

ENVIRONMENTAL STUDIES – I

(No. of credits = 2; No. of contact hours = 30)

Semester – I (for B.Com.)

Objectives: The course envisages that all the under graduates coming out of our University system are aware of our natural resources, ecosystems and their linkages to society, livelihood, environment and conservation. This theoretical learning shall be supported by the actual field visits.

Unit 1: The Multi-Disciplinary Nature of Environmental Studies

(2 hours)

Definition, Scope and Importance; need for public awareness

Unit 2: Natural Resources:

(8 hours)

- Renewable and Non-Renewable resources: natural resources and associated problems
 - a) Forest Resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water Resources: use and over-exploitation of surface and ground water; floods, droughts, conflicts over water, dams-benefits and problems.
 - c) Mineral Resources: use and exploitation, environmental effects of extracting and using mineral resources; case studies related to mining and its effect on siltation and loss of biodiversity.
 - d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity; case studies.
 - e) Energy Resources: growing energy needs, renewable and non-renewable energy sources, use of alternative energy sources, case studies
 - f) Land Resources: land as a resource, land degradation, man-induced landslides, coastal erosion, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

(6 hours)

Concept of an ecosystem, structure and functions of ecosystems; producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids.

Introduction, types, features, structure and functions of the following ecosystems: forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystem (ponds, streams, lakes, rivers, oceans, coastal zone, estuaries).

Unit 4: Biodiversity and its Conservation

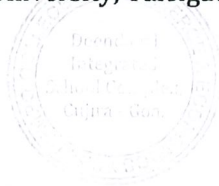
(8 hours)

Introduction, definition, genetic, species and ecosystem diversity; bio-geographical classification of India; value of biodiversity - consumptive use, productive use, social, ethical, aesthetic and option values; biodiversity at global, national, regional and local levels; India as a mega-diversity nation; hotspots of biodiversity; threats to biodiversity - habitat loss, poaching of wildlife, man-wildlife conflicts, bio-invasion, and over exploitation; endangered and endemic species of India (at least 5 examples of animals and plants each); conservation of biodiversity- in-situ and ex-situ conservation, role of biotechnology in conservation of biodiversity.

Unit 5: Field visits

(6 hours)

Visit to a local area to document environmental assets - river/ forest/ grassland/ hill/ mountain; study of common plants, insects, birds; study of simple ecosystems-pond/ river/ hill slopes, etc. A report of field visit(s) to be maintained.



Recommended Readings

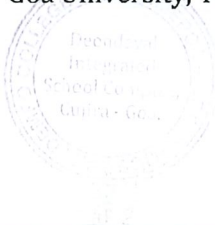
Agarwal K.C. (2001): Environmental Biology, Bikaner, Nidi
Bharucha E.: The Biodiversity of India, Ahmedabad, Mapin
Bharucha E.: Textbook of Environmental Studies. Orient BlackSwan
Brunner R.C. (1989): Hazardous Waste Incineration, New York, McGraw-Hill
Chatwal G.R. & Sharma H. (2005): A Textbook of Environmental Studies, Mumbai, Himalaya
Clark R.S.: Marine Pollution, Oxford, Clanderson
Cunningham W.P., Cooper T.H., Gorani E. & Hepworth M.T. (2001): Environmental Encyclopaedia, Mumbai, Jaico.
De A.K.: Environmental Chemistry, Wiley
Desai R.J. (2003): Environmental Studies, Mumbai, Vipul
Gleick H.P. (1993): Water in Crisis, Stockholm Env't. Institute, OUP
Hawkins R.E.: Encyclopaedia of Indian Natural History, Mumbai, BNHS
Heywood V.H. & Watson R.T. (1995): Environment Protection and Laws, Mumbai, Himalaya
Jadhav H. & Bhosale V.M. (1995): Environment Protection and Laws, Mumbai, Himalaya
McKiney M.L. & Schoel R.M. (1996): Environment Science, Systems and Solutions, Web Enhanced Edition.
Mhaskar A.K.: Matter Hazardous, Techno-Science Publications
Miller T.G. Jr.: Environmental Science, Wadsworth
Odum E.P. (1971): Fundamentals of Ecology, Philadelphia, W.B. Saunders
Rao M.N. & Datta A.K. (1986): Waste Water Treatment, Oxford & IBH
Santra S.C. (2004): Environmental Science, Kolkata, Central Book Agency
Sharma B.K. (2001): Environmental Chemistry, Meerut, Goel Publishing House
Townsend C., Harper J. & Begon M.: Essentials of Ecology, Blackwell Science
Trivedi R.K.: Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol.1 & 2, Enviro Media.
Trivedi R.K. & P.K. Goel: Introduction to Air Pollution, Techno-Science Publications
Wagner K.D. (1998) Environmental Management, Philadelphia, W.B. Saunders

Magazines

Down to Earth, Centre for Science & Environment
Survey of the Environment published by The Hindu

Eresource

<http://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>



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ENVIRONMENTAL STUDIES – II

(No. of credits = 2; No. of contact hours = 30)

Semester – II (for B.Com.)

