

SavitribaiPhule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Research Methodology
Course code GC 501
Credit 3

Depth of the course- Reasonable working knowledge

Course Objectives:

1. To develop an understanding of the right approach of Research Methodology and its role in Business.
2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.
3. To develop an understanding of various Designs, Tools and Techniques of Research Study.
4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to Research Methodology and Research Problem	1.1 Introduction to Research- 1.2 Objectives of Research, 1.3 Motivations in Research, 1.4 Types of Research, 1.5 Research Approaches, 1.6 Significance of Research, 1.7 Research Process, 1.8 Criteria of Good Research, 1.9 Challenges before Researchers in India. 1.10 Meaning of Research Methodology. 1.11 Concept of Research Problem, 1.12 Selecting the Research Problem,	<ul style="list-style-type: none"> • To encourage students and educators to reflect upon the research process to enable them to position themselves in the bigger picture. To understand the basic concept of Research and its Methodology. • To make students understand objectives, types, significance, the process of Research. • To make students aware of the concept of Research Problem and technique involved in defining Research Problem. • To know -how to formulate Research Hypothesis and its importance.
		1.13 Techniques involved in defining Research Problem, 1.14 Formulation of Research Hypothesis and its importance	
2	Research Design and Research Sampling	2.1 Research Design 2.2 Meaning of Research Design, 2.3 Need for Research Design, 2.4 Features of a Good Design, 2.5 Types of Research Design 2.6 Concept of Research Sampling, 2.7 Steps in Sampling Design, 2.8 Types of Sampling, 2.9 Determination of Sampling Size	<ul style="list-style-type: none"> • To make students understand the meaning, need, types of Research Design. • To inculcate knowledge of the concept of Research Sampling. • To understand the process of sampling design and types of sampling.

3	Methods of Data Collection and Processing and Analysis of Data	<p>3.1 Collection of Primary Data-</p> <p>3.2 Meaning and definition of Primary Data,</p> <p>3.3 Advantages and Limitations of Primary Data,</p> <p>3.4 Methods of Collecting Primary Data:</p> <p>3.4.1 Observation Method,</p> <p>3.4.2 Interview Method,</p> <p>3.4.3 Questionnaire Method,</p> <p>3.4.4 Scheduling/ Schedule Method</p> <p>3.4.5 Other Methods</p> <p>3.5 Collection of Secondary Data-</p> <p>3.5.1 Meaning and definition of Secondary Data,</p> <p>3.5.2 Advantages and Limitations of Secondary Data,</p> <p>3.5.3 Sources of collecting Secondary Data</p> <p>3.6 Data Processing –</p> <p>3.6.1 Editing,</p>	<ul style="list-style-type: none"> • To make students understand the meaning and definition of Primary Data and Secondary Data along with its advantages and limitations. • To provide sound knowledge about methods of collection of Primary Data and sources of collecting Secondary Data. • To find out the factors contributing to Job Satisfaction and use them in the actual functioning of the Organisation. • To provide an understanding of Data Processing and Data Analysis. • To make students aware of Hypothesis Testing.
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		3.6.2 Codification, 3.6.3 Classification, 3.6.4 Tabulation, 3.6.5 Scaling & Measurement 3.7 Data Analysis- 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis, 3.7.3 Methods of Data Analysis 3.8 Testing of Hypothesis- 3.8.1 Concepts in Testing of Hypothesis 3.8.2 Steps in the testing of hypothesis, 3.8.3 Chi-square Analysis, 3.8.4 Analysis of Variance	
4	Interpretation and Report Writing	4.1 Interpretation- 4.1.1 Meaning of Interpretation, 4.1.2 Need of Interpretation, 4.1.3 Techniques of Interpretation, 4.1.4 Precaution in Interpretation 4.2 Report Writing – 4.2.1 Significance of Report Writing, 4.2.2 Steps in Writing Report, 4.2.3 The layout of the Research Report 4.3 Research Paper Writing– 4.3.1 Meaning of Research Paper, 4.3.2 Structure of Research paper, 4.3.3 Referencing Styles 4.3.4 Ethics in Report Writing and Research Paper Writing	<ul style="list-style-type: none"> • To make students aware of the meaning, need and different types of techniques of Interpretation. • To make understand students about steps in Report Writing and layout of the Research Report. • To immerse students in actual research (authentic learning) and motivate them to write Research Paper by providing the knowledge about meaning, structure and ethics in Research Paper writing.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 - 12 hours	Ice-breaker activities, Traditional classroom lectures Subject overview and preliminary presentation Class discussion.	Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions.
Unit 2 – 12 hours	Traditional classroom lectures Individual exercise, Large-group discussion, Small-group exercise,	The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design.
Unit 3 – 12 hours	Traditional classroom lectures, Group participation informative evaluation of the topic and sub-topics, Group reflection on the data collection, Computer lab work on data processing and data analysis	Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.

Unit 4 – 12 hours	Traditional classroom lectures, Guest lecturer on Research Paper writing, Small-group scenario exercise on project report, Small-group critical reading exercise and class discussion on Ethics in Report Writing and Research Paper Writing.	Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing
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Evaluation

Unit Number	Internal Evaluation	External Evaluation
Unit – I	Student's Active participation in Ice-Breaking Session	25% MCQ 35% short notes 40% long answers
Unit – II	Individual exercise, Large-group discussion, Small-group exercise	
Unit – III	Lab-Work/ Activity	
Unit – IV	Research Paper submission and presentation	
Total – 30 Marks		70 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press
3	Research Methodology: Methods and Techniques	K. C.Kothari	New Age International Publication

4	Business Research Methodology .–	J. K. Sachdeva	Himalaya Publication)
5	Research Methodology	Dr. Prasant Sarangi	Taxmann's
6	Business Research Methodology	D. K. Sharma & A. K. Gupta	Delhi
7	Research methodology in Management	Arya P.P.and Pal, Yesh	Deep and Deep Publication, Delhi.

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Research Methodology
Course code 501

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

SavitribaiPhule Pune University
TY BBA Semester V(CBCS) Pattern 2019
Database Administration and Data Mining
Course Code- GC502
Credit – 3

Depth of the Course- Reasonable working knowledge **Course**

Objectives:

1. To understand the Database Management System
2. To understand the Data Mining Concepts
3. To understand the current trends in Data Management

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to Database Management System	1.1 Introduction, 1.2 Objectives, 1.3 DBMS concepts, 1.4 Purpose of Database System, 1.5 Advantages and Disadvantages of Database System	<ul style="list-style-type: none"> To understand the concepts of a database management system. To understand the scope of DBMS and its limitations.
2	Database Administration	2.1 Introduction 2.2 Purpose of Database administration, 2.3 Concept of Database Administration, 2.4 Transaction management, Properties of Transaction (ACID Properties)	<ul style="list-style-type: none"> To understand the concept of transactions. To understand the working of DBMS.
3	Data Warehousing	3.1 Introduction, 3.2 Purpose, 3.3 Data Warehousing concepts, 3.4 Need of Data Warehousing, 3.5 Applications, Advantages, Limitations	<ul style="list-style-type: none"> To understand the concept of Data Warehousing. To understand the relevance of Data Warehousing in businesses.
4	Data Analytics and Data Mining	4.1 Introduction, 4.1.1 Purpose, 4.1.2 Data Analytics Scope, and its Business Relevance. 4.1.3 Types of Data Analytics. Data Mining concepts 4.1.4 Need of Data Mining, Applications, Advantages, 4.1.5 Limitations 4.1.6 Cloud Computing Introduction, Purpose, Cloud 4.1.7 Computing concepts, Need of Cloud Computing, 4.1.8 Applications, Advantages, Limitations	<ul style="list-style-type: none"> To understand the concept of Data Analytics and Mining. To understand the relevance of Data Analytics and Mining in businesses. To understand the concept of Cloud Computing. To understand the relevance of Cloud Computing in businesses.

Teaching Methodology

Teaching Hours Theory	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Students' Presentations, Video Sessions Group Discussions	Understanding of the DBMS concepts.
Unit 2- 12 hours	Students' Presentations, Video Sessions Group Discussions	Understanding of the working of the transaction management in the DBMS.
Unit 3- 12 hours	Students' Presentations, Video Sessions Case Studies	Understanding Data Warehousing and its scope and limitations.
Unit 4 - 12 hours	Students' Presentations, Video Sessions Case Studies	Understanding Data Analytics and Mining and its scope and limitations.

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test, Open Book Test Group Presentations on DBMS Concepts	25% MCQs 35% Short Notes 45% Long Answers
Unit – II	MCQ Test, Open Book Test Group Presentations on Transaction Management	

Unit – III	MCQ Test, Chart preparation Group Presentations on Data Warehousing
Unit – IV	MCQ Test, Group Presentations on Data Mining, Cloud Computing

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Database System Concepts	Abraham Silberschatz, Henry F. Korth, S. Sudarshan	McGraw Hill Education; Sixth edition	India
2	Fundamentals of Database System	ElmasriRamez, NavatheShamkant	Pearson Education; Seventh edition	India
3	Data Mining and Data Warehousing: Principles and Practical Techniques	Parteek Bhatia	Cambridge University Press	India
4	Introduction to Data Mining	Pang-Ning Tan, Michael Steinbach, Vipin Kumar	Pearson Education; First edition	India
5	Cloud Computing	Sandeep Bhowmik	Cambridge University Press; First edition	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Database Administration and Data Mining
Course Code - 502

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019

Subject: Business Ethics
Course Code – GC 503
Credits – 3

Depth: Reasonable Working Knowledge

Course Objectives:

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Ethics in business, Government and Society.
4. To analyze the Ethical scenario concerning to Environment and consumer protection.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Business Ethics	1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between workplace Ethics and Laws 1.6 Ethical Code of Conduct in Global Business 1.7 Government protection policies against illegal business practices. 1.8 Influence of Interest Groups on the Government	<ul style="list-style-type: none">• Understand the Role and Scope of Business Ethics.• Role of Ethics and its importance at National and International Level in business as well as individual level.
2	Corporation and Stakeholder Ethics	2.1 Impact of Business Decisions on Stakeholders 2.2 Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and	<ul style="list-style-type: none">□ Understand the concepts and role of Business and Stakeholder ethics.

		<p>regulations of an organization, Upskilling and Ethical knowledge of employees.</p> <p>2.3 Organization of Modern corporation and Interaction with stakeholders</p> <p>2.4 Whistleblower Act and Employee Rights: Privacy and Safety</p> <p>2.5 Collective Bargaining and Role of Management in implementing Ethics.</p> <p>2.6 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.</p> <p>2.7 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well-being of employees.</p>	<ul style="list-style-type: none"> • Modern Organization role and responsibility towards stakeholders. • Understanding the concept of business, government, and societal ethics.
3	Corporate Social Responsibility and Marketing Ethics	<p>3.1 Role and Responsibility of Organizations towards government and society.</p> <p>3.2 CSR Performance – Meaning and Responsibility.</p> <p>3.3 CSR – Strategy in building community relationships.</p> <p>3.4 Corporate Citizenship and – Concept and Stages</p> <p>3.5 Ethical behaviour in Advertising Practices and Advertising ethics.</p> <p>3.6 Ethical and Unethical Target Marketing in Business</p> <p>3.7 Advertising abuses and Regulation</p> <p>3.8 Media Industry – Role, Impact and Ethical Practices</p>	<ul style="list-style-type: none"> • Understand the role of CSR in traditional and Modern Business. • Identify the efficiency relevancy of CSR in today's world • Understand Marketing ethics and its importance.
4	Environmental and Consumer Ethical Issues	<p>4.1 Environmental Ethics and Human values – Meaning and Impact on Environmental problems</p> <p>4.2 Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.</p> <p>4.3 Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.</p> <p>4.4 Difference between Customer and Consumerism</p> <p>4.5 Government regulation agencies for Consumer protection and Protecting consumer privacy online.</p>	<ul style="list-style-type: none"> • Understand the role of Environmental rules and regulations in protecting the environment. • Initiatives are taken towards building sustainable role models. • Understanding the need for ethics and laws in consumer protection.

Teaching Methodology

Teaching Hours	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
12	<p>Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics scenario.</p> <p>Case studies on Interest Groups policies and their impact.</p> <p>Case studies/Videos on the importance of government protection policies.</p>	<p>Listing out various business ethics and practices adopted by major corporates.</p> <p>List out one company's ethical policy which has benefitted the economy and society at large.</p> <p>Evaluate India's Interest Groups and their impacts.</p> <p>Analyze the government protection policies in India.</p>	<p>To understand the basics of Business Ethics and its role.</p> <p>To understand the Government and societal concepts of ethical behaviour.</p>
12	<p>Films/Videos on corporates and stakeholder ethics and its importance.</p> <p>Case Studies on various International business ethics theories and their impact.</p> <p>Case Studies on government and societal policies impacting ethical behaviour.</p>	<p>List out anyone International case concerning ethical behaviour.</p> <p>List out the corporate and stakeholder ethics theories holding more practical relevance for Indian society.</p> <p>List out the Government and societal ethics concept.</p>	<p>To understand the various corporate and stakeholder ethics policies and their use.</p> <p>To understand workplace ethics and its importance.</p> <p>To understand the importance of Legal acts framed by the government.</p>

12	<p>Case studies and discussions on CSR activities adopted by organizations</p> <p>Case studies and discussions on CSR approach and evolving the concept.</p> <p>Case Studies/ Quiz/ Discussion on Ethical advertising adopted by organizations.</p> <p>Case Study/Debate on ethical and unethical marketing practices.</p> <p>Films/videos/Case study/ Discussion on the media and its role played in forming an ethical environment</p>	<p>List out the CSR activities adopted by companies.</p> <p>Identify the concept of CSR in modern business and Corporate citizenship in today's world.</p> <p>Identify the Ethical and unethical advertising practices adopted by corporations.</p> <p>List out the role played by media, especially Indian media in forming an ethical environment.</p>	<p>To understand various CSR activities adopted and implementation and their role.</p> <p>Understand the CSR and Corporate Citizenship concept.</p> <p>To understand the role and contribution of Media in business and society.</p> <p>Understand the concept of Ethical advertising.</p>
12	<p>Case study on policies and law adopted to protect the environment.</p> <p>Case study/ Discussion on consumer protection policies and their role.</p>	<p>To list out the policies and procedures adopted by leading countries to protect the environment.</p> <p>To identify various protection policies on consumer protection and its impact on society.</p>	<p>To understand the role of government in framing the environmental protection policies.</p> <p>To understand the importance of the consumer protection act and its role.</p>

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test, Open Book Test, Group Presentations on Business Ethics Concepts and its Role.	<p style="text-align: center;">25% MCQs 35% Short Notes 45% Long Answers</p>
Unit – II	MCQ Test, Group Presentations on Corporation and Stakeholders Ethical Issues, Assignments on Ethical Frameworks and Policies.	
Unit – III	MCQ Test, Assignments on Marketing Ethics, Individual/Group Presentations on CSR activities.	
Unit – IV	MCQ Test, Assignments on various conferences/summits on Environmental Protection Policies. Individual / Group Presentations on Environmental issues	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place

1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd	India
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education	India
3	Business Ethics and Values	Dr. NeeruVasishth, Dr, Namita Rajput	Taxmann	India
4	Business Ethics: Foundation for CSR	P.Kamatchi	Dreamtech Press	India
5	Business Ethics: Principles and Practices	Daniel-Albuquerque	Oxford University Press	India
6	Business Ethics	Gautam Pherwani	Everest Publishing House	India
7	Business Ethics	C. S.V. Murthy,	Himalaya Publishing House	India
8	Understanding Business Ethics	Peter Stanwick, Sarah Stanwick,	Pearson Publishing	India
9	Business Ethics	Manuel G Velasquez,	Prentice-Hall India Learning Private Limited; 6 edition (2006)	India
10	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell,	Cengage Learning, 2013	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA (IB)

University Examination Sub: Business Ethics
Course Code - 503

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Course Title: Management of Corporate Social Responsibility
Course Code–GC 504

Credit – 3 Depth of**the Course:** Reasonable Understanding of Concept of CSR and Sustainability **Course****Objectives:**

1. To understand the concept and process of CSR
2. To Understand the industrial contribution for CSR Policy
3. To Understand the context of CSR of present-day Management
4. To Understand the contribution of CSR for the development of Society

Unit No.	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to CSR	1.1 Meaning and Definition 1.2 Sustainability and Stakeholders Management, 1.3 Concept of Charity 1.4 Corporate Philanthropy 1.5 Relation between CSR and Corporate Governance 1.6 Evolution of CSR in India 1.7 Models of CSR in India 1.8 Carroll's Model 1.9 Initiatives in India	Purpose -Understanding of the concept and evolution of CSR To know about the various models of CSR Importance of CSR activities Skills to be developed -Applicability of concept and its importance -Understanding the functionality of Charity
2	Modules of Corporate Social Responsibility	2.1 Models of CSR- Trusteeship, Stakeholders, 2.2 Ethical Model, Statist Model, Liberal Model 2.3 International Framework of CSR 2.4 Sustainable Development Goals	Purpose – Various stakeholders roles and responsibilities in CSR activities Applicability of Models -Understanding of Goals that impacts the Industry Skills to be developed -Understanding of various models and how to apply them.
3	CSR-Legislation in India and the World	3.1 Section 135 of Companies Act, 3.2 Scope of CSR Activities under Schedule VII,	Purpose Knowing the legal aspect of CSR
		3.3 Appointment of Independent Directors on Board 3.4 Computation of Net Profit's implementation in India	-Statutory Authorities taking decisions -Net Profit contribution for CSR Funds Skills to be developed Knowing the legal aspect for implementing CSR -Decision-making ability

4	Identifying key stakeholders and their Roles and recent trends and opportunities in CSR	4.1 Role of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate 4.2 Role of Non-profit & Local Self-Governance in implementing CSR 4.3 CSR as. Strategic Tool for Sustainability and Challenges 4.4 Case Studies CSR initiatives	Purpose -Voluntary contribution by various corporates -Government Rules and Regulations regarding CSR in India - Learning through Case Studies of functionality and impact on the Corporate and Society Skills to be developed -Problem Solving Approach -Behavioural Skills
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Expected Outcomes
Unit 1- 12 hours	Use of PPT for better understanding of the concept	Understanding the concept of CSR and its history
Unit 2- 12 hours	Role Plays, Interactive Sessions with Feedbacks and PPT, expert's lecture on the legality	Need and application of CSR with help of various models
Unit 3- 12 hours	Group Discussions, Theory-based lectures	It will enable the students to understand the legal point of view involved in CSR
Unit 4 - 12 hours	Participative learning, Discussions, assignments, Industrial Expert Lectures	It will help students to understand how corporate is responsible for contributing to the society

Subject: (504) Management of Corporate Social Responsibility	Internal Evaluation (30Marks)	External Evaluation (70 Marks)
Unit – I	Test on MCQs based on the theory	25% MCQs
Unit – II	Group discussion, MCQs	35% Short Notes 45% Long Answers
Unit – III	Preparing report on CRS activities of any 5 Companies	
Unit – IV	Test on MCQs	
Total	30 Marks	70 Marks

Suggested References:-

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Corporate Social Responsibility: An Ethical to Approach	Mark S. Schwartz	TATA McGraw Hill	New Delhi
2	The World Guide to CSR	Wayne Visser and Nick Tolhurst	Prentice Hall India	New Delhi
3	Corporate Social Responsibility in India	Sanjay K Aggarwal	Taxmann	New Delhi
4	Corporate Social Responsibility: Concepts and Cases: The Indian Context	C.V. Baxi, Ajit Prasad	Sage Publication,	New Delhi
5	Sustainable CSR: CSR Basics-	Harsha Mukherjee	TATA McGraw Hill	New Delhi

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Course Title: Management of Corporate Social Responsibility
Course Code 504

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short answers /Short notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
TY BBA Semester V (CBCS) Pattern 2019
Course: Marketing Environment Analysis and Strategies
Course Code- DSE A 505 MM
Credit – (3 + 1) = 4

Depth of the Course- Understanding of the Marketing strategies and Environment Analysis adopting advanced tools.

Course Objectives :

- 1.To develop students' understanding of the factors shaping Marketing Environment
- 2.To develop students' ability to analyze the Business Environment
- 3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Marketing Environment	1.1 Introduction – Marketing Microenvironment – 1.1.1 Company, 1.1.2 Suppliers, 1.1.3 Marketing intermediaries, 1.1.4 Competitors, Customers 1.2.1 Macro Environment – 1.2.2 Demographic environment, 1.2.3 Economic environment, 1.2.4 Natural environment, 1.2.5 Technological environment, 1.2.6 Political environment, 1.2.7 Social environment, 1.2.8 Cultural environment	<input type="checkbox"/> The unit introduces the forces shaping the marketing environment, required to analyze the Business position in the market.
2	Business Analysis	2.1 Business Analysis process, 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, 2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis 2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies. 2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.	<input type="checkbox"/> The unit aims to help understand the Business Analysis process.

3	Marketing Research	3.1 Need of Marketing research, 3.2 marketing research process, 3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behaviour 3.4 Big Data Analytics – Concerning Consumer Psychologies	☐ The module reveals the relevance of Marketing Research for finalizing the marketing strategies.
4	Marketing Strategies	4.1 Introduction, 4.2 Product and Pricing Strategies, 4.3 Market Segmentation and Targeting Strategies, 4.4 Distribution Strategies, Communication Strategies. 4.5 Digital Marketing Strategies – Importance, and Challenges.	☐ The module focuses on the marketing strategies in the various business domains.

