

**Prasanta Chandra Mahalanobis Mahavidyalaya**  
**Lesson Plan- 2022-23**

**Semester II Honours & Programme Course**  
**Name of the Department: COMMERCE**

Period	Hons/ Programme Course	Paper Name and Paper Code	TOPIC	Methods and materials	Methods of Evaluation	Number of classes allotted in hours	Name of the Teacher assigned
February- April	<b>Hons Course</b>	CMA 1 FACACOR03T	Unit 1: INTRODUCTION UNIT 2: Materials Material Costs UNIT 3: Labour Employee Cost And incentive systems UNIT 4: Overhead and Cost statement	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSMENT	UNIT 1: 10 hrs UNIT 2: 10 hrs UNIT 3: 15 hrs UNIT 4: 20 hrs	<b>Unit 1,5 - BR Unit 2,3,4 - KPJ Unit 6 - DM</b>
		MMHRM FACACOR04T	Unit 1: Introduction to Marketing Management Unit 2: Product & Pricing Unit 4: Fundamentals of HRM UNIT 5 : Acquisition & Development of Human Resource	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSMENT	UNIT 1: 15 hrs UNIT 2: 15 hrs UNIT 4: 15 hrs UNIT 5: 15 hrs	<b>Unit 1,3 - SS Unit 2,4 - BR Unit 5,6- DM</b>
		AECC 2 English/MIL					Respective Departments
		Business Maths & Stats					Respective Departments
	<b>Programme Course</b>	CMA FACGCOR03T	Unit 1: INTRODUCTION UNIT 2: Materials Material Costs UNIT 3: Labour Employee Cost And incentive systems UNIT 4: Overhead and Cost statement	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSMENT	UNIT 1: 10 hrs UNIT 2: 10 hrs UNIT 3: 15 hrs UNIT 4: 20 hrs	<b>Unit 1,5 - BR Unit 2,3,4 - KPJ Unit 6 - DM</b>
		AECC 2 English/MIL					Respective Departments
		Business Maths & Stats					Respective Departments
		Compulsory English for Arts & Commerce(LCC - II)					Respective Departments
May- June	<b>Hons. Course</b>	CMA 1 FACACOR03T	UNIT 5 : Cost Book keeping UNIT 6: Costing Methods	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSMENT	UNIT 5: 10 hrs UNIT 6: 25 hrs	<b>Unit 1,5 - BR Unit 2,3,4 - KPJ Unit 6 - DM</b>
		MMHRM FACACOR04T	Unit 3: Physical Distribution & Promotion	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom,	INTERNAL ASSESSMENT	UNIT 3: 15 hrs UNIT 6: 15 hrs	<b>Unit 1,3 - SS Unit 2,4 - BR</b>

			UNIT 6: Maintenance of Human Resource	Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.			Unit 5,6- DM
		AECC 2 English/MIL					Respective Departments
		Business Maths & Stats					Respective Departments
	<b>Programme Course</b>	<b>CMA FACGCOR03T</b>	UNIT 5 : Cost Book keeping UNIT 6: Costing Methods	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSMENT	UNIT 5: 10 hrs UNIT 6: 25 hrs	<b>Unit 1,5 - BR Unit 2,3,4 - KPJ Unit 6 - DM</b>
		AECC 2 English/MIL					Respective Departments
		Business Maths & Stats					Respective Departments
		Compulsory English for Arts & Commerce(LCC - II)					Respective Departments

Recommended Text Books:

1. Cost and Management Accounting(CMA & CMA I) - Amitabha Basu, Basu & Das
2. Marketing Management & Human Resource Management - Kotler & Keller, Sushil Mukherjee & Kallol Saha

