



**Sunbeam**  
**College for Women**



Autonomous Post Graduate College  
Accredited 'A' Grade by NAAC  
BHAGWANPUR, VARANASI-221005 (U.P.)

**M.Com. II Sem.**  
**ACADEMIC PLANNER**  
**2025-26**

# Sunbeam College for Women, Bhagwanpur, Varanasi

**M.Com II Semester (Session: 2025-26)**

**Advanced Statistical Analysis (Paper MC 240201)**

**Reference Books:**

1. Statistical Methods-- Dr. S.P. Gupta
2. Fundamental of statistics -- S.C. Gupta (Himalaya Publishing House)
3. An Introduction to Statistical Methods-- CB Gupta
4. Statistics For management- Beri, Tata Mc Graw Hill
5. Statistical Analysis- Dr. K.L. Gupta

**Lecture Plan**

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	January	1st	-	-
			2nd	3	Determination of unknown class frequencies, consistency of data, Methods of determining Association Coefficient of Contingency
			3rd	4	Chi-Square Test and Goodness of Fit, Probability Theory- Importance, different approaches to definition
			4th	3	Permutation and Combination, Addition and multiplication theorem of probability, Conditional Probability
			5th	3	Binomial distribution, Poisson distribution
2	II	February	1st	4	Normal distribution, their characteristics and application.
			2nd	4	Theory of sampling, Law of sampling, Sampling and Non Sampling Error, Sampling distribution and their characteristics
			3rd	4	Test of significance in Attributes-Assumptions
			4th	4	Significance of difference- Mean, Proportion
3	III	March	1st	1	SD in sampling attributes
			2nd	4	Test of Significance in variables-Significance of difference between two sample means
			3rd	3	Difference between standard deviations of two samples
			4th	3	Small Sampling test- Assumption , need, Z-test, t-test
			5th	1	F-test
4	IV	April	1st	1	Non-Parametric Test (Assumptions free testing) Meaning, assumptions
			2nd	4	Chi-Square test
			3rd	3	Analysis of variance(ANOVA)
			4th	4	Statistical Quality Control- Meaning , characteristics, Causes of variation in quality characteristics
			5th	2	Quality Control Charts

**M. Com. II Semester (Session 2025-26)**

**Organisational Behaviour (MC240202)**

**Reference Books:**

1. Prasad, L.M., "Organizational Behaviour", Sultan Chand & Sons
2. Aswathappa, K., "Organisational Behaviour (English) 10th Edition", Himalaya Publishing House Pvt. Ltd
3. Robbins, Judge, Vohra, "Organizational Behavior", Pearson Prentice Hall,
4. Rao, V.S.P., "Organizational Behaviour", Excel Books
5. Sharma, R.A., "Organisational Theory and Behavior", Tata McGraw-Hill,
6. Bennis, W.G., "Organisation Development- Its Nature, Origin and Prospects, Addison- Wesley Publishing Co.

**Lecture Plan**

Sl. No.	Unit	Month	Activity	Week	No. of Lectures	Topics
1	I	Jan	PG students participated in team-wise case study analysis and presentations focusing on key aspects of workplace behaviour such as leadership, conflict management, motivation, work culture, personality, attitude, team-building, decision-making, emotional intelligence, organisational change and ethics.	2nd	5	Organisational Behaviour- Concept, Nature, Significance, Relationship with other fields
				3rd	5	Challenges and Opportunities for Organisational Behaviour
				4th	5	Approaches of Organisational Behaviour - Human Behaviour Approach, Social System Approach
				5th	6	System and Contingency Approach
2	I & II	Feb		1st	6	Industrial Dimensions of Organisational Behaviour: Perception - Concept, Nature, Process
				2nd	6	Attitude - Concept, Process, and Measurement
				3rd	6	Personality - Concept, Determinants of Personality
				4th	6	Learning- Concept, Components, Factors affecting Learning, Learning Theories
3	II, III & IV	March		1st	1	Group Dimensions of Organisational Behaviour
				2nd	6	Group-Concept, Types of Group, Group Formation, and Group Decision Making
				3rd	5	Motivation – Concept, Theories of Motivation
				4th	5	Leadership - Concept, Nature, Determinations and Style, Theories of Leadership - Trait
				5th	1	Behavioural and Situational Theories
4	IV	April		1st	3	Organisational Power and Politics
				2nd	6	Organisational Change – Concept, Nature, Resistance to Change, Management Resistance to Change
				3rd	5	Conflict- Concept, Sources & Types, Resolution of Conflict
			4th	6	Organisational Culture - Concept, Elements, Implication & Process	
			5th	4	Revision & PYQ Discussion	