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used		Expected Outcome
Unit 1- 12 hours	Students' Presentations Marketing Environments		Understanding of basic Marketing Environment Concepts
Unit 2- 12 hours	Group Discussions on Business Analysis parameters		Understanding the parameters of Business Analysis

Unit 3- 12 hours	Presentations on the concept of Marketing Research		Understanding the concept of Marketing Research
Unit 4 - 12 hours	Case Studies on Marketing Strategies		Understanding the real-time scenario of marketing strategies
Tutorial 15 hours		<input type="checkbox"/> Prepare a key skill involved in running an International Business <input type="checkbox"/> Prepare a Business plan for selling in Domestic Market <input type="checkbox"/> A report on role of Packaging in Domestic Marketing <input type="checkbox"/> Prepare a research-based report on identifying new markets for Indian	
		products. <input type="checkbox"/> Assignment on marketing strategies implemented by MNC's & data analytics	

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test Open Book Test	25% MCQs 45% Short Answers 30% Long Answers
Unit – II	MCQ Test Group Presentations	
Unit – III	MCQ Test Group Discussions	
Unit – IV	MCQ Test Group Presentations Assignments	
	Tutorial	
Total	30 + 20 = 50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.	India

2	Business Environment for Strategic Management	Aswathappa, K.	Himalaya Publishing House Pvt. Ltd.	India
3	Introduction to Modern Business – Issues and Environment	Musselman and Hughes	Prentice-Hall: 7th Revised edition	USA
4	Marketing Inside Out	Srinivasan Siva Rao	Notion Press; 1st edition	India
5	Marketing Management - marketing cases in the Indian context	Philip Kotler	Pearson Education; Fifteenth edition	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Marketing Environment Analysis and Strategies Course
Code – DSE A 505

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question			

		Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TY BBA –Semester V(CBCS) Pattern 2019
Course: Legal Aspects in Marketing Management
Course Code- DSEA 506 MM
Credit – 2+4 =6

Depth of the Course- Functional Working Knowledge **Course**

Objectives:

1. To understand the application of different legal aspects in Marketing Management

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction and Doorstep Selling/Home Delivery	1.1 Introduction to Legal Aspects of Marketing 1.2 Importance, Scope and Features 1.3 Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for Doorstep Selling/ Home Delivery. 1.4 Tele sales and Direct Mail Sales Concepts	<ul style="list-style-type: none"> To understand the legal aspect of Marketing Management To study law related to sales, home delivery, telesales and Direct Mail Sales
2	Advertising and Pricing	2.1 Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising) 2.2 Laws for Broadcasting the Advertisement 2.3 Claims for Misleading Advertisement 2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest 2.5 Meaning and Importance of Pricing related laws 2.6 Laws related to price/payment consumer rights surcharge payment regulations	<ul style="list-style-type: none"> To understand rules and laws related to broadcasting ads via different forms To study claims for misled adv campaign To study price-related laws and consumer rights for surcharge payment
3	Online Marketing and CRM	3.1 Meaning and Definition of Online Marketing 3.2 Legal Consideration for Data Protection (data collected from potential customers, its usage, security) 3.3 Cookies –Monitoring and governing of cookies, security and confidentiality of client data while online marketing 3.4 Concept of CRM, Terms and Conditions related to CRM	<ul style="list-style-type: none"> To understand issues and laws related to online marketing To study Terms and conditions in CRM
4	Project Report	Project preparation on any topic from the marketing syllabus. Refer the guidelines for preparation of project report.	<ul style="list-style-type: none"> To introduce the students to the general Marketing practices in Marketing origination. To make students aware of different acts and laws and their application in realtime

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Project in Legal Aspects 4 Credits	Expected Outcome
Unit 1- 12 hours	Lectures/ Presentation/Discussion/videos	1.Students are required to visit and collect data from market/field/Consumer forums/organizations/supermarkets/departmental stores/malls individually or in groups and study laws practised, policies, legal issues, rules of Terms and Conditions. 2. Students are required to prepare a Project on collected data. Note – Colleges can change the topics for projects as per the requirements of the course	To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution
Unit 2- 12 hours	Lectures/Case studies/Discussion/videos/Model Making		To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and consumer rights for surcharge payment
Unit 3- 12hours	Lectures/ Case Studies/Discussion/Role Plays		To understand issues and laws related to online marketing and Ts & Cs in CRM

Evaluation

Subject	Project Evaluation by SPPU	External Evaluation
Unit – I	Project 30 marks & Viva 20 marks	25% MCQ 35% short notes 40% long answers (50 marks)
Unit – II		
Unit – III		
Project Viva		
Total	50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing and the laws	M. A. Sujan and HaishSujan	New Age Publication	New Delhi

2	Mercantile Law	N.D. Kapoor	S. Chand	New Delhi
3	Mercantile Law	Arun Kumar	Atlantic Publishers & Distributors Pvt Ltd	New Delhi
4	Best Practices in Law Firm Business Development and Marketing	Deborah Brightman Farone	Practising Law Institute	US
5	Mercantile & Commercial Laws	Rohini Agrawal	Taxmann	New Delhi

Savitribai PhulePune University
T.Y. BBA Semester V (CBCS) Pattern 2019
Course Title – Analysis of Financial Statements
Course Code- DSE B 505 FM
Credit- 3+1 = 4

Depth of the Course: Overview & Fundamental Knowledge of Analysis of Financial Statements

Course Objectives:

1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2. To enable to use of various types of ratios for financial and investment decisions.
3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction of Analysis & Interpretation of Financial Statements	1.1 Introduction of Schedule III as per Companies Act 2013, 1.2 Meaning and importance of Analysis of Financial Statements, 1.3 Tools and Techniques of financial analysis- 1.4 Comparative Financial Statements, 1.5 Trend Analysis, 1.6 Common Size Financial Statements, 1.7 Ratio Analysis, Fund Flow Statement and C 1.8 Cash Flow Statement	<input type="checkbox"/> To develop, critical & analytical skills for understanding the application of various tools of analysis of financial statements
2	Ratio Analysis	2.1 Meaning, Importance, Advantages & Limitations of Ratio, 2.2 Classification of Ratios- 2.2.1 Liquidity ratios, 2.2.2 Turnover ratios, 2.2.3 Profitability ratios and	<input type="checkbox"/> To develop analytical and interpreting skills for evaluating the financial position of business corporations by calculating and comparing various ratios
		2.2.4 Solvency ratios (Practical Problems based on the ratios- Problems based on reverse ratio is excluded.)	
3	Cash Flow Statement	3.1 Meaning, Objectives, Uses, and Limitations of Cash Flow Statement, 3.2 Methods of Cash Flow Statements- Direct methods and indirect methods. 3.3 Practical sums on an indirect method	<input type="checkbox"/> To understand the cash management of any business corporations by preparing a cash flow statement.
4	Fund Flow Statement	4.1 Meaning, Objectives, Uses, and Limitations of Fund Flow Statement, 4.2 Preparation of Fund Flow Statement-Fund from operations & statement of changes in Working Capital 4.3 Practical sums on Preparation of Fund Flow Statement-	<input type="checkbox"/> To understand the arrangement of funds for day-to-day business operations by preparing a fund flow statement

Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1-12 hours	Lecture method, Classroom discussion based on PPT, Problem Solving & Case Study		To understand different tools of analysis & interpretation of financial statements.
Unit 2-12 hours	Problem Solving, Participative Learning, Peer Learning & classroom Discussion.		To enable to use of various types of ratios for financial & investment decisions.
Unit 3-12 hours	Problem Solving, Participative Learning, Peer Learning & classroom Discussion.		To manage the cash flow arrangement of any business corporation
Unit 4 -12 hours	Problem Solving, Participative Learning, Peer Learning & classroom Discussion.		To make available & manage various sources and application of funds for day-to-day business operations
Tutorial 15 Hours		□ Financial Analysis of any company of three years using Trend Percentage/ Comparative Statement/ Ratio Analysis.	

		<input type="checkbox"/> Financial Analysis of two different companies using Trend Percentage / Comparative Statement/Ratio analysis.	
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Note- Students can do practical by using any one of the tools of Financial Analysis & evaluation can be done by conducting viva/PPT by the respective subject teacher

Evaluation

Subject- Analysis of Financial Statement	Internal Evaluation	External Paper Pattern (50 Marks)
Unit – I	MCQ/ long question/ short notes	Q.1 A Fill in the blanks (5M) Q.2 A Write Short Notes (Any 3) OR (15M) Q.2 Long Answer Q.3 Problems on Ratio Analysis (15M) Q.4 Problem on Fund Flow Statement
Unit – II	MCQ/Long questions/ problem/ short notes	
Unit – III	MCQ/Long questions/ problem/ short notes	
Unit – IV	MCQ/Long questions/ problem/ short notes	
		OR (15M) Q.4 Problem on Cash Flow Statement
Total –	30+ 20 marks for project= 50 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Advanced Management Accounting	Ravi Kishore	Taxman	New Delhi
2	Management accounting & Financial Analysis	Ravi Kishore	Taxman	New Delhi
3	Financial Reporting & Analysis	Dr. Jawahar Lal & Dr. Sucheta Guaba	Himalayan Publication House	New Delhi
4	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House	New Delhi
5	Management accounting & Financial Analysis	M.Y.Khan&P.K.Jain	Tata McGraw Hills	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester V (CBCS) Pattern 2019
Discipline-Specific Electives (DSE- B- FM)
Course Title – Legal Aspects of Finance & Security Laws
Course Code- DSE B 506 FM
Credit-2+4=6

Depth of the Course: Overview & Fundamental Knowledge of Legal Aspects related to finance.

Course Objectives:

1. To understand the Legal Aspects of Finance & Security Laws.
2. To know the legal provisions to obtain finance from various source of finance.

3. To explore various finance & securities-related laws in India.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to legal aspects of Finance	1.1 Overview of Indian Financial System, 1.2 Introduction to Legal aspect: - Finance, Securities market. 1.3 Basics of insurance, Derivatives, Commercial Banking, Capital Markets, Money Market, Forward Market Commission of India (FMC), Pension Fund Regulatory and Development Authority (PFRDA).	<ul style="list-style-type: none"> To understand the fundamentals of legal aspects of Finance. To know the basics of various financial instruments.
2	The issue, Listing of Securities&Investor Protection	2.1 Listing of Securities, 2.2 Issue of Capital and Disclosure Requirements (ICDR), 2.3 Procedure for Issue of Various Types of Shares and Debentures, 2.4 Employee Stock Option Scheme and Employee Stock Purchase Scheme,	<ul style="list-style-type: none"> To understand the process of fundraising through IPO. To explore the legal procedure of IPO listing & Delisting.
		2.5 Delisting of Securities.	
3	Companies Act 2013& Investor Protection	3.1 Introduction to the Companies Act 2013, 3.2 Overviews of Companies Act 2013, 3.3 Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA). 3.4Importance of Preparation of Financial Statements & its disclosure. 3.5Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013,	<ul style="list-style-type: none"> To study & understand the basics of the Companies Act 2013. To understand various legal documents under the Companies Act 2013 To study legal norms regarding the selection of the appropriate source of finance. To make aware students of various investment avenues.

4	Goods & Service Act 2017	4.1 Introduction to GST, 4.2 Types of GST, Overview of CGST, SGST, IGST & UTGST Act 2017, 4.3 Eligibility to register under GST, Benefits of GST Registration. 4.4 Procedure of GST Registration, 4.5 Introduction to GST Network, Functions of GSTN.	<ul style="list-style-type: none"> To study & understand the basics of Goods & Service Tax. To study various basic aspects related to GST.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 (13 hrs)	Group Discussion, Assignments.	To understand the Various Legal Provisions & Norms in the field of Finance.

Unit 2 (13 hrs)	Case Study, Group Discussion Based on SEBI Rules & Regulations.	To understand the objectives of Securities market regulators & also understand different Legal Provisions of the same.
Unit 3 (13 hrs)	Case Study, Group Discussion, NeedBased Project or Assignments.	To understand the significance of the Companies Act 2013 in the field of finance & also study its legal norms.
Unit 4 (9 hrs)	Group Discussion, Presentations by Students	To Study & understand the significance of Goods & Service Tax & also understand its implications.

Evaluation

Internal Evaluation	External Evaluation
30 Marks for Projects + 20 Marks for viva = 50 Marks	25% MCQs, 35% Short Notes, 40% Long Answers= 50 Marks

Suggested Topics for Projects:-

1. Study of IPOs recently listed on stock market.
2. Investor Education and Protection under SEBI Regulations
3. Investor Education and Protection under Companies Act, 2013,
4. Importance of Financial Education & Investor Grievance Redressed Mechanism at SEBI.
5. Actual of Working of GST IT infrastructure.
6. Implications of GST on Small vendors/businesses.
7. Benefits of GST to the Business & Government.
8. Study of Derivatives in the stock market & their importance for hedging.
9. Actual of Working of IRDA, Money Market, Capital Market, PFC, FMC, PFRDA etc.
10. Study of historical overview of legal aspects of finance.
11. Project on Recent Corporate Governance related cases in various companies.
12. Any other topic can be given based on the syllabus.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House	Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas	Delhi

5	SEBI Practice Manual; 59/32, New Rohtak Road, New Delhi-110005.	V.L. Iyer	Taxman Allied Service (P) Ltd.	Delhi
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.	Delhi
7	SEBI – Law, Practice & Procedure	S. Suryanarayanan	Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd.	Delhi
8	Compliances and Procedures under SEBI Law	Mamta Bhargava	Taxmann: SEBI Manual	Delhi

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Legal Aspects of Finance & Security Laws Course
Code – DSE B 506

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question			

		Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks

Savitribai Phule Pune University TY
BBA Semester V (CBCS) Pattern 2019
Cross-Cultural HR & Industrial Relations
Course code DSE C 505 HRM
Credit 3+1= 4

Depth of the course- Functional knowledge

Program Objectives

1. To make students understand Cultural Variables in Multinational Enterprises.
2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.
4. To explain how employees can be prepared for international assignments.
5. To provide students with the fundamental knowledge of Industrial Relations.

6. 6. To provide the knowledge to students of provisions under The Industrial Disputes Act, 1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to cross-Cultural Management	1.1 Understanding Culture and Cross-Culture 1.2 Meaning of Culture, 1.3 Six Dimensions of National Culture by Professor Geert Hofstede, 1.4 Cultural differences and similarities, 1.5 Cultural Variables in Multinational 1.6 Enterprises Communicating across Cultures 1.7 Negotiating across Cultures 1.8 Multicultural Teams 1.9 Cross-Cultural Management and business etiquette	<ul style="list-style-type: none"> • To understand the basic concept of Culture and Cross-Culture. • To make students understand Cultural Variables in Multinational Enterprises. • To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe. • To discuss the impact of cross-cultural communication on international business.
2	Cross-Culture and Human Resource Management	2.1 Cross-Culture and Human Resource Management 2.2 Cross-cultural Human Resource Management 2.3 Motivation Across Cultures 2.4 Leadership and Decision Making Across Cultures 2.5 Communication & Negotiation Across Cultures 2.6 Rewards Across Cultures 2.7 Training Across Cultures 2.8 Power and Conflict Across Cultures 2.9 Skills for a Global Manager 2.10 Cross-cultural Differences and Managerial Implications (The Role of Human Resource Management in Cross-Cultural Environment)	<ul style="list-style-type: none"> • To make students understand the relationship between Cross-Culture and Human Resource Management. • To make students aware of Cross-cultural Differences and Managerial Implications. •

3	Fundamentals of Industrial Relations	3.1 Meaning and definition of Industrial Relations, 3.2 Evolution of Industrial Relation, 3.3 Importance of Industrial Relations, 3.4 Scope of Industrial relations 3.5 Approaches towards the study of Industrial Relations (Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach) 3.6 Ethical Codes & Industrial Relations	<ul style="list-style-type: none"> • To acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations. • To make students understand the meaning, definition, importance, scope and evolution of Industrial Relation. • To provide sound knowledge about different approaches towards the study of Industrial Relations • To provide an understanding of the relation between Ethical Codes & Industrial Relations •
4	The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	4.1 The Industrial Disputes Act,1947 - 4.2 Definitions, 4.3 Authorities under the Act, 4.4 Power & Duties of authorities, 4.5 Strike & lockout, 4.6 Lay-off, 4.7 Grievance Redressal Machinery 4.8 The Factories Act, 1948	<ul style="list-style-type: none"> • To inculcate the knowledge among students about authorities under The Industrial Disputes Act,1947. • To provide the knowledge to students of provisions under Strikes & Lockout and Lay-off. • To make students aware of how to regulate the conditions of work in manufacturing establishments coming within a factory. • To provide the knowledge of provisions regarding

	4.9 Definitions, 4.10 Authorities under the Act, 4.11 Provisions regarding Safety, 4.12 Provisions regarding Health, 4.13 Provisions regarding Welfare, 4.14 Provisions regarding Leave with Wages, 4.15 Provisions regarding Working hours of adults 4.16 The Maternity Benefit Act 2017 4.17 Application of Act. 4.18 Definition 4.19 Right to payment of maternity benefit 4.20 Payment of maternity benefit in case of death of a woman 4.21 Provision of creche' facility	<input type="checkbox"/> the parameters such as the Safety, Health, Welfare, Leave with Wages and working hours employees in the organisation. To make students understand the provisions under The Maternity Benefit Act 2017.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Group Discussion Workshop on Business Etiquette Caselets solution 	Great gains in content knowledge, skill acquisition, and overall understanding of the basic concept of Culture and Cross-Culture Management. A better understanding of Dress Etiquette, Dining Etiquette etc through business Etiquette workshop.
Unit 2- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students across cultures. Role-play on Cross-cultural Differences and Managerial Implications. 	Strengthen key competencies in individual and group participation, oral communication and persuasion, critical thinking, problem-solving through individual presentation and role-plays. Inculcating key competencies of different concepts of Cross-Culture and Human Resource Management through Caselets solutions.
	<input type="checkbox"/> Caselets solution	

Unit 3- 12 hours	<input type="checkbox"/> Traditional classroom lectures <ul style="list-style-type: none"> • Essay writing on Industrial Evolution • Student's presentation on different approaches towards the study of Industrial Relations • Group Discussion on Ethical Codes & Industrial Relations 	<p>Gain experience with instrument development and data collection methods.</p> <p>Practical understanding of data processing and Data Analysis.</p> <p>Develop thinking skills, listening abilities and how they are communicating their thoughts on Ethical Codes & Industrial Relations through Group Discussion.</p>
Unit 4 - 12 hours	<input type="checkbox"/> Traditional classroom lectures <ul style="list-style-type: none"> • Role-Plays on Strike & lockout and Lay-off <input type="checkbox"/> Student's presentation on different provisions under The Factories Act 1948 • Debate on Maternity Benefit Act 2017. 	<p>A better understanding of the Authorities under Act/s.</p> <p>Provide real-world scenarios to help students learn skills used in realworld situations through role-Play activity on Strike & lockout and Layoff.</p> <p>Gain of deep knowledge of different provisions under The Factories Act 1948.</p> <p>Develop the power of deploying rational, reasoned arguments on The Maternity Benefit Act 2017 through debate activities.</p>
Tutorial 15 Hours	<input type="checkbox"/> Individual Project Report submission and presentation on any topic taught under this course	

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on		
Unit – I	1. Active participation Group Discussion and Workshop		25% MCQ 35% short notes 40% long answers
Unit – II	1. Individual Presentations, 2. Active participation in Role-Plays 3. Caselets solution		
Unit – III	1. Essay writing submission 2. Student’s Presentations 3. Active participation in Group-Discussion		
Unit – IV	1. Active participation in Role-Plays and Debate activities		
Tutorial			
Total –	30+20 = 50		50

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cross-cultural Management- Concepts and Cases	ShobhanaMadhavan	Oxford University Press	London
2	Culture's Consequence - International Differences in Work-related Values	Geert Hofstede	Sage Publications	New York
3	International Human Resource Management	Peter Dowling &Denice E. Welch	Cengage Learning	New York
4	Industrial Relations and Labour Laws	A. M. Sarma	Himalaya Publishing House	Pune
5	Labour and Industrial Laws	P.K. Padhi	PHI Learning Private Limited	New Delhi
6	Labour and Industrial Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co.	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for TY BBA

University Examination Sub: Cross-Cultural HR & Industrial Relations
Course code C 505
Credit 4

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TY BBA –Semester V (CBCS) Pattern 2019
Cases in Human Resource Management + Project Viva

Depth of the Course- Functional Working Knowledge**Course Objectives:**

1. To understand the application of theory into practice.
2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
3. Develop critical thinking for solving Case Studies of Human Resource.
4. To analyze the broad fundamental components of HRM.

Note: The Case Study examination paper will be for 2 credits and the Internship and project report along with viva-voce will be for 4 credits.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies, 1.2 Characteristics & Importance of Case Studies, 1.3 Case Study analysis methodology (steps in Case Study Analysis) 1.4 Guidelines (Dos and Don'ts in Case Study Analysis).	<ul style="list-style-type: none"> • To make student know the gist of the Case Study and the way of attempt or solution. • Explain steps in solving case studies.
2	Areas of Case Study	2.1 Functions of HRM, 2.2 Challenges before HRM, 2.3 Role of HR Manager, 2.4 Job Analysis- Job Description, Job Specification, Job Evaluation, 2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection,	<ul style="list-style-type: none"> • Analyze the broad fundamental components of HRM. • Develop critical thinking for solving Case Studies of Human Resource. • To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department.

	2.7 Training and Executive Development, 2.8 Employee Compensation, Performance Appraisal, 2.9 Career Planning, 2.10 Employee Morale, Job Satisfaction, 2.11 Workforce Diversity, 2.12 International HRM, E-HRM, 2.13 Human Resource Information System, 2.14 Work from Home, Change Management 2.15 Out-Sourcing, 2.16 Rights of an employee at the workplace., HR Policy, 2.17 Legal issues related to HR in the Organization, 2.18 Wage & Salary Administration, 2.19 The Workmen's Compensation Act, 1923, 2.20 The Payment of Gratuity Act, 1972, 2.21 Sexual Harassment of Women at Workplace, 2.22 Workers Participation in Management, 2.23 Organizational Development, 2.24 Employee Record Management, 2.25 Individual Behavior, Group Behavior, Personality, 2.26 Values and Attitude, 2.27 Group Dynamics, Conflict Management,	<ul style="list-style-type: none"> • To make students know about recent happening in important concepts of Human Resource. • Design critical thinking by making judgments related to problems in case studies of Human Resource. • To understand the challenges faced/confronted in recent times.
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Evaluation:

Project Report Evaluation	External Evaluation
Students must undergo for internship and must do fieldwork, survey, analysis of data, prepare a hard binding project report. The project report must be submitted to the college along with a soft copy of the same.	The external evaluation will be done based on an examination paper comprising of Case studies to solve for a maximum of 50 marks.

For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee.	
Having gone through all the topics, students have to be given cases to solve and are asked to submit a soft copy in PDF and PPT to college.	
Project Report- 30 marks & Viva-Voce - 20 marks = Total Marks 50	50 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication
1	Case Study Solutions Human Resource Development	H. Kaushal	MacMillan
2	Human Resource Management (Text and Cases)	S.S. Khanka	S. Chand
3	Human resource Management Text and Cases	K. Aswathappa	McGraw Hill India
4	Cases in Human Resource Management	David Kimball	SAGE Publications, Inc
5	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House
6	Organizational Behavior: Text & Cases	Suja R, Nair	Himalaya Publishing House

Savitribai Phule Pune University
TYBBA Semester V (CBCS) Pattern 2019 Course
: Health Care Management
Course Code -DSE D 505 SM
Credit 3+1=4

Depth of the Course –Reasonable working knowledge.

Course Objectives:

1. To create awareness related to health care management and services.
2. To enable students to understand the various healthcare services & other developments in the Indian health care service sector.
3. To provide students insight into the Functions & Role of modern healthcare management services offered to cater for the current needs.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basics of Health care Management	1.1 Importance, meaning, objectives of health care Management, 1.2 Types of healthcare services, Need of hospital administration, 1.3 Management of hospital services, 1.4 Wellness and fitness, Homecare and public healthcare service management.	<ul style="list-style-type: none"> • To understand the importance of healthcare management • Ability to understand hospital administration, homecare, and public healthcare.
2	Management & Healthcare	2.1 HR management in the health sector, 2.2 Operations and Supply chain management in health care, Financial Management in healthcare, 2.3 Healthcare -advertising and Media Management, 2.4 Digital Marketing of healthcare services.	<div>□</div> To understand how to manage human resource, financial resources, media management, supply chain management required to healthcare services

3.	Problems and Prospects of Health care Management	3.1 The problem faced by the health industry, Quality Management, 3.2 Opportunities in healthcare services and Management, 3.3 Changing scenario of the health industry.	<ul style="list-style-type: none"> To understand problems and prospects of the healthcare industry. Ability to understand changing scenario of the health industry.
4.	IT and Health care Management	4.1 Information System Overview, the structure of MIS specific to the hospital; 4.2 Information and data; Information for control, decision 4.3 IT applications in healthcare Management	<ul style="list-style-type: none"> To understand the role of MIS in healthcare management. To understand the use of IT in decision making. To understand the various applications of IT in healthcare management.

Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	A V Applications	Project	Expected Outcome
I-(14)	Presentation on how healthcare is important in wellness and fitness. Presentation on identifying different needs of healthcare services	Short films on healthcare management	Healthcare Services- Development of Human being and Organization	To develop an awareness of healthcare and to understand its societal importance.
II-(13)	Poster presentation on the various discipline of management and healthcare	Films on different Institutions meeting different needs of finance/Marketing/HR/S up-ply chain management	Developing a suitable financial/ Marketing/HR needs assessment chart.	To develop a rational understanding regarding the role and utility of different sources of finance. Marketing and HR needs

III- (11)	Presentation on the negligence of healthcare and losses. Advantages of healthcare service management	Films on healthcare service industries	A report on the healthcare service industry, hospital administration, quality management	To understand problems, issues related to healthcare services and how it is important to maintain quality in this business for the development of the nation
IV – (10)	Presentation emerging trends in healthcare services, business, Use of IT in healthcare service management	Films on IT applications in healthcare Service management	Are port on IT applications in healthcare Service management	To have the right understanding of how modern healthcare business is changing and what are the new trends in the healthcare industry

Evaluation Method

Unit No	Internal evaluation	External Evaluation
	Evaluation of students based on	25% MCQ 35% Short notes 40% Long answer
Unit-I Unit-II Unit-III Unit-IV	1. Role Play 2. Chart Preparation and Presentation 3. Debate 4. Group Discussion	
Project/ Practical	1 Project Submission. 2. Presentation.	
Total	50 Marks	50 Marks

Suggested References

Sr.No	Title of the Book	Author	Publication	Place
1	Healthcare Operations and Management	Daniel B.McLaughlin and John R. Olson	ISBN 9781567938524	e-book
2	Principles of Hospital Administration and Planning	B.M.Sakharkar	Jaypee Brothers Medical Publishers	New-Delhi
3	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers	New-Delhi
4	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parasuraman, Berry	Simon and Schuster Inc.	New-York
5	Hospital Information Systems	Kelkar S.A.	Cloudtail India	
6	Hospital Management and Hospital Operations	Dr. Shalini Suri	Jain Book Depot	New-Delhi
7	Financial Services and Markets	Dr.S.Gurusamy	Thomson	Delhi
8	Marketing management	Philip Kotler, Keller-Jha	Pearson Education New Delhi	New Delhi
9	Advertising and Promotion	Belch and Belch	Tata McGraw Hill	New Delhi
10	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Health Care Management
Course Code – DSE D 505

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks

		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TYBBA Semester V (CBCS) Pattern2019
Course: Permissions and Legal Aspects in Services

Depth of the Course–Reasonable working knowledge **Course**

Objectives:

- 1.To create awareness related to services.
2. To enables students to understand the importance of the service sector.
3. To provide students insight into recent practices in the service sector

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Overview of Service Laws	1.1 Concept of services, 1.2 Overview of service laws 1.3 precautions while delivering services, 1.4 Rules and regulations advertising policy for services 1.5 Service Prospects and Proposal-overview of service proposal 1.6 Service agreements -terms and conditions	<input type="checkbox"/> To understand the fundamentals of different laws related to services.
2	Legality of Service	2.1Performance of Services – Contract of Agencies (Contract Act) 2.2 Effect of breach of services agreement or contract 2.3 Consumer protection act and service industry	<input type="checkbox"/> To understand legal aspects of the performance of services, consumer protection act and service industry
3.	Legal Responsibilities -Travel & Tourism	3.1 Legal Responsibilities of Travel & Tourism -Travel, Agents & Tour Operators, Online Travel Sales, Transportation & Common Carriers, Tour packages and agreement related to tour- clear publication of facilities, Mode and instalment of Payment, cancellation policy and refund terms and conditions. 3.2 Safety & Security Issues in the Hospitality Industry, Safety & Security Programs,	<input type="checkbox"/> To understand legal responsibilities of travel and tourism, hospitality Industry

4.	Case Study -	4.1 Case Studies related to legal aspects of Services, disputes, jurisdiction in case of the dispute arises	□ Designing of Cases related to legal aspects of services
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Teaching Methodology

Teaching Hours Theory + Practical	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit 1- 12 hours	Presentation on how the law is important related to services	Short films on how the law is important related to services	Discussion on Various Legal issues related to services	To understand service laws and their importance to society and business development.
Unit 2- 12 hours	Post representation on Performance of Services – Contract of Agencies (Contract Act), Effect of breach of services agreement or contract, Consumer protection act and service industry	Films on different legal issues related to services	A report on services agreement, breach of contract	To understand the impact of a breach of service agreement or contract
Unit 3- 12 hours	Presentation on legal responsibilities - travel & tourism	Films on legal responsibilities of travel & tourism	Airport on legal responsibilities of travel & tourism	To understand problems, issues related to travel and tourism.
Unit 4 - 12 hours	Presentation on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	Films on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	A report on legal aspects of Services, disputes, jurisdiction in case of the dispute arises	To understand legal aspects of Services, disputes, jurisdiction in case of the dispute arises

Evaluation Method

Unit No	Internal evaluation	External Evaluation
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	Evaluation of students based on	
Project/ Practical	1 Project Submission. 2. Presentation.	25% MCQ 35% Short notes 40% Long answer
Total	50 Marks	50 Marks

Suggested References

Sr. No	Title of the Book	Author	Publication	Place
1	Legal Aspects of Business	Akhileshwar Pathak	Mc-Graw Hill	New-Delhi
2	Legal Aspects of Corporate Management and Finance	Don Mayer, Daniel Warnwer , George Siedel	Saylor Foundation	New-York
3	Legal and economic considerations surrounding reproductive tourism	Anastasia Paraskou and Babu P. George	Jaypee Brothers Medical Publishers	New-Delhi
4	Important Acts that Transformed India: For UPSC Civil Services Examination	Alex Andrews George	Mc-Graw Hill	Delhi
6	Labour Laws: Everybody should know	H.L.Kumar	Universal Law Publishing	New Delhi

Savitribai Phule Pune University
TY BBA Semester V(CBCS) Pattern 2019
Course Title: Warehouse Management
Course Code DSE E 505 ABM
Credit – 3+1=4

Depth of the Course: Understanding Core Aspects of Warehouse Management

Course Objectives:

1. To introduce the fundamental concepts, key principles and activities related to Warehousing function in the modern organization.
2. To address the operational aspects of planning and managing warehouses.
3. To give exposure related to business functions in warehouse and supply chain management including inventory, purchasing, materials and logistics.
4. To familiarize with the issues in core functions in warehouse management.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Warehouse Management	Introduction, Objectives, Supply Chain impact on Stores and Warehousing, Retail Logistics, Retail transportation, Issues in retail logistics, Managing retail shrinkage. 1.3 Need for warehousing management 1.4 Evolution of warehousing, 1.5 Role of a warehouse manager Functions of Warehouses 1.6 Types of Warehouses, Warehousing Cost, 1.7 Warehousing Strategies, 1.8 Significance of Warehousing in Logistics, 1.9 Warehousing Management Systems (WMS)	Purpose :- -Learning & understanding the concept of warehouse management. -Understanding issues in retail logistic. Skills to be developed:- -Development of Managerial Skills. - Learning Warehousing Strategies and warehousing management system.
2	Role and Strategic Aspects of Warehousing in Retail.	2.1 Retailing and Warehousing, Challenges in retail warehousing, Setting up a warehouse, Retail product tracking in the warehouse using RFID. 2.2 Types of warehouses, Benefits of warehousing. 2.3 Role of government in warehousing. 2.4 Characteristics of an ideal warehouse, Storing products in a warehouse 2.5 Warehousing and Supply Chain 2.6 Different Types of Customers in Warehousing 2.7 Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations. 2.8 World-class warehousing.	Purpose:- - Understanding government role in warehousing. -Understanding the retail product tracking & importance of warehouse in the value chain. -Highlighting various challenges faced by the Retail Industry. - Availing opportunities available indifferent Retail Industry. Skills to be developed:- -Adaptability to New /Recent trends. - Acquiring knowledge of warehousing techniques.

3	Technology Aids in Warehouse Management Introduction to Operations and Supply Chain Management	<p>Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID)</p> <p>Definition, Concept, Significance and Functions of Operations and SCM. – Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives.</p> <p>Quality: Definitions from various Perspectives, Customers view and Manufacturer's view.</p> <p>Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition.</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To understand the importance of Supply chain management. -To learn the new aids in Warehouse Management. -To understand customer and Manufacturer view. <p>-Skills to be developed:-</p> <ul style="list-style-type: none"> - To explore the importance of the supply chain technological world, primary trade-offs in making supply chain decisions, and basic tools for the effective and efficient supply chain management.
		3.1 Technological Change, Ethical and Environmental Issues on Operations and Supply Chain function.	
4	Warehouse and its Operations, Warehouse and Dispatch Management	<p>4.1 Introduction, Objectives, Warehouse Structure, Warehouse Operations,</p> <p>4.2 Receiving inventory, Picking inventory, Locating inventory, Organizing inventory, Dispatching inventory,</p> <p>4.3 Equipment Used for a Warehouse.</p> <p>Types of warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To satisfy customer needs and requirements. -To evaluate the external and internal factors and control through planning and review. <p>Skills to be developed:-</p> <ul style="list-style-type: none"> -Development of practical knowhow concerning the warehouse and its management

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project/ Tutorial for 1 credit	Expected outcome
Unit 1- 12 hours	Group Discussion on opportunities in Warehouse management, Theory lectures for conceptual understanding.	<ul style="list-style-type: none"> • Prepare report on different layouts of warehouses • A report on role of Packaging in warehouse management • Prepare a research-based report on safety measures in warehouse management 	Learning will be more practical based on theory, thereby aid students in better understanding.
Unit 2- 12 hours	Interactive Sessions followed by feedback, Practical Assignments.		It enables students to learn the basics of warehouse management which will help them to provide the vision for new businesses in the current market.
Unit 3- 12 hours	Use of PPT Use of Microsoft Word and Excel for project preparation		Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of Experts from Warehouse Management and Presentations by students for selflearning.		Awareness of actual scenario w.r.t. warehouse and its management.

Tutorial 15 hours		
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Evaluation Methods

Unit No	Internal Evaluation	External Evaluation
Unit – I	1.MCQ on meaning, Definition and challenges of warehouse management 2. Open Book Test. 3. Presentation on Principles of warehousing	
Unit – II	1.Presentation on different innovative practices by Indian companies in warehousing. 2. Case Study on Foreign warehousing strategies. 3. Chart making on International market selection process.	25% MCQ 35% Short notes 40% Long answers
Unit – III	1.MCQ on contents of unit	
Unit – IV	1.Case study on warehouse safety	
	Tutorial	
Total	30 +20 = 50 Marks	50 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management Strategy, Planning and Operations	Sunil Chopra/Peter Meindi/ D.V.Kalara	Pearson	New Delhi
2	Warehouse Management	Gwynne Richards	Kogan Page Ltd	Great Britain

3	Logistic and Supply Chain Management	Martin Christopher	FT Publishing	UK
4	Reference Books:-A Supply Chain Logistic Program For Warehouse Management.	David E. Mulcahy, Jochim Sydow	CRC Press	UK
5	Operations Management	Lee Krajewski, Larry Ritzman, Manoj Malhotra	Pearson Education	New Delhi
6	Supply Chain Management Strategy, Planning and Operations	Sunil Chopra/Peter Meindi/D.V.Kalara	Pearson	New Delhi

Savitribai Phule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Warehouse Management
Course Code – DSE E 505

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TY BBA Semester V(CBCS) Pattern 2019
Course Title: Permissions and Legal Aspects in Agriculture
Course Code DSE E 506 ABM
Credit – 2+4=6

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Framing and Act in India	1.1 Introduction to farmers and Farming, 1.2 Right of Farmers, 1.1 Politics and the legal system Contracts 1.2 Agricultural labour and employment Sales and productibility 1.3 Study of different agricultural Policy	<ul style="list-style-type: none"> • To study and Explain the right of Farmers and Farming □ To understand the legal system and politics. • To understand Contracts and torts • To study agricultural labour and employment. • To understand Sales and productibility. <p>Skills to be developed: -Positive approach towards Agricultural sector, identifying opportunities in services, to know the legal fact about agriculture.</p>

2	New Farm Act 2020	2.1 Introduction 2.2 Meaning and Definition Salient feature of	<ul style="list-style-type: none"> To understand the basic concept of New Farm Acts 2020 To understand the Application of the new acts
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		real estate sales & finance – secured transactions, farm products rule - farm bankruptcy & mediation, business planning & partnerships - corporations and cooperatives leases & production contracts 2.3 Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020 2.4 Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020 2.5 Essential Commodities (Amendment) Act, 2020	□ To understand the practical usage of new Acts to farmers Skills To Be Developed- Practical Knowhow
3	Legislations On Agriculture	3.1 Agricultural Produce (Grading and Marking) Act, 1937 3.2 Fertilizer Control Order 1985 3.3 National Bank for Agriculture and Rural Development Act, 1981 3.4 Seeds Act 1966, Property rights, Fences, laws & property taxes	<ul style="list-style-type: none"> To understand the basic concept of all different acts. To gain knowledge and application of acts. To know the legal term and permission of different acts.

4	Environmental law for agricultural	4.1 Agricultural chemicals 4.2 Environmental liabilities 4.3 Impact of Climatic changes on Agricultural	<ul style="list-style-type: none"> • To know about laws and act for agricultural • To introduce the students to the general law related to agricultural • To enhance the awareness of the students towards different acts and their application
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project for 4 credit	Expected outcome
Unit 1- 12 hours	Interactive Sessions followed by feedback, YouTube Videos for better understanding.	Preparing small reports on any Law as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.
Unit 2- 12 hours	Visits to various Agriculturalrelatedunits(organizations or offices) to gain practical knowledge w.r.t.serviceelementsanditseffective implementation. GroupDiscussiononActs	Asking students to make a report on any Irrigation or agricultural organization of their own choice w.r.t Agricularelements.	Development of interest in the Agricultural sector and implementation of various concepts in practice.
Unit 3- 12 hours	Use of PPT and preparation ofPPT based on fieldwork for agricultural Market and Marketing	Assigning students with tasks based on the current situation and its impact on the Agricultural sector.	Ability to collect relevant data and its analysis and interpretation.

Unit 4 - 12 hours	Arranging Sessions of experts from the industry (Guest lecture series)	Maintaining a record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. Agricultural operations and its management.
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SPPU BBA COURSE CONTENT - SEMESTER V and VI CBCS/2019 PATTERN - uploaded on 10-6-2021 Page 66 **Evaluation:- Project =50 /External-50Marks**

Permissions and Legal Aspect on Agricultural	Internal Evaluation (50 Marks)	External Evaluation (50 Marks)
Unit– I, II, III & IV	Various aspects like assignment, presentation, GDs etc. as decided by college authorities(30marks) Class tests, PPT Notes preparation	50 marks final Paper as per University guidelines
Project	Project - 50marks	50marks

Suggested References

Sr.No.	Title of the book	Author/s
1.	History of Agriculture	M.S.Randhawa

2.	TheFutureofIndianAgriculture	Y.K. Alagh
3.	Land and Water ManagementEngineering	V.V.N.Murty
4.	TheNatureandPropertiesof soil	N.C. Brady and RayWeil
5	Bare Acts	Government of India

TY BBA – Semester VI

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course: Essentials of E-Commerce
Course Code- GC 601
Credit – 3

Depth of the Course- Reasonable Working knowledge of E-Commerce Management.

Course Objectives :

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	E-Commerce and Business Model Concepts	1.1- Introduction to E-Commerce Role of E-Commerce in Business Economy. Growth of E-Commerce in India 1.2 - Factors responsible for the growth of E-Commerce in India Opportunities and Challenges for E-Commerce in India 1.3- E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models. 1.4- Modern Procurement in E-Commerce - E-Procurement – Introduction, E-Commerce and Technological tools 1.5- E-Distribution – Introduction, Features, Scope and	<ul style="list-style-type: none"> • To understand the concept and role of E-Commerce business with context to India. • To understand the concept of various business models used in ECommerce. • To understand the role of IT infrastructure in the development of
		Advantages. Architectural Models in B2B 1.6- E-Commerce and Infrastructure – Electronic Data Interchange, Internet, Intranet, Extranet, Backend Informatics System Integration etc.	E-Commerce in India.

2	E-Money and E-Payment Systems	<p>2.1 - E-Money – FIAT Currency, E-Money classification, Advantages of E-Money. Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market.</p> <p>2.2- Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology.</p> <p>2.3 - Unified Payment Interfaces (UPI) and Mobile Wallets Role of modern digital payment systems and Challenges faced in Indian Retail Sector.</p>	<ul style="list-style-type: none"> • To understand the concept of digital currencies. • To understand various modern digital payment systems used in Ecommerce.
3	Role of E-Marketing	<p>3.1- Search Engine Optimization (SEO), Content Marketing, Pay Per Click (PPC) Advertising, Business E -Branding Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing.</p> <p>3.2 - Use of Artificial Intelligence and Augmented Reality – Programmatic Advertising, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing.</p> <p>3.3 - Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing.</p>	<ul style="list-style-type: none"> • To understand various tools and techniques used in ECommerce. • The role of modern tools used in E-marketing.

4	Cyber Security and Technology	<p>4.1 - Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds.</p> <p>4.2- Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, Digital Signature.</p> <p>4.3 - Social Media Crimes, Data Theft, Transfer of data without permission, Spread of Virus/worms, Trojans, Child Pornography, Forgery, Anti-National posts, Cyber-crime against government institutions.</p> <p>4.4 - Information Technology Act -2000: Role, Need and Importance, Software development and legal issues, Shrink-wrap contracts.</p>	<ul style="list-style-type: none"> • To understand the concept of cyber warfare and crimes that took place in cyberspace. • To understand the role of IT Act -2000 with the Indian context.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 2- 12 hours	Students' Presentations Case Studies on various business E-Commerce Models.	Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models.

Unit 3- 12 hours	Students' Presentations Videos on success stories of UPI applications Case Study on Paytm, PhonePe, Google Pay etc.	Understanding of the working of the E-Commerce transactions in E-Commerce and its Utility.
Unit 4 - 12 hours	Students' Presentations Group Discussions on the role of modern E-Commerce modes. Case Studies on the use of Artificial Intelligence and Augmented Reality in E-Commerce.	Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector.
Unit 1- 12 hours	Students' Presentations on building awareness in Cybersecurity and the Information Technology Act 2000. Video Sessions on potential threats of cyber techniques and hacks and measures to avoid it.	Understanding the scope of cybersecurity and technology. Understanding the need for cybersecurity and its implementation.

Evaluation

Subject	Internal Evaluation (30Marks)	External Evaluation (70 Marks)
Unit – I	MCQ Test, Open Book Test Group Presentations on E-Commerce Concepts and their Role.	25% MCQs 35% Short Notes 45% Long Answers
Unit – II	MCQ Test Group Presentations on E-Commerce Transaction systems., Assignments	

Unit – III	MCQ Test, Individual/Group Presentations on E-Commerce tools and techniques.
Unit – IV	MCQ Test, Assignments, Individual / Group Presentations on Cyber Security and Technology.

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	E-Commerce – An Indian Perspective	S.J.P.T. Joseph	PHI Learning Pvt. Ltd.; 6th edition (10 October 2019)	India
2	E-Commerce	Shruti Mathur	Pinnacle Learning (1 January 2020)	India
3	E-Commerce Concepts- Models – Strategies.	C.S.V. Murthy	Himalaya Publishing House	India
4	E-Business and E-Commerce Management	David Chaffey	Pearson Education – 5 th Edition	India

5	Ecommerce Unmasked: Hidden Secrets to fight Online battles. (Online Edition)	Rekha Chandulal	Rekha Chandulal; 1st edition (30 January 2015)	India
6	E-Commerce – Strategy Technology and Applications	David Whiteley	McGraw Hill Education (1 July 2017)	India
7	Electronic Commerce – Framework Technologies and Applications	Bharat Bhasker	McGraw Hill Education; Fourth edition (1 July 2017)	India

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Essentials of E-Commerce
Course Code - 601

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	

		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course: Management Information System
Course code GC 602
Credit 3

Depth of the Course- Reasonable Working knowledge of E-Commerce Management.

Course Objectives

1. To describe the basic concept of Information Technology and Management Information System.
2. To describe the role of information technology and information systems in business.
3. To contrast and compare how MIS support business processes.
4. To introduce the fundamental knowledge of Structured System Analysis and Design.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basic Concepts of Information Technology and Management Information System	1.1 Meaning and basic concept of Information Technology, 1.2 Meaning and basic concept of Information System 1.3 Meaning and basic concept of Management Information System 1.4 Role of Information Technology in Management Information System 1.5 Management Information System as an instrument for organizational change.	<ul style="list-style-type: none"> • To understand the basic concept of Information Technology and Management Information Technology. • To make students understand the role of Information Technology in Management Information System. • To make students understand how MIS can be used as an instrument for Organizational Change.
2	Decision Making and Information	1.5 Decision Making 1.6 Models of Decision Making, 1.7 Classical Model, 1.8 Administrative Model and 1.9 Herbert Simon's Model 1.10 Information	<ul style="list-style-type: none"> • To make students understand the models of Decision Making and their application Decision-Making Process. • To provide sound knowledge about types of Information. • To make students aware of attributes of
		1.11 Types of information, 1.12 Attributes of Information and its relevance to decision making.	Information and its relevance to Decision Making.

3	System Analysis and Design	1.1 System 1.2 Meaning and definition 1.3 System Analysis 1.4 Meaning and definition of system analysis 1.5 Need for system analysis, 1.6 System analysis of the existing system, 1.7 System analysis of new requirements, 1.8 System Development Model, 1.9 Structured System Analysis and Design 1.10 Object-Oriented Analysis.	<ul style="list-style-type: none"> • To explain to students the concepts of System, System Analysis. • To inculcate knowledge of the different System Development Model. • To inculcate the knowledge of Structured System Analysis and Design among students.
4	Information system applications	a. MIS applications, b. DSS – GDSS - DSS applications in E enterprise, c. Knowledge Management System and Knowledge-Based Expert System, d. Enterprise Model System and E-Business, e. E-Commerce, f. E-communication, g. Business Process Reengineering.	<ul style="list-style-type: none"> • To make students understand the application of MIS in an enterprise. • To provide sound knowledge about DSS – GDSS - DSS applications in E enterprise. • To find out the relation between Enterprise Model System and E-Business.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Preliminary presentation from students on Information Technology and Management 	<input type="checkbox"/> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept

	<input type="checkbox"/> Information Technology. Assignment.	of MIS. <input type="checkbox"/> Students active participation in an understanding of Information Technology and Management Information Technology.
Unit 2- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Role-plays • Group Discussion • Caselets solution 	<input type="checkbox"/> The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction.
Unit 3- 12 hours	<input type="checkbox"/> Traditional classroom lectures <ul style="list-style-type: none"> • Lab practice • Guest Lecture from System Analyst and Designer. 	<input type="checkbox"/> Practical Knowledge Acquisition about System Analysis and Design
Unit 4 - 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Lab practice • Guest Lecture from expert • Caselets solution 	<input type="checkbox"/> A better understanding of different applications in an enterprise through lab practice and Expert's Guest Lecture.

Evaluation

Unit Number	Internal Evaluation	External Evaluation
	Evaluation of students based on	
I	Students active participation in presentation and assignment submission	25% MCQ 35% short notes 40% long answers
II	Active participation in Role-Plays and Group Discussion Caselets solution	
III	Active participation in Lab practice Guest Lecture attendance	
IV	Active participation in Lab practice Guest Lecture attendance activities Caselets solution	
Total – 30 Marks		70 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Management Information Systems	Jawadekar, W.S.	Tata McGraw Hill Private Limited
2	Management Information Systems	Kenneth C. Laudon and Jane P. Laudon	Pearson Education

3	Management Information System	Goyal, D.P	MACMILLAN India Limited
4	Management Information System	Davis and Olson	Tata McGraw Hill Private Limited
5	Decision Support Systems and Intelligent Systems	Turban and Aronson	Pearson Education Asia
6	Management Information System	Murthy C.S.V	Himalaya Publications
7	Management Information Systems	James A. O' Brien, George M. Marakas	Global McGraw Hill
8	Information Systems The Foundation of E-Business	Steven Alter	Pearson Education

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Management Information System
Course Code - 602

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	

2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

SavitribaiPhule Pune University
TY BBA –Semester VI (CBCS) Pattern 2019
Course: Business Project Management
Course Code- GC 603
Credits – 3

Depth of the Course- Intermediate knowledge & Insights in Project Management.

Course Objectives:

1. To develop a significant understanding of Project Management.
2. To develop a concept based approach towards Management of Business Projects.
3. To develop the relationship between the significance of Businesses Projects & their Management.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to Project Management	1.1 Defining Business Project Management 1.2 Exploring opportunities in the project management field 1.3 Developing Project management skills 1.4 Categorising different types of Business Projects 1.5 Understanding the difference between Projects & Programmes.	<ul style="list-style-type: none"> • To understand the role & importance of Management in Business Projects. • To develop the skills of managing Business Projects.
2	Planning & Implementing your Project	1.1 Planning a Project 1.2 Developing a Business Project Management Plan 1.3 Assessing the feasibility of a Project 1.4 Identifying & Managing the Risk 1.5 Managing a Project & Setting up a Project Database. 1.6 Creating an effective work schedule 1.7 Monitoring a business project 1.8 Managing Change 1.9 Address of Problems	<ul style="list-style-type: none"> • To develop conceptual clarity in Planning & Implementation of Business Projects. • To develop the quest of taking calculated risks towards Managing the Business Projects.
3	Business Project Management Techniques	a. Identifying Organisational Structures b. Estimation of Costs & Budget c. Using CPM tools (Gantt Chart, WBS, Project Network Diagram) d. Establishing the CPM e. Implementing PERT Tool f. Using Process improvement tools (Fishbone, SIPOC)	<ul style="list-style-type: none"> • To provide an understanding of the tools & techniques necessary to effectively manage & control the projects in businesses. • To understand the relevance of a technique-based project management system in the success of business projects.