**Prasanta Chandra Mahalanobis Mahavidyalaya**

**Lesson Plan- 2021-22**

**Semester IV Honours & Programme Course**

**Name of the Department: COMMERCE**

Period	Hons/ Programme Course	Paper Name and Paper Code	TOPIC	Methods and materials	Methods of Evaluation	Number of classes allotted in hours	Name of the Teacher assigned
February -April	Hons Course	Company Law FACACOR08T	Unit 1: INTRODUCTIO N TO COMPANY UNIT 2: FORMATION OF A COMPANY UNIT 3: COMPANY ADMINISTRATI ON & MANAGEMENT	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSME NT	UNIT 1: 20 hrs UNIT 2: 20 hrs UNIT 3: 15 hrs	Unit 1- DM Unit 2,3- SS
		Indirect Taxation FACACOR09T	Unit 1: GST: Basic concepts Unit 2: GST : supply Unit 3: GST: valuation, time & place of supply Unit 4: GST: Input Tax credit & Tax Liability	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSME NT	UNIT 1: 10 hrs UNIT 2: 15 hrs UNIT 3: 20 hrs UNIT4: 15 hrs	Unit 1-SS Unit 2&3- BR Unit 4- KPJ
		Cost and Management Accounting II FACACOR10T	Unit 1: Activity Based Costing and Joint Product & By Product Unit 2: Budget & Budgetary control Unit 3: Standard Costing	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSME NT	UNIT 1: 20 hrs UNIT 2: 15 hrs UNIT 3: 20 hrs	Unit 1&2- BR Unit 3- KPJ
		Entrepreneurshi p Development FACHGEC04T	Unit 1: Introduction Unit 2: Entrepreneurship and Micro, small and Medium Enterprises Unit 3: Sustainability of Entrepreneurship	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	INTERNAL ASSESSME NT	UNIT 1: 18 hrs UNIT 2: 18 hrs UNIT 3: 30 hrs	Unit 1&2- DM Unit 3- SS
		Tax Returns & Filing of Tax Returns FACHGEC04T	Unit 1 : Income Tax Returns	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	PROJECT	Unit 1: 15 hrs	Unit 1- SS
	Programme Course	Tax Returns & Filing of Tax Returns FACHGEC04T	Unit 1 : Income Tax Returns	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from	PROJECT	Unit 1: 15 hrs.	Unit 1- SS

				various text books, E books, academic and Government websites, research articles.			
		<b>Direct &amp; Indirect Taxation FACGCOR07T</b>	Module I: Income Tax Unit 1:a) Basic concepts b)Residential Status C) Exempted Incomes Unit 2: Computation of taxable events Unit 3: Profits & Gains Unit 4: Set off and carry forward of losses Module II: Goods & Service Tax Unit 6: Concept, GST council, Structure, Types, Rates & Registration	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	<b>INTERNAL ASSESSMENT</b>	UNIT 1: 15 hrs UNIT 2: 20 hrs UNIT 3: 20 hrs Unit 6: 7hrs.	<b>Unit 1,2,3 &amp; 6-KPJ&amp; SS</b>
		<b>Business Economics FACGCOR08T</b>					<b>Economics Department</b>
		<b>Modern Indian Language- 2 ENGLCOR04M</b>					<b>English Department</b>
<b>May-June</b>	<b>Hons. Course</b>	<b>Company Law FACACOR08T</b>	UNIT 4: SHARE CAPITAL & DEBENTURES UNIT 5: CORPORATE MEETINGS	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	<b>INTERNAL ASSESSMENT</b>	UNIT4: 15 hrs UNIT 5: 20 hrs	<b>UNIT 4-SS UNIT 5-DM</b>
		<b>Indirect Taxation FACACOR09T</b>	Unit 5: GST: Registration & Returns Unit 6: Customs	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	<b>INTERNAL ASSESSMENT</b>	UNIT 5: 10 hrs Unit 6: 20 hrs	<b>UNIT 5-SS UNIT 6-PSD</b>
		<b>Cost and Management Accounting FACACOR10T</b>	Unit 4: CVP Analysis, Marginal Costing Unit 5: Short term decision- making	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	<b>INTERNAL ASSESSMENT</b>	UNIT4: 20 hrs UNIT 5: 15 hrs	<b>UNIT 4&amp;5-PSD</b>
		<b>Entrepreneurship Development FACHGEC04T</b>	Unit 4: Sources of business ideas and tests of feasibility Unit 5: Mobilization of Resources	Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.	<b>INTERNAL ASSESSMENT</b>	UNIT4: 12 hrs UNIT 5: 12 hrs	<b>UNIT4-DM UNIT5-SS</b>

		<b>Tax Returns &amp; Filing of Tax Returns FACHGEC04T</b>	Unit 2: E- filing of Tax Returns	<b>Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.</b>	<b>Project</b>	Unit 2: 30 hrs.	<b>UNIT2- PSD</b>
	<b>Programme Course</b>	<b>Tax Returns &amp; Filing of Tax Returns FACHGEC04T</b>	Unit 2: E- filing of Tax Returns	<b>Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.</b>	<b>Project</b>	Unit 2: 30 hrs.	<b>UNIT2- PSD</b>
		<b>Direct &amp; Indirect Taxation FACGCOR07T</b>	Unit 4: Set off & carry forward Unit 5: Filing of Returns Unit 6: GST: Different meanings, Input Tax, Reverse Charge, Composition Levy, Payment of GST & Filing of returns	<b>Offline lectures, Chalkboard splash, Audio- visual Aids, Google classroom, Google meet. Materials are provided from various text books, E books, academic and Government websites, research articles.</b>	<b>INTERNAL ASSESSMENT</b>	Unit 4: 15 hrs. Unit 5: 5 hrs. Unit 6: 8 hrs.	<b>UNIT 4&amp;5- PSD UNIT 6- KPJ</b>
		<b>Business Economics FACGCOR08T</b>					<b>Economics Department</b>
		<b>Modern Indian Language- 2 ENGLCOR04M</b>					<b>English Department</b>