Objectives: The course envisages that all the under graduates coming out of our University system are aware of our natural resources, ecosystems and their linkages to society, livelihood, environment and conservation. This theoretical learning shall be supported by the actual field visits.

Unit 1: Environmental Pollution

(7 hours)

Definition, causes, effects and measures to control air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; waste – types, causes, effects; waste management –solid, sewage and effluents; measures to control industrial and urban wastes; role of an individual in prevention of pollution; pollution case studies (Bhopal gas tragedy and mining); disaster mitigation and management-floods, droughts, earthquakes, landslides, cyclones, Tsunami.

Unit 2: Social issues and the Environment

(8 hours)

From unsustainable to sustainable development; urban problems related to energy; water conservation, rainwater harvesting, watershed management; resettlement and rehabilitation of people - problems and concerns, case studies; environmental ethics - issues and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies; wasteland reclamation; consumerism and associated waste products; Objectives and scope of Environment (Protection) Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Forest Conservation Act, Wildlife Protection Act, Forest Rights Act and Biodiversity Act; Issues involved in enforcement of environmental legislation; public awareness.

Unit 3: Human Population and the Environment

(5 hours)

Population growth, variation among nations; population explosion - Family Welfare Programme; environment and human health; human rights; value education; HIV/AIDS; women and child welfare; role of Information Technology in environment and human health; case studies.

Unit 4: Tourism and Environment

(4 hours)

Definition and typology of tourism; mass tourism and environment - aspects of degradation and exploitation, physical and social impacts; examples at local, regional, national and international levels. Sustainable tourism.

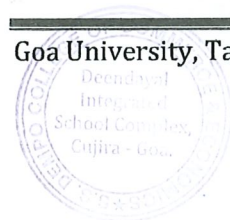
Unit 5: Field visit

(6 hours)

Visit to a local polluted site - urban/rural/ industrial/ agricultural and waste treatment plant(s)/sustainable tourism site(s). A report of field visit to be maintained.

Recommended Readings

- Agarwal K.C. (2001): Environmental Biology, Bikaner, Nidi
Bharucha E.: The Biodiversity of India, Ahmedabad, Mapin
Bharucha E.: Textbook of Environmental Studies. Orient BlackSwan
Brunner R.C. (1989): Hazardous Waste Incineration, New York, McGraw-Hill
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De A.K.: Environmental Chemistry, Wiley Desai R.J. (2003): Environmental Studies, Mumbai, Vipul

Gleick H.P. (1993): Water in Crisis, Stockholm Env't. Institute, OUP

Hawkins R.E.: Encyclopaedia of Indian Natural History, Mumbai, BNHS

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Mhaskar A.K.: Matter Hazardous, Techno-Science Publications

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Trivedi R.K. & P.K. Goel: Introduction to Air Pollution, Techno-Science Publications

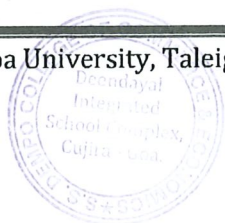
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B.COM.
SEMESTER II
Business Communication (AECC 3)
(Modern Communication Skills)
(100 Marks - 60 Lectures)

Course Objectives:

Communication skills have emerged as the most powerful set of skills to possess for accelerating one's career trajectory and for enhancing the quality of life of people in modern times. In a competitive world where efficiency and effectiveness do matter, it is imperative that students learn these skills.

This Course of Modern Business Skills in Business Communication integrates spoken, written, visual and written communication situations and strategies - the way communication actually occurs in a dynamic workplace. Some of the course objectives are:

- To increase students confidence and ability to communicate orally while using technology.
- To improve collaboration and communication skills of students.
- To enhance multimedia literacy skills of students.
- To build relationships and establish their online social presence.

UNIT 1: Digital Storytelling [DST]

(40 Marks - 23 Lectures)

(Creation of a Digital Story: Workshops for students in small batches of where the basics and software skills needed for DST are imparted; Students are then to individually create a DST and present the same in class)

UNIT 2: Individual Speeches (Impact/ Oratory) and Presentations

(a) Individual Speeches - Pathos / Logos / Ethos / **Overcoming Fear** / Formulae for Speeches / People (Body Language) / Voice Skills / Audience **(10 Marks - 6 Lectures)**

(b) Creating and Making Individual Presentations - Using Software like Powerpoint / Prezi On-line Zooming Editor / Mind-Mapping Software / Incorporating principles of Zen / Slido:ology / Duarte **(10 Marks - 15 Lectures)**

UNIT 3: Electronic and Web Communications:

(20 Marks – 5 Lectures)

a) Using Social Media for Communication [for contributing to a FACEBOOK Group or mailing list created by the teacher for the purpose. This group can be on any topic which helps to improve communication skills.] **(5 Marks)**

b) Creating & Using a Blog or Free Web site **(10 Marks)**

c) Using cell-phones, laptops and other means for e-mail and instant messaging for Business; etiquette involved **(5 Marks)**