4	Managing Project issues & their commencement	4.1 Identifying Project Costs 4.2 Calculating Return on Investment (ROI) 4.3 Calculating the Payback Period 4.4 Determining Net Present Value (NPV) 4.5 Identifying the life cycle of a Project 4.6 Handling over a Project 4.7 Closing a Project 4.8 Reviewing a Project	<ul style="list-style-type: none"> To develop the basic understanding behind Business Project Issues & strategies for its addressal. To develop a mindset of calculation-based business projects to minimise the chances of its failure.
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Teaching Hours Theory	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Group-wise discussion to understand the nuances of Business Projects & its need for Management	To have an adequate understanding of the subject their various perspectives.
Unit 2- 12 hours	Unguided sessions based upon case studies, in which strategies are adopted by project-specific organisations.	To help students develop a cognizance towards Project-specific strategy building & its effectiveness.
Unit 3- 12 hours	Adoption of Project-based learning through dummy projects of the business.	To develop the hands-on training mindset amongst the students.
Unit 4 - 12 hours	Analysis of project-related issues and their solutions through case-based learning	To develop the solution-based approach amongst the management students towards problem-solving.

Evaluation :

Subject	Internal Evaluation	External Evaluation
Unit – I	Group Discussion	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes - 35% Long answer questions -40%
Unit – II	Powerpoint Presentations on sub-points	
Unit – III	Simulation of Projects	
Unit – IV	1. Role Play. 2. Case-lets Solution & Discussion	
	30 Marks	70 Marks

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Strategic Project Management	Terry Schmidt	John Wiley & Sons	Mumbai & Pune
2.	Project Management: A Systems approach	Harold Kerzner	Wiley	Mumbai, Delhi
3.	Project Management	V.E. Rama Reddy & P Gopalakrishnan	Trinity	Mumbai
4.	Project Planning & Control	James Lewis	McGraw Hill	Mumbai, Pune & Delhi

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Business Project Management Course
Code - 603

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

SavitribaiPhule Pune University
TY BBA –Semester VI (CBCS) Pattern 2019
Course: Management of Innovations and Sustainability
Course Code GC 604
Credits – 3

Depth of the Course: Reasonable Practical Knowledge of various core aspects concerning subject concepts.

Course Objectives:

1. To understand the concepts of Innovation and Sustainability in a practical sense.
2. To better know the significance of organisational sustainable development and the economic implications of sustainable development.
3. To learn about the most common errors made when handling sustainable growth.
4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1.	Management of Innovation Sustainability: An Introduction	1.1 Introduction 1.2 Defining innovation 1.3 Approaches to innovation 1.4 Differences between invention and innovation 1.5 Product innovation and process 1.6 Technological innovation, commercial or organizational Innovation 1.7 Indicators Characteristics of innovation in different sectors 1.8 Sustainable innovation 1.9 Defining Sustainability Innovation 1.10 Sustainability as Key Driver of Innovation 1.11 Innovation for Sustainable Development	<ul style="list-style-type: none"> • Clarify the concept of Innovation • Understanding the relation between Innovation and Sustainability • Introduction to a management approach to Innovation • Highlight on Changing views of innovation over time • Focusing on Sustainable development and its long-term benefit • Students can Practically understand the concepts of Innovation and Sustainability

2.	Managing Innovation with Firms& Strategies and Concepts for Innovation	.1 Organisation and Innovation .2 The dilemma of Innovation Management .3 Organisational characteristics that facilitate the innovation process	<ul style="list-style-type: none"> • To Identify the factors organisations have to manage to achieve success in Innovation To • Identify the activities performed by key individuals in the management of Innovation.
		.4 Organisation structure and Innovation .5 The role of Individual in the Innovation Process .6 IT System and Their Impact on Innovations .7 The innovation imperative: Why innovate	<ul style="list-style-type: none"> • To highlight Strategies for innovation and its implementation • Understanding Management of Innovation in a practical sense
3.	Service Innovation and Sustainability Innovation in Business	3.1 The Growth in Service 3.2 Different Types of Services 3.3 Characteristics of service and how they differ from product 3.4 Classification of Service innovation 3.5 Service innovation and the consumer 3.6 Energy and Materials: New Challenges in the First Decade of the Twenty-first Century 3.7 Defining Sustainability Innovation	<ul style="list-style-type: none"> • Understanding the scope and complexity of the challenges that have recently spurred sustainability innovation concerning energy and materials. • Gain insight into the fundamental drivers creating opportunities for entrepreneurs and new ventures in the sustainability innovation arena. • Begin to apply the basic ideas and concepts of sustainable design.

4.	Management of sustainable development	4.1 Economic aspects of sustainable development 4.2 Socio-political aspects of sustainable development 4.3 Ecologic aspects of sustainable development 4.4 Green organisations	<ul style="list-style-type: none"> • A better understanding of several aspects of sustainable development • Being able to explain their viewpoints and decisions, work in groups and accept and take into account criticism and comments
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Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Expected outcome
Unit 1- 12 hours	Interactive Sessions followed by feedback, Role Play for various types of entrepreneur.	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up.

Unit 2- 12 hours	Group Discussion and Brain Storming sessions for the generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start-ups.
Unit 3- 12 hours	Use of PPT for better understanding of various financial institutions and Schemes	Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of experts from the service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.

Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	Continuous assessment based on criteria such as Presentations Class Tests Practical Assignments as suitable for each unit	25%MCQ, Short notes-35%, Long answers- 40%
Unit – II		
Unit – III		
Unit – IV		
	30 Marks	70 Marks

Suggested References: -

Title of the Book	Author/s	Publication	Place
Innovation Management & New Product Development	Paul Trott	Pearson	Netherland

Sustainable Economic Development and Environment	Raj Kumar Sen, Kartik C. Roy	Atlantic Publishers and Distributors Pvt. Ltd.	India
Sustainability Management	Deb Prasanna Choudhury	Zorba Books	India
Sustainable Development and Environment	Snigdha Tripathi	Ankit Publication	India
Concepts and Approaches for Sustainability Management	Khai Ern Lee	Springer International Publishing	Switzerland AG

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Management of Innovations and Sustainability
Course Code - 604

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course: International Brand Management
Course Code-DSE A 605 MM
Credit – 3 + 1 = 4

Depth of the Course- Fundamental knowledge of Brand Management in the International Market

Course Objectives :

1. To develop students' understanding of the concept of developing brands
2. To develop students' understanding of the concept of brand equity
3. To develop students' understanding of the strategies in managing brand portfolios

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Understanding Brand	1.1 Introduction, Brand concepts, 1.2 Purpose of Brands, 1.3 Characteristics of strong brands, 1.4 the purpose of branding, 1.5 fundamental concepts of branding	□ The module aims to familiarize the students with the key conceptual foundations of developing and managing a strong brand.
2	Developing Brand	2.1 Process and methods of developing brand elements, 2.2 creating brand associations and introducing a new brand in the international market, 2.3 identify effective marketing and marketing communications strategies,	<ul style="list-style-type: none"> • The module introduces the process of creating a brand. • Designing marketing/marketing

		2.4 Including the use of social/digital platforms, 2.5 Design marketing and marketing communications programs that build brand equity in the international market	communications programs that effectively communicate the desired brand identity to target markets
3	Evaluating Brand	3.1 Processes and methods of measuring brand performance, 3.2 Qualitative and quantitative tools for measuring brand image and strength, 3.3 Interpret brand performance data, Brand evaluation plans in the international scenario	□ The module reviews the methods of measuring and interpreting brand performance.
4	Managing Brand	4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments, 4.2 Consumer-brand relationships, Strategic alliances, Brand portfolios, and Brand repositioning/revitalization.	□ The module focuses on the stewardship and management of brands over time, geographic areas, and market segments. It covers the strategies for more established brands as they attempt to grow and stay relevant over time.

Teaching methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Tutorial/ Projects for 1 Credit	on the of Brand strengths	Expected Outcome
Unit 1- 12 hours	Students' Presentations or Role play on brand concepts, Video Sessions on International Brands	<ul style="list-style-type: none"> Assignment characteristics International concerning its and challenges Assignment developing a n for International Markets Group discussions International performances 	ew brand	Understanding of basic Brand Concepts
Unit 2- 12 hours	Case Studies on International Brands, Group Discussions on Brand Development in the International circuit		on Brand	Understanding the process of Brand Development
Unit 3- 12 hours	Presentations or Role play on International Brand comparisons measuring performance data,			Understanding the concept and process of Brand Evaluation
Unit 4 - 12 hours	Case Studies, Group Discussions on the Success and Failures of International Brands			Understanding Brand Management
Tutorial 15 hours				

Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ Test Open Book Test	25% MCQs 45% Short Answers 30% Long Answers
Unit – II	MCQ Test Group Presentations	
Unit – III	MCQ Test Group Discussions	
Unit – IV	MCQ Test Group Presentations Assignments	
Total	30 +20 Marks	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Strategic Brand Management	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran	Pearson Education; Fifth edition	India
2	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Jean-Noël Kapferer	Kogan Page; 5th edition	London, UK

3	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Keller, Vanitha Swaminathan	Pearson; 5th edition	India
4	Brand Management: Co-creating Meaningful Brands	Michael Beverland	SAGE Publications Ltd; 1st edition	USA
5	The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands	Al Ries, Laura Ries	Harper Business; New edition	USA

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: International Brand Management Course
Code – DSE A 605

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question			

		Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

SavitribaiPhule Pune University
TY BBA –Semester VI (CBCS) Pattern 2019
Course: Cases in Marketing Management + Project
Course Code- DSE A 606 MM
Credit - 2+4 = 6

Depth of the Course- Functional Working Knowledge

Course Objectives: To understand the application of theory into practice.

Note: 1. The case study examination paper will be for 2 credits and the Internship and project report along with viva voce will be for 4 credits.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies 1.3 Guidelines for Case Studies & Cases Discussion.	□ To make student know the gist of the case study and way of attempt or solution
2	Areas of Case Study	2.1 Product Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods. 2.3 Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in SCM. 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC. 2.5 Extended Ps of Marketing Mix 2.6 New Product Development 2.7 Product Extension and Product Diversification. 2.8 Traditional Marketing and Modern Marketing 2.9 Rural Marketing	<ul style="list-style-type: none"> • To develop the ability about getting acquainted with the theory and its application in a real-life scenario. • To make students know about recent happening in marketing. • To understand the challenges faced/confronted in recent times
		2.10 Services Marketing 2.11 Organised&Unorganised Retail Marketing 2.12 E-Marketing and Digital Marketing 2.13 Green Marketing 2.14 Market Segmentation 2.15 Targeting 2.16 Positioning and Niche Market	

Innovative methods to be used	Expected Outcome
Lectures/Case studies/Discussion/videos/ Role Plays	Students shall understand the challenges faced by the people and organisations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.

Evaluation:

Project Report Evaluation	External Evaluation
Students must undergo for internship - Refer Internship manual For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee.	Case study based The external evaluation will be done based on an examination paper comprising of Case studies to solve for a maximum of 50 marks 15*3 cases 5*1 short note
Having gone through all the topics, students have to be given cases to solve and are asked to submit a soft copy in PDF and PPT to college.	
Project Report- 30 marks & Viva Voce - 20 marks = Total Marks 50	50 Marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Marketing Management	Philip Kotler&keven lane keller	Pearson India	South Asia
2	Case Study Solutions Marketing	H. Kaushal	Lakshmi	New Delhi
3	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
4	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi
5	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
6	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester VI (CBCS) Pattern 2019

Discipline-Specific Electives (DES- B- FM)
Course Title – Financial Management
Course Code-DSE B 605 FM
Credits –3+1=4

Depth of the Course- Functional knowledge of banking Operations and various Regulatory Authorities in India.

Course Objectives

1. To know various sources of finance of business
2. To study and understand the capital structure of the company and its cost of capital
3. To study optimum capital mix & concept of over capitalisation& undercapitalization.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Sources of Finance	1.1 Long term Sources of Finance- Owned Funds & Borrowed Funds, Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing 1.2 Short term Sources of Finance- Bank overdraft, Cash Credit, Bills Discounting, Ploughing back of Profit,	□ To understand various sources of finance for raising capital /funds required for the business. By studying various sources of finance analytical & reasoning skills will be developed.
2	Capital Structure	2.1 Meaning, Concept, Importance, 2.2 Factors affecting Capital Structure-Internal Factors, External Factors & General Factors 2.3 Cost of Capital- Meaning, weighted Average Cost, Operating leverages, 2.4 Financial leverages, Combined Leverages (Problem on Leverages)	□ To understand the proportion of borrowed capital & owned capital, considering their cost of capital. It helps to develop calculative & mathematical skills.
3	Capitalisation	3.1 Meaning, Modern Concept of Capitalisation, Need, 3.2 Under capitalisation-Meaning, Causes & Remedies	□ To understand the process of undercapitalization & overcapitalization. It helps to develop professional & problem-solving skills.

		3.3 Over Capitalisation- Meaning, Causes, & Remedies	
4	Capital Budgeting	4.1 Meaning, 4.2 Techniques of Capital Budgeting, 4.3 Mutually Exclusive Proposals	□ To understand the process of evaluation of mutually exclusive proposals. It helps to evaluate different investment proposals through experiential learning.

Teaching Methodology

Teaching + Tutorial Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1-12 hours	Lecture method, Classroom discussion based on PPT, Case study, Participative learning	Study of different sources of finance available in Public Limited Companies. Students can collect the information of sources of finance of Automobile/Pharma/Textile/IT/Power/Steel/FMG/Petrochemicals etc.	To understand various sources of finance for raising capital /funds required for the business
Unit 2-12 hours	Problem Solving, Participative Learning, Peer Learning & Classroom Discussion.		To understand the proportion of borrowed capital & owned capital, considering their cost of capital
Unit 3-12 hours	Participative Learning, Peer Learning & Classroom Discussion.		To understand the process of undercapitalization & overcapitalization
Unit 4 -12 hours	Problem Solving, Participative Learning, Discussion on Expert lecture, Peer Learning & classroom Discussion.		To understand the process of undercapitalization & overcapitalization

Tutorial 15 hours		
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Note- Faculty can assign separate industry to each student for practical. Students can study 5 to 6 different companies of the same industry of sources of finance.

Evaluation

Internal Evaluation	External Paper Pattern (50 Marks)	
MCQ/ long question/ short notes	Q.1 A Fill in the blanks	(5M)
MCQ/Long questions/ problem/ short notes	Q.2 A Write Short Notes (Any 3)	(15M)
MCQ/Long questions/ problem/ short notes	Q.3 Long Answer (option can be given)	(15M)
MCQ/Long questions/ problem/ short notes	Q.4 Problems on leverages	(15M)
30+ 20 marks for project= 50 Marks	50 Marks	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Management	I.M.Pandey	Vikas	New Delhi
2	Financial Management	Ravi.M.Kishore	Taxman	New Delhi

3	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House	New Delhi
4	Financial Management	Prasanna Chandra	Tata McGraw Hill	New Delhi
5	Financial Management	Khan & Jain	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University
T.Y. BBA Semester VI (CBCS) Pattern 2019
Course Title – Cases in Finance +Project
Course Code- DSE B 606 FM Credit-
2+4=6

Depth of the Course: Application-based Knowledge of core areas of finance.

Course Objectives:

1. To Study & understand the core areas of finance.
2. To study the practical applications of finance.
3. To prepare project reports based on the internship & understanding of core areas of finance.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed

1	Fund Raising & Capital Budgeting	1.1 Fund Raising: Meaning, Importance, Process. (Theory) 1.2 Investment Decisions: Long term, Medium-term, Short Term, its importance (Theory) 1.3 Capital Budgeting: Meaning, Importance, Types (Practical cases)	<ul style="list-style-type: none"> • To understand the importance of fundraising. • To study & understand the practical applications of Capital Budgeting.
2	Working Capital Management	2.1 Working Capital:- Meaning, Importance, Cases on Working capital.	<ul style="list-style-type: none"> □ To understand the concept & importance of Working Capital Management. □ To study & understand the practical applications of Working Capital.
3	Cost of Capital	3.1 Return of Capital Employed (ROCE): Meaning, Importance (Theory) 3.2 Return on Investment: Meaning, Importance. (Theory)	<ul style="list-style-type: none"> • To study & understand the basics of ROCE, ROI & Cost of Capital. • To study & understand the practical applications of Cost of Capital.

		3.3 Cost of Capital: Meaning, Importance, Cases on Cost of Capital	
4	Project Report	Project-based on core areas of finance/ based on internship. (Refer to the suggested topics given below) Internship guidelines are attached separately	<ul style="list-style-type: none"> • To study & understand implications of selected core areas of finance under study. • To give insights based on data collection & data analysis to the students. □ To inculcate research culture among students through conducting research in finance.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Group Discussion, Assignments. Case Study.	To understand the fundamentals of fundraising.
Unit 2- 12 hours	Case Study, Group Discussion.	To understand the practical applications of capital budgeting.
Unit 3- 12 hours	Case Study, Group Discussion.	To understand the practical applications of Cost of Capital.
Unit 4 - 24hours	Project Report under the guidance of the Subject teacher.	To understand the research-based outcomes of core areas of finance based on internship.

Evaluation

Internship	External Evaluation
30 Marks for Projects + 20 Marks for viva = 50 Marks	Problems and Case studies = 50 Marks

Suggested Topics for Project: -

1. Projected financial statements to be submitted to the bank for a loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like
3. Ratio analysis, Fund flow Analysis, Cash flow Analysis.
4. Project-related Insurance sector.
5. Working Capital Management.
6. Any other topic related to core areas of finance based on internship by students.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House	Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas	Delhi
5	Guide to Financial Management	John Tennent	The Economist	Delhi
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.	Delhi
7	Corporate Finance Management	Glen Arnold	Pearson	Delhi
8	Fundamentals of Financial Management	Vyuptakesh Sharan	Pearson	Delhi

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Global Human Resource Management
Course code DSE C 605 HRM
Credit 3+1=4

Depth of the Course- Fundamental knowledge **Course Objectives:**

1. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
3. To learn how to conduct strategic human resource management in an international setting.
4. To learn how companies manage their expatriates.
5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.
6. To study understanding of international approaches to dealing with people in organizations.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to Global HRM	1.1 Meaning and definition of Global HRM, 1.2 Features of Global HRM, 1.3 Objectives of Global HRM, 1.4 Development of Global HRM, 1.5 Significance of Global HRM in International Business 1.6 Categorization of countries and employees in the concept of Global HRM 1.7 Difference between Global HRM and Domestic HRM	<ul style="list-style-type: none"> • To introduce the students to the study and the practice of Global HRM. • To learn the development of Global HRM. • To review the significance of Global HRM in International Business. <p>To make students understand the difference between Global HRM and Domestic HRM.</p>
2	Global HR Functions-I	2.1 Global Staffing, 2.2 The role of expatriates and non-expatriates, 2.3 Staffing Policy Approaches in International HRM 2.4 Recruiting staff for Global Assignment	<p>□ To provide information about Global Workforce Management functions.</p>
		2.5 Global labour market 2.6 Global Recruitment function; head-hunters, cross-national advertising, e-recruitment; 2.7 Selecting staff for Global Assignment 2.8 Criteria and techniques,	<ul style="list-style-type: none"> • To get insights into the concepts of Expatriates and Non- Expatriates • To inculcate knowledge of the concept of Global Recruitment and Selection. • To understand the Global Staffing issues.

3	Global HR Functions-II	Global Training & Development 3.1 Meaning definition, 3.2 Objectives, 3.3 Importance, 3.4 The role of expatriate training, 3.5 Key components of effective pre-departure training, 3.6 Developing staff through international assignments, 3.7 Barriers in Global Training & Development 3.8 Global Compensation Meaning & definition, Objectives, 3.9 Key components of Global Compensation program, 3.10 Approaches to Global Compensation 3.11 Barriers in Global Compensation	<ul style="list-style-type: none"> To provide information about Global Workforce Management functions. To make students understand the concepts of Global Training & Development, Global Compensation and Global Performance Management. To make students aware of barriers in Global Training & Development, Global Compensation and Global Performance Management.
4	Global HRM Trends and Future Challenges	4.1 Strategic HRM in multinational enterprises, 4.2 Ethics-related challenges for the HR function of the multinational enterprise 4.3 Challenges in an uncertain world: Safety, security and counterterrorism 4.4 The evolving role of the HRM function in MNCs Role of Technology in Global HRM Knowledge Management and Global HRM	<p>To provide sound knowledge about strategic HRM and Ethics related challenges for the HR functions in multinational enterprises.</p> <p>To make students aware of technology in Global HRM.</p> <p>To make students understand the relationship between Knowledge Management and Global HRM.</p>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorial/Project	Expected Outcome

Unit 1- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Preliminary presentation from students on study and practice of Global HRM. Assignment. 	<ul style="list-style-type: none"> Caselets from MNC's on successful expatriation Designing an e-recruitment campaign using various methods and mediums for E-recruitment Comparison between techniques of international selection and domestic selection. Comparative study of various cultures of different nations with respect to work ethics, time and job performance <p>Tutorial 15 hours</p>	<ul style="list-style-type: none"> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM. Students' active participation in understanding Global HRM.
Unit 2- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Role-plays on expatriates and non-expatriates. Group Discussion Caselets solution Guest Lecture from any MNC's Recruitment and Selection HR Manager 		<ul style="list-style-type: none"> The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Practical Knowledge Acquisition about Global Recruitment and Selection.
Unit 3- 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Group Discussion Caselets solution Guest Lecture from any MNC's HR Manager 		<ul style="list-style-type: none"> Practical Knowledge Acquisition about Global Training & Development, Global Compensation and Global Performance Management.
Unit 4 - 12 hours	<ul style="list-style-type: none"> Traditional classroom lectures Debate activity on Global Safety, security and counterterrorism Role-play on the evolving role of the HRM function in MNCs. 		<ul style="list-style-type: none"> A better understanding of Global HRM Trends and Future Challenges through students activities.

	<input type="checkbox"/> Caselets solution		

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on	Marks	
I	3 Student's active participation in presentation and assignment submission.	30 20 marks mini project	25% MCQ 35% short notes 40% long answers
II	4. Student's active participation in Role-Plays and Group Discussion 5. Caselets solution		
III	4 Caselets solution 5 Active participation in Group-Discussion		
IV	4. Active participation in Role-Plays and Debate activities 6 Caselets solution		
Total		30+20=50	50

Suggested References

Sr. No.	Title of the Book	Author/s	Publication
1	International Human Resource Management	Peter Dowling and Denice Welch	Cengage Learning

2	International Human Resource Management: Globalization, National Systems and Multinational Companies	Tony Edwards	Pearson Education
3	International Human Resource Management	Monir Tayeb	Oxford University Press

SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: International Human Resource Management
Course Code DSE C 605

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Recent Trends & HR Accounting + Project
Course Code DSE C 606 HRM
Credit 2+4 = 6

Depth of the Course- Comprehensive Knowledge

Course Objectives

- 1.To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
- 2.To describe various Employee Engagement Strategies to enhance Employee Engagement.
- 3.To discuss the uses of Human Resource Information Systems in organizations.
4. To explain the different methods used to calculate the value of human Resources.
5. To define Human Resource Audit and outline its scope.
6. To study the methods of Human Resource Valuation.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Employee Engagement	1.1 Meaning and definition of employee Engagement, 1.2 Factors Influencing Employee Engagement, 1.3 Strategies for Enhancing Employee Engagement, 1.4 Company values and building employee loyalty, 1.5 Challenges in engaging employees, 1.6 Employee engagement and company branding strategies	<ul style="list-style-type: none"> • To understand the basic concept of Employee Engagement. • To study factors influencing Employee Engagement. • To describe various Employee Engagement Strategies to enhance Employee Engagement. <p>□ To make students understand the relationship between Employee Engagement and company branding strategies.</p>
2	Human Resource Information System and Personnel Research	2.1 Human Resource Information System 2.2 Meaning and definition of Human Resource Information System, 2.3 Components of Human Resource Information System, 2.4 Advantages and Limitations of Human Resource Information System, 2.5 Process of designing of Human Resource Information System 2.6 Personnel Research 2.7 Meaning and definition of Personnel Research, 2.8 Approaches to Personnel Research, 2.9 Process of Personnel Research	<ul style="list-style-type: none"> • To make students understand the basic concept of Human Resource Information System. • To discuss the uses of Human Resource Information Systems in organizations. • To list the advantages and identify the limitations of the Human Resource Information System. • To map out the process involved in designing of Human Resource Information System. • To make students understand the meaning and definition of Personnel Research and Human Resource Audit. <p>□ To appreciate the purpose of Personnel Research in an organization.</p> <p>□ To discuss the major approaches employed for Personnel Research.</p>

			□ To delineate the process followed in conducting Personnel Research.
3	Human Resource Accounting and Human Resource Audit	3.1 Human Resource Accounting 3.2 Meaning and definition of HR Accounting, 3.3 Need and Objectives of HR Accounting, 3.4 Advantages and Limitations of HR Accounting, 3.5 Human Resource Valuation: Monetary and Non-Monetary methods of Human Resource Valuation 3.6 Human Resource Audit 3.7 Meaning, definition and objectives of Human Resource	<ul style="list-style-type: none"> • To make students aware of the meaning, need and objectives of HR Accounting. • To list the advantages and identify the disadvantages of HR Accounting. • To study the methods of Human Resource Valuation. • To define Human Resource Audit and outline its scope.