Recommended Text Books:

3. Company Law - D.L. Dutta
4. Company Law - Bhadra & Satpati
5. Taxation - II -Dr. C.H. Sengupta
6. Systematic Approach to GST - Ahuja & Gupta
7. Cost and Management Accounting - Amitabha Basu
8. Cost and Management Accounting - Basu & Das
9. Cost and Management Accounting - J.K .Mitra
10. Entrepreneurship Development - Chandra & Biswas
11. Entrepreneurship Development - Mukherjee & Roy
12. Simplified Approach to Direct & Indirect Taxes - Dr. C.H. Sengupta

**Prasanta Chandra Mahalanobis Mahavidyalaya**  
**Lesson Plan- 2021-22**  
**Semester VI Honours & Programme Course**  
**Name of the Department: COMMERCE**

Period	Hons/ Programme Course	Paper Name and Paper Code	Topics	Methods and materials	Methods of Evaluation	Number of classes allotted in hours	Name of the Teacher assigned
Feb-April	Hons.	FINANCIAL MANAGEMENT (FACACOR13T)	Unit-1 A- Financial Management an Overview B- Concepts of Value and Return Unit-2 Sources of Finance and Cost of Capital Unit-3 A- Leverage B- Theories of Capital Structure Unit-5 Capital Expenditure Decisions (1) Capital Expenditure Decisions (2)	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Unit-1&2-BR Unit-3-DM Unit -5- PSD
		RESEARCH METHODS & PROJECT WORK (FACACOR14T)	Module – 1 :Research Methodology  Module – 2: Project Work	Materials are provided from various text books, e books, academic and government websites; research articles etc.	Project	30 hours	Economics Departm ent  PSD, BR & DM
		FINANCIAL STATEMENT ANALYSIS (FACADSE07T)	Unit-1 Introduction to Financial Statements Analysis Unit-2 Ratios for FSA Unit-3 Fund Flow and Cash Flow Statements UNIT 4: Equity Analysis	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Unit -1-BR Unit -2 - KPJ Unit -3 -SS Unit - 4-PSD

		BUSINESS ETHICS & CORPORATE GOVERNANCE (FACADSE08T)	Module I :Business Ethics Unit1: Introduction Unit 2 : Social Aspects of Business Ethics Unit 3: Managing Ethical Dilemmas Module II Corporate Governance Unit 1: Framework of Corporate Governance in India Unit 2: Major Corporate Scandals in India and Whistle-blowing policy	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Module I :Business Ethics Unit -1&2 - SS Unit - 3 - DM Module II Corporate Governance Unit 1&2-BR
	<b>Programme Course</b>	MARKETING MNGT AND HUMAN RESOURCE MNGT (FACGGEC02T)	Unit - 1: Introduction to Marketing Management Unit - 2 : Product & Pricing Unit - 3 : Physical Distribution & Promotion Unit - 4 : Fundamentals of HRM Unit - 5 : Acquisition & Development of Human Resource Unit - 6 : Maintenance of Human Resource	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Unit - 1&3 -SS Unit -2&4 - BR Unit - 5&6 -DM
		BUSINESS COMMUNICATION & E-COMMERCE (FACSSE04M)	Module I Business Communication Unit-1. Introduction Unit-2 Types of Communication Unit-3 Tools of Communication Unit-4 Drafting Module II E-Commerce Unit-5 Introduction Unit-6 E-commerce business models Unit-7 Digital Payment Unit-8 New Trends in E-Commerce	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Unit - 1,2, 3&4 - KPJ Unit - 5,6,7&8 - BR
		FINANCIAL STATEMENT ANALYSIS (FACGDSE07T)	Unit-1 Introduction to Financial Statements Analysis Unit-2 Ratios for FSA Unit-3 Fund Flow and Cash Flow Statements UNIT 4: Equity Analysis	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Unit -1-BR Unit -2 - KPJ Unit -3 -SS Unit - 4-PSD
		BUSINESS ETHICS & CORPORATE GOVERNANCE (FACGDSE08T)	Module I :Business Ethics Unit1: Introduction Unit 2 : Social Aspects of Business Ethics Unit 3: Managing Ethical Dilemmas Module II Corporate Governance Unit 1: Framework of Corporate Governance in India Unit 2:	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	60 hours	Module I :Business Ethics Unit -1&2 - SS Unit - 3 - DM Module II Corporate Governance Unit 1&2-BR