UNIT 4 Conducting Effective Meetings

(20 Marks - 11 Hours)

(Pedagogy: Role Play - Groups of 6-10 students to conduct a meeting)



Chairpersonship, Protocol (Brief insights into Robert's Rules of Order), Benefits, Notice, Agenda, Drafting Minutes (Discussions /Resolutions)

[10 marks for participation in a Meeting. 5 marks for drafting the Notice and the Agenda for the Meeting. 5 marks for writing the Minutes of the Meeting. The meetings where the students are to be judged can be ones which are organized for the purpose of discussing topics given by the teacher.]

Requirements:

(Essential)

- 1) An LCD projector in every classroom
- 2) A Laptop for Facilitator (Desirable)
- 3) Computers for students
- 4) Broadband Facility
- 5) A large screen SMART TV / SMARTBOARD
- 6) HD Video Camera (with Hard Disk)
- 7) Home Theatre
- 8) Software: Pinnacle / Cyberlink / U-lead Video Studio / Buzan's Mind-Mapping / Business-in-a-Box
- 9) Language Lab / other relevant software as decided by the concerned teacher
- 10) External Hard Disks
- 11) A Smart Board

Assessment and Pedagogy:

Continuous Internal Assessment in the proportion to the marks assigned in the syllabus: 100 marks. The teacher may devise appropriate exercises to test the student's skills.

Suggestion: ISA 1 (Individual Speeches)

ISA 2 (Individual Presentations)

References:

1. Digital Storytelling: Guide for Educators, Midge Frazel, International Society for Technology in Education, 2010 ISBN 9781564842596
 2. How to Win Friends and Influence People, Dale Carnegie, Pocket Books, 2010 ed.
 3. Making Presentations, Tim Hindle, Dorling Kindersley Publishers, 1999 ed. Say it with Presentations, Gene Zelazny, Tata McGraw-Hill Education (2004).
 4. Presentation Zen: Simple Ideas on Presentation Design and Delivery (2 nd Edition) (Voices that Matter) Garr Reynolds. 2011
 5. Slide:ology: The Art and Science of Creating Great Presentations, Nancy Duarte, 2008. ISBN 0596522347
 6. Social Media Marketing for Dummies, Shiv Singh, Stephanie Diamond, Wiley, 2007. ISBN 9781118236307.
- Robert's Rules of Order, Robert Henry M., Createspace, 2010, ISBN 978145380715.



OTHERS ELECTIVE SEMESTER-III

B.COM.

SEMESTER II

Business Communication II (GE 3)
(Business and Public Communication)
(100 Marks, 60 Lectures)

Course Objectives:

- To make students aware of their Constitutional rights and duties and how they can use their communication skills actively for the betterment of society.
- To familiarize students with a basic understanding of the process of writing for business.
- To develop an ability to use writing in practical business and public situations.

Unit I Right to Information

(25 Marks - 22 Lectures)

Learning about the nature, function and social relevance of Right of Information and thereafter undertaking an activity involving:

- a) Student's proposal to ask an RTI of public importance
- b) Writing/ Filing of application before Public Information Officer
- c) Preparing a report containing the findings of the RTI

Note: A group of maximum 10 students should be formed of which 1 student is to file the application, it will carry 10 marks. The remaining 15 marks are for theory.

The 10 marks component of this unit can be an ISA.

Unit II Report Writing

(15 Marks - 8 Lectures)

Report Writing: Meaning, Importance, Types, Formats, Structure of long and short reports.

Unit III Personnel Letters and Interviews

- (a) Interview Skills, Job Applications and Creating Online and Offline CVs, Using Job Boards, Web Researching, (15 Marks, 8 Lectures)

- (b) References and Testimonials, Appointment, Promotion and Resignation letters, Office Orders and Notices, Memorandums. (15 Marks, 8 Lectures)

Unit IV Business Letters, Representations and Press Releases

- (a) Business Letters: Purchase letters: Inquiry, Quotations, Orders, Tenders, Complaint & Sales Letters. (15 Marks, 8 Lectures)

- (b) Drafting of Representations / Petitions, Press Releases and Articles for the Press. (15 Marks, 6 Lectures)



Guidelines for Conduct of examination

1. One ISA of 10 Marks (Written Test)
2. Writing / Filing RTI

Books for Study and Reference:

- 1) *Right Information Act, 2005: A Primer*, Tata McGraw Hill, 2006
- 2) *How to Write Reports and Proposals*, 2nd Edition, Viva Books Pvt Ltd, 2010.
- 3) *Mastering Communication*, 5th Edition, Nicky Stanton, Palgrave Macmillan, 2009.
- 4) *Business Correspondence and Report Writing*, R C Sharma, Krishna Mohan, Tata McGraw-Hill Education, 2010.
- 5) *Business Letters for Busy People*, 4th Edition, John A Carey, Barnes and Noble.

www.ebooks-share.net/business-letters-for-busy-people

www.rti.gov.in



COMMERCE ELECTIVES SEMESTER – III

B.COM

SEMESTER II

Business Environment –I (GE 3)

(100 Marks-60 Lectures)

Objective: To familiarize students about different aspects of business environment and its impact on business activities.

