

INVERTIS UNIVERSITY, BAREILLY
Faculty of Management B.Com(H)
Curriculum Analysis (Course Category)

Regulation:

Category	L	T	P	C
AECC (Ability Enhancement Competency Course)	4	1	2	13
Skill Enhancement Elective (SEE)	32	8	4	44
General Elective Course (GSC)	20	5	0	25
Cross-Cutting Course (CCC)	68	17	0	85
Discipline Specific Electives (DSE)	160	40	0	200
Total	284	71	6	367



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AECC COURSES LIST

Regulation:

Course Name	L	T	P	C
Environmental Science	2	1	0	2
Human Values and Ethics	2	0	0	2
NGO Project	0	0	0	2
Professional Skills Enhancement	0	0	2	2
Summer Internship Project	0	0	0	5
TOTAL	4	01	2	13



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Skill-Specific Elective Courses List

Regulation:

Course Name	L	T	P	C
Computer Applications in Business	4	1	0	5
Computer Applications in Business Lab	0	0	2	2
Computerized Accounting System	4	1	0	5
Computerized Accounting System Lab	0	0	2	2
Digital Marketing	4	1	0	5
Cyber Crimes & Laws	4	1	0	5
Collective Bargaining and Negotiation Skills	4	1	0	5
Business Research Methods and Project Work	4	1	0	3
Project Work Viva Voce	0	0	0	2
Personal Finance	4	1	0	5
Communication and Documentation in Business	4	1	0	5
TOTAL	32	8	4	44



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Generic Elective Courses List

Regulation:

Course Name	L	T	P	C
Entrepreneurship	4	1	0	5
Business Ethics and Sustainability	4	1	0	5
Human Resource Management	4	1	0	5
Basics of Accounting	4	1	0	5
Fundamentals of Marketing	4	1	0	5
TOTAL	20	05	00	25



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Cross-Cutting Courses List


Regulation:

Course Name	L	T	P	C
Business Organization and Management	4	1	0	5
Financial Accounting	4	1	0	5
Micro Economics	4	1	0	5
Business Laws	4	1	0	5
Business Mathematics and Statistics	4	1	0	5
Cost Accounting	4	1	0	5
Macro Economics	4	1	0	5
Corporate Laws	4	1	0	5
Principles of Marketing	4	1	0	5
Corporate Accounting	4	1	0	5
Financial Management	4	1	0	5
Income Tax Law and Practice	4	1	0	5
E-Commerce	4	1	0	5
Management Accounting	4	1	0	5
Indian Economy	4	1	0	5
Goods and Service Tax (GST) and Custom Laws	4	1	0	5
Auditing	4	1	0	5
Total	68	17	0	85


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DISCIPLINE-SPECIFIC ELECTIVE LIST -ACCOUNTING&FINANCE

Regulation:

Lab Name	L	T	P	C
Financial Markets, Institutions, and Financial services	4	1	0	5
Personal Tax Planning	4	1	0	5
Management of Working Capital	4	1	0	5
Personal Finance & Planning	4	1	0	5
Financial reporting and Analysis	4	1	0	5
Corporate Tax Planning	4	1	0	5
Fundamentals of Investment	4	1	0	5
E-filing of returns	4	1	0	5
TOTAL	32	08	00	40


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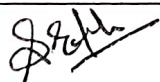
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DISCIPLINE-SPECIFIC ELECTIVE LIST -APPLIED ECONOMICS

Regulation:

Course Name	L	T	P	C
Business & Economic Environment	4	1	0	5
Public Finance	4	1	0	5
Industrial Economics	4	1	0	5
Money and Financial System	4	1	0	5
International Economics	4	1	0	5
Agriculture Economics	4	1	0	5
Development Economics	4	1	0	5
Rural Economics	4	1	0	5
Total	32	8	0	40



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Discipline Specific Elective List – FINANCIAL MARKETS

Regulation:

Course Name	L	T	P	C
Equity Valuation and Debt Valuation	4	1	0	5
Mutual Funds	4	1	0	5
Investment Banking & Venture Capital	4	1	0	5
Portfolio Management	4	1	0	5
Fundamental and Technical Analysis	4	1	0	5
Marketing and Selling of Financial Services	4	1	0	5
Financial Risk Management	4	1	0	5
Derivatives Market	4	1	0	5
TOTAL	32	08	0	40

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Discipline Specific Elective List – BANKING & INSURANCE

Regulation:

Course Name	L	T	P	C
Banking Laws & Environment	4	1	0	5
E-Banking	4	1	0	5
Banking & Insurance	4	1	0	5
Principles & Practices of Life Insurance	4	1	0	5
Insurance Laws & Environment	4	1	0	5
Management of Commercial Bank	4	1	0	5
Marketing of Financial Product & Services	4	1	0	5
Principles & Practices of General Insurance	4	1	0	5
TOTAL	32	08	0	40



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Discipline Specific Elective List – HUMAN RESOURCE &
MARKETING MANAGEMENT

Regulation:

Course Name	L	T	P	C
Service & Retail Marketing	4	1	0	5
Consumer Behavior	4	1	0	5
Training and Development	4	1	0	5
Stress Management	4	1	0	5
Strategic Human Resource Management	4	1	0	5
Compensation Management	4	1	0	5
Rural Marketing	4	1	0	5
Advertising and Personal Selling	4	1	0	5
TOTAL	32	08	0	40



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