#### Syllabus Prescribed for 2 Year Post Graduate Programme (NEP)

Programme: Master of Commerce II Year Semester III-NEP

Code of the Course	Title of the Course	<b>Total Number of Periods</b>
M.Com-NEP-301	Statistical Analysis for	75
(DSC)	Advance Research	

#### Course objectives:

After undergoing this syllabus, the students acquire:

- 1. Understand variables and their levels of measurement.
- 2. Describe data using numeric measures such as averages, measures of relative position (mean, median, and mode), dispersion, and skewness and presenting data graphically.
- 3. Constructing frequency tables, frequency distributions, and understanding the normal curve.
- 4. Analyzing correlation using scatter diagrams and Pearson's and Karl Pearson's coefficients, Rank and Differences.
- 5. Calculating coefficients of determination.
- 6. Applying linear regression using the least square method.
- 7. Conducting non-parametric tests such as Chi-square applications, contingency table analysis, and sign tests.
- 8. Performing one-sample and two-sample tests of hypothesis using T-statistics and Z statistics.
- 9. Comparing two population variances and conducting ANOVA tests.
- 10. Constructing weighted and unweighted indexes for index number calculations.
- 11. Analyzing time series data using moving average and least square methods to fit straight-line trends.

#### **Course outcomes:**

Upon completion of this course, students will attain proficiency in statistical analysis, enabling them to:

- 1. Discern and effectively utilize variables and their measurement levels for precise inferential and descriptive statistical computations crucial for advanced research.
- 2. Employ advanced techniques to organize, manage, and visually represent complex datasets, utilizing frequency distributions and cumulative frequency distributions for insightful analysis.
- 3. Conduct sophisticated correlation analyses to discern intricate relationships between variables, essential for nuanced research inquiries.
- 4. Execute complex linear regression analyses to model and predict outcomes based on intricate data patterns.
- 5. Apply advanced statistical methods for both parametric and non-parametric data sets, ensuring robust analysis across diverse research contexts.
- 6. Utilize cutting-edge statistical tools to process raw data, facilitating hypothesis testing and graph construction tailored to advance research requirements.
- 7. Engage in constructing and interpreting intricate index numbers, coupled with dynamic computation of moving averages to capture nuanced trends and patterns in research data.
- 8. Cultivate expert-level understanding of statistical principles, techniques, and methodologies, fostering critical thinking and advanced problem-solving skills crucial for tackling complex research challenges.

Unit	Contents	No. of
		Periods
I	Variables, Level of Measurements, Describing data: Numeric	15
	Measures (Averages, Relative position of Mean, Median, Mode,	
	Dispersion & Skewness) Frequency tables, Frequency Distributions	
	normal curve, Graphical Presentation	
II	Correlation: Scatter Diagram, Pearson's Co-efficient of Correlation of	15
	Rank Differences, Karl Pearson's Co-efficient of Correlation, Co-	
	efficient of Concurrent Deviations	
	Co-efficient of Determination,	
	Linear Regression: Least Square Method	
III	Non-Parametric Test: Chi Square Applications, Contingency Table	15
	Analysis, Sign Test	
IV	One Sample Test and Two Sample tests of Hypothesis: T- statistics, Z-	15
	statistics,	
	Comparing Two Population Variances & ANOVA	

V	Index Number: Weighted and Unweighted Indexes	15
	Time Series: Moving Average Method, Least Square Method to Fit	
	Straight Line Trend.	

#### **BOOKS RECOMMENDED:**

- 1. Hood R.P :Statistics for Business and Economics(Publisher: Macmillan, New Delhi
- 2. Levin Richard and Devid S. Rubin Statistics for Management: (Publisher-Prentice Hall, New Delhi)
- 3. Elhance D.N. & Elhance P.P.: Fundamentals of Statistics, Kitab Mahal Nagpur
- 4. Sancheti D.C. & Kapoor V. K.: Statistics: Theory, Methods and Application, Publisher-S. Chand Co. New Delhi
- 5. Dr. Shukla & Sahay Principles of Statistics, Sahitya Bhavan Publications, Agra
- 6. Gupta B.N.: Statistics Sahitya Bhavan Publications, Agra
- 7. Gupta S.P. Statistical Methods: Sultan Chand & Co., New Delhi
- 8. Gupta S.C.: Fundamentals of Statistics: Himalaya Publishing House, New Delhi
- 9. Lind D.A., William G.Marchal&Wathen Samuel Statistical Techniques I Business & Economice The Mcgraw Hills Company, New Delhi,
- 10. Gupta C.B.: Introduction to Statistical Methods, Vikas Publishing House, New Delhi
- 11. Hooda R.P.: Statistics for Business and Economics, Macmillan Business Book
- 12. Dr. Sukhadeve Varsha S.: Modern Approach to Statistics:, Sugawa Prakashan, Pune
- 13. Kolte S.S.: Sankhiya ki Tatwa Ani Viwhar, Pimplapure and Co., Nagpur