		Audit, 3.8 Areas and levels of Human Resource Audit	
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Teaching Methodology

Teaching Hours Theory + Project Practical –as applicable	Innovative methods to be used	Expected Outcome

Unit 1- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Preliminary presentation from students. • Role-plays □ Assignment. • Caselets solution 	<ul style="list-style-type: none"> • Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement. • Students active participation in an understanding strategy of Employee Engagement.
Unit 2- 12 hours	<ul style="list-style-type: none"> • Traditional classroom lectures • Role-plays • Group Discussion • Computer lab practice • Personnel Research Questionnaire preparation, data collection and analysis activity 	<ul style="list-style-type: none"> • The shift towards student-centeredness significantly enhanced students' learning through computer lab to understand the use of computer in HRIS. • Interactive small group activities and a high level of discussion and interaction. • Exposure of hidden skills and talent of students.
Unit 3- 12 hours	<ul style="list-style-type: none"> □ Traditional classroom lectures • Guest Lecture from HR manager on HR Accounting and HR Audit. • Computer lab practice • Caselets solution 	<ul style="list-style-type: none"> • Practical Knowledge Acquisition about HR Accounting and HR Audit. • A better understanding of different methods of HR valuation through computer lab practice and Expert's Guest Lecture.
Project	□ Project-based on internship – referee separate guidelines	1 Learning By doing

Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students based on	Marks	
Project Report	Project Report preparation, submission and VIVA.		

		50	25% MCQ 35% short notes 40% long answers
Total –		50	50

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Employee Engagement for Dummies	Bob Kelleher	Wiley Publications
2	Engage! Co-creating Organizational Vitality and Individual Fulfillment	Sunil Maheshwari	Sage Publications India
3	Employee Engagement: A Recipe to Boost Organisational Performance	Vipul Saxena	Notion Press
4	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.
5	Human Resource Management	K. Ashwathappa	Tata McGraw Hill
6	Personnel and Human Resource Management	A. M. Sharma	Himalaya Publication House
7	Human Resource Management (text and Cases)	S. S. Khanna	S. Chand

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Question paper Pattern 2019 for TY BBA
University Examination Sub: Recent Trends & HR Accounting + Project

Course code C 606
Credit 6

Q. No.	Nature of Question Project – SPPU external 50 marks	Total Marks - 50 marks Objectives - Compulsory Question Solve any 3 out of 5 Solve any 4 out of 6
	50 marks – Project Viva	50 SPPU

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TYBBA Semester VI (CBCS)

Pattern 2019

Course: Global Tourism and Hospitality Management

Course Code – DSE D605SM

Credit 3+1=4

Depth of the Course – Reasonable working knowledge

Course Objectives:

1. To create awareness related to health care management and services.
2. To enable students to understand the various healthcare services & other developments in the Indian health care service sector.
3. To provide students insight into the Functions & Role of modern healthcare services offered to cater for the current needs.

Unit No.	Unit Title	Contents	Purpose and skills to be developed
1	Introduction to Tourism Industry	1.1 Basic components of tourism, Travel agency- 1.2 History, Operation/Functions and Types. Tour Operators- Functions and Types. 1.3 Accommodation Industry- Types and Classification, Air Transportation Industry, objectives of ITDC, Poshtel tourism.	<ul style="list-style-type: none">• To understand tourism and its components• Ability to understand operations, functions, tour operator and industry.

2	Growth and Development Modern Tourism	2.1 Global Tourism, 2.2 Factor influencing the growth of tourism, 2.3 New product development, travel Organisation in India and European countries, 2.4 Effect of tourism on employment, economic development,	□ To understand global tourism, the effect of tourism on economic and regional development.
		regional development, 2.5 World tourism and travel council. Events and tourism.	
3.	Hospitality Management	3.1 Hospitality: Classification & Categorization of Hotels- 3.2 Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. 3.3 Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. Incredible India.	• To understand hospitality management, Emerging trends in hospitality management. • Ability to understand changing scenario of hospitality management.
4.	Value Chain:	4.1 Definitions: Hospitality and Hotel. The link between Hospitality and Travel and Tourism industry, safety and Hygiene, 4.2 virtual reality tours, 4.3 Travelers at rest, Home away from Home, 4.4 Hospitality culture Atithi Devo Bhavah, 4.5 Expectations of the guest.	□ To understand the link between hospitality and travel industry, needs and wants of prospects, and hospitality culture.

Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Practical					
Unit 1- 12 hours	I-(14)	Presentation on tour operators, tourism industry. Presentation on identifying different needs of travel and tourist operators, their management.	Short films on role of tour operator, air industry, transport industry	Tours and travel, tourism management Agencies working in India.	To understand the management of tours, travels and tourism.
Unit 2- 12 hours	II-(13)	Comparative analysis of tour operators and their management,	Films on different agencies meeting different needs of customers. Scale of operations	Developing a suitable plan of short and long tours.	To understand the importance of the tourism industry for the development of the nation.

Unit 3- 12 hours	III-(11)	Presentation on the different type of Hoteliering	Films on Incredible India	A report on tourism industry, tour operators, tour packages	To understand hospitality management, Emerging trends in hospitality management. to understand changing role of hospitality management.
Unit 4 - 12 hours	IV – (10)	Presentation of emerging trends in hospitality management	Films on virtual reality tours. Postel tourism	A report link between travel and hospitality management	To understand the link between hospitality and travel industry, needs and wants of prospects, and hospitality culture.

Evaluation Method

Unit No	Internal evaluation	Internal Evaluation	External Evaluation
	Evaluation of students based on		
Unit-I Unit-II Unit-III Unit-IV	1. Role Play 2. Chart Preparation and Presentation 3. Debate 4. Group Discussion	30	25% MCQ 35% Short notes 40% Long answer
Project/ Practical	1 Project Submission. 2. Presentation.	20	
	Total	30 +20	50

Suggested References

Sr. No	Title of the Book	Author
1	Travel & Tourism	Cottman
2	Tourism development- Principles and practices	A.R. Bhatia.
3	Introduction to Hospitality - I & II	Dennis Foster
4	Encyclopedia of Hotel & Hospitality Management	R.K Arora,
5	Hotel Operation	Chakravarty, Dr. Barun Kumar
6	Tourism and Hoteliering.	Negi J.M.S,
7	Accommodation Operation Management.	S. Kaushal, S.N Gowthan
8	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parsuraman, Berry

SavitribaiPhule Pune University
Question Paper Pattern

Course: Global Tourism and Hospitality Management

Code SM 605
Credits-4

Q. No.	Compulsory / Choice	Nature of Question	Marks Internal	Total Marks- External
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	10	Objective Type Questions Short & Long Answer Questions
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks		
2	Solve any 3 out of 5	Short & Long Answer Question	20	
3	Mini project	Mini project	20	
	Total		50	50

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TYBBA Semester VI (CBCS) Pattern 2019
Course : Recent Trends In Services + Project
Course Code DSE D 606 SM
Credit :2+4=6

Depth of the Course—Reasonable working knowledge **Course**

Objectives:

1. To create awareness related to recent trends in services.
2. To enables students to understand the changes taking place in the service sector.
3. To provide students insight into recent developments in the service sector

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
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1	Overview of current trends in service industries	Understanding of Current Trends and development in Service Industries: Financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, Agriculture services, Insurance, ITES (IT-enabled Services), development of innovative tourism, e-Services and retail Services, business development services, impact on Indian economy	<input type="checkbox"/> To understand current trends of different types of service industries
2	Technology in Services	Technology in services, the emergence of self-service, infotainment Automation in services, Technological innovations in services: Challenges of adopting new technology in service, Managing the new technology adoption process, multimedia development as service enterprises	<input type="checkbox"/> To understand the use of technology in services challenges of adopting new technology in services
3.	Globalization of Services	Meaning and importance of globalization of services, Globalization and Indian services, Domestic growth and expansion strategies – focused service, focused network, clustered service and diversified network, Franchising – meaning, nature, benefits and issues, Global service strategies – Multi-country expansion, importing customers, following your customers,	<input type="checkbox"/> To understand differences between global services and Indian services, growth of services, global service strategies
4.	Case Study -	Case study analysis based on - Financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services., rural service enterprises	<input type="checkbox"/> Designing and delivering services

Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I-(14)	Presentation on current trends in various service segments	Short films on service industries	Current trends in service industries	To understand the service needs of society and how industry fluffing the needs of societies
II-(13)	Poster presentation on technological inventions in the field of service management	Films on different Technological advances in the service sector	Comparative analysis of old and new service requirement	To understand advances in different service segment.
III-(11)	Presentation on the globalization of services, global service strategies	Films on global service strategy	A report on Current trends in service industries, Comparative analysis of old and new service requirement	To understand the difference between global service and Indian service strategies.
IV – (10)	Presentation and discussion on emerging trends in financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services.	Films on ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services.	A report on IT applications in Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities.	To have the right understanding of how the modern service business is changing and what are the new trends in the industry.

Evaluation Method

Unit No	Internal evaluation	External Evaluation	External Evaluation
	Evaluation of students based on		

Unit-I	1 Project Submission. 2. Presentation. Refer internship guidelines	50	25% MCQ
Unit-II			35% Short notes
Unit-III			40% Long answer
Unit-IV			
Project/ Practical			
	Total	50	50

Suggested References

Sr.No	Title of the Book/Reference	Author	Publication	Place	
1	Emerging Trends in Service Sector	Editor-G.U.K.Rao	NI for MSME Enterprises	Hyderabad	
2	Service Marketing	P.K.Sinha and S.C. Sahoo	Himalaya Publishing House	New-Delhi	
3	Delivering Quality Service: Zeithmal, Balancing Customer Perceptions expectations	Parsuraman, Simon and Schuster Inc.	New-York		
3	Media reports, Press releases, Department of industrial policy and promotions (DIPP) Statistics, Department of Information and Technology				
4	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers	New-Delhi	
5	Hospital Information Systems	Kelkar S.A.	Cloudtail India		
7	Financial Services and Markets	Dr. S.Gurusamy	Thomson	Delhi	

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course Title: Agricultural Export
Course Code DSE E605 ABM
Credit – 3+1 = 4

Depth of the Course: Basics and Overall Perspective of Agriculture Export

Course Objectives:

1. To introduce the concept of Agriculture Export
2. To develop practical insight in enhancing business Processes of Agriculture Export and international markets.
3. To expose students to a systematic framework of international markets and institutional infrastructure.
4. To enhance agriculture export skills in students

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction	1.1 -Introduction to agriculture 1.2 -forms of agriculture production 1.3 -need for import and export 1.4 -analysis of marketable surplus and marketed surplus 1.5 -analysis of import and export 1.6 -statistics of agricultural products in India	Purpose:- - To learn various forms of agricultural exports. - Better understanding of agricultural products of India. Skills to be developed:- - Developing Conceptual and Analytical ability related to agricultural exports - Innovation & creativity.
2	Introduction to world agricultural trade	2.1 Overview of world agricultural trade 2.2 Issues impacting international agricultural trade 2.3 Agricultural policy 2.4 Technology advancement on agricultural products	Purpose:- -To understand global agricultural trade -To understand agricultural policy related to exports -To understand recent trends and technologies in agricultural products Skills to be developed:- Positive approach towards agricultural exports, Identifying opportunities foreign markets by agricultural exports
3	Market Identification	3.1 Identifying foreign markets for agriculture export 3.2 marketing plan for exports 3.3 export documents and procedure 3.4 terms of payment and export finance legal dimensions	Purpose:- - To better understand foreign markets. - To gain practical knowledge of marketing in foreign markets. Skills to be developed:- Professional Marketing capabilities about foreign markets.

4	Institutional infrastructure	4.1 Institutional infrastructure for export promotion in India 4.2 export assistance 4.3 State trading in imports and exports 4.4 working of the State trading organisations in India	Purpose:- -To get an understanding of Institutional infrastructure for export promotion in India. - To gain knowledge of trading in imports and exports in the agriculture sector. Skills to be developed:- Enhancement of working knowledge Institutions for export promotion in India
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Project for 1 credit	Expected outcome
Unit 1- 12 hours	YouTube Videos about agricultural production practices in India for better understanding. Interactive Sessions followed by feedback.	Preparing small reports on field visit experience as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.

Unit 2- 12 hours	Field Visits to various agriculture export-oriented organisations to gain practical knowledge.	Asking students to make a report on any of the agricultural export-oriented organisations guided by the instructor.	Development of interest in agricultural export-oriented organisations and implementation of various concepts in practice.
Unit 3- 12 hours	Use of PPT and preparation of PPT based on fieldwork for agricultural export-oriented Industry.	Assigning students with tasks to identify the right international markets for given agricultural products.	Ability to find a relevant market for given agricultural products.
Unit 4 - 12 hours	Arranging Sessions of experts from government organisations/institutions supporting the export of agricultural products.	Maintaining a record of every session by the students for evaluation by the teachers	Awareness of various government institutions supporting the export of agricultural products.

Subject: Agriculture Export (605)	Internal Evaluation	External Evaluation	Suggested Add on course
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Unit – I	Methodologies like assignment, presentation, GD etc. as decided by college authorities(30 marks)	50 marks Paper	EXIM A-Z: A wholesome Approach to Exports, Imports Business
Unit – II	Class tests, PPT		Flower Exports Management
Unit – III	Case studies and Notes preparation		Cold chain logistics in Export business
Unit – IV	Field visit report for 20 marks		Program in Export-Import Management by Exim
Total	30+20=50 marks	50 marks	

Evaluation: -Internal (30+20=50)/ External – 50 Marks

Suggested References:-

Sr.No	Title Of the Book	Author/s	Publication	Place
1.	Agricultural Geography	S. S. Dhillon	Tata McGraw-Hill	Delhi
2.	Export Potential of Indian Agriculture	Jagdish Prasad	Mittal Publications	Delhi
3.	Agriculture Marketing	Sawalia Bihari Verma	Scientific Publisher	Delhi

4.	Export Promotion in India: The Institutional Infrastructure	S. Bhashyam	Commonwealth Publishers	Delhi
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SavitribaiPhule Pune University
Question paper Pattern 2019 for TY BBA
University Examination Sub: Agricultural Export
Course Code DSE E 605

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University
TY BBA Semester VI (CBCS) Pattern 2019
Course Title: Tourism Development in Rural India + Project
Course CodeDSE E606
Credit – 2+4=6

Depth of the Course: Understanding Core Aspects of Tourism Development in Rural India.

Course Objectives:

- 1.** To Understand the concept of Rural Tourism
- 2** To understand the significance and need of Rural Tourism in India
- 3** To know Tourism Resource in rural areas
- 4** To Understand the role of rural tourism in the Indian Economy & Rural Development
- 5** To highlight Sustainable Tourism- Its role in rural areas.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to the concept of Rural Tourism	<p>1.1 Definitions, Need, Scope and characteristics of Rural Tourism</p> <p>1.2 Types and forms of Rural Tourism</p> <p>Rural Territory- It's Potential as a Tourism Product</p> <p>1.3 The village as a primary tourism product- Showcasing rural life, art, culture and heritage</p> <p>1.4 Rural Tourism- Indian context</p>	<p>Purpose :-</p> <ul style="list-style-type: none"> -Learning & understanding the concept of Rural Tourism -Understanding and acquiring knowledge of village as a primary tourism product <p>Skills to be developed:-</p> <ul style="list-style-type: none"> -Widening scope concerning Rural Tourism in India - Management Skills such as facing challenges, Risk etc.
2	Role of Tourism in Economic and Rural Development	<p>2.1 Importance and Benefits of Rural Tourism</p> <p>2.2 Costs associated with Rural Tourism</p> <p>Impact of Rural Tourism on the rural community</p> <p>2.3 Rural tourism – Rural and Economic Development of India</p> <p>2.4 Challenges and issues of Rural Tourism in India.</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> - Understanding the significance of Rural Tourism. -Understanding the challenges faced by Rural Tourism in India. - Availing opportunities available in Rural Tourism in India. <p>Skills to be developed:-</p> <ul style="list-style-type: none"> -Adaptability to New /Recent trends and Flexibility.
3	Rural Tourism Business Plan	<p>3.1 Feasibility and Execution, Infrastructure,</p> <p>3.2 Marketing and Financial Assistance requisites</p> <p>3.3 The intervention of Professional Agencies - Linkages for development of Rural Tourism in India.</p>	<p>Purpose:-</p> <ul style="list-style-type: none"> -To gain practical knowledge about framing business plan w.r.t. Rural Tourism. - To gain practical know-how. <p>Skills to be developed:- - Development of Practicality.</p>

4	Recent Trends in Rural Tourism in India	4.1 Sustainable Tourism, Agro Tourism, 4.2 Inspirational Tourism 4.3 Technology and Innovation-Changing concept of rural tourism 4.4 Recent tourism initiatives are taken by Government in India 4.5 Tourism projects in India Case Study on rural tourism in India	Purpose:- - Highlighting recent trends in Rural Tourism. - Learning various challenges and problems of rural tourism through the case study. Skills to be developed:- -Analytical ability through Case study analysis.
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Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used	Internship Project Report for 4credit(50 Marks)	Expected outcome

Unit 1- 12 hours	Interactive Sessions followed by feedback, E-content reference, Group Discussion for idea generation and sharing	Gathering information on Rural Tourism in Indian, Initiatives taken by Indian Government and Projects of Rural Tourism in India.	Learning will be more practical based, thereby helping students in better understanding of core aspects.
Unit 2- 12 hours	Visits to Tours and Travel agency to gain practical knowledge of Rural tours organised by them and several aspects concerning it and getting consumer feedback.	Preparing report based on a visit in consultation with a subject expert and covering core aspects of Rural tours.	Development of interest in Rural Tourism and highlighting its essential aspects concerning practical implementation.
Unit 3- 12 hours	Use of PPT Use of Microsoft Word and Excel for project preparation	Students are required to prepare a consolidated report including govt. Initiatives and Rural Tourism Projects and appear for viva-voce.	Ability to collect relevant data and its analysis and interpretation.
Unit 4 - 12 hours	Arranging Sessions of experts from the Tourism Industry (Guest lecture series) for availing experience-based knowledge. Case Study on Rural Tourism	Maintaining a record of all the students for evaluation.	Awareness of actual scenario w.r.t. Rural Tourism and its management.

Evaluation :- Internal 50/ External 50

Subject: Service Management (606)	Internal Evaluation Credit 4	External Evaluation Credit 2
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Unit – I Unit – II Unit – III Unit – IV	Project Report and Viva-Voce (50 marks)	50 marks Paper (Based on Theory)
	-Internship based project report.	25% MCQ 35% Short notes 40% Long answer
Total =6	50 Marks	50 Marks

Suggested References:-

Sr.No.	Title Of the Book	Author/s	Publication	Place
1.	Marketing Rural Tourism: Experience and Enterprise	Gunjan Saxena	Edward Elgar Publishing Ltd	India
2.	Tourism in India	Bhatia.T. K.	CABI	Amazon
3.	Rural Tourism And Enterprise 2017	P Robinson, A Oriade	CABI	Amazon
4.	Rural Tourism and Sustainable Business	Derek R Hall , Irene Kirkpatrick, and Morag Mitchell	Channel View Publications	Amazon

Note.

Faculty members are requested to refer to project and internship manual for better execution of the course .Teaching methodology may be modified as per the requirements of students and available resources.



Savitribai Phule Pune University

S. Y. B. B. A. (C. A.) Semester-IV
(CBCS 2019 Pattern)

Object Oriented Concepts Through CPP,
NODE JS and Advance PHP

CA-406: Lab Book

RollNo.: _____ **Division:** ____ **SeatNo.:** _____

Student Name: _____

CollegeName: _____

AcademicYear:

CERTIFICATE

This is to certify that Mr./Ms. _____

Seat number _____ of S.Y.B.B.A.(C.A) Sem-IV has successfully completed Laboratory Course (Object Oriented Concepts Through CPP and NODE JS / Advance PHP) in the year _____. He/She has scored mark out of 10 (for Labbook).

Subject Teacher

H.O.D./Coordinator

Internal Examiner

External Examiner

Editorial Board: Dr. D. Y. Patil Arts, Commerce and Science College, Pimpri.

Section-I: Object Oriented Concepts Through CPP

Mrs. Vidya Bankar.

Mrs. Reshma Masarekar.

Mrs. Ashwini Satkar.

Section-II: NODE JS

Mr. Bhushan Nikam.

Mr. Satish Mulgi.

Section-III: Advance PHP

Mrs. Madhuri Darekar.

Mrs. Trupti Kulkarni.

Reviewed By:

Dr. Ranjit Patil.

Mrs. Sujata Patil.

Mrs. Sangeeta Nimbalkar.

Mrs. Leena Bhat.

Mr. Sudarshan Lakhdiv. Mrs.

Shakila Siddavatam.

Mr. Shivendu Bhushan.

Introduction

1. About the workbook:

This workbook is intended to be used by S.Y.B.B.A. (C.A.) Semester-IV students for Object Oriented Concepts Through CPP, NODE JS and Advance PHP assignments as well as Add-on subject jQuery. It is designed by considering all the practical topics mentioned in the syllabus.

2. The objectives of this workbook are:

- Defining the scope of the course.
- To bring the uniformity in the practical conduction and implementation in all colleges affiliated to SPPU.
- To have continuous assessment of the course and students.
- Providing ready reference for the students during practical implementation.
- Provide more options to students so that they can have good practice before facing the examination.
- Catering to the demand of slow and fast learners and accordingly providing the practice assignments to them.

3. How to use this workbook:

The workbook is divided into three sections. Section-I is related to CPP assignments, Section-II is related to NODE JS assignments and Section-III is related to Advance PHP assignments.

Section-I CPP is divided into nine assignments.

Section-II NODE JS is divided into four assignments.

Section-III Advance PHP is divided into six assignments.

From Section-II and Section-III students have to perform practical assignments of selected elective subject only.

Each assignment of all sections has three SETs-A, B and C. It is mandatory for students to complete SET A and SET B in lab. Assignment also includes practice programs which are expected to be solved by students as home assignments and to be evaluated by subject teachers.

4. Instructions to the students

Please read the following instructions carefully and follow them during practical.

- Students are expected to carry this workbook every time they come to the lab for computer practical.
- Students should prepare for the assignment by reading the relevant material which is mentioned in ready reference.
- Instructor will specify which problems to solve in the lab during the allotted slot and student should complete them and get verified by the instructor. However, student should spend additional hours in Lab and at home to cover all workbook assignments if needed.
- Students will be assessed for each assignment on a scale from 0 to 5.

Not done	0
Incomplete	1
Late Complete	2
Needs improvement	3
Complete	4
Well Done	5

5. Instruction to the Instructors

Make sure that students should follow above instructions.

