP1101T: MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR**

Teaching Hours per week : 5  
Time Allowed: 3 Hrs.

Internal Assessment: 30 Marks  
External Assessment: 70 Marks  
Credit : 5

**INSTRUCTIONS FOR PAPER SETTER/EXAMINERS**

The question paper will consist of three sections. Section A and B (Consist of unit I and II of the syllabus, respectively) will have four questions each from respective units and candidates are required to attempt two questions each from section A and B. Each question in section A and B shall carry 10 marks. Section C will consist of 12 short answer type questions covering entire syllabus and the candidates are required to attempt any ten questions. Each question in section C will carry 3 marks.

**UNIT-I**

Nature and Scope of Management, Evolution of Management thought, Manager & environment. Business Ethics. Decision making: meaning and process, creative elements in decision making, Analytical tools to decision making. Functions of a manager, planning: concept, objective, significance, process and types, reasons for failure in plans; organizing: concept, principles, theories. Organisational Structure: Formal & Informal organizations.

Motivation: Need, Theories of motivation. Leadership: Concept, Theories and Leadership Styles; Communication: Communication process; Barriers to effective communication; Types of organizational communication; Improving communication; Transactional analysis in Communication; Controlling.

**UNIT-II**

Organisational Behaviour ; Concept, Significance; Relationship between Management & Organisational Behaviour; Perception; Learning Personality. Group Dynamics and Team Development; Group dynamics: Definition and importance, types of groups, group formation, group development, group composition, group performance factors; team development.

Organisation Culture; Concept, Creating & Sustaining Culture, learning culture; Work stress & its management. Organisational Development: Concept, Need for change, Resistance to change, Theory of Planned Change, Organisational Diagnosis, OD intervention.

**Course Outcome:** After the completion of this course students will learn about the managerial functions, importance of human behaviour, concepts related to individual and group behaviour. They will also learn the concept of organisational culture and theory of planned change. This will prepare them to efficiently manage their organisation in future.

**Suggested Readings:**

- Harold Koontz and Heinz Weihrich, Essentials of Management: An International Perspective, McGraw-Hill, New Delhi.
- Stephen P Robbins, David A. Decanzo, Fundamentals of Management, Pearson Education, New Delhi.

(2018-2019 & 2019-2020)  
Syllabus of M.Com.-II (3rd Semester)

**ELECTIVE PAPER**

**GROUP-II: FINANCE**

**PAPER: MC 305(ii): MANAGEMENT OF FINANCIAL SERVICES**

Lectures Delivered : 60  
Time Allowed: 3 Hrs.

Internal Assessment: 30 Marks  
External Assessment: 70 Marks  
Credit : 5

**Instructions for Paper Setter/Examiners**

The question paper will consist of three sections. Section A and B (Consist of unit I and II of the syllabus, respectively) will have four questions each from respective units and candidates are required to attempt two questions each from section A and B. Each question in section A and B shall carry 10 marks. Section C will consist of 12 short answer type questions covering entire syllabus and the candidates are required to attempt any ten questions. Each question in section C will carry 3 marks.

**Course Objectives:**

This course aims at acquainting the students with the developments in the areas of financial services and developing their skills to manage financial services. It will give an insight into the strategic, regulatory, operating and managerial issues concerning various financial services.

**UNIT-I**

Financial Services: Nature and types; Merchant Banking: Role, Services provided by merchant bankers, Structure of Merchant Banking in India, SEBI regulations, recent developments; Venture Capital: Characteristics, SEBI guidelines, venture capital funds in India; Leasing: Characteristics and types, Leasing and Hire-Purchase. Underwriting: concept, SEBI regulations.

**UNIT-II**

Mutual Funds: Meaning, types, measuring return of mutual funds, SEBI guidelines, Performance of Mutual Funds in India, current developments; Credit Rating: Meaning, significance, types; SEBI regulations for credit rating, Credit Rating Agencies; Factoring: characteristics and forms, Factoring in India; Forfeiting. Plastic Money: Concept, various forms of plastic money. Growth and Present Scenario of Plastic Money in India.