Unit I Business and its Environment

(25 marks -15 Lectures)

Meaning, definition, scope, nature and goals of business; contemporary characteristics of modern business; Business environment – meaning, importance and features; Components of business environment– micro and macro; Social responsibilities of business

Internal environment- value system, vision, mission and objectives, nature and structure of management, internal power relationship, company image.

External environment –Micro - Consumer / Customer , Competitors , Organization , Market , Suppliers , Intermediaries , Public. Macro – Demographic, Economic, Political, Legal, Socio – Cultural , Technological , physical and Global environment.

Unit II Socio-Cultural and Demographic Environment

(30 marks -18 Lectures)

Culture- meaning, definition and characteristics- Organizational Culture – meaning and importance-Effect of socio-cultural environment on Business-Family system, marriages, Religion and caste, ethics, purchases, attitude to work, languages and global business.

Social groups such as caste, class & nouveau riche - their impact on business; Customs, traditions and values and their impact on business

Demographic environment - meaning and composition; Need of demographic studies for business

Migration - meaning, reasons for migration, impact of migration (positive and negative)

Unit III Natural and Technological Environment

(20 marks -12 Lectures)

Natural environment – meaning and composition; impact of natural environment on business.

Technological Environment- Technology- modern and Indigenous technology -meaning and importance – Innovation and technology-sources of technological dynamics- Features of technology-status of technology in India- management of technology in India-Impact of technology on business-globalization and transfer of technology- Information technology-role of Information technology in development of global business, E-business in India, Technology Park – meaning & objectives.

Unit IV Political Environment

(25 marks -15 Lectures)

Meaning, Role of Government in Business (regulatory, entrepreneurial, planning and promotional) Components of political environment - political systems, political stability, international relations, government bureaucracy and its role, special interest groups and their



impact on business, State Intervention in Business, Local self government -meaning, objectives, functions; Activities of Panchayat /Municipality and their impact on business.

References:

1. Misra, S.K. & Puri, V.K. (2007) Economic environment of Business, Himalaya Publishing House, Delhi
2. Menon, Lydia & Mallya, Prita, Business Environment
3. Cherunillam, Francis Business Environment, Himalaya Publishing House
4. Ashwathappa, K, Business Environment, Himalaya Publishing House
5. Dutt & Sundaram, Indian Economy, S. Chand & Company
6. Jain & Varma- Business Environment, Sahitya Bhavan, Agra.




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SEMESTER IV
Business Environment –II (GE 5)
(100 Marks-60 Lectures)

Objective: To introduce the students to elements and composition of economic, legal and international environment of business and also aims to bring about awareness of business environment in Goa.

Unit I Economic Environment of Business (30 Marks – 18 Lectures)

Meaning and components of economic environment of business, - Economic systems, Economic planning, Economic policies, Economic legislation, controls and regulations

Economic systems -capitalism, socialism and mixed economy- meaning and features

Economic planning in India- Objectives of planning and main provisions of current five Year plan, NITI Ayog.

Economic policies -fiscal, monetary, industrial policy, Import-Export policy, investment policy (including foreign investment policy) and employment policy –meaning and objectives.

Make in India policy and business.

Unit II Legal Environment of Business (20 Marks – 12 Lectures)

Meaning and components of legal environment; impact of legal environment on business

Environment Protection Act 1986 – objectives and major provisions

Consumer Protection Act 1986 – Objectives and major provisions, Consumer Redressal Agencies; Jurisdiction and powers

Right to Information Act (RTI) 2005- Definition and meaning of information, public Authority, right to information and record- objectives of the Act- scope of right to information— exemption—public Information officer - procedure for seeking information, fees and response time, appeals, penalty provisions, case studies.

Unit III International Environment and India (20 Marks – 12 Lectures)

Overview of Industrial policy of India till 1990- new industrial policy-objectives and features, globalization- liberalization- privatization (meaning) and - Foreign capital- meaning, need - Multi-national Corporation-merits and demerits-case studies on MNCs in Goa.

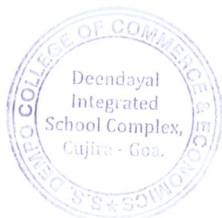
International events and its impact on Indian industry

The International Finance Corporation's Ease of Doing Business Index - composition of the index; India's performance on the index and each of the components.