**Note:** To facilitate better comprehension of the subject, students will be engaged in the following activities (Presentation: 3 hours )

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## **M.Com. II Semester (Session: 2025-26)**

### **Sales Management (MC 240205)**

#### **Reference Books:**

1. Spiro, R L., Stanton W. J. & Rich, A. G.- Management of Sales Force
2. Still R. R., Cundiff, E. W., & Govani, NAP- Sales Management, Decisions, Strategies and Cases
3. Venugopal, P. - Sales and Distribution Management- An Indian Perspective
4. Panda, T. K. - Sales and Distribution Management
5. Sahu, P. K. & Raut, K. C. - Salesmanship and Sales Management

#### **Lecture Plan**

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	January	2nd	5	<b>Sales Management-</b> Meaning
			3rd	5	Significance of sales management
			4th	6	Functions of sales manager
			5th	6	Relation with other executives
2	II	February	1st	6	<b>Sales organisation and Relationship-</b> Purpose of sales organisation
			2nd	6	Purpose of sales organisation
			3rd	6	Types of sales organisation structures
			4th	6	Sales Department external relations
3	III	March	2nd	6	Salesmanship- Theories of Selling
			3rd	6	Types and Qualities of Sales executives
			4th	5	Sales Forecasting
4	IV	April	1st	3	<b>Sales Distribution-</b> Physical Distribution System
			2nd	6	Factors affecting Distribution system
			3rd	5	Channels of Distribution, Logistics
			4th	6	Supply Chain Management
			5th	4	International Marketing Channels

#### **Subject Based Activity**

**March 3rd Week, 2026:**  
Students will present PPT on different brands and will share that how brands have adapted their marketing and selling strategies in response to changing market conditions.

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M.Com. II Semester (Session: 2025-26)

Business Environment (Code: MC240204)

## References:

1. Business Environment by Dr. V C Sinha & Dr. Ritika Sinha, SBPD Publication
2. Business Environment by Rosy Joshi and Sangam Kapoor, Kalyani Publication
3. Business Environment by M.B Shukla, Taxman Publication
4. Business Environment for Strategic Management by Ashwathappa, k., Tata McGraw Hills
5. Business Environment by Francis Cherunilam, Himalaya Publishing House

## Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	January	2nd	3	Concept, significance and nature of business environment
			3rd	3	Elements of Business Environment- Internal and External
			4th	4	Changing Dimensions of business environment, Techniques of Environment Scanning and Monitoring
			5th	4	Economic system and Business Environment, Economic Planning in India
2	II	February	1st	4	Economic policies, Public sector and Economic Development, Economic Reforms
			2nd	4	Emerging issues in Business Environment, Media management
			3rd	4	Bureaucracy and Business, Environmental management
			4th	4	Critical elements of Political environment, Government and business, Changing dimensions of Legal Environment in India
3	III	March	2nd	4	Competition Act 2002, FEMA 1999, Consumer Protection Act
			3rd	4	Critical Elements of Socio Cultural Environment, Social institutions and system
			4th	4	Social Values and Attitude, Social groups, Middle class
			5th	1	Problem of uneven income distribution, Social responsibility of business
4	IV	April	1st	2	Foreign Investment and collaborations
			2nd	4	International Economic institutions: WTO
			3rd	3	World Bank
			4th	4	IMF and its importance to India
			5th	4	Technological Environment in India