# Syllabus prescribed for second year Postgraduate programme

**Programme : Master of Commerce Semester III (NEP)** 

Code of the Course/Subject	Title of the Course/Subject	<b>Total Number of Periods</b>
M. Com-NEP-302	Corporate Tax Planning and	75
(DSC)	Management	

#### CourseOutcome Studentswillbeableto:

- 1. UnderstandbasicconceptsofCorporateTax.
- ComputationofTaxliabilityofcompany.
   Knowledgeaboutthecapitalstructureofacompany.
   Awarenessaboutadvancetaxpayment.

Unit	Topics	
I	House Property and Deductions HouseProperty,ProfitsandgainsforBusiness/Profession,CapitalgainsandIncomefromotherSourc es withspecialreferencetocompanies.  1.1 a)Deductionstobe madeincomputingtotalIncomeofthecompanyand b)Setoffandcarryforwardlosses.  (Theory&Problem)	15
II	2.1Problemsoncomputationoftotalincomeofcompanies andtaxliability.(ProblemOnly)	15
Ш	TaxPlanning: 3.1 Tax Planning for New Business: Tax Planning with reference to location,natureandformoforganizationofnewbusiness. 3.2 Tax Planning and Financial Management Decisions: Tax Planning relatingto capital structure decision,dividendpolicy, inter-corporate dividendsand bonusshares. 3.3 Tax Planning andManagerial Decisions: Tax Planningin respect of ownor lease, sale of assets used for scientific research, make or buy decisions,Repair,replace,renewalorrenovationandshutdownorcontinuedecisions.  (Theory&Problem)	15
IV	<ul> <li>4.1 SpecialTaxProvisions:TaxProvisionsrelatingtoinfrastructuresector and backward areas,Taxincentivesfor exporters.</li> <li>4.2 IntroductiontoTaxManagement:ConceptofTaxPlanning,Taxavoidanceand Taxevasions,CorporateTaxationanddividend tax.</li> <li>(Theory&amp;Problem)</li> </ul>	15
V	5.1 Taxpayment:Taxdeductionsandcollectionatsource,AdvancePaymentofTax. (Theory&Problem)	15

#### **Books Recommend:**

- 1. Corporate Tax Planning and Management:- Dr. Ahuja G.K. and Dr. Ravi Gupta, Bharat Law House, New Delhi.
- 2. Corporate Tax Planning and Management:- Dr. H.C. Mehrotra and Dr. S.P.Goyal, Sahity Bhawan Publication, Agra
- 3. Corporate Tax Planning:- Mukta Jain and Rakesh Jain, VK Publication, New Delhi.
- 4. Corporate Tax Planning and Management:- Dr. Vinod K. Singhania and Dr. Monica Singhania, Taxmann's Publication, New Delhi
- 5. Corporate Tax Planning and Management:- Dr. N. W. Jaswante, Dr. S. R. Raghuwanshi, Dr. A. S. Khandekar, Dr. V.W. Jaswante, Adhar Publication, New Hanuman Nagar, Behind V. M. V. College, Amravati

Syllabus Prescribed for 2<sup>nd</sup> year post graduate programme.

Programme: Master of Commerce (NEP)

Semester: III

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com-NEP- 303 (DSC)	FINANCIAL INSTITUTIONS AND MARKET	75

#### **Subject Outcomes:**

The successful completion of this course shall enable the student to\_\_\_

- 1) Understand the structure functions and segments of the financial system.
- 2) Know the role of the financial market in the financial system.
- 3) Understand the structure of intermediately institution system in India.
- 4) Understand the functions of regulatory institutions in the economy.
- 5) Evaluate shares & mutual funds schemes