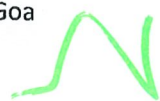
Unit IV Business Environment in Goa (30 Marks – 18 Lectures)

Brief introduction of industrialization in Goa- Current Status of the Goan economy- Goa's current performance on important economic and socio-economic indicators-Industrial policy in Goa - Introduction, objectives and thrust areas- Industrial Estates in Goa -Industry associations- meaning and need- Goa Chamber of Commerce and Industry (GCCl) and Goa State Industries Association (GSIC) -objectives and functions and major activities.

Environmental issues and Goan Industry



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Local self government in Goa -meaning, objectives, functions; Activities of Panchayat /Municipality and their impact on business.

Environmental movements in Goa-meaning of environmental movement, movements related to mining, tourism and construction -their objectives and activities.

Case study on CSR in Goa.

References

1. Agarwal, P.N. (2001) A comprehensive History of Business India, Tata McGraw-Hill Publisher Company Limited, New Delhi.
2. Konoria, S.S. Ed (1990) Footprints of Enterprises, Federation of Indian Chamber & Commerce, New Delhi
3. Misra, S.K. & Puri, V.K. (2007) Economic environment of Business, Himalaya Publishing House, Delhi
4. Menon, Lydia & Mallya, Prita, Business Environment
5. Cherunillam, Francis Business Environment, Himalaya Publishing House
6. Ashwathappa, K, Business Environment, Himalaya Publishing House
7. Dutt & Sundaram, Indian Economy, S. Chand & Company
8. Goa Panchayat Raj Act
9. Right to Information Act 2005

Websites:

1. Envfor.nic.in/legis/env1.html
2. www.ncdrc.nic.in/11.html
3. www.iitb.ac.in/legal/RTI-Act.pdf



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Practical Assignments for Computer Application – II Lab for

B.Com. SEMESTER II

GE 2

COURSE CODE : BCOM212		COURSE TITLE : Information Technology(Cyber Security) – II Lab			
Total Marks :		Total Credits :		Total Contact Hours : 30	
Course prerequisites : None					
Course objectives : To understand the basics of cyber space and accompanying cyber threats and provide the foundation for preparing, detecting and protecting against cyber threats and challenges.					
Practical Assignments:					
Unit		Topic		Requirements	Weightage
Title		#	Content		Hours
Basics of Computer Networking	1	Networking Basics <ul style="list-style-type: none">• Connecting to Network• Sharing directories• Connecting to shares• Set up a common storage	Networked Devices	2 hours	
	2	Advanced Networking <ul style="list-style-type: none">• Identify IP address, ping• Set up a basic firewall• Set up a security level• Setup free online backup	Networked Devices & internet & Web Browser	2 hours	




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		3	Web browser security, Internet Connectivity & Tracing . <ul style="list-style-type: none"> • Configure the web browser for optimized performance and security. • Identify the IP address of the remote website. • Find the public IP address of your device and your ISP. • Find the upload and Download speed. • Use Trace Email Analyzer to get the sender's IP address and track the source. 	internet , Web Browser and online Trace Email Analyzer	2 hours
		4	Social Networking & Facebook <ul style="list-style-type: none"> • Analyze the facebook account and report the different safety features provided by facebook for the safety of the users. 	Internet & Internet Browser	2 hours
	Cyber Threats	5	Virus Threat <ul style="list-style-type: none"> • Analyze any system infected with cyber threat list the causes and steps needs to be taken to counter such attack. • Find the techniques viruses use to evade Antivirus Software. 	Any Antivirus/ Malware detection tool	2 hours
		6	Spyware - Infection, Collection, Detection, and Eradication <ul style="list-style-type: none"> • How spyware infects devices. • Define the indicators of a spyware infection. • Explore how anti-spyware software detects spyware. • Download and install any anti-spyware software on a computer. 	Any Antispyware tool	2 hours



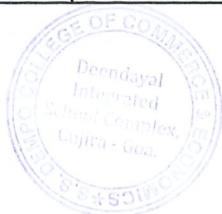
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		7	Steganography and Steganalysis Steganography <ul style="list-style-type: none"> • Hide text messages in images with simple commands. • Hide encrypted text messages in images with 4t HIT Lite. • Hide encrypted files in images with JPEG Hide and Seek (JPHS). Steganalysis <ul style="list-style-type: none"> • Given two images, determine which image contains hidden information using tools such as Steganographic studio. 	Use following software tools: <ul style="list-style-type: none"> • 4t HIT Mail Privacy Lite, • JPEG Hide and Seek (JPHS), • Steganographic studio 	2 hours
		8	Password Security <ul style="list-style-type: none"> • Measure brute force and dictionary cracking times for passwords of varying length and complexity with Proactive Password Auditor (PPA) • Define the characteristics of a strong password. • Study the relationship between password strength and cracking time. • Calculate the total number of unique passwords given password length and number of subunits (letters, digits, or symbols). 	Use following software tool: Proactive Password Auditor (PPA)	2 hours
		9	Defense in Depth - Overall Steps for Cyber security of a device(Laptop/Mobile)		2 hours




