

## **B. Com: Semester - II**

### **Paper – VAC1: FINANCIAL LITERACY**

**Objective:** The objective of this paper is to offer students with basic knowledge of financial literacy financial for financial planning and budgeting.

#### **Unit 1: Introduction**

Meaning, importance and scope of financial literacy; level of education, numerical and communication ability; various financial institutions – banks, insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services.

#### **Unit 2: Financial Planning and Budgeting**

Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal Budget, Family Budget, Procedure for financial planning and preparing budget; avenues for savings from surplus, sources for meeting deficit.

#### **Unit 3: Savings, Investment and Protection**

##### **Banking and Post Office:**

Deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc; Cashless banking - Debit and Credit Card, and APP based Payment system; Schemes- Senior Citizen Savings Scheme (SCSS), Sukanya Samriddhi Yojana/ Account (SSY/SSA), etc.

##### **Investment in mutual fund:**

Mutual fund- Meaning, types, and benefits

##### **Insurance Services:**

***Life and Health Insurance Policies:*** Life Insurance- Term Life Insurance, Endowment Policies, Pension Policies, ULIP; Health Insurance and its Plans.

#### **Suggested Readings:**

1. Avadhani, V. A. (2019). *Investment Management*. Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Chandra, P. (2012). *Investment Game: How to Win*. New Delhi: Tata McGraw Hill Education.

3. Kothari, R. (2010). *Financial Services in India - Concept and Application*. New Delhi: Sage Publications India Pvt. Ltd.
4. Milling, B. E. (2003). *The Basics of Finance: Financial Tools for Non-Financial Managers*. Indiana: Universe Company.
5. Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). *Financial Planning*. New Delhi: Sage Publications India Pvt. Ltd.
6. Zokaityte, A. (2017). *Financial Literacy Education*. London: Palgrave Macmillan.

## **B. Com: Semester - IV**

### **Paper – VAC2: FUNDAMENTALS OF COMPUTING**

**Objectives:** The objective of this paper is to provide students with the knowledge of computer fundamentals and enabling them to use computers for different applications.

#### **Unit 1: Computer Fundamentals**

Computer hardware: computer organization, CPU structure and functions, input/output devices, storage devices, computer memory. Computer software: operating system and utility programs, application software.

#### **Unit 2: Networking and Information System Development**

Computer network and communications: data communications, network topology, network software, communication applications. Information system development: Information systems: components, types and uses, system development life cycle.

#### **Unit 3: Database for Accounting and Business Applications**

Database Designs for Accounting and Business Applications: Reality- Expressing the Application; Creating Initial design in Entity Relationship (ER) Model; Transforming ER Model to Relational data model concepts.

#### **Suggested Readings:**

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, BPB, Publication.
3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
5. R. Hunt, J. Shelley, Computers and Common sense, Prentice Hall of India New Delhi
6. Leon, M. Leon, Fundamentals of Information Technology, Leon Vikas, (4) Software manuals.
7. Computer Fundamentals by P.K.Sinha, BPB Publications.
8. Fundamentals of Computers, by E Balagurusamy, Mc Graw Hill Education.

**B. Com: Semester - V**  
**Paper – VAC3: EVENT MANAGEMENT**

**Objective:** To give formal instructions and training to students to be future managers of the Event Industry. So that, they gain technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Unit 1: Introduction**

Understanding the concept of event and event management, concept and designing, size and type of event, Event Team, Planning and SWOT Analysis, Emergency planning, Code of ethics.

Event Organization- Operations and logistics, Catering, organizing accommodations, managing environment.

**Unit 2: Strategic Event Management**

Strategic alternatives for growth, Segmentation and targeting markets for event, Job opportunities in event management, Event tourism.

**Unit 3: Event Marketing and Advertising**

Nature of event marketing, Process of event marketing, Marketing mix, Sponsorship, Image, Branding, Advertising publicity and public relations.

**Suggest Readings:**

1. Singh, Sita Ram. Event Management, ATH Publishers, New Delhi.
2. Mahenda Datta, Vaibhav. Career in Event Management, Publisher Abhishek, Chandigarh.
3. Wagen Lynn Van Der. Event Management, Carlos Brenda R. Dorling Kindersley (India) Pvt. Ltd. and Pearson Education, Inc.
4. Mani K, Shulle, W.Ray. Event Processing, Tata Mc Graw Hill, New Delhi.
5. Saggere, Sanjay V.Gaur, Sanjaya Singh, Event Marketing and Mgt. Vikas Publishing House.
6. Divaker Sharma. Event Planning Management, Deep and Deep Publications.
7. Savita Mohan, Event Management and Public Relations. Enkay Publication House.
8. Successful Event Management by Anton Shone and Bryn Parry.