UNIT	CONTENTS	CLASS
1	FINACIAL SYSTEM	
1.1	Indian Financial System: Meaning, Importance, Functions, Structure. & Role. Financial Institutions: Meaning, Functions, Types and Role	
1.2	Financial Instruments: Meaning Features & Nature of Various Types of Financial Instruments	15
1.3	Financial Market: Concept, Function, Segments, Importance and It's role in Indian Economy	
1.4	Financial Services: Meaning, Nature & Types of Various Financial Services	
2	FINANCIAL MARKET	
2.1	Money Market: Concept, Function, Segments, Importance & Role	
2.2	Capital Market: : Concept, Function, Significance, Segments & Role	15
2.3	Equity and Debt Market: Concept, Function, Significance, Segments & Role	
2.4	Derivatives & Foreign Exchange Market: Introduction, Meaning, Features, Market Participants	
3.	FINANCIAL INTERMEDIATORY INSTITUTIONS	
3.1	Development Banks: Overview, Objectives and Functions of NABARD, EXIM, NHB, SIDBI,	
3.2	Commercial Banks: Meaning, Functions, Classification and Nature of Banks.	15
3.3	Non- Banking Financial Companies. (NBFCs): Classification, Nature of Business	
3.4	Credit Rating & Agencies: Concept and Benefits of Credit Rating, Profile of CRICIL- ICRA- CARE and Others.	
4	FINANCIAL REGULATORY INSTITUTIONS	
4.1	Reserve Bank of India (RBI): History, Objectives and Functions	
4.2	Securities and Exchange Board of India (SEBI): Purposes, Functions, Guidelines regarding Securities Market & Mutual Funds	15
4.3	Insurance Regulatory and Development Authority (IRDA): Objectives and Functions	
4.4	Pension Fund Regulatory and Development Authority ( PFRDA): Introduction, Objectives & Functions	
5	SHARE TRADING & MUTUAL FUND	
5.1	Mutual Fund: Concept Structure, Advantages, Types of Schemes, Key Terms and Overview of Latest Schemes	
5.2	Bombay & National Stock Exchange BSE & NSE: History, Objectives Functions, Key Terms, Listing Process & Overview of Major Indexes	15
5.3	Depositary System In India: NSDL, CDSL, D-Mat Account,	]
5.4	Share Trading and Mutual Fund Platforms: Overview of latest Applications, Sign in Process, Order Process ( ZARODA, COIN , GROW and Other)	

#### Reference

- 1. E Gordon & K Natarajan: Financial Market and Institutions, Himalaya Publication House
- 2. Gupta S.B.: Monitory Planning Of India
- 3. Khan M.Y: Indian Financial System Theory & Practices.
- 4. K.B. Ingle :- Insurance & Banking

6. Visit to respective websites of share trading and Mutual Funds platforms.

## PartB

CodeoftheCourse/Subj ect	TitleoftheCourse/Subject	TotalNumberofPeri ods
M.Com.NEP-304 (DSE)	E-Commerce and Legal Security- I	45

#### **Courseoutcomes:**

- 1. AnalyzetheimpactofE-commerceonbusinessmodelsandstrategy.
- 2. DescribethemajortypesofE-commerce.

**Program: Master of Commerc Semester III NEP** 

- ${\it 3.} \quad Explain the process that should be followed in building an E-commerce presence.$
- ${\it 4.} \quad Identify the key security threats in the E-commerce environment.$
- $5. \quad Describe how procurement and supply chains relate to B2BE-commerce.\\$
- ${\it 6.} \quad To understand {\it Electronic Payment Systems} and {\it Unified Payment Interface System}$