- Explain the assignment and related concepts in around ten minutes using whiteboard if required or by demonstrating the software.
- Evaluate each assignment carried out by a student on a scale of 5 as specified above by ticking appropriate box.
- The value should also be entered on assignment completion sheet of the respective section.

6. Instructions to the Lab administrator

You have to ensure appropriate hardware and software is made available to each student. The operating system and software requirements on server side and also client side areas given below:

- Operating System -Windows
- TurboC++
- WampServer
- Visual StudioCode

Assignment Completion Sheet

Section-I: Object Oriented Concepts Through CPP			
Sr. No.	Assignment Name	Marks (out of 5)	Teacher's Sign
1	Beginning with C++		
2	Operators and Functions in C++		
3	Classes and Objects		
4	Constructors and Destructors		
5	Inheritance		
6	Polymorphism		
7	Managing Console I/O operations		
8	Working with Files		
9	Templates		
Total (Out of 45)			
Total (Out of 5)			

Instructor Signature:

Section-II: NODE JS			
Sr. No.	Assignment Name	Marks (out of 5)	Teacher's Sign
1	Node.js web server, modules & npm		

2	File system		
3	Events in node.js		
4	Node.js with database		
Total (Out of 20)			
Total (Out of 5)			

‘OR’

Section-III: Advance PHP			
Sr. No.	Assignment Name	Marks (out of 5)	Teacher's Sign
1	Introduction to Object Oriented Programming in PHP		
2	To study Web Techniques		
3	XML		
4	PHP with AJAX		
5	Connecting Database using PHP & AJAX		
6	PHP Framework - Druple		
Total (Out of 30)			
Total (Out of 5)			

Instructor Signature:

Section-I

Object Oriented Concepts Through CPP

Assignment No. 1: Beginning with C++

Introduction:

In 1982, Bjarne Stroustrup started to develop a successor to C with Classes at Bell labs, which he named "C++", as it is an extension to C programming language. C++ runs on a variety of platforms, such as Windows, Mac OS, and the various versions of UNIX. The major purpose of C++ programming is to introduce the concept of object orientation to the C programming language.

Procedural programming is about writing procedures or functions that perform operations on the data, while object-oriented programming is about creating objects that contain both data and functions.

Object-oriented programming has several following advantages over procedural programming:

- OOP is faster and easier to execute.
- OOP provides a clear structure for the programs.
- OOP makes the code easier to maintain, modify and debug.
- OOP makes it possible to create full reusable applications with less code and shorter development time.
- OOP makes development and maintenance easier if code grows as project size grows.
- OOP provides data hiding.
- OOP provides ability to simulate real-world events much more effectively.

C++ is a general purpose, object oriented programming language. C++ has some additional facilities to those in C such as classes, data binding, data hiding, inheritance, encapsulation, polymorphism, default function argument etc. because of which it allows code to be reused and lowering development costs.

Real-World applications of C++:

- C++ is close to the hardware, can easily manipulate resources and it is fast, which makes it a primary choice to develop the **gaming systems**.
- C++ can be used to develop most of the **GUI based and desktop applications** easily.
Example: Adobe Photoshop, Winamp media player from Microsoft.
- C++ is also used in writing database management software. The two most popular databases **MySQL and Postgres** are written in C++.
- The fact that C++ is a strongly typed and fast programming language makes it an ideal candidate for writing **operating systems**. Apple OS X has some of its parts written in C++. Similarly, some parts of the iPod are also written in C++. Most of the software from Microsoft is developed using C++ (flavors of Visual C++). Applications like Windows 95, ME, 98; XP, etc. are written in C++. Apart from this, the IDE Visual Studio, Internet Explorer and Microsoft Office are also written in C++.
- **Browsers** are mostly used for rendering purposes. Rendering engines need to be faster in execution as most people do not like to wait for the web page to be loaded. With the fast performance of C++, most browsers have their rendering software written in C++. Mozilla Firefox internet browser is an open-source project and is developed completely in C++. Google applications like Google File System and Chrome browser are written in C++.

- C++ is useful in developing an **application that requires high-performance image processing, real-time physical simulations, and mobile sensor applications** that need high performance and speed. Maya 3D software from Alias system is developed in C++ and is used for animation, virtual reality, 3D graphics, and environments.
- **Compilers** of various high-level programming languages are written either in C or C++. The reason is that both C and C++ are low-level languages that are close to hardware and are able to program and manipulate the underlying hardware resources.
- C++ can be used for building higher-level applications with graphics libraries, **applications to communicate with network devices and computer network simulators** as well as remote device systems and network management.

C++ Data types:

Data types in C++ are mainly divided into three types:

1. **Primitive/Built-in Data Types:** These data types are built-in or predefined data types and can be used directly by the user to declare variables. Primitive data types available in C++ are:
 - int
 - char
 - bool
 - float
 - double
 - void
2. **Derived Data Types:** The data-types that are derived from the primitive or built-in data types are referred to as Derived Data Types. These can be of four types namely:
 - Function
 - Array
 - Pointer
 - Reference
3. **Abstract or User-Defined Data Types:** These data types are defined by user itself. C++ provides the following user-defined data types:
 - Class
 - Structure
 - Union
 - Enumeration
 - Typedef defined Data Type

Simple C++ Program:

Example: C++ Hello world program to simply print "Hello World" on computer screen.

```
// My first C++ program #include
<iostream.h>
int main()
{
```

```

        cout<< "Hello World!";
        return 0;
    }

```

Fundamental components in C++ programs:

- **Comments: // My first C++ program**

In above C++ program first line with double slash symbol indicate single line comment and to indicate multiline comment programmer can enclose multiple lines in `/* */` which means these lines inserted by the programmer has no effect on the behavior of the program. Programmers use comment to include short explanations or observations about program.

- **Header files: #include <iostream.h>**

Lines beginning with `#` are directives which are read and interpreted by preprocessor before the compilation of the C++ program begins. In above C++ program directive `#include <iostream.h>`, instructs the preprocessor to include header file `iostream`, which allows to add the contents of the `iostream.h` file to the program to perform standard input and output operations, such as accepting input through keyboard and writing the output of program on screen.

- **Main function: int main()**

The function named `main` is a special function in all C++ programs; it is the function which called by operating system automatically when C++ program run. The execution of all C++ programs begins with the `main` function, regardless of where the function is actually located within the code.

Proper way of writing the `main` function in C++ is to use `int` return type for `main` function. C++ standards and specifications mention that the `main` function should always return integer value which can be `0` or `1` where `0` is the standard for "successful execution of the program".

- **Operator:**

In C++ input and output are performed in the form of a sequence of bytes or more commonly known as streams. Streams are of two types, if the direction of flow of bytes is from the device like keyboard to main memory then it is an Input Stream and if the direction of flow of bytes is from main memory to device like display screen then it is an output stream.

C++ is able to input and output the built-in data types using the stream extraction operator `>>` and the stream insertion operator `<<` respectively. `iostream` stands for standard input-output stream in C++, this header file contains definitions to objects like `cin`, `cout` etc.

C++ Input and Output Operators:

In C++ `cout` is a predefined object which is an instance of `ostream` class. The `cout` object is connected to the standard output device, which usually is the display screen. The `cout` is used in conjunction with output operator `<<` ("put to"), also known as stream insertion operator to direct a value to standard output i.e. to display output on the screen.

`cin` is a predefined object which is an instance of `istream` class. The `cin` object is connected to the standard input device, which usually is the keyboard. The `cin` is used in conjunction with input

operator ">>" ("get from"), also known as stream extraction operator to read a value from standard input i.e. to accept input from keyboard.

Example: C++ program to illustrate use of input and output operators.

```
#include<iostream.h>
int main()
{ int num1, num2; cout<<"\n Enter
  two numbers :";
  cin>>num1>>num2;    //cascaded input operators
  cout<<"\n Two numbers are:"<<num1<<" "<<num2;    // cascaded output operators return 0;
}
```

Cascading of Input / Output Operators in C++:

The cascading of the input and output operators refers to the multiple use of input or output operators in one statement. The statement using multiple output operators "<<" is said to be cascading output operator and the statement using multiple input operators ">>" is said to be cascading input operator.

In above program, the cascaded input operators wait for the user to input two integer values, where values are assigned from left to right, means first input value will get assigned to num1 and second input value will get assigned to num2. The cascaded output operator first displays the message "Two numbers are:", then displays the value of num1 and after that it displays the value of num2.

It is observed that cascading of the input/output operator improves the readability and reduces the size of the program.

- **C++ Program Execution:**

Create a C++ program using editor in Turbo C++. Save the program using F2, give a meaningful name to a source file which should reflect the purpose of the program, with extension ".cpp". Compile the program using Alt + F9. Execute your C++ program by pressing Ctrl+F9. Press Alt+F5 to view the output of the program at the output screen.

Practice Programs:

1. Write a C++ program to find factorial of a given number.
2. Write a C++ program to check whether a given number is even or odd.
3. Write a C++ program to check whether a given number is prime or not.
4. Write a C++ program to check whether a given number is perfect or not.
5. Write a C++ program to find largest and smallest number of 3 integer numbers. (Use cascading of I/O operators.)

Set A:

1. Write a C++ program to generate multiplication table.
2. Write a C++ program to display first 'n' numbers of Fibonacci series.
3. Write a C++ program to reverse a number.
4. Write a C++ program to display Armstrong numbers between two intervals.

- Write a C++ program to accept two integers and an arithmetic operator(+, -, *, /) from user and performs the corresponding arithmetic operation and display the result. (Use switch statement)

Set B:

- Write a C++ program to print the following pattern.

```
A
B C
D E   F
G H   I     J
```

- Write a C++ program to print the following pattern

```
  *
 *  *
 *  *  *
 *  *  *  *
```

- Write a C++ program to calculate following series:
 $(1*1) + (2*2) + (3*3) + \dots + (n*n)$
- Write a C++ program to convert decimal number into binary number.

Set C:

- Write a C++ program to print the following pattern

```
  *
 * *
 * * *
 * * * *
 * * * * *
```

- Write a C++ program to calculate following series:
 $1/1! + 2/2! + 3/3! + \dots + n/n!$

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Signature of Instructor

Assignment No. 2: Operators and Functions in C++

Operators in C++:

C++ has a rich set of operators. All C operators are valid in C++ also. In addition to that C++ introduces some new operators. We have already seen two such operators namely, the insertion operator <<, and the extraction operator >>. Other new operators are:

Operator	Name of Operator	Function
::	Scope resolution operator	To access global version of a variable
::*	Pointer-to-member declarator	To declare a pointer to a member of a class
->*	Pointer-to-member operator	To access a member using a pointer to the object and a pointer to that member.
.*	Pointer-to-member operator	To access a member using object name and a pointer to that member.
new	Memory allocation operator	To allocate memory for object.
delete	Memory release operator	To free allocated memory of an object.
endl	Line feed operator	To insert a new line character similar to '\n'
setw	Field width operator	To sets the field width to be used on output operations.

Scope resolution operator:

In C++ the scope resolution operator (::) is used for several reasons, some of them are:

- Accessing a global variable when there is a local variable with samename
- Defining a function outside aclass
- Accessing a class's staticvariables
- Referring to a class inside anotherclass
- In case of multipleInheritance

Out of these, in this assignment we are going study first use of scope resolution operator. If the global variable name is same as that of local variable name, the scope resolution operator will be used to access the global variable.

Example: C++ program to illustrate use of Scope Resolution Operator (::)

```
#include<iostream.h>
int num=30;      // Initializing a global variable
int main()
{ int num=10;    //Initializing the local variable num
  cout<< "\nValue of global num is " <<::num;
  cout<< "\nValue of local num is " <<num; return
  0;
}
```

Output:

Value of global num is 30

Value of local num is 10

In above program, we have two variables both named num with global & local scope. So, to access global num variable in main function we need to use scope resolution operator (i.e. `::num`).

Memory management operators:

Allocating memory of a variable or an array run time is known as Dynamic Memory Allocation(DMA).In C, dynamic memory management is handled by malloc() and free() function, but in C++ dynamic memory management is handled by using operators called 'new' and 'delete', where 'new' operator replaces malloc() and 'delete' operator replaces free() in C. New and Delete operators manage memory effectively hence they are called as memory management operators. In C++, we need to deallocate the dynamically allocated memory manually after we have no use for the variable.

Syntax for anydatatype: pointer-variable = newdata-type; delete pointer-variable;

Syntax for an array: pointer-variable=newdata-type[size];
 delete[size]pointer-variable;

Example: C++ program to illustrate use of memory management operators.

```
#include<iostream.h>
int main()
{   int*ptr;           // declare an integerpointer
    ptr =newint;        // dynamically allocate memory for an int variable
    int *arr_ptr=newint[5]; // create a memory for an array of 5integers
    *ptr=100; // assign value to the memory
    cout<<*ptr<<endl;    // print thevalue stored in memory inti;
    //variabledeclarationanywhereinthescopesisallowedinC++
    for(i=0;i<5;i++)
    {   arr_ptr[i]=i+1; //assign value to an arrayelements
    }
    cout<<arr_ptr[0]; // print first element of an array deleteptr;
    // deallocate the memory delete[]arr_ptr;
    //deallocatememoryofanarray return0;
}
```

Output:

$$\frac{100}{1}$$

In above C++ program we have used pointer to allocate memory dynamically because new operator returns the address of memory location. In case of an array, the new operator returns the address of the first element of an array. Delete operator returns the memory to the operating system which is known as memory deallocation.

Advantages of the new operator over malloc() function:

- It does not use the `sizeof()` operator as it automatically computes the size of the `dataobject`.

- It automatically returns the correct data type pointer, so does not need to use the typecasting.
- It allows to initialize the data object while creating the memory space for object.

Manipulators:

Manipulators are operators that are used to change formatting parameters on streams and to insert or extract certain special characters, these are helping functions that can modify the input/output stream. It does not mean that we change the value of a variable, it only modifies the I/O stream using insertion (<<) and extraction (>>) operators. To use manipulators in C++ program we need to include header file `iomanip.h`.

Following are some of the most widely used C++ manipulators:

1) endl:

endl is the line feed operator in C++. It acts as a stream manipulator whose purpose is to feed the whole line and then point the cursor to the beginning of the next line. We can use endl instead of '\n' (newline character) for the same purpose. **Example:**

```
cout<<"Good"<<endl<<"Morning";
```

This will display "Good" and "Morning" on two separate lines. **2)**

setw:

setw manipulator function stands for set width. This manipulator is used to specify the minimum number of character positions on the output field a variable will consume, that is it sets the minimum field width on output. It is mostly used in output to right justify numbers.

Example: Sum=123; cout<<setw(5) <<Sum;

This sum value is right justified within the field.

3) setfill:

setfill is used after setw manipulator. If a value does not entirely fill a field, then the character specified in the setfill argument of the manipulator is used for filling the fields. It specifies a character that is used to fill the unused portion of a field.

Example:

```
cout<<setw(10)<<setfill('*')<<1234; This
will give you output: *****1234 4)
```

setprecision:

The setprecision manipulator is used with floating point numbers. It is used to specify the number of digits to be displayed after the decimal point of a float value. **Example:**

```
PI=3.14159;
```

```
cout<<setprecision(2)<<PI; Output:
```

```
3.14
```

Functions in C++:

Function prototyping:

The function prototype describes the function interface and it is used to give details to the compiler about the number of arguments and about the required data types of a function parameter, it also tells about the return type of the function. Using these details, the compiler cross-checks the function signatures before calling it. If the function prototypes are not mentioned, then the program may be compiled with some warnings. If some function is called somewhere in a program, but its body is not

defined yet, that is defined after the current line, then it may generate problems. The compiler does not find what is the function and what is its signature. In that case, we need to use function prototyping. If the function is defined before, then we do not need to use prototypes. **Syntax:** return_type function_name (argument_list); **Example:** int multiplication (int x, int y, int z);

int addition (int, int, int); /*this is also acceptable at the place of declaration because at this stage, the compiler only checks for the type of arguments when the function is called. */

Call by reference:

Call by value means pass arguments by value to the function and call by reference means pass address of arguments to the function. In call by value, called function creates a new set of variable and copies the values of arguments into them. The function does not have access to the actual variables in the calling program. This mechanism is fine if the function does not want to alter the values of the original variables in calling program.

To change values of the original variables in calling program we have to use call by reference. In call by reference, address of the value is passed to the function, so actual and formal arguments share the same address space. Hence, value changed by called function will get reflected in calling function also.

Example: C++ program to illustrate use of call by reference.

```
void swap(int*, int*); int
main()
{ int a = 10, b=20;          // initializevariables

    cout<< "Before swapping"<<endl; cout<<
    "a = " << a<<endl;
    cout<< "b = " << b<<endl;
swap(&a,&b); // call function by passing variableaddresses

    cout<< "\nAfter swapping" <<endl;
    cout<< "a = " << a <<endl; cout<< "b
    = " << b <<endl;
    return 0;
}

// function definition to swap numbers
void swap(int* num1, int* num2)
{ intt;
    t = *num1; *num1
    = *num2;
    *num2 = t; }
```

Output: Beforeswapping

a =10 b =20

After

swapping a

=20

b =10

In above program we are using call by reference, when the function is working with reference or address it is actually working with original data.

Return by reference:

A function can also return a reference. A C++ program can be made easier to read and maintain by using references rather than pointers. When a function returns a reference, it returns an implicit pointer to its return value. This way, a function can be used on the left side of an assignment statement.

Example: C++ program to illustrate use of return by reference.

```
#include<iostream.h>
int& test();

int main()
{
    test()=10;
    cout<<n; return
    0;
}
int& test()
{ return n; }
```

In above program return type of function test() is int& hence test() returns by reference. In program, test() will not return value of n, instead it returns reference of the variable n. Since test() is returning address of n it can be assigned a value, in our program it is 10. Hence program will display output: 10.

Inline Function:

When the program executes the function call instruction, the CPU stores the memory address of the instruction following the function call, copies the arguments of the function on the stack and finally transfers control to the specified function. The CPU then executes the function code, stores the function return value in a predefined memory location/register and returns control to the calling function.

This can become overhead if the execution time of function is less than the switching time from the caller function to called function (callee). For functions that are large and/or perform complex tasks, the overhead of the function call is usually insignificant compared to the amount of time the function takes to run. However, for small, commonly-used functions, the time needed to make the function call is often a lot more than the time needed to actually execute the function's code. This overhead occurs for small functions because execution time of small function is less than the switching time.

C++ provides an inline function feature to reduce the function call overhead. It also saves overhead of arguments push/pop on the stack, while function calling. Inline function is a function that is expanded inline when it is called. If a function is inline, the compiler places a copy of the code of that function at each point where the function is called at compile time and may make the program execution faster. To inline a function, place the keyword inline before the function name and define the function before any calls are made to the function. The compiler can ignore the inline qualifier, in case defined function is more than a line. **Syntax:**

```
inline return-type function-name(argument list)
{
    //Function Body
}
```

Example: C++ program to illustrate use of inline function.

```
#include <iostream.h> inline
int square(int x)
{ return (x*x);
} int
main()
{ cout<< "Square (2): " <<square(2)<<endl; cout<<
    "Square (3): " <<square(3)<<endl; return0;
}
```

Output:

```
Square (2):4
Square (3):9
```

Default Arguments:

In C++ programming, we can provide default values for function parameters. A default argument is a value provided in a function declaration for function parameters. If a function with default arguments is called without passing arguments, then the default values are automatically assigned by the compiler during compilation of program. However, if arguments are passed while calling the function, the default arguments are ignored.

Example: C++ program to illustrate use of default arguments.

```
#include<iostream.h> int
sum(int a=10, int b=20); int
sum(int a, int b)
{ return (a+b);
}
int main()
{
    cout<<sum()<<endl; cout<<sum(50)<<endl;
    cout<<sum(50,50)<<endl;
    return 0;
}
```

Output:

```
30
70
100
```

In above program for first function call a=10 and b=20, for second function call a=50 and b=20 and for third function call a=50 and b=50.

Rules for default argument:

- A default argument is checked for type at the time of declaration and evaluated at the time of call.
- Only trailing arguments can be default values and therefore add defaults from right to left.
- We cannot provide default value to a particular argument in the middle of an argument list.

Function declaration with default values:

```
int sum(int a, int b=20, int c=30); //allowed
int sum(int a=10, int b, int c=30); //not allowed
int sum(int a=10, int b=20, int c=30); //allowed
```

Default arguments are useful in situations where some arguments always have the same value. For example, bank interest may remain the same for all customers for a particular period of deposit.

Practice Programs:

1. Write a C++ program to read two float numbers. Perform arithmetic operations like +, -, *, / on these numbers using Inline Function. (Use manipulators)
2. Write a C++ program to store percentage of 'n' students and display it where 'n' is the number of students entered by the user. (Use new and delete operator)
3. Write a C++ program to perform increment and decrement operation on integer number. (Use inline function)

Set A:

1. Write a C++ program to accept length and width of a rectangle. Calculate and display perimeter as well as area of a rectangle by using Inline function.
2. Write a C++ program to define power function to calculate x^y . (Use default value as 2 for y).
3. Write a C++ program to accept and display Bank_Account details as Acc_No, Acc_holder_name, Addr, Contact_Number and Balance. Perform deposit of some amount and display modified bank account details. (Use manipulators)

Set B:

1. Write a C++ program to accept 'n' float numbers, store them in an array and print the alternate elements of an array. (Use dynamic memory allocation)
2. Write a C++ program to modify contents of an integer array. (Use Call by reference)
3. Write a C++ program to calculate area and circumference of a Circle. (Use default argument, scope resolution operator and manipulator.)

Set C:

1. Create a C++ program to maintain inventory of a book having details Title, Authors[], Price, Publisher and Stock. Book can be sold, if stock is available, otherwise purchase will be made. Write a menu-driven program to perform following operation:
 - Accept book details.
 - Sale a book. (Sale contains number of copies to be sold.)
 - Purchase a book. (Purchase contains number of copies to be purchased) (Use dynamic memory allocation while accepting author details).

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Signature of Instructor

Assignment No. 3: Classes and Objects

Class:

A class in C++ is just an extension of a 'structure' used in the 'C' language. Class is a user-defined data type. It actually binds the data and its related functions in one unit, they are called members of the class. A structure and a class differ a lot as a structure has limited functionality and features as compared to a class. A structure is used to represent a record and a class can have both data members and functions also. C++ expands the role of structure to create a class.

The **Structure and Class**, are almost similar in all respect except the significant one difference that, structure by default have all its members as "public", and class by default have all its member "private". Both a structure and a class provide a way to create a customized data type which can be used further to create instances. Instance of structure is called 'structure variable' and instance of a class is called 'object'.

Object:

An object is an instance of a Class. When a class is defined, no memory is allocated but when it is instantiated (i.e. an object is created) memory is allocated.

When you define a class, you define a blueprint for a data type. This doesn't actually define any data, but it does define what the class name means, that is, what an object of the class will consist of and what operations can be performed on such an object.

Access Specifiers:

Access specifiers are used to implement an important feature of Object-Oriented Programming known as Data hiding. Access specifiers in a class define how the data members and functions of a class can be accessed. That is, it sets some restrictions on the class members not to get directly accessed by the outside functions. This access restriction to the class members is specified by the labeled public, private, and protected sections within the class body. The keywords public, private, and protected are called access specifiers.

- public - members are accessible from outside the class but within a program.
- private - members cannot be accessed or viewed from outside the class. Only the class and friend functions can access private members.
- protected - members cannot be accessed from outside the class, however, they can be accessed in inherited classes.

But if we do not specify any access specifier for the members inside the class then by default the access specifier for the members will be private. Member functions of the class can access all the data members and other member functions of the same class (private, public or protected) directly by using their names.

Example: C++ program to demonstrate class, object, access specifiers and defining member function inside class definition.

```

#include<iostream.h>
class Square      //class
{
    public:      //access specifier
    float side;  //data member
    float area() //member function definition inside the class
    { return(side*side);
    }
};

int main() // main function
{
    Square obj; //object
    obj.side=5.5; // accessing public data member outside class
    cout<<"Square side length is: " <<obj.side<<"\n";
    cout<<"Area of square is: " <<obj.area();
    return 0;
}

```

Output:

```

Square side length is: 5.5
Area of square is: 30.25

```

A class definition starts with the keyword **class** followed by the class name; and the class body, enclosed by a pair of curly braces. A class definition must be followed by a semicolon or a list of declarations.