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	Security in Cyber Shopping	10	Privacy Protection through Cryptography <ul style="list-style-type: none"> Use tools such as Gnu Privacy Guard (GPG) to encrypt, decrypt, sign, and verify files. 	Use following software tool: Gnu Privacy Guard (GPG)	2 hours
		11	Security & Privacy <ul style="list-style-type: none"> Download and install Best Free Keylogger (BFK). Log a computer's keystrokes using BFK. Research methods to defend against keyloggers. Explore the ethics of using keyloggers. 	Use following software tool: Best Free Keylogger (BFK).	2 hours
		12	Online Shopping <ul style="list-style-type: none"> Consider any two online shopping sites and compare their features(Products, usability, policy to attract customers, payment methods, safety practices etc...) 	Internet & Internet Browser	2 hours
		13	Online Banking <ul style="list-style-type: none"> Consider any online banking sites Find the features(Banking services, financial transactions, security practices etc...) 	Internet & Internet Browser	2 hours
IV	Cyber Laws and	14	Digital Evidence <ul style="list-style-type: none"> Make use of any Forensics investigation tools such as winhex and carry following tasks: Cloning and imaging of removable device, Examination of the 	Use following software tools: • Winhex	2 hours



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	Cyber Forensic		complete directory structure, calculate hash ,Compare hash after minor file modification etc...)		
		15	Forensic Investigation Steps <ul style="list-style-type: none"> • Make use of any Forensics investigation tools such as winhex and carry detailed forensic investigation steps and prepare the report. Include: • Evidence Collection, • Preserving Digital Evidence – Special Considerations, • Recovering Digital Evidence, • Documenting Evidence, • Documenting Evidence Analysis. 	Use following software tools: <ul style="list-style-type: none"> • Winhex 	2

Note:

1. IT lab Component shall carry no credit.
2. There shall be altogether 15 Lab sessions of 2 hours duration per batch of 20 Students.



B.COM
SEMESTER IV
Event Management (GE 5)
(100 Marks – 60 Lectures)

Objective: To introduce to the students the concepts and operations in event management industry.

Unit 1: Introduction to Event Management

25 Marks, 15 Lectures

Introduction, Growth of event management industry, Event management industry in India, Principles of event management, Size of Events – Mega events, Regional events, Major events, Minor events; Types of Events – Sporting, Entertainment, art and culture, Commercial, marketing and promotion events, Meetings, Exhibitions, Festivals, Family and Fund raising events; Issues in event management, Event evaluation, Event risks and laws.

Unit 2: Event Planning

25 Marks, 15 Lectures

Concept and designing of events, Preparing event proposal, Critical path and function sheets, Event pricing and management fees, Client meetings and event contracts, Planning and management of event team and crew, Planning event resources, Event protocol, Event itinerary, Event planning tools and emerging technology.

Unit 3: Event Production

25 Marks, 15 Lectures

Event production concepts and requirements, Identifying event vendors, Negotiations and contracts with vendors, Scheduling and Checklists, Venue management – Selection, Staging, Lights and sound, Audio-Visual, Event safety and security.

Unit 4: Event Marketing and Financing

25 Marks, 15 Lectures

Event marketing mix, Event branding, Event publicity, public relations and communication, Event sponsorship, Event budgets and cost sheet, Financial control in events, Profit analysis of events, Computer applications in event financing and control.

References:

1. Allen, J. (2009). *Event Planning* (Second ed.). Ontario: John Wiley & Sons.
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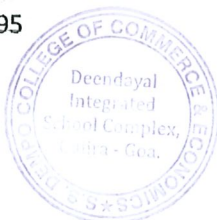
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Journals:

International Journal of Event Management Research

International Journal of Event Management and Festivals

International Journal of Hospitality and Event Management



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B. COM
SEMESTER III
Entrepreneurship Development (CC 11)
(100 Marks- 60 Lectures)

OBJECTIVE: To motivate the students to be self employed. From the syllabus they will get theoretical knowledge on how to start an enterprise of their own. Practical knowledge can be obtained through assignments like writing a project report to obtain finance or interviewing existing entrepreneurs.

UNIT I Introduction

(40 Marks-24 Lectures)

a) Definition and concept of entrepreneur

Qualities, Skills and Functions of entrepreneur

b) Origin and development of entrepreneurship.

Theories of entrepreneurship

Role of entrepreneur in economic development

Entrepreneur V/s Intrapreneur, features of Intrapreneurs.

Types of entrepreneurs

Recent trends-sociopreneur, edupreneur, ecopreneur, and agropreneur

Women entrepreneurs. Self Help Groups.

UNIT II Identification of Business Opportunities

(20Marks-12 lectures)

SWOT analysis

Environment scanning-meaning and benefits

Factors considered for environment scanning- socio-cultural, economic, technical, demographic, legal and political, geographical and international factors.

Sources and steps involved in identification of business opportunities.

Market research- meaning, need for market research, techniques in market research- field survey techniques, test marketing, Delphi technique, desk research, observation method and experiment method.