Conte nt	No. ofPeri
	OII CII
	ods
1.1 Introduction to E-Commerce: Meaning and concept; Electronic commerce	9
versus traditional commerce; Media convergence; E-commerce and E-business;	
Channels of E-Commerce; BusinessapplicationsofE-Commerce; NeedsforE-	
Commerce, E-Commerce as an electronic trading system special feature.	
Web technologies-	
globalpublishingconcept,universalreaderconceptandclientserverconcept,Hyperte	
xtpublishingandhypertextinformationnetwork,Benefitsofhypertext,URLs,HTTP,	
HTTPDservers,HTML,	
HTMLFormsandCGIgatewayservices.	
	9
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	9
e-	
commerce Technologies, EDL and paperless trading: EDI architecture, EDI standard	
tissuesandroleofe-commerceinfrastructure	
<b>4.1 Electronic Payment Systems:</b> Special features required in payment systems	9
for e-commerce; Types of e-payment systems; E-cash and currency servers; e-	
cheques, credit cards, smart	
cards, electronic purses, and debit cards; Business is sue sande conomic implications; Op	
erationalcreditandlegal risks of e-payment systems; Risk management options in	
e-payment systems; Components ofaneffectiveelectronic payment system.	
<b>4.2 UnifiedPaymentInterfaceSystem:</b> UPIConcept,Features,VirtualPaymentAddre	
ss(VPA)	
meaningandbenefits, UPIQR code concept, how to generate UPIQR code, BHIM app. Co	
•	0
	9
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	versus traditional commerce; Media convergence; E-commerce and E-business; Channels of E-Commerce; BusinessapplicationsofE-Commerce; NeedsforE-Commerce, E-Commerce and Technologies: Concept and evolution of internet; Web technologies-globalpublishingconcept, universalreader concept and evolution of internet; Web technologies-globalpublishingconcept, universalreader concept and clientserver concept, Hyperte xtpublishing and hypertextinformationnetwork, Benefitsofhypertext, URLs, HTTP, HTTPDservers, HTML, HTMLFormsandCGlgatewayservices.  2.1 Business to Consumer E-Commerce: Cataloguing, order planning and Order generation, costestimation and pricing, order receipt and accounting, order selection and prioritization, orderscheduling, orderfulfilling and delivery, order billing and payment management; Postsalesservices.  2.2 Web-siteDesign: RoleofwebsiteinB2Ce-commerce; Websitestrategies and websitedesign principles; Pushand pull technologies, alternative methods of customer communication.  3.1 Business to Business E-Commerce: Need and alternative models of B2B ecommerce Technologies, EDI, and paper less trading; EDI architecture, EDI standard s, VANs, Internet based EDI and FTP-based messaging.  3.2 E-Business: Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledgemanagement issues and roleofe-commerce infrastructure.  4.1 Electronic Payment Systems: Special features required in payment systems for e-commerce; Types of e-payment systems; E-cash and currency servers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Businessis sues and economic implications; Operational credit and legal risks of e-payment systems; Risk management options in e-payment systems; Components of an effective electronic payment system.  4.2 Unified Payment Interface System: UPI Concept, Features, Virtual Payment Address (VPA)

#### BOOKSRECOMMENDED:

1Agarwal.K.N.andDeekshaAgarwal:BusinessontheNet:What'sandHow'sofE-

Commerce: Macmillan, NewDelhi. 2 Agarwal. K.N. and Deeksha Agarwal: Businesson the Net: Bridgetothe Onlinestore front: Macmillan, NewDelhi.

3 Cady,GlccHarrabandMcgregorPat:MasteringtheInternet,BPBPublication,NewDelhi.

4 DiwanParagandSunilSharma:ElectronicCommerce-AManager'sGuidetoE-

Business, Vanity Books International, Delhi. 5 Janal. D.S.: On-

line Marketing Handbook, Van Nostrand Reinhold, New York.

- 6 Kosivr, David: Understanding Electronic Commerce, Microsoft Press, Washington.
- 7 MinoliandMinal:WebCommerceTechnologyHandbook,TataMcGrawHill,New Delhi.9 Schnelder.GaryP:ElectronicCommerce, CourseTechnology, Delhi.

10 Young, Margaret Levine: The Complete Reference to Internet, Tata McGraw Hill, New Delhi.

- 11 O'BrienJ:ManagementInformationSystems, TataMcGrawHill, NewDelhi.
- ${\tt 12\,ParagDiwan} and Sunil Sharma: E-Commerce AManager's Guide to E-Commerce AManager's Gu$

Business; ExcelBooks, NewDelhi. 13C.S.V. Murthy: E-Commerce-

Concepts, Models, Strategies, Himalaya Publishing House.

14ElectronicCommerce-

ByBharatBhaskar,TataMcGrawHillPublication,NewDelhi.15E-

Commerce- ByBhushanDiwan, S.Chand& Co.Ltd. NewDelhi55.

16ComputerApplicationsinBusinessandBanking:ByR.S.Virmal,K.M.Gupta-UmeshPublication,5-

B, Nath Market, Nai Sarak - Delhi 6.