**Pedagogy:**

The instructor is expected to use leading pedagogical approaches in the class room situation, lectures, case study analysis relating to various financial services provided by the financial institutions, group discussions, assignment writing and tests, research based methodology, innovative instructional methods, use of technology in the class room and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Bansal, L.K., Merchant Banking and Financial Services, Tata McGraw Hill.
2. Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations, Tata McGraw-Hill.

(2018-2019 & 2019-2020)  
Syllabus of M.Com.-II (4<sup>th</sup> Semester)

**PAPER: MC 401 : HUMAN RESOURCE MANAGEMENT**

Lectures Delivered : 60  
Time Allowed: 3 Hrs.

Internal Assessment: 30 Marks  
External Assessment: 70 Marks  
Credit : 5

**Instructions for Paper Setter/Examiners**

The question paper will consist of three sections. Section A and B (Consist of unit I and II of the syllabus, respectively) will have four questions each from respective units and candidates are required to attempt two questions each from section A and B. Each question in section A and B shall carry 10 marks. Section C will consist of 12 short answer type questions covering entire syllabus and the candidates are required to attempt any ten questions. Each question in section C will carry 3 marks.

**Course Objectives:**

This course provides the coverage of concept of HRM, Human resources planning and procurement, human resource development and compensational and rewards system with the main objective to provide the student the knowledge about human resources, their significance and managing them in organizations.

**UNIT-I**

Human Resource Management : Meaning, Definition, Scope of HRM, Objectives and functions of HRM, Role and qualities of HRM Manager, HRM Policies and Principles, HRM Model. Evolution of HRM, Organisation of HRM Department. Environment of HRM, Role of Government and other external and internal forces which effect HRM functions.

Human Resource Planning and Development of Human Resource Information System (HRIS), Job analysis, Job Description and Job specification. Human Resource (Procurement) : Recruitment Process and its effectiveness, Selection Process & its effectiveness, Orientation & Placement. Human Resource Training and Development & its effectiveness.

**UNIT- II**

Human Resource Potential Appraisal System, Performance Appraisal (Meaning, Definition, Appraisal Process, Past Oriented Methods, New approaches like 360 degree, Assessment Centres, MBO). Compensation Management: Employee Remuneration Incentive Payments (individual as well as group incentive plans), Employee Benefits and Executive Remuneration. Employee Welfare, Safety and Health, Internal Mobility (Promotion Transfer). Work Redesigning, Job enlargement, Job rotation, Job evaluation, job satisfaction-importance and measurement, Work Life Balance.

**Pedagogy:**

The instructor is expected to use leading pedagogical approaches in the class room situation, lectures, case study analysis relating to various human resource management practices adopted by the companies, group discussions, assignment writing and tests, research based methodology, innovative instructional methods, use of technology in the class room and comprehensive assessment practices to strengthen the teaching efforts .

**Suggested Readings:**

(2019-20, 2020-21, 2021-22 Session)  
BC 605: ENTREPRENEURSHIP & GOVERNANCE

Time allowed : 3 hours  
Pass Marks : 35%  
Periods per week : 6

Max Marks: 100  
Internal Assessment: 30  
External Assessment: 70

**Instructions for Paper-Setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

**SECTION-A**

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry 10 marks; total weight of the section shall be 20 marks.

**SECTION-B**

It will consist of essay type questions. Four questions shall be set by the examiner from Unit-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry 10 marks; total weight of the section shall be 20 marks.

**SECTION-C**

It will consist of 12 very short answer questions from entire syllabus. Students are required to attempt 10 questions up to five lines in length. Each question shall carry 3 marks; total weight of the section shall be 30 marks

**UNIT – I**

Introduction: Meaning, scope, need and significance; role and functions of entrepreneur in economic development; economic, social and psychological need for entrepreneurship; Emergence of Entrepreneurial Class; Financing the Entrepreneurial business : Arrangement of funds; Traditional and modern sources of financing, Venture capital. Promotion of a Venture: Opportunities analysis; External environment analysis, Economic, Social and Technological analysis. Entrepreneurial Development programmes (EDP): role, relevance and achievements; Role of government in organizing EDPs; Critical evaluation. Women Entrepreneurship: Need, Growth and development of women Entrepreneurship, Problems faced by Women Entrepreneurs.