UNIT III Project formulation

(20 Marks-12 lectures)

Meaning and concept of project formulation

Stages in project formulation

a) Elements of project formulation-feasibility analysis, techno-economic analysis, project design and network analysis, input analysis, financial analysis.

b) Project Appraisal-concept and features, methods of appraisal-break even analysis, cost benefit analysis, social cost benefit analysis and profitability analysis.

c) Project Selection-meaning,

Factors to be considered for project selection-rawmaterials, credit facilities, market forces, competition, government policy, incentives and subsidies, labour force, capital requirements, infrastructure, profitability .

d) Project report-meaning importance and contents of project report.



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UNIT IV Innovation in Entrepreneurship

(20 Marks-12 lectures)

Purposeful innovation-unexpected success/failure, process, need, change in demography, industry and market structure, incongruities, change in perception, new knowledge

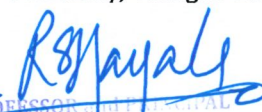
Principles of purposeful innovation

Incubation Centres-meaning, services and role of incubation centres, study of incubation centres in Goa.

References:

1. Desai, Vasant. *Dynamics of Entrepreneurship Development*
2. Drucker, Peter. *Innovation and Entrepreneurship-Practice and Principles*
3. Mascarenhas, Romeo. *Entrepreneurship Management*. Vipul Prakashan
4. Paul, Jose; Kumar, Ajith. *Entrepreneurship Development and Management*. Himalaya publishing house
5. Khanka, S.S. *Entrepreneurial Development*. Sultan Chand publication
6. Gordon, Natarajan. *Entrepreneurship Development*. Himalaya publishing house
7. Gupta, C.B., Srinivasan *Entrepreneurial Development*. Sultan Chand
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SEMESTER III
Economics of Resources (GE 4)
(100 Marks, 60 Lectures)

Objectives:

1. To familiarize the students with concepts and issues in the realm environmental economics and sustainable development.
2. To introduce the students to economics of resources and their use against the background of growing global concerns over the future of the world economy due to the rapid depletion of natural resources
3. To help the students understand the significance of the management of environment and resources for business.
4. To introduce the students to the economics of human resource development

Unit I Economics of the Environment

(25 Marks, 15 Lectures)

Environmental Economics- definition and meaning; linkages between economy and environment, relevance of environmental economics for business, trade-off between conventional economic output and environmental quality (what is the trade-off, why it occurs, what can be done). Economic efficiency and markets-meaning of economic efficiency and social efficiency, relation between markets and economic and social efficiency, external costs, private and social cost, external benefits, externalities and market failure, over-use of open-access resources. The market approach to environmental problems- internalization of external cost, pollution charges, environmental subsidies, carbon credits (meaning of each, how they work through the market mechanism) Environmental Impact Assessment (EIA) of projects- meaning, benefits.

Unit II Economics of Resources

(20 Marks, 12 Lectures)

Definition of resource, classification, meaning and importance of each, Economic development and resource use- optimist and pessimist models- their major conclusions, Sustainable development- definition and meaning.

Unit III Economics of Energy and Water

(25 Marks, 15 Lectures)

Economics of energy: meaning of energy; Energy and economic growth, criticality of energy as a resource, energy security, dependence on imports, inflation; Energy availability at the global and national levels, demand-supply gaps, implications, measures to reduce the gap; energy pricing in India; energy audit- meaning, importance; current energy scenario in India .

Economics of water: Economic importance of water; Demand for water- domestic and commercial (industry, agriculture); Global water scarcity; Water scarcity in India- extent, causes, attempted solution; Pricing of water -importance, water pricing in India; Challenges in the water sector-scarcity, sharing of water, pollution, groundwater issues, pricing, water quality.....; National Water Policy- proposed measures to meet challenges.



Unit IV Human Resource Economics

(30 Marks ,18 Lectures)

Human resource development- role of education and health in human resource development; Link between education and economic growth and development (productivity, earnings, family size, family health, improved standards of living, adoption of new technology...); benefits of education-direct, indirect, private and social benefits; education as a merit good; expenditure on education in India and its composition (primary, secondary and higher education; public and private).

Link between health and economic growth and development (productivity, earnings, money saved can be spent elsewhere, saving and capital formation, better educational performance of children, smaller families....); determinants of health (income and social status, education, physical environment, health services...) ; health status indicators in India- birth rate, death rate, life expectancy, mortality (infant, child and maternal mortality rates), morbidity; recent trends in health status in India; economic dimension of healthcare - demand and supply of health care; challenges to public health in India; financing of health services - private and public expenditure on health; health insurance.