CodeoftheCourse/Subj ect	TitleoftheCourse/Subject	TotalNumberofPeri ods
M.Com.NEP –304	E-CommerceandLegalSecurity- I (Practical)	30

#### **ListofPractical's:**

- 1. UsingHTMLTags;Marq,List,Hyperlink,insertimageTableandonlineFormstags.ProssesofSaveHT MLdocument.
- 2. Prossesofonlinebuying,onlinerailway/aviationreservationbooking
- 3. Prossesofe-paymentsystems; E-cashandcurrencyservers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Operational credit and legal risks of e-payment systems.
- 4. CreateUnifiedPaymentInterface,VirtualPaymentAddress(VPA),UPIQRcode,howtogenerateUPIQ Rcode, methodsofpaymentinBHIM,howtoacceptIPOmandate inBHIM.

DivisionofMarksforPractical's

Divisiono	iviai ksivi i i acticai s
RecordPreparation	10Marks
PracticalPerformance	10Marks
Viva-Voce	10Marks
Description	10Marks
PracticalTotal	40Marks

#### Part B

### **Programme: Master of Commerce (Semester: III) NEP**

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com-NEP- 304 (DSE)	Public Finance	75

#### **Subject Outcomes:**

The successful completion of this course shall enable the student to

- 1. Identify the Public Finance that influences the financial aspects.
- 2. Understand Public Expenditure and Revenue, Taxation
- 3. Understand the Fiscal Policies in India.
- 4. Understand budgetary techniques and practices
- 5. Understand Public Debt & Budgeting

UNIT	Contents	No. of
		Period
I	Introduction	15
	1.1 Public Finance- Meaning and scope of public finance. Functions of public finance at national, state, and local levels. Planning, Objectives, Strategies.	
	1.2 The role of public finance in providing essential services and securing financial resources. Financial Aspects of the Plan and Financing of the Plan with Reference to the Latest Five-Year Plan	
II	Public Expenditure:	15

2.1 Public Expenditure: Meaning, Importance, Understanding spending. Types of public expenditure - administrative, development welfare. Criteria for public investment –social cost- benefit and Evaluation-Estimation of costs- Discount rate.	nental, social
2.2 Canon's Effects, Classification of Public Expenditure; Wagi Public Expenditure; Public Expenditure as an Instrument of Fiscal F	
Public Revenue and Taxation 3.1 Merits and Demerits of Direct and Indirect Tax Policy; government revenue - taxes, fees, sale of goods, and services. taxation. Taxation policies and their impact on the Bharat Economy	
3.2 Role of Taxation; Features of Good Tax System; Concep Incidence and Shifting of Taxation; Elasticity and Determination o Redistributive measures to address income inequality.	* ·
IV Fiscal Policy 4.1 Basic Concepts Fiscal Function, Fiscal Policy, Public Sector and Equity Fiscal Federalism in India, Financial issues in a Federal Security State Financial relations, Vertical and horizontal devolution approaches.	t up, Centre-
4.2 Federal Finance - Concept, Principles of Federalism, Role Commission, Local Finance, Concept of Fiscal Consolida Responsibility and Budget Management (FRBM), Fiscal Deficit in 15 <sup>th</sup> Finance Commission.	tion, Fiscal
V Public Debt and Budget 5.1 Meaning and Types of Public Debt; Need, Sources and Importance, Scope, Burden of Public Debt; Economic Effects, Public Debt Management; Concepts of Deficits Revenue Deficit, F. Monetized Deficit, Primary Deficit, Surplus, Balance Budget ar Control 5.2 Budget Meaning, Types, Revenue & Capital Budget, Revenue Expenditure, Latest Budget of the Union of India: Critical Applicatest Budget, Federal Finance and National Income	Principles of iscal Deficit, d Budgetary  le & Capital
Total	75

#### **Reference Books:**

- 1. Chand, S.N. (2008), Public Finance, Atlantic Publishers
- 2. Varian, H. (2010). Intermediate microeconomics: A modern approach, 8th ed. W. W. Norton.
- 3. Singh, S.K (2008), S. Public Finance: Theory and Practice, Chand Publishing
- 4. Tyagi B.P. (2016), Public Finance, Jai Prakash Nath Co. Meerat, U.P.
- 5. Jha, R. (1998), Modern Public Economics, Routledge, London.
- 6. Mithani, D. M. (1998), Modern Public Finance, Himalaya Publishing House. Mumbai.
- 7. Musgrave and Musgrave, (2017) Public Finance in Theory and Practice Mc Graw-Hill International Edition
- 8. Atkinson A.B. and J.E. Siglitz (2015). Lectures on Public Economics, Tata McGraw Hill Delhi J.E. Siglitz (2000). Economics of the Public Sector(third Edition)
- 9. Buchaman J.M. (1970), The Public Finances, Richard D.Irwin, Homewood.
- 10. Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
- 11. KaushikBasu and Maertens (ed), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
- 12. Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.
- 13. Bhatia H.L., (2012), Public Finance, Vikas Publications.
- 14. Report of the Fourteenth Finance Commission, Government of India.