			Major Corporate Scandals in India and Whistle-blowing policy				
May-June	Hons.	FINANCIAL MANAGEMENT (FACACOR13T)	Unit-2 Sources of Finance and Cost of Capital Unit-4 Working Capital Management Unit-6 Dividend Decisions		Internal Assessment	30 hours	Unit-2-BR Unit-4 -DM Unit -6- PSD
		RESEARCH METHODS & PROJECT WORK (FACACOR14T)	Module – 1 :Research Methodology Module – 2: Project Work	Materials are provided from various text books, e books, academic and government websites; research articles etc.	Project	15 hours	Economics Department PSD, BR & DM
		FINANCIAL STATEMENT ANALYSIS (FACADSE07T)	Unit-1 Introduction to Financial Statements Analysis Unit-3 Fund Flow and Cash Flow Statements UNIT 4: Equity Analysis UNIT 5: Corporate Distress Prediction	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Unit -1-BR Unit -3 -SS Unit - 4-PSD Unit -5 -KPJ
		BUSINESS ETHICS & CORPORATE GOVERNANCE (FACADSE08T)	Module I :Business Ethics Unit 2 : Social Aspects of Business Ethics Unit 3: Managing Ethical Dilemmas Module II Corporate Governance Unit 2: Major Corporate Scandals in India and Whistle-blowing policy Unit 3: Corporate Social Responsibility (CSR)	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Module I :Business Ethics Unit - 2 -SS Unit - 3 -DM Module II Corporate Governance Unit - 2&3-BR
	<b>Programme Course</b>	MARKETING MNGT AND HUMAN RESOURCE MNGT (FACGGEC02T)	Unit – 3 : Physical Distribution & Promotion Unit – 4 : Fundamentals of HRM Unit – 6 : Maintenance of Human Resource	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Unit - 3 -SS Unit - 4 - BR Unit - 6 -DM
		FINANCIAL STATEMENT ANALYSIS (FACGDSE07T)	Unit-1 Introduction to Financial Statements Analysis Unit-3 Fund Flow and Cash Flow Statements UNIT 4: Equity Analysis UNIT 5: Corporate Distress Prediction	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Unit -1-BR Unit -3 -SS Unit - 4-PSD Unit -5 -KPJ
		BUSINESS ETHICS & CORPORATE GOVERNANCE (FACGDSE08T)	Module I :Business Ethics Unit 2 : Social Aspects of Business Ethics Unit 3: Managing Ethical Dilemmas Module II Corporate Governance Unit 2: Major Corporate Scandals in India and Whistle-blowing policy Unit 3: Corporate Social Responsibility (CSR)	Lectures, Chalkboard Splash, Audio Visual Aids, Google Classroom, Google Meet. Materials are provided from various text books, e books, academic and government websites; research articles etc.	Internal Assessment	30 hours	Module I :Business Ethics Unit - 2 -SS Unit - 3 -DM Module II Corporate Governance Unit - 2&3-BR

### Recommended Text books:

#### Financial Management

#### Suggested Readings

- Subrata Kar Nimai Bagchi, Financial Management, DEY BOOK CONCERN
- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson
- Education



- Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
- B. Banerjee, Financial Policy & Management Accounting, PHI
- M.Y. Khan & P.K. Jain, Basic Financial Management, McGraw Hill Education
- P. Chandra, Fundamentals of Financial Management. McGraw Hill Education
- I.M. Pandey, Financial Management. Vikas Publications
- R.P. Rustagi, Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
- R.Kothari, Financial Management, Sage Publication
- Dr. D. Sur & J. Sarkhel, An Introduction to Financial Management, Book Syndicate Private Limited.

