



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

B. VOC: BUSINESS COMMUNICATION

Course code	BVFM01	Credits Equivalent : 04
Course Name	BUSINESS COMMUNICATION SKILLS	Duration : 6 Months
Abbreviation	BCS	Semester : 1st

Course objective: The course is designed to:

- To acquire skills in reading, writing, comprehension and communication.
- To use electronic media for business communication.
- To understand the concept, process and importance of communication.
- To develop skills of effective communication - both written and oral.
- To help students to acquaint with application of communication skills in the business world.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

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|-----------------------------------|-----|
| 1. Mid Term Examination | 25% |
| 2. End Semester Examination | 50% |
| 3. Continuous Internal Assessment | 25% |
| • Class participation | 10% |
| • Presentations | 5% |
| • Group Discussion | 5% |
| • Role Play | 5% |

Course Contents:

Unit	Course Content	Duration
1	<p>Introduction</p> <ul style="list-style-type: none"> • Introduction to Communication ,CommunicationProcess,Channels of Communication,Overcoming Communication Barriers.Types of Communication & Merits and limitations of each type. 	8 Hours
2	<p>Business Correspondence</p> <ul style="list-style-type: none"> • Written Communication &Need & functions &Layouts of Business Letters • Letter Writing. presentation, inviting quotations. Sending quotations, placing orders, invitingtenders, • Sales letters, claim &adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices. Agenda, Minutes, Job application letter. preparing the resume. 	8 Hours
3	<p>Report Writing</p> <ul style="list-style-type: none"> • Identify the types of reports, define the basic format of a report, identify the steps of report • writing a report meeting the format requirements, determine the process of writing areport, • Importance of including visuals such as tables, diagrams and charts in writing reportapply citation rules (APA style documentation) in reports. 	8 Hours
4	<p>Oral Communication:</p> <ul style="list-style-type: none"> • Meaning ,Nature & Scope • Principles of Effective Oral Communication • Techniques of Effective Speech 	8 Hours

	<ul style="list-style-type: none"> • Effective Presentation Skills 	
5	<p>Technology and Business Communication</p> <ul style="list-style-type: none"> • Mass Communication (Media Releases ,Simple Newspaper Advertisements) • Virtual Communication(Website Content,Effective E-Mail Writing , Introduction to Blogging,Social Media Communication) 	8 Hours

*Also students would be trained on correct usage of grammar, help them to develop business vocabulary and instill confidence in speaking through sessions of debates & impromptu speech.

Suggested Readings

1. Chaturvedi P.D. & Chaturvedi M., Business Communication, Pearson
2. Business Correspondence & Report Writing
, R.C. Sharma, Krishan Mohan, Tata McGraw-Hill Publishing Co: Ltd, New Delhi
3. Communicate to Win – Richard Denny – Kogan Page India Pvt .Ltd., New Delhi

Note: Latest edition of text books may be used.



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B. VOC: Financial Accounting

Course code	BVFM02	Credits Equivalent : 04
Course Name	Financial Accounting	Duration : 6 Months
Abbreviation	FA	Semester : 1st

Course objective: The course is designed to:

- The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting
- To impart skills for recording various kinds of business transactions.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination 25%
2. End Semester Examination 50%
3. Continuous Internal Assessment 25%
 - Class participation 10%
 - Presentations 5%
 - Group Discussion 5%
 - Role Play 5%

Course Contents:

Unit	Course Content	Duration
1	Fundamentals of Accountancy Meaning ,Scope and utility of Accounts,Methods of keeping Books of Accounts,Difference between Book Keeping and Accountancy ,Users of Accounts,Fundamental Accounting Equation , Types of Accounts,Rules of Debit and Credit ,Types of Transactions, Types ofAssets and Liabilities.	8 Hours
2	Capital,Revenue, Differed Revenue Expenses,Reserves ,Provisions and Contingent Liability Meaning and Difference between Capital and Revenue Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes,Meaning of Differed Revenue Expense,Difference between Reserves and Provisions,Meaning of Contingent Liability.	8 Hours
3	Accounting Concepts , Conventions & Principles Accounting Principles,Policies, Concepts .Generally Accepted Accounting Principles, Identification of different accounting concept applied in various transactions its accounting, entries and its presentations in annual financial statement.	8 Hours
4	Final Accounts of Sole Proprietary Concerns Preparation of final account of sole trading	8 Hours
5	Accounting entries in Tally 7.2 using Vouchers Relevant vouchers in printed/physical form to be provided to students as documentary evidence and accounting entries in Tally 7.2 (Accounts only) to be passed and it will be evaluated on the basis of day book, trial balance, profit and loss account and balance sheet. Opening balances certain ledger accounts may also be given in case of continuing firm	8 Hours