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Programme: Master of Commerce (Semester: III) NEP

Name of the subject: Sales & Distribution Management

Code of	Title of Subject	Total Numbers of
Subject		Periods
M.Com-NEP- 304 (DSE)	: Sales & Distribution Management	75

## SUBJECT OUTCOMES

- 1. The objective of the course is to improve marketing skill and Distribution management avenues.
- 2. To gives knowledge for strategy, planning budgeting, and forecasting of Sales.
- 3. This course is also guiding them how to manage inventory control system within an organization of Business Concern and Individual.

UNIT	CONTENT	PERIODS
	1.1 Sales management: Meaning, objectives, nature. Phases of evolution of	
	Sales management.	
	1.2 Sales Organization: Characteristics, structure, Types and classification	
	and importance. Sales management cycle and control.	15
Unit I	1.3 Duties and responsibilities of General sales Manager. Steps in setting up	13
	the sales organization.	
	1.4 Sales forecast: meaning, objectives, sales forecast method, limitations.	
	Market Analysis and sales planning. Marketing strategy	
	2.1 Salesmanship: Meaning, attributes of salesmanship, essentials of good	
	salesmanship. Merits and limitations of personal selling,	
	2.2 Sales territory: concept and purpose, sales territory- design criteria and	
	process.	
Unit II	2.3 Sales promotion: sales promotion strategy and structure, sales promotion	15
Ullit II	programme. Promotion mix, sales and brand promotion.	
	2.4 Management of Sales Force: Unique operating environment for sales	
	field, sales force, Sales job analysis, Sales force recruitment. Sales Force	
	selection process and Training.	
	3.1 Selling Skills-Meaning, Concept, Objectives & Need	
I Init III	3.2 Tools and techniques for building sales relationship	15
Unit III	3.3 Sales force motivation and compensation	15
	3.4 Sales quotas, Selling Budget, Sales Audit and cost analysis.	
Unit IV	4.1 Sales Distribution: Physical distribution concept and its importance,	15

	Physical distribution and coordination, physical distribution- as a total	
	logistic system.	
	4.2 Distribution audit: concept, components role of intermediaries in	
	distribution management, network planning. Strategic decision	
	4.3 Classification of distribution channel, design of distribution channel	
	4.4 Distribution channel for services, channels conflicts for services.	
	Performance and evaluation of channel.	
	5.1 Warehousing and Inventory control: warehousing objectives and	
	functions classification of warehouses. Order processing system. Inventory	
	control and management	
	5.2 Wholesalers: wholesaling nature scope classification of wholesalers,	
	distribution services and functions of wholesalers. Marketing strategy of	
	wholesaler, marketing mix decisions by wholesalers	15
Unit V	5.3 Transportation: Transportation role and modes, transportation origination	13
Onit v	and co-ordination, transportation mix and selection criteria.	
	5.4 Retailing: nature, scope, function and classification store and non-store	
	retailing. Strategy to sustain competitive advantages in retailing. Franchising	
	strategies, agreement terms of payment. Obligations of franchisers.	

#### **Reference Books:**

- 1. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi
- 2. Sales management: Douglas J Dalrymple, William L. Corn & Thomas E. Decarlo; John Wiley & sons Inc.
- 3. Sales Management with personal selling & salesmanship: S.A. Chunawalla; Himalaya Publishing House, New Delhi.
- 4. Sales Management Decision, strategies and cases: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni; Prentice Hall of India Pvt. Ltd. New Delhi.
- 5. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.
- 6. Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.
- 7. Salesmanship & Sales Management: P.K.Sahu and K.C.Rout' Vikash Publishing House, Pvt. Ltd. New Delhi.
- 8. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi. Sales and Distribution Management: K. Shridhara Bhat; Himalaya

#### Part-B

Syllabus Prescribed for 2 Year Post Graduate Programme (NEP)

Programme: Master of Commerce II Year Semester III-NEP

Code of the Course	Title of the Course	Total Number of Periods
M.Com-NEP-304	Basics of Official Statistics &	75
(DSE)	Demographics	