## RESEARCH METHODS & PROJECT WORK

### Suggested Readings

- Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., Management Research Methodology, Pearson Education.
- Cooper, Donald R., Schindler Pomde S., Business Research Methods, Tata McGraw Hill.
- Kulkarni, M.V., Research Methodology, Everest Publishing House.
- Kothari, C.R., Research Methodology – Methods & Techniques, New Age Intl.
- Ahuja, Ram., Research Methods, Rawat Publications.
- Russell, Ackoff, L., The Design of Social Research, University of Chicago Press.
- Wilkinson, T.S. and Bhandarkar, P.L., Methodology and Techniques of Social Research, Himalaya Publishing House.
- Goon, A.M. Gupta, M.K. and Dasgupta, B., Fundamentals of Statistics, The World Press.
- Johnson, Richard A., Wicheres, Dean W., Applied Multivariate Statistical Analysis, Pearson Education.
- Bennet, R: Management Research, ILO, Geneva
- Fowler, Floyd J. Jr., Survey Methods, Sage Publication, New Delhi
- Fox, J.A. and P.E. Tracy: Randomized Response: A Methods of Sensitive Surveys, Sage Publication, New Delhi
- Gupta, S.P. Statistical Methods, Sultan Chand, New Delhi.
- Golden, Biddle, Koren and Karen D. Locke, Composing Qualitative Research, Sage Publication, New Delhi.

## FINANCIAL STATEMENT ANALYSIS

### Suggested Readings

- Dr. Anjan Bhattacharya Madan Mohon Jana, Financial Statement Analysis, B.B.Kundu Grandsons.
- Dr. Jayanta Ghosh, Financial Statement Analysis, TEE DEE PUBLICATIONS
- M Hanif A Mukherjee, Financial Reporting & Financial Statement Analysis, McGRAW HILL
- Lev, Financial Statement Analysis-a new approach, Prentice Hall.
- Foster G, Financial Statement Analysis, Prentice Hall.
- White, Sondhi & Fred, Analysis and Use of Financial Statement, John Wiley.

- Bernstein & Wild, Financial Statement Analysis; theory, application & interpretation, McGraw
- Hill.
- Bhattacharyya, Asish K., Introduction to Financial Statement Analysis, Elsevier.
- Ormiston, Understanding Financial Statement, Pearson.
- Subramanyam, K.R. and Wild, Financial Statement Analysis, McGraw Hill.

### BUSINESS ETHICS & CORPORATE GOVERNANCE

#### Suggested Readings

- Fernando, A.C., Business Ethics: An Indian Perspective, Pearson Education
- Murthy, C.V.S., Business Ethics – Text and Cases, Himalaya Publishing House
- Fernando, A.C., Corporate Governance: Principles, Policies and Practices, Pearson Education
- Bajpai, G.N., The Essential Book of Corporate Governance, Sage
- ICSI, Study Material of Professional Programme, Module 2, Paper 6, Ethics, Governance and
- Sustainability

### MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

#### Suggested Readings

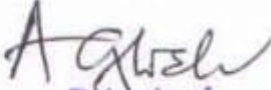
- Gongopadhyay Bagchi, Marketing Management & Human Resource Management, DEY BOOK CONCERN
- Prof. A. K. Ghosh: Human Resource Management (with cases) : Manas Publications.
- Dr. P. Dhar, M. Maity & B. Baidya : Fundamentals of Marketing & Human Resource Management: International Publishing House.
- Sushil Mukherjee & Kallol Saha, Marketing Management & Human Resource Management, B.B. Kundu Grandsons
- C. B. Marmoria & S. V. Gankar: Human Resource Management : McGraw Hill
- V.S.P. Rao : Human Resource Management : (Excel Books)
- P. Subba Rao: Essentials of Human Resource Management and Industrial Relations- Text Cases and Games : Himalaya Publishing House
- Michael Armstrong : A Hand Book of Human Resource Management : Kogan Page Ltd.
- M. S. Saiyadin: Human Resource Management : Tata McGraw Hill
- Gary Dressler : Human Resource Management : Prentice Hall
- DeCenzo Robbins: Personnel/Human Resource Management: Prentice Hall.
- K. Aswathappa, Human Resource Management, Himalaya Publishing House.

### BUSINESS COMMUNICATION & E-COMMERCE

#### Suggested Readings

- D L Datta Dr. S K Debnath E- Commerce & Business Communication, TEE DEE PUBLICATIONS
- Anjane, S. & Bhavana Adhikari, Business Communication, TMH
- Chaturvedi & Chaturvedi, Business Communication : Concepts, Cases and Applications, Pearson
- M.K. Shegal & Vandana Khetarpal, Business Communication, Excel Books
- Dhar, Maity and Baidya, Fundamentals of Business Communication & E-commerce;
- International Publishing House, Kolkata; May, 2018.

- R.K.Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, Business Communication, Cengage

  
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Prasanta Chandra Mahalanobis Mahavidyaaya  
111/3, B. T. Road, Kolkata-108