Suggested Readings

- 1.Monga, J.R. Financial Accounting Concepts and Applications. Mayoor Paper Backs
New Delhi
- 2.Shukla, M.C. Grewal, T.S., and Gupta, S.C. Advanced Accounts. Vol-I. S. Chand&
Co, New Delhi

- 3.** Maheshwari, S.N. and Maheshwari, S. K. Financial Accounting. Vikas Publishing House, New Delhi.
- 4.** Lal, Jawahar., and Srivastava, Seema. Financial Accounting Text & Problems Himalaya Publishing House, New Delhi.
- 5.** Tulsian, P.C. Financial Accounting Tata McGraw Hill, New Delhi
- 6.** Jain, S.P., and Narang, K.L. Financial Accounting. Kalyani Publisher's, New Delhi.
- 7.** Gupta, Nirmal. Financial Accounting and Auditing. Ane Books (P) Ltd, New Delhi.
- 8.** Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi
- 9.** Elliott, Barry, and Elliott, Jamic. Financial Reporting and Analysis. Prentice Hall International.
- 10.** Horngren, Charles T. Introduction to Financial Accounting Pearson Education.



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B. VOC: PRINCIPLES OF MARKETING

Course code	BVFM03	Credits Equivalent : 04
Course Name	PRINCIPLES OF MARKETING	Duration : 6 Months
Abbreviation	POM	Semester : 1st

Course objective: The course is designed to:

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- Generate Awareness among students with Indian Marketing Scenario
- Equip & enable Students to develop know how latest marketing terms & Techniques

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

Course Contents:

Unit	Course Content	Duration
1	<p>Introduction:</p> <ul style="list-style-type: none"> • Nature, scope and importance of marketing: Evolution of marketing concepts: • Marketing mix; Marketing environment Micro and Macro environmental factors. • Consumer Behavior-An Overview: Consumer buying process; Factors influencing consumer buying decisions. 	7 Hours
2	<p>Market Selection:</p> <ul style="list-style-type: none"> • Market segmentation concept, importance and bases; Target market selection; • Positioning concept, importance and bases; Product differentiation vs. market segmentation. • Product: Meaning and importance. Product classifications; Concept of product mix; Branding, • packaging and labeling; After-sales services; Product life-cycle; New product development 	7 Hours
3	<p>Pricing:</p> <ul style="list-style-type: none"> • Significance; Factors affecting price of a product: Major pricing methods: Pricing policies and strategies. • Promotion: Nature and importance of promotion; Promotion tools: advertising personal selling, public relations; • sales promotion and publicity-concept and their distinctive characteristics; Promotion mix; • Factors affecting promotion mix decision Integrated Marketing Communication Approach. 	7 Hours
4	<p>Distribution:</p> <ul style="list-style-type: none"> • Channels of distribution meaning and importance, Types of distribution channels wholesaling and retailing: • Factors affecting choice of distribution channel; Distribution logistics: Meaning, importance and decisions. • Retailing: Types of retailing :store 	7 Hours

	based and non-store based retailing. chain stores, specialty stores, supermarkets, mail order houses, ; Management of retailing operations, An overview: Retailing in India.	
5	Developments & Issues in Marketing: <ul style="list-style-type: none"> • Rural marketing, Social marketing, Online marketing, Direct marketing. • Services marketing Green marketing, Relationship marketing, Marketing ethics 	

Suggested Readings

1. Kotler, Philip., Keller, Kevin Lane., Koshy, Abraham., and Jha, Mithileshwar Marketing Management: A South Asian Perspective. Pearson Education.
2. Palmer, Adrian. Introduction to Marketing. Oxford University Press, UK
3. Lamb, Charles W. Hair, Joseph F. and McDaniel, Carl. Principles of Marketing South Western Publishing. Ohio
4. Chhabra. T.N. Principles of Marketing: Sun India Publication.
5. Kumar, Arun., & N. Meenakshi, MarketigManagenent. Vikas Publications.
6. McCarthy, E. Jcrome, and William, D. Perreault. Basic Marketing. Richard D. Irwin.
7. Pride, William M., and Ferell. D.C-Marketing: Planning Implementation & Control Cengage Learning.
8. Majaro, Simon. The Essence of Marketing Prentice Hall, New Delhi.
9. Zikmund, William G., and Michael. D'Amico-Marketing: Creating and Keeping Customers in an E-Commerce World. Thomson Learning.
10. Etzel, Michael J., Walker, Bruce J., Staton, William J. and Pandit, Ajay. Marketing Concepts and Cases. Tata McGraw Hill (Special Indian Edition).
11. McCarthy. E. Jerome., Cannon, Joseph P, and William, D. Perrault, Jr. Basic Marketing: A Managerial Approach. McGraw Hills.