#### CourseObjectives:

After undergoing this syllabus the students will learn to:

- 1. Understand the significance, reliability, and limitations of official statistics, including their compilation, processing, and dissemination.
- 2. Analyze the roles and responsibilities of national statistical organizations, statistical commissions, and legal provisions supporting official statistics.
- 3. Interpret and utilize different types of index numbers and sector-wise statistics, including those related to agriculture, health, education, and demographics.
- 4. Demonstrate proficiency in population census methodologies, data collection techniques, and socio-economic indicators.
- 5. Apply demographic analysis techniques, including life tables and demographic profiles, to interpret population data effectively.
- 6. Recognize the contributions of notable statisticians and understand their theoretical foundations.
- 7. Evaluate the application of statistics in businesses, including predictive analysis and diagnostic tools.
- 8. Utilize computerized statistical software for data analysis, recognizing its advantages and limitations in practical applications.

#### **Course outcomes:**

Upon completing the Basics of Official Statistics & Demographics, students will achieve the following

#### outcomes to:

- 1. Gain a robust comprehension of official statistics, emphasizing their necessity, reliability, and constraints.
- 2. Explore the functions of national statistical organizations and commissions, alongside the legal frameworks underpinning official statistics.
- 3. Analyze sector-specific statistics, such as those pertaining to agriculture, health, and education, and their implications for socio-economic contexts.
- 4. Investigate population census methodologies, demographic data sources, and vital statistics in detail.
- 5. Acquire a deep understanding of migration concepts and population projection methodologies.
- 6. Cultivate analytical prowess to effectively interpret and apply statistical data for informed decision-making across diverse sectors and policy realms.

Unit	Contents	No. of Periods
Unit-I	Official: National and International Official Statistical System	
	Official Statistics:	
	1.1 (a) Need, Uses, Users, Reliability, Relevance, Limitations, Transparency, its visibility	15
	1.2 (b) Compilation, Collection, Processing, Analysis and Dissemination, Agencies involved, methods	
	1.3 National Statistical Organization:	
	Vision and Mission, NSSO and CSO, roles and responsibilities; Publications.	
Unit-II	2.1 National Statistical Commission: Need, Constitution, its role, Functions, Legal Acts/Provisions/ Support for Official Statistics 2.2 Index Numbers: Types, Need, Data Collection Mechanism, Periodicity, Agencies involved, Uses	15
	2.3 Sector Wise Statistics: Agriculture, Health, Education, Women, and Child, etc. Important Surveys & Census, Indicators, Agencies, and Usages.	
	2.4 National Accounts: Definition, Basic Concepts; issues; the Strategy of collection of Data and Release	
Unit-III	3.1 Population Census: Need, Data Collected, Periodicity, Methods of data collection, dissemination, Agencies involved. 3.2 Miscellaneous.: Socio-Economic Indicators, Gender Awareness  (Statistics, important Surveys and Consumes)	15
Unit-IV	/Statistics, important Surveys and Censuses	15
UIII-IV	4.1 Demography and Vital Statistics: Sources of demographic data, census, registration, ad-hoc surveys, Hospital records, Demographic profiles of the Indian Census.	13
	4.2 Complete life table and its main features, Uses of life table.  Markham's and Gompertz's curves. National life tables. UN model life	
	tables. Abridged life tables. Stable and stationary populations.	
Unit-V	5.1 Contribution of statistician- Gatton, Francies Nightingale, Florence, Pearson Karl, Spearman's, Gosset, W.S. 'Student', Wilcoxon Frank, Rao C. R. And Bayes Thomas.	15
	5.2. Application of statistics in businesses and business growth, Predictive analysis, Diagnostic Analysis.	
	5.3 Theoretical bases of application of computer in statistics- Introduction of computerized statistical software, uses of statistical software advantages & Limitations of statistical software.	

#### **BOOKS RECOMMENDED:**

- 1. Statisticians of the Centuries C.C. Heyde (Editor), P. Crepel (Editor), S.E. Fienberg (Editor), E. Seneta (Editor), J. Gani (Editor) Springer Publication
- 2. The Role of Statistics in Business and Industry . Doganaksoy, G. J. Hahn, Wiley Publication
- 3. Computer Applications in Statistics: Elliston O. Little, McGraw-Hill Primis Custom Publishing, 1997
- 4. Computer Applications in statistics: Surendra B. Ghatpande, Vikas Publication Pune.
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