References:

1. Field, Barry. C. & Field, M. K. 2002. Environmental Economics: An Introduction. McGraw Hill, Singapore.
2. Field, Barry. C. 2001. Natural Resource Economics: An Introduction. McGraw Hill, Singapore.
3. Bhattacharya, R.N. 2001. Environmental Economics: An Indian Perspective. Oxford University Press, New Delhi.
4. Bromley, D. W. 1986. Natural Resource Economics, Policy problems and Contemporary Analysis. Kluwer, Boston.ed.
5. Dorfman, M. R. 1972. Economics of the Environment. W.W. Norton & Co. New York.
6. Dutt, R. and Sundharam, K.P.M. (most recent edition). Indian Economy. Sultan Chand and Co. New Delhi.
7. Hanley, N., J. F. Shogren & B. White. 2001. Environmental Economics in Theory and Practice. Macmillan. London.
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11. Merret, S. 1997. Introduction to the Economics of Water Resources: An International Perspective. UCL Press.
12. Perman, R. Ma, Y., McGilvray, J. and Common, M. 2003. Natural Resource and Environmental Economics. Pearson Education Ltd. 3rd ed.
13. Shankar, U. 2001. Environmental Economics. Oxford University Press. New Delhi.ed.
14. Singh, K. 1994. Managing Common Pool Resources: Principles and Case Studies. Oxford University Press. New Delhi.
15. Singh, K. & Shishodia, A. 2007. Environmental Economics: Theory and Applications. Sage. New Delhi.
16. Thompson, D. 2003. The Economics of Environmental Protection. Winthrop Publishers. Cambridge, Mass.



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SEMESTER VI
International Economics (CC 18)
(100Marks, 60 Lectures)

Objectives:

1. To enable the students to understand the role of international trade and the importance of trade policy in the current global scenario
2. To enable the students to have an understanding of the importance of investment flows across countries and their dependence on various macroeconomic variables that are of significance in an open economy
3. To acquaint students with the key accounts of the balance of payments, how exchange rates are determined in the markets for foreign exchange and help them understand the connection between balance of payments and exchange rate movements
4. To enable students to be aware of the meaning and significance of regional and multilateral trade negotiations

Unit I International Trade

(25 Marks, 15 Lectures)

International trade – meaning and features; Theories of international trade: Classical (comparative advantage), H-O theorem, Product Life Cycle, Technological Gaps, Intra-industry trade; Gains from International trade; Terms of Trade: meaning and 3 concepts (Net Barter, Gross Barter and Income Terms of Trade); Free Trade v/s protectionism; types of protective devices - tariff and non-tariff barriers (exchange control, voluntary export restraints, anti-dumping duties & countervailing duties, **social clauses such as labour & environmental standards**, sanitary & phyto-sanitary measures and administered protection).

Unit II Balance of Payments & Foreign Exchange Rates

(30 Marks, 18 Lectures)

Balance of Payments: Meaning and Structure; Distinction between Balance and Equilibrium; Balance of Trade and Balance of Payments; Disequilibrium – meaning, types and causes; Corrective Measures– exchange rate adjustments (Revaluation and Devaluation), Exchange Control, Trade Measures, Effects of Monetary policy and Fiscal policy on internal and external balance (brief explanation of how the measures work)

Foreign exchange rates: Foreign exchange market – meaning, features and functions; Types of exchange rate systems (fixed, flexible and managed floating – meaning of each); Types of foreign exchange transactions (spot and forward transactions, arbitrage, currency swaps, futures contracts, speculation); Factors influencing short-term exchange rates; Concept of convertibility of Rupee on current account and capital account; Liberalized Exchange Rate Management System (LERMS); Hedging and Exchange rate risk management; Concept of PPP dollar



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Unit III International Investment

(25 Marks , 15 Lectures)

Foreign Investment – meaning and composition (FDI & FPI), Foreign Direct Investment: Meaning; Determinants of FDI (resources, market size, trade barriers, economic and business environment of the host country), Multinational corporations: meaning and operational characteristics; Entry modes adopted by Multinational Corporations (licensing, franchising, joint ventures/collaborations, wholly-owned subsidiaries, mergers and acquisitions);

Foreign Portfolio Investment: Meaning; Operations of Foreign Institutional Investors; Determinants of FPI (return on investment, level of financial sector development, capital controls, exchange risk); Impact of FPI on capital markets and the exchange rate.

Unit IV Multilateralism and Regional Economic Cooperation

(20 Marks , 12 Lectures)

Multilateralism and Regionalism – meaning and distinction; World Trade Organization – objectives, principles, functions and Agreements (Market access, Agreement on Agriculture, TRIPs, TRIMs, GATS, Dispute Settlement); Regional economic cooperation - Meaning and reasons for growth; Forms of regional integration - Preferential Trade Agreement, Free Trade Agreement, Customs Union, Monetary Union, Economic Union; Integration efforts among Countries in Europe, North America and Asia (NAFTA, EU, ASEAN and SAARC)

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2. Cherunilam, F. 2008, International Economics, Tata McGraw-Hill, New Delhi, 5th Edition
3. Cherunilam, F. 2013, International Business Environment, Himalaya Publishing House, New Delhi, 6th Revised Edition
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