In C++ **public** keyword determines the access attributes of the members of the class that follows it, in above program data member `side` and member function `area` are public.

A public member can be accessed from outside the class anywhere within the scope of the class object hence `side` is accessible in `main` function through object of square class. You can also specify the members of a class as **private** or **protected** as per the need.

Defining member functions inside and outside class definition:

Member functions are the functions, which have their declaration inside the class definition and works on the data members of the class. The definition of member functions can be inside or outside the definition of class. In both the cases, the function body remains the same; however, the function header is different.

Member function definition inside the class definition:

If the member function is defined inside the class definition it can be defined directly. Member function inside the class does not require to be declared first here we can directly define the function. Defining a member function within the class definition declares the function by default **inline**, even if you do not use the `inline` specifier. Above C++ program is an example of member function definition inside the class.

Member function definition outside the class definition:

If the member function is defined outside the class, then we have to use the scope resolution operator `::` along with class name and function name. Function name in the function header is preceded by the class name and the scope resolution operator `(: :)`.

The scope resolution operator informs the compiler what class the member belongs to. Defining a member function outside a class requires the function declaration (function prototype) to be provided inside the class definition.

Example:

```
#include<iostream.h>
using namespace std;
class Square
{
    public:
    float side;    float area();
};
float Square::area()    //member function definition outside the class {    return
(side*side);
}
int
main()
{
    Square obj; obj.side=5.5;
    cout<< "Square side length is: " <<obj.side<< "\n";
    cout<< "Area of square is: " <<obj.area(); return 0;
}
```

Output:

```
Square side length is: 5.5
Area of square is: 30.25
```

Static data members and Static member functions:

Static data members:

Static data members are class members that are declared using the static keyword. The normal variable is created when the function is called and its scope is limited, while the static variable is created once and destroyed at the end of the program. These variables are visible within the class but its lifetime is till the program ends. There is only one copy of the static data member in the class, even if there are many class objects. This is because all the objects share the static data member. To hold the count of objects created for a class, static data members are used.

The static data member is always initialized to zero when the first class object is created. While defining a static variable, some initial value can also be initialized to the variable. Type and scope of each static member variable must be defined outside the class definition using scope resolution operator. This is necessary because the static data members are stored separately rather than as a part of an object.

Static data members are associated with the class itself rather than with any class object, hence they are also known as class variables.

Static member functions:

Like static data member, we can also have static member functions. A static member function can only access other static variables or functions present in the same class. To create a static member function we need to use the static keyword while declaring the function.

Since static member variables are class properties and not object properties, to access them we need to use the class name instead of the object name. A static member function can be called even if no objects

of the class exist and the static functions are accessed using class name and the scope resolution operator ::. You could use a static member function to determine whether some objects of the class have been created or not.

Example: C++ program to illustrate use of static data member and static member function.

```
#include <iostream.h>
class StaticDemo
{ private:
    static int num; //declaration of static data member public:
    static void Display() //static member function definition
    { cout<<"Value of num is : "<<num<<endl; //accessing static data member }
};
int StaticDemo::num=10; //static data member definition and initialization outside class
int main() {
    StaticDemo::Display(); //call to static member function return 0;
}
```

Output:

Value of num is : 10

Array of objects:

An object of class represents a single record in memory, if we want more than one record of class type, we have to create an array of object. An array which contains the class type of element is called array of objects.

Array of objects contains the objects of the class as its individual elements. It is declared in the same way as an array of any built-in data type.

Example: C++ program to illustrate use of array of objects.

```
#include<iostream.h>
class Employee
{ int Emp_id; char
    Name[20]; long
    Salary;
public:
    void Accept()
    { cout<<"\n\tEnter Employee Id, Name and Salary : ";
      cin>>Emp_id>>Name>>Salary;
    }
    void Display()
    {
        cout<<"\n"<<Emp_id<<"\t"<<Name<<"\t"<<Salary;
    }
};
int
main()
{ int i;
    Employee emp[3]; //Creating Array of objects to store 3 Employees details for (i=0; i<3; i++)
```

```

    { cout<<"\nEnter details of "<<i+1<<" Employee";
      emp[i].Accept();
    }
    cout<<"\nDetails of Employees";
    for(i=0;i<3;i++) emp[i].Display();
    return 0;
}

```

Above program will accept and display details of 3 employees using array of objects.

Objects as a function argument:

In C++ we can pass objects of a class as arguments, the same way how we pass other variables. To pass it we write the object name as the argument while calling the function. Object as function argument is normally used to communicate between two objects.

The objects of a class can be passed as arguments to member functions as well as non-member functions either by value or by reference.

Call by value: When an object is passed by value, a copy of the actual object is created inside the function, to pass entire object into another function. This copy is destroyed when the function terminates. Moreover, any changes made to the copy of the object inside the function are not reflected in the actual object.

Call by reference: In this method, only a reference to that object (not the entire object) is passed to the function. Thus, the changes made to the object within the function are also reflected in the actual object.

Whenever an object of a class is passed to a member function of the same class, its data members can be accessed inside the function using the object name and the dot operator. However, the data members of the calling object can be directly accessed inside the function without using the object name and the dot operator.

Function returning objects:

As we can pass entire object as an argument, similarly we can return object from the function. We can return entire object from function by specifying its return type as class name just like primary data-types. An object can be returned by a function using the return keyword.

Friend Function:

Data hiding is a fundamental concept of object-oriented programming. It restricts the access of private members from outside of the class. Similarly, protected members can only be accessed by derived classes and are inaccessible from outside. However, there is a feature in C++ called **friend functions** that break this rule and allow us to access **private** and **protected** data of a class outside the class.

For accessing the data, the declaration of a friend function should be done inside the body of a class starting with the keyword friend. A friend function of a class is defined outside that class' scope but it has the right to access all private and protected members of the class.

Even though the prototypes for friend functions appear in the class definition, friends are not member functions. The function can be defined anywhere in the program like a normal C++ function. The function definition does not use either the keyword friend or scope resolution operator.

Characteristics of a Friend Function:

- Friend function is not in the scope of the class to which it has been declared as a friend.
- It cannot be called using the object as it is not in the scope of that class.

- It can be invoked like a normal function without using the object.
- It cannot access the member names directly and has to use an object name and dot membership operator with the member name.
- It can be declared either in the private or the public part.

Example: C++ program to illustrate use of objects as a function argument, function returning object and friend function.

```
#include <iostream.h>
class Demo
{ int x,y; public:
    void Accept();
    // friend function declaration with objects as arguments and returning object friend
    Demo sum (Demo, Demo);
    void Display();
};
Demo sum(Demo obj1, Demo obj2)
{
    Demo obj3; obj3.x=obj1.x+obj2.x;
    obj3.y=obj1.y+obj2.y;
    return obj3;    //function returning object
}
int main()
{
    Demo obj1, obj2, obj3;
    obj1.Accept(); obj2.Accept();
    obj3=sum(obj1,obj2); //call to a friend function
    obj3.Display(); return 0;
}

void Demo::Accept()
{
    cout<<"\nPlease enter value of x and y : ";
    cin>>x>>y;
}

void Demo::Display()
{
    cout<<"x= "<<x<<endl;    cout<<"y="
"<<y<<endl;
}
```

Output:

```
Please enter value of x and y : 1020 Please
enter value of x and y : 1020
x=20 y=40
```

Above C++ example give us an idea about the concept of a friend function, but it doesn't show any meaningful use. In the above example, we could have made "sum" as a member function of the class instead of declaring it as a friend function to the class.

A more meaningful use would be operating on objects of two different classes. That's when the friend function can be very helpful. A friend function can act as a bridge between two classes as in the following example.

Example: C++ program to illustrate use of friend function for two classes.

```
#include <iostream.h> class Square; // forward
```

declaration of a class

```
class Rectangle
{ int width, height; public: void setvalue(int w, int
h){ width=w; height=h;} friend void display(Rectangle &,
Square &); };
```

```
class Square
{ int side; public: void setvalue(int
s){ side=s;}
friend void display(Rectangle &, Square &); };
```

```
void display(Rectangle &r, Square &s)
{ cout<< "Rectangle Area: " <<r.width * r.height<<endl; cout<<
"Square Area: " <<s.side * s.side<<endl;
}
int main ()
{
    Rectangle rec;
    rec.setvalue(5,10);
    Square sq;
    sq.setvalue(5);
    display(rec,sq); return
    0;
}
```

Output:

Rectangle Area: 50

Square Area: 25

In above program friend function display() is friendly to Rectangle and Square class. It does not belong to any class, so it can be used to access private data of Rectangle and Square class.

Friend Class:

Like friend function, a class can also be a friend of another class. A friend class can access all the private and protected members of other class in which it is declared as friend. This is needed when we want to

allow a particular class to access the private and protected members of a class. In order to access the private and protected members of a class into friend class we must pass on object of a class to the member functions of friendclass.

Example: C++ program to illustrate use of friend class.

```
#include <iostream.h>
class A
{ int num;
  public:
  void setvalue(int i)
  {
      num=i;
  }
  friendclassB;    //making B class, a friend class of Aclass
}; class
B {

    public:
    void display(A &a)
    { cout<<"Value of num is : "<<a.num; } }; int
main()
{
    A a_obj;
    a_obj.setvalue(10); B
    b_obj;
    b_obj.display(a_obj);
    return0;
}
```

Output:

Value of x is :10

In the above example, B class is a friend class of A class. In order to access the private members of A class into B class we have explicitly pass an object of A class to the member functions of Bclass. This is similar to passing an object as function argument but the difference is, an object a_obj we are passing as argument is of different class (A) and the calling object is of different class (B).

Practice Programs:

1. Write a C++ program to create a class Customer with data members ID, Name, Addr and Contact_No. Write member functions to accept and display customer information. (Use scope resolution operator while defining memberfunctions)
2. Write a C++ program to create a class Employee with data members Emp_id, Name, department, date_of_joining and Salary. Write member functions to accept and display details of 'n' employees. (Use array ofobjects)
3. Write a C++ program to add two float numbers of two different classes using friend function.

Set A:

1. Write a C++ program to create a class Student with data members Roll_No, Student_Name, Class. Write member functions to accept and display Student information alsodisplaycountofstudents.(UseStaticdatamemberandStaticmemberfunction)
2. Write a C++ program to calculate the average height of all the students of a class. The numberofstudentsandtheirheightsareenteredbyuser. (Usearrayofobjects)
3. Write a C++ program to calculate maximum and minimum of two integer numbers of two different classes.(Use friendfunction)

Set B:

1. Write a C++ program using class to accept and display 'n' Products information, also display information of a product having maximum price. (Use array of objects and dynamic memoryallocation)
2. Write a C++ program to create a class Distance with data members feet and inches. Write member functions for the following:
 - a. To acceptdistance
 - b. To displaydistance
 - c. To add two distanceobjects(Use object as a function argument and function returning object)
3. Write a C++ program to create two classes Array1 and Array2 with an integer array as a data member. Write necessary member functions to accept and display array elements of boththeclases.Findanddisplaymaximumofboththearray.(UseFriendfunction)

Set C:

1. Write a C++ program to calculate multiplication of two integer numbers of two different classes. (Use friend class)

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Signature of Instructor**Assignment No. 4: Constructors and Destructors****Constructor:**

A constructor is a 'special' member function whose task is to initialize the objects of its class. It is called constructor because it constructs the values of data members of the class. Constructor is automatically called when object of class is created.

Characteristics of Constructor:

- Constructors are declared as public member function.
- Constructors are automatically invoked when an object of class is created.
- Constructor has same name as the class name.
- Constructors don't have any return type.
- Constructors can have default arguments.
- Constructors cannot be inherited, though a derived class can call the base class constructor.
- Constructors cannot be virtual.
- Constructors cannot refer to their addresses.
- Constructors can implicitly call new and delete operators when memory allocation is required.

Constructors can be defined either inside the class definition or outside class definition. If constructors are defined outside class definition, then they can be defined using class name and scope resolution::operator.

Example: To define Constructor inside the class. class

```
Number
{
    int n;
public:
    Number()    //Constructor defined inside the class
    { n=10;
    }
};
```

Example: To define Constructor outside the class.

```
class Number
{
    int n;
public:
    Number();           //Constructor declared
};
Number :: Number()      //Constructor Defined outside the class
{ n=10; }
```

When a class contains a constructor, objects of the class will be initialized automatically.

Ex. Number Obj1;

Here Obj1 invokes constructor and initializes the data members of class Number.

If constructor is not defined in a class, C++ compiler generates a default constructor.

Types of Constructors:

1. Default Constructors:

The constructor that accepts **no arguments** is called as Default Constructor.

Example: To illustrate the use of Default Constructor.

```
#include<iostream.h>
class Number
{
    int n;
public:
    Number() //DefaultConstructor
    { n = 0;
    } };
int main()
{
    Number Obj1;
    return 0;
}
```

Number Obj1 invokes Default constructor and initializes data member n to 0(zero).

2. Parameterized Constructors:

The constructor that **accepts arguments** is called as Parameterized constructor. These arguments initialize an object, when it is created. The constructors can be called explicitly or implicitly.

If more than one constructor is defined in a class, it is called as **Constructor Overloading**.

Example: To illustrate the use of Parameterized Constructor.

```
#include<iostream.h>
class Number
{
    int n;
public:
    Number(int x) //ParameterizedConstructor
    { n = x;
    } };
int main()
{
    Number Obj1=Number(50); // Explicit call
    Number Obj2(100); // Implicit call
}
```

Number Obj1 & Number Obj2 invokes parameterized constructor and initializes data member n to 50 & 100 respectively.

3. Copy Constructor:

A constructor that **initializes an object** using another object of the same class is called as copy constructor. It takes a reference of object of the same class as its argument. It copies data from one object to other by copying every member of an object with the member of object passed as argument.

Example: To illustrate the use of Copy Constructor.

```
#include<iostream.h>class
s Number
{
    int n;
public:
    Number (int x )
    { n = x;
    }
    Number(Number&N)    //CopyConstructor
    { n= N.n;
    }
};

int main( )
{
    Number Obj1(10), Obj2(Obj1); return
    0;
}
```

Number Obj2(Obj1) defines the obj2 and at the same time initializes it to values of Obj1.

4. DynamicConstructor:

The constructor can be used to allocate memory while creating objects. Memory can be allocated using new operator. Allocation of memory to objects at the time of their construction is known as dynamic construction of objects.

Example: To illustrate the use of Dynamic Constructor.

```
#include<iostream.h>#include<string .h>
class MyString
{
    Char *Str; int
    len;
public:
    MyString ()
    { len=0;
        Str=new char [len+1];
    }
    MyString (char *S)
```

```

        { len=strlen(S); Str=new char
          [len+1];
          Strcpy(Str, S);
        }
void Concatenate(MyString &S1, MyString &S2)
{ len=S1.len+S2.len; delete
  Str;
  Str=new char [len+1];
  Strcpy(Str, S1.Str); Strcat(Str,
    S2.Str);
    cout<<"String ="<<Str;
  } };
int main( )
{
    MyString Obj1("Computer"), Obj2("Application"), Obj3;
    Obj3.Concatenate(Obj1, Obj2);
    return 0;
}

```

Constructors with default arguments

It is possible to define constructors with default arguments.

Example: To illustrate the use of Constructors with default arguments.

```

#include<iostream.h>clas
s Number
{ int m, n;
  public:
    Number(int x, int y=100 )
    { m = x; n=y;
    }
}; int main(
)
{
    Number Obj1(50);
}

```

Number Obj1 invokes constructor with default arguments and assigns the value 50 to the variable x and 100 to y.

Dynamic initialization of Objects:

Class objects can be initialized dynamically i.e. initial value of an object can be provided during run time. Dynamic initialization is used to provide various initialization formats, using overloaded constructors.

Example: To illustrate the use of Dynamic initialization of Constructor

```

#include<iostream.h>cl
ass Number

```

```

{
    int n;
public:
    Number(int x)
    { n = x;
    }
    void display()
    { cout<<"n = " <<n;
    } };
int main( )
{
    int a;
    cout<<"\n Enter the value of a:";
    cin>>a; Number
    Obj(a);
    Obj.display();
    return 0;
}

```

Destructor:

Destructor is a member function that destroys an object which has been created by constructor. If new operator is used to allocate memory in the constructors, delete operator is used to free memory in the destructor. Destructor can clean up the storage which is no longer accessible.

A destructor is invoked implicitly when the object goes out of scope like:

- a. the function ends.
- b. the program ends.
- c. a block containing local variables ends.
- d. a delete operator is called.

Characteristics of Destructor:

- Destructors have same name as the class name preceded by a tilde (~).
- Destructors doesn't take any argument and doesn't return any value.

Example: To illustrate the use of Destructor.

```

#include<iostream.h>
class Number
{ public:
    Number ( )
    { cout<<"\n Constructor called";
    }
    ~Number ( )
    { cout<<"\n Destructor called"; }

};
int main(
)

```

```

{
    Number Obj1;
    {
        Number Obj2;
    } //Destructor Ob2called return0; //Destructor Ob1called
}

```

Note: Objects are destroyed in the reverse order of creation.

Practice Programs:

1. Write a C++ program to create a class 'MyNumber' with three data members of type integer. Create and initialize the object using default constructor and parameterized constructor. Also define copy constructor to copy one object to another. Write a C++ program to illustrate the use of above class.
2. Write a C++ program to create a class 'Fraction' with integer data members numerator and denominator. Create and initialize the object using parameterized constructor. Write a member function to display addition two fraction objects. (Use the concept of dynamic initialization of object)
3. Write a C++ program to create a class 'MyArray' which contains single dimensional integer array of given size. Write a member function to display array in ascending order. (Use Dynamic Constructor to allocate and Destructor to free memory of an object)

Set A:

1. Write a C++ program to create a class 'MyNumber' with three data members of type integer. Create and initialize the object using default constructor, parameterized constructor and parameterized constructor with default value. Write a member function to display average of given three numbers for all objects.
2. Write a C++ program to create a class MyDate with three data members as dd, mm, yyyy. Create and initialize the object by using parameterized constructor and display date in dd- mon-yyyy format. (Input: 19-12-2014 Output: 19-Dec-2014). (Use the concept of dynamic initialization of object)
3. Write a C++ program to create a class 'MyPoint' with two integer data members as x & y. Define copy constructor to copy one object to another. (Use Default and parameterized constructor to initialize the appropriate objects) Write a C++ program to illustrate the use of above class.

Set B: 1. Write a C++ program to create a class 'MyArray' which contains single dimensional integer array of given size. Write a member function to display even and odd numbers from a given array. (Use Dynamic Constructor to allocate and Destructor to free memory of an object)

2. Write a C++ program to create a class 'MyMatrix' which contains two dimensional integer array of size mXn. Write a member function to display sum of all elements of entered matrix. (Use Dynamic Constructor for allocating memory and Destructor to free memory of an object)

3. Write a C++ program to create a class 'MyVector' with data members size & a pointer to integer. The size of the vector varies so the memory should be allocated dynamically. Create and initialize the object using default and parameterized constructor. Write a member function to display the vector in the format (10, 20,30,...)

Set C:

1. Create a C++ class 'Student' with data members Rollno, Name, Number of subjects, Marks of each subject (Number of subjects varies for each student). Write a parameterized constructor which initializes rollno, name & Number of subjects and creates the array of marks dynamically. Display the details of all students with percentage and class obtained.

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Signature of Instructor

Assignment No. 5: Inheritance

Inheritance:

The mechanism of deriving a new class from an old class is called as **Inheritance**.

Inheritance allows a derived class to inherit the properties and characteristics from base class. A class can also inherit properties from more than one class or from more than one level. Inheritance supports the reusability as inheritance can extend the use of existing classes and eliminate redundant code.

The class that inherits the properties from another class is called Sub class or **Derived Class**.

The class whose properties are inherited by derived class is called Super class or **Base Class**. **Syntax to define derived class:**

```
class Derived_class_name : visibility_mode Base_class_name
{
    //body of Derived class };
```

Where,

Derived_class_name is the name of the sub class/derived class. **visibility_mode** specifies the mode in which derived class can be inherited. For example: public, private, protected. Default visibility mode is private.

Base_class_name is the name of the base class from which you want to inherit the sub class.

Modes of Inheritance

The following table represents the scope of the access specifier of the members of base class in the derived class when derived in private, public & protected modes:

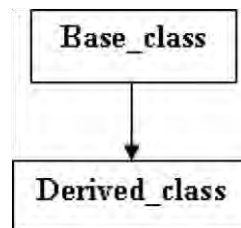
		Derived Class		
		private Mode	public Mode	protected Mode
Base Class Access specifiers	private	Not inherited	Not inherited	Not inherited
	public	private	public	protected
	protected	private	protected	protected

- **Private mode:** If a sub class is derived from a base class in private mode then both public member and protected members of the base class become Private in derived class. Private members of the base class never get inherited in subclass.
- **Public mode:** If a sub class is derived from base class in public mode then the public member of the base class remains public in the derived class and protected members of the base class remains protected in derived class. Private members of the base class never get inherited in subclass.
- **Protected mode:** If a sub class is derived from a base class in protected mode then both public member and protected members of the base class become protected in derived class. Private members of the base class never get inherited in subclass.

Types of Inheritance:

1. Single Inheritance:

A derived class with **only one base class** is called as Single Inheritance.



Syntax to define derived class: class

Derived_class: visibility_mode Base_class

```

{
    //Body of Derived class
};
  
```

Example: To illustrate the use of Single Inheritance using public derivation.

```

#include<iostream.h>
using namespace std;
class Base
{
    int x; public:                //private; not inheritable
  
```

```

        int y;                                //public;inheritable
        void setValues()
        { x=10; y=20;
        }
        int getX()
        { return x;
        }
    }

```

```

class Derived :publicBase                    // publicderivation
{ int z;
    public: void
        add()
        {
            Z=getX() + y;
        }
    void display()
    { cout<<"\n x= "<<getX();
      cout<<"\n y= "<<y;
      cout<<"\n Addition : "<<z
    }
} int
main()
{
    Derived D;
    D.setValues();
    D.add();
    D.display();
}

```

DerivedclassisapublicderivationofthebaseclassBase.So,Derivedclassinheritsallthepublic members of class Base and retains their visibility. Thus public members of the Base class are also public members of the Derived class. The private members of the Base class cannot be inherited by classDerived.

Example: To illustrate the use of Single Inheritance using private derivation.

```

#include<iostream.h>cl
ass Base
{
    int x; public:                            //private; not inheritable

```

```

        int y;
        void setValues()
        { x=10; y=20;
        }
        int getx()
        { return x;
        }
    }

```

//public; ready for inheritance

```

class Derived :privateBase
{
    int z;
    public: void
    add()
    {
        D.setValues(); z=getx()
        + y;
    }
    void display()
    { cout<<"\n x= "<<getx();
      cout<<"\n y= "<<y;
      cout<<"\n Addition : "<<z
    }
}
int
main()
{
    Derived D;
    //D.setValues(); wont work
    D.add()
    D.display();
}

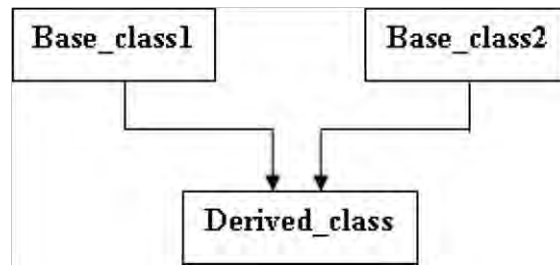
```

// private derivation

Derived class is a private derivation of the base class Base. So, Derived class inherits only public members of base class Base as private and retains their visibility. The private members of the Base class cannot be inherited by class Derived.

2. Multiple Inheritance:

A derived class with **several base classes** is called as Multiple Inheritance.



Syntax to define derived class:

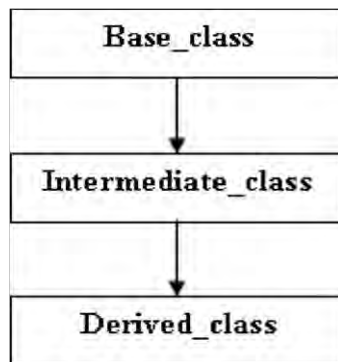
```

class Derived_class : visibility_mode Base_class1, visibility_mode Base_class2,...
{
    //Body of Derived class
};
  
```

A class is derived with multiple base classes. The number of base classes are separated by a comma (‘,’). Visibility mode for every base class must be specified.