**UNIT – II**

Concept of Business Ethics, Corporate Code of Ethics: Environment, Accountability, Diversity, and Discrimination. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics.

Corporate Governance: Conceptual framework of Corporate Governance, Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance. Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000. CSR provisions under companies Act. 2013.

**Note: To Provide Practical exposure to the students, colleges are advised to arrange lectures from successful entrepreneurs from industry.**

**Suggested Readings:**

1. Vasant Desai: Dynamics of Entrepreneurial Development and Management
2. SS Khanka: Entrepreneurial Development
3. Bhanu Murthy, K. V. and Usha Krishna: Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
4. J. P. Sharma: Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.

**CERTIFICATE COURSE IN BUSINESS ETIQUETTES  
AND PROFESSIONALISM**

**Course Objectives:** Certificate course in Business Etiquettes and Professionalism has been designed to meet the following objectives:

- a) To learn the principles of business etiquettes and professional behavior
- b) To understand the etiquettes for making business correspondence effective
- c) To be able to present yourself confidently at various business situations
- d) Develop awareness of dining and multicultural etiquettes

**Learning Outcome:** After completion of course students will be able to:

- a) Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
- b) Adopt attitudes and behaviors consistent with standard workplace expectations.
- c) Presenting oneself with finesse and making others comfortable in a business setting.
- d) Developing basic life skills or etiquettes in order to succeed in corporate culture.

**Duration of course:** 6 Months

**Eligibility:** Any student enrolled in degree program of college

Sr. No.	Course Title	Credit
Paper-I	Business Etiquettes	6
Paper-II	Soft Skills	6
Paper-III	Organisational Behaviour and Professionalism	6
<b>Total</b>		18

## Detailed Syllabus (Paper wise Distribution)

### Paper-I: Business Etiquettes

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

#### INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

#### INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

#### Section-A

**Business Etiquettes- An Overview:** Significance of Business Etiquettes in 21st Century- Professional Advantage; Need and Importance of Professionalism

**Workplace Etiquette:** Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing

**E-Mail Etiquette:** Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy

#### Section-B

**Telephone Etiquette:** Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies

**Dining Etiquette:** Basics of Dining Etiquettes; Basic essentials of dining table etiquettes - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes.

**Multi-Cultural Challenges:** Cultural Differences and their Effects on Business Etiquette

**Paper-II: Soft Skills**

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

**INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

**INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

**Section-A**

**Communication Skills:** Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to Overcome the Barriers.

**Emotional intelligence:** Importance, concept, theory and measurements.

**Stress Management:** Strategies for preventing and relieving stress.

**Time management:** Meaning; Techniques and styles.



### Section-B

**Interview Skills:** Interview Skills: in-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview, Tips for Success.

**Meeting Etiquette:** Managing a Meeting-Meeting agenda, Minute taking,; Duties of the chairperson and secretary; Effective Meeting Strategies - Preparing for the meeting, Conducting the meeting, Evaluating the meeting

**Presentation Etiquettes:** Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

### Paper-III: Organisational Behaviour and Professionalism

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

#### INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

#### INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

### Section-A

**Teamwork and Leadership Skills:** Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

**Personality:** Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour

**Motivation:** Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

**Section-B**

**Decision-Making and Problem-Solving Skills:** Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.

**Conflict Management:** Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

**Human Resource Management:** Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives

**Case Study Analysis**

**Suggested Readings:**

- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
- Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
- Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008.
- Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. Print.
- Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
- Rani, D Sudha, TVS Reddy, D Ravi, and AS Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016.
- Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.
- Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.
- Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
- Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan, 2015.



*[Signature]*  
**Criterion Incharge**

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**Co-ordinator  
NAAC  
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**Principal  
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