3. MultilevelInheritance:

The mechanism of **deriving a class from another derived class** is called as Multilevel inheritance.



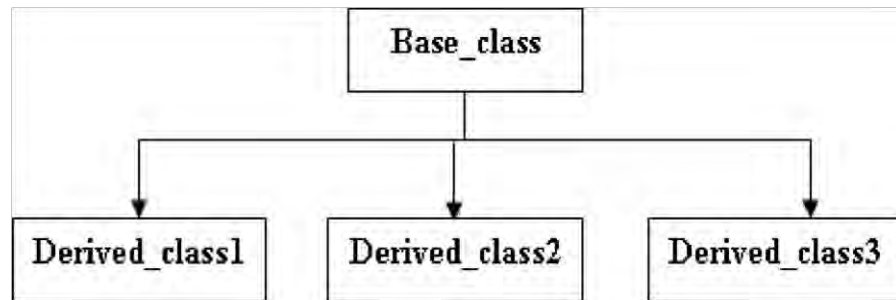
Syntax to define derived class: class **Intermediate_class** : **visibility_mode** Base_class

```

{
    //Body of Intermediate class
};
class Derived_class : visibility_mode Intermediate_class
{
    //Body of Derived class
};
  
```

4. HierarchicalInheritance:

More than one derived classes inherits the features from a **single base class** is called as Hierarchical Inheritance i.e. more than one derived classes are created from a single base class.



Syntax to define derived class: class **Derived_class1** :

visibility_mode Base_class

{

//Body of Derived class

};

class **Derived_class2** : **visibility_mode** Base_class

{

//Body of Derived class

};

class **Derived_class3** : **visibility_mode** Base_class

{

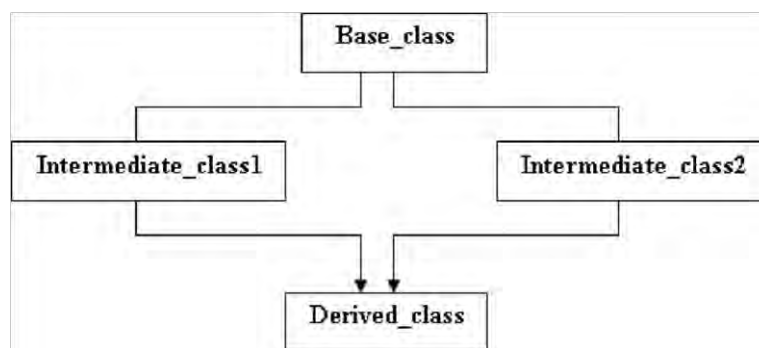
//Body of Derived class

};

5. HybridInheritance:

More than one type of inheritance is combined to form Hybrid Inheritance.

For Ex.: Combination of Hierarchical inheritance and Multiple Inheritance.



Syntax to define derived class: class **Intermediate_class1**

: **visibility_mode** Base_class

{

//Body of Intermediate class1

};

class **Intermediate_class2** : **visibility_mode** Base_class

```

{
    //Body of Intermediate class2
};
class Derived_class : visibility_mode Intermediate_class1, visibility_mode Intermediate_class2
{
    //Body of Derived class };

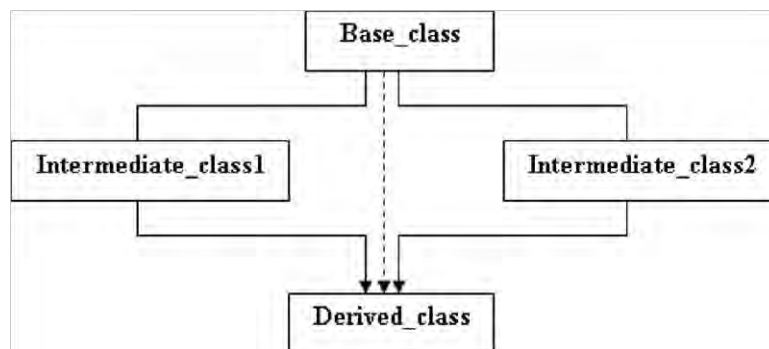
```

Virtual baseclass:

Several paths exist to a derived class from the same base class. i.e. a derived class can have duplicate sets of members inherited from a single base class. This introduces **ambiguity and it should be avoided**.

Duplication of inherited members due to multiple paths is avoided by making the common base class as **virtual base class**. This is achieved by preceding the base class name with the keyword **virtual**.

When a class is made a virtual base class, necessary care is taken so that only one copy of that class is inherited, regardless of the number of paths exist between virtual base class and a derived class.



Syntax: class

```

Base_class
{
    //Body of Base class
};
class Intermediate_class1 : virtual visibility_mode Base_class
{
    //Body of Intermediate class1
};
class Intermediate_class2 : visibility_mode virtual Base_class {
    //Body of Intermediate class2
};
class Derived_class : visibility_mode Intermediate_class1, visibility_mode Intermediate_class2
{
    //Body of Derived class
};

```

Note: Virtual and visibility mode can be used in either order.

Example: To illustrate the use of virtual base class.

Calculating marks and grade of student using virtual base class.

```

#include<iostream.h> #include<conio.h>
#include<string.h>
int
tn;
class student
{ protected:
    int rno; char
    name[20];
public:
    void acceptinfo()
    { cout<<"\nRoll no: ";
        cin>>rno;
        cout<<"Name: ";
        gets(name);
    }
    void displayinfo()
    {
        cout<<"\nRoll no: "<<rno <<"\nName: "<<name;
    } };
class test:public virtual student
{ protected: int marks1,
marks2;
public: void acceptmark()
    { cout<<"Mark 1: ";
        cin>>marks1;
        cout<<"Mark 2: ";
        cin>>marks2;
    }
    void displaymark()
    {
        cout<<"\nMark 1: "<<marks1<<"\nMark 2: "<<marks2;
    } };
class sport : public virtual student
{ protected: int
score;
public: void acceptscore()
    { cout<<"Score:";
        cin>>score;
    }
    void displayscore()
    { cout<<"\nScore: "<<score;
    } };
class result:public test,public sport
{ protected:

```

```

        int totalmarks, perc; char
        grade[20];
public:
    void calctotal(); void
    accept()
    { acceptinfo();
        acceptmark();
        acceptscore();
        calctotal();
    }
    void display()
    { displayinfo();
        displaymark();
        displayscore();
        cout<<"\nTotal: "<<totalmarks
            <<"\nPercentage: "<<perc<<" %"
            <<"\nGrade: "<<grade<<"\n";
    } int
    gettotal()
    { return totalmarks;
    } };
void result::calctotal()
{ totalmarks=marks1+marks2+score;
    perc=(totalmarks*100)/300;
    if(perc>=75)
        strcpy(grade,"Distinction");
    else if(perc>=60 && perc <75) strcpy(grade,"First
        Class");
    else if(perc>=35 && perc<60) strcpy(grade,"Pass
        Class");
    else
        strcpy(grade,"Fail");
}

int main()
{ int ch, i, j;
    clrscr(); do{
        cout<<"\nMain Menu\n"
            <<"\n1. Accept details"
            <<"\n2. Display details in ascending order"
            <<"\n3. Exit\n"
            <<"\nEnter your option: ";
        cin>>ch; switch(ch)

```



```

        { case 1: cout<<"\nDetails of how many students do you want ot enter: "; cin>>n;
          result r[10];
          cout<<"\nEnter the following details";
          for(i=0; i<n; i++)
          { r[i].accept();
            } break;
          case 2: cout<<"\nThe details are\n"; for(i=0;
                  i<n; i++)
                  { r[i].display(); }
          getch();      break;
          case 3: exit(0);
                  }
        }while(ch!=3); return
        0;
    }

```

Abstract class:

An abstract class is **not used to create objects**. An abstract class is designed only to acts as a base class.

Constructor in derived class:

While using constructors during inheritance, is that, as long as a base class constructor doesn't take any arguments, the derived class need not have a constructor function. However, if a base class contains a constructor with one or more arguments, then it is mandatory for the derived class to have a constructor and pass the arguments to the base class constructor. While applying inheritance, we usually create objects using derived class. Thus, it makes sense for the derived class to pass arguments to the base class constructor. When both the derived and base class contains constructors, the base constructor is executed first and then the constructor in the derived class is executed.

In case of multiple inheritance, the base class is constructed in the same order in which they appear in the declaration of the derived class. Similarly, in a multilevel inheritance, the constructor will be executed in the order of inheritance.

The derived class takes the responsibility of supplying the initial values to its base class. The constructor of the derived class receives the entire list of required values as its argument and passes them on to the base constructor in the order in which they are declared in the derived class. A base class constructor is called and executed before executing the statements in the body of the derived class.

Syntax to define derived class constructor:

```

Derived-Constructor (ArgList2, ArgList2,.....ArgListN,ArgListD): Base1(ArgList1),
Base2(ArgList2)..... BaseN(ArgListN)
{
    // Body of Derived Constructor }

```

Practice Programs:

1. Create a base class Employee(empcode, empname). Derive the classes Manager(designation, club_dues), Scientist(deptname, publications) and Labourer from Employee class. Write a C++ menu driven program

- i. to accept the details of 'n' employees ii. to display the information iii. to display details of manager with designation as "GeneralManger".
2. Create two base classes Learning_Info(Roll_No, Stud_Name, Class, Percentage) and Earning_Info(No_of_hours_worked, Charges_per_hour). Derive a class Earn_Learn_info from above two classes. Write necessary member functions to accept and display Student information. Calculate total money earned by the student. **(Use constructor in derived class)**

Set A:

1. Design a base class Product(Product_Id, Product_Name, Price). Derive a class Discount (Discount_In_Percentage) from Product. A customer buys 'n' products. Write a C++ program to calculate total price, total discount.
2. Design a Base class Customer(name, phone-number). Derive a class Depositor(accno, balance) from Customer. Again derive a class Borrower (loan-no, loan-amt) from Depositor. Write necessary member functions to read and display the details of 'n' customers.

Set B:

1. Design two base classes Personnel (name, address, email-id, birth date) and Academic (marks in tenth, marks in twelfth, class obtained). Derive a class Bio-data from both these classes. Write a C++ program to prepare a bio-data of a student having Personnel and Academic information.
2. Design a base class Employee (emp-code, name). Derive two classes as Fulltime (daily rate, number of days, salary) and Parttime (number of working hours, hourly rate, salary) from Employee. Write a C++ menu driven program to:
 - i. Accept the details of 'n' employees and calculate the salary.
 - ii. Display the details of 'n' employees.
 - iii. Search a given Employee.
3. Create a base class Student(Roll_No, Name) which derives two classes Academic_Marks(Mark1, Mark2, Mark3) and Extra_Activities_Marks(Marks). Class Result(Total_Marks, Grade) inherits both Academic_Marks and Extra_Activities_Marks classes. (Use Virtual Base Class)
Write a C++ menu driven program to perform the following functions:
 - i. Build a master table.
 - ii. Calculate Total_marks and grade.

Set C:

1. Create a base class Student(Roll_No, Name, Class) which derives two classes Internal_Marks(IntM1, IntM2, IntM3, IntM4, IntM5) and External_Marks(ExtM1, ExtM2, ExtM3, ExtM4, ExtM5). Class Result(T1, T2, T3, T4, T5) inherits both Internal_Marks and External_Marks classes. (Use Virtual Base Class)
Write a C++ menu driven program to perform the following functions:
 - i. To Accept and display student details ii. Calculate Subject wise total marks obtained.

- iii. Check whether student has passed in Internal and External Exam of each subject. Also check whether he has passed in respective subject or not and display result accordingly.

Assignment Evaluation

0: Not Done[]

3: Needs Improvement[]

1: Incomplete[]

4: Complete[]

2: Late Complete []

5: Well Done []

Signature of Instructor

Assignment No. 6: Polymorphism

Polymorphism:

Polymorphism means 'One name, multiple forms'.

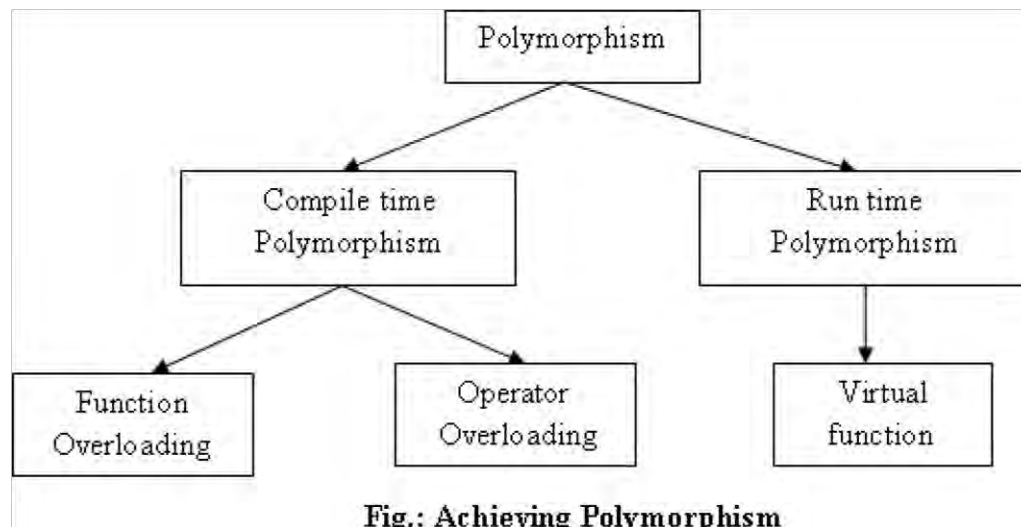


Fig.: Achieving Polymorphism

Compile time Polymorphism:

Compiler selects appropriate function for a particular call at compile time is called as **Compile time Polymorphism**. It is also called as early binding or static binding or static linking. Compile time Polymorphism is achieved by using function overloading and operator overloading.

Function Overloading:

Same function name is used to create a function that perform variety of different tasks is called as Function Overloading.

A family of functions can be designed with same function name but with different argument list. The function performs different operations depending on the argument list in the function call. The appropriate function to be invoked is determined by checking the number and type of arguments.

Example: C++ program to find volume of cube, cylinder and rectangle using function

```
overloading, #include<iostream.h> #include<conio.h>int volume(int);
double volume(double,int);
long volume(long,int,int); int
main()
{ clrscr(); int
  x,s,h,b;
  double y,r; long
  z,l;
  cout<<"\nEnter the value for s: ";
  cin>>s; x=volume(s);
  cout<<"\nVolume of cube: "<<x;
```

```

        cout<<"\nEnter the value for r and h: ";
        cin>>r>>h; y=volume(r,h);
        cout<<"\nVolume of cylinder: "<<y;

        cout<<"\nEnter the value for l,b and h: ";
        cin>>l>>b>>h; z=volume(l,b,h);
        cout<<"\nVolume of rectangle: "<<z;
        getch(); return 0;
    }
    int volume(int s)
    { return (s*s*s);
    }
    double volume(double r,int h)
    { return (3.14*r*r*h);
    }
    long volume(long l,int b,int h)
    { return (l*b*h);
    }
}

```

Example: C++ program to find area of triangle, circle, and rectangle using function overloading. #include<iostream.h>#include<conio.h> float

```

area(float r)
{ return(3.14*r*r);
}

float area(float b,int h)
{ return(0.5*b*h);
}
int area(int l,int b)
{ return(l*b);
}
void disp(float m)
{ cout<<"\nArea: "<<m;
} int
main()
{
    clrscr(); int
    m,n;
    floatl,a;
    cout<<"CIRCLE:\n";
    cout<<"Enter the Radius:";
    cin>>l; a=area(l);
    disp(a);
}

```

```

    cout<<"\n\nTRIANGLE\n:";
    cout<<"EntertheBaseandHeight:";
    cin>>l>>m; a=area(l,m); disp(a);
    cout<<"\n\nRECTANGLE:\n"; cout<<"EntertheLengthandBreadth:";
    cin>>m>>n;
    a=area(m,n);
    disp(a);
    getch(); return
    0;
}

```

Operator Overloading:

In **Operator Overloading**, an operator is overloaded to give user defined meaning to it. Overloaded operator is used to perform operation on user-defined data type. Although semantics of an operator can be extended, but cannot change its syntax, the grammatical rules that govern its use such as the number of operands, precedence and associativity.

For example '+' operator can be overloaded to perform addition on various data types, like for integer, float etc.

Operator overloading is achieved using the **operator function**. The operator function is created using **operator** keyword. **Syntax of operator function:**

```

returntype classname :: operator Op (argument List)
{
    //Function Body }

```

where, **returntype** is the type of value returned by the specified operation. **op** is the operator being overloaded. **op** is preceded by the keyword **operator**. 'operator op' is the function name.

The **argument list** will depend on whether the operator is unary or binary and whether the function is a member function or friend function.

The operator function can be either member function or friend function.

- A friend function will have one argument for unary operators and two for binary operators.
- A member function has no arguments for unary operators and only one for binary operators because the object used to invoke the member function is passed implicitly and therefore is available for member function.

Restrictions on Operator overloading while implementing operator overloading:

1. Precedence and Associativity of an operator cannot be changed.
2. Arity (number of operands) cannot be changed. Unary operator remains unary, binary remains binary etc.
3. No new operators can be created, only existing operators can be overloaded.
4. Cannot redefine the meaning of a procedure. You cannot change how integers are added.
5. There are few operators in C++ that cannot be overloaded such as
 - ternary operator?:,
 - sizeof,
 - scope resolution operator::
 - membership operators . and .*.

Overloading Unary operators:

Unary operators are Increment, Decrement and unary minus which can be overloaded.

Example: To overload the operator unary minus- to negate the numbers.

```
#include<iostream.h>#i
nclude<conio.h> class
Numbers
{ int x; int y;
  public: void accept(int a,int
    b)
    { x=a; y=b;
    }
  void display()
  { cout<<"x="<<x<<"\n";
    cout<<"y="<<y<<"\n"; }
  void operator -()
  { x=-x; y=-y;
  }
}; int
main()
{
  Numbers N;
  clrscr();
  N.accept(10,20);
  N.display(); -N;
  cout<<"\nAfter unary minus handled variable are:"<<"\n";
  N.display(); return(0);
}
```

Overloading Unary operators using friend function:

Example: To overload operator unary minus- to negate the numbers using friend function.

```
#include<iostream.h>#i
nclude<conio.h> class
Numbers
{
  int x; int
  y;
  public: void accept(int a,int
    b)
    { x=a; y=b;
    }
  void display()
```

```

        { cout<<"x="<<x<<"\n";
          cout<<"y="<<y<<"\n";
        }
    friend void operator -(Numbers &Obj)
    {
        Obj.x=-Obj.x;
        Obj.y=-Obj.y;
    } };

int main()
{
    Numbers N;
    clrscr();
    N.accept(10,20);
    N.display(); operator
    -(N);
    cout<<"\nAfter unary minus handled variable are:"<<"\n";
    N.display(); return(0);
}

```

Overloading increment operator:

The increment operator ++ is used in two ways: pre-increment (++d) and post-increment(d++). To distinguish between pre and post increment operator overloading, dummy parameter of type int in the function heading of the post-increment operator function is used. Decrement operator can be overloaded similarly. void operator++()

```

{
    ++x;
    ++y;
}

void operator++(int)
{ x++; y++;
}

```

Overloading Binary operators:

Arithmetic operators are most commonly used operator in C++. Almost all arithmetic(+, -, *, ./) operators are overloaded to perform arithmetic operation on user-defined data type. **Example: To Overload Binary '+' operator using member function**

```

#include<iostream.h>#i
nclude<conio.h> classNumbers
{ int x; public:
    void accept(int a)
    { x=a;
    }
    void display()
    {

```



```

        cout<<"x="<<x<<"\n";
    }

    Numbers operator +(Numbers Obj)
    {
        Numbers temp;      temp.x=x+Obj.x;
        return temp;
    }
}; int
main()
{ clrscr();
    Numbers N1,N2,N3;
    N1.accept(100);
    N2.accept(200); cout<<"\nFirst
number:"; N1.display();
    cout<<"\nSecond number:"; N2.display();
    cout<<"\nOperations:\n\n";
    cout<<"\nAddition:";
    N3=N1+N2;
    N3.display();
    getch(); return(0);
}

```

Example: To Overload Binary operator ‘+’ using friend function.

```

#include<iostream.h>#include<conio.h>
classNumbers
{ int x; public:
    void accept(int a)
    { x=a; }
    void display()
    {
        cout<<"x="<<x<<"\n";
    }
    friend Numbers operator +(Numbers Obj1,Numbers Obj2)
    {
        Numbers temp;
        temp.x=Obj1.x+Obj2.x; return
        temp;
    }
}; int
main()
{
    clrscr();
    Numbers N1,N2,N3;

```

```

N1.accept(100);
N2.accept(200); cout<<"\nFirst
number: "; N1.display();
cout<<"\nSecond number: "; N2.display();
cout<<"\nOperations:\n\n";
cout<<"\nAddition using friend function: ";
N3=operator+(N1,N2);
N3.display();
getch(); return(0);
}

```

Overloading insertion and extraction operators:

Overloading insertion(<<) operator and extraction (>>) operator is used to input and output objects using stream class library in the similar way as built in data types.

<<operator is overloaded with **ostream** class object **cout** to print primitive type value to the screen. Similarly <<operator is overloaded in class to print user-defined type to screen. >>operator is overloaded with **istream** class object **cin** to read primitive type values from the user. Similarly >>operator is overloaded in class to read user-defined type value.

Example: To Overload <<&>> operator.

```

#include<iostream.h>
#include<conio.h> #include<fstream.h>
class Numbers
{
    int x;
public:
    friend ostream& operator <<(ostream &,Numbers &); friend
    istream& operator >>(istream &,Numbers &);
};
ostream & operator <<(ostream &out,Numbers &d)
{ out<<"\nValue of x:"<<d.x;
  return out;
}
istream & operator >>(istream &in,Numbers &d) {
    in>>d.x; return
    in;
} int
main()
{
    Numbers N; cout<<"Input";
    cin>>N; //invokes operator >>( )function cout<<"Output";
    cout<<N; //invokes operator <<( )function

    getch(); return
    0;
}

```

```

    }
}

```

String manipulation using Operator Overloading:

Relational operators like ==, >, >=, <, <=, !=, != are used to compare two user-defined objects.

Example: To compare two strings are equal or not

```

#include<iostream.h>#i
nclude<conio.h>
#include<string.h> classmystring
{ char str[30]; int len;
    public:
        mystring(char *s)
        { strcpy(str,s);
        }
        int operator ==(mystring ms)
        { if(strcmp(str,ms.str)==0) return
            0;
        else
            return 1;
        }
}; int
main()
{ char s1[10],s2[10];
    clrscr();
    cout<<"Enter first string"<<"\n";
    cin>>s1;
    cout<<"Enter secondstring"<<"\n"; cin>>s2;
    mystring obs1(s1),obs2(s2); if(obs1==obs2)
    cout<<"\nGiven strings are not same"<<"\n"; else
    cout<<"\nGiven strings are same"<<"\n";
    getch(); return(0);
}

```

Run time Polymorphism:

An appropriate member function is selected for a particular call while the program is running (at run time) is called as **Run time Polymorphism**. It is also called as late binding or dynamic binding or dynamic linking. **Run time Polymorphism is achieved by using Virtual Function.**

this pointer:

Keyword this is used to represent an object that invokes a member function. this is a pointer that points to the object for which this function was called. This unique pointer is automatically passed to a member function when it is called. The pointer 'this' acts as an implicit argument to all the member functions.

Example1: To illustrate the use of this pointer.

```

#include<iostream.h>cl

```

```

class Test
{
int x; public: void setX
(int x)
    { this->x = x;
      } void print() { cout << "x = " << x << endl;
    }
}; int
main()
{
    Test obj; int
    x = 20;
    obj.setX(x);
    obj.print();
    return 0;
}

```

Example2: To illustrate the use of this pointer.

```

#include<iostream.h>#include<conio.h>
class
Test
{
    int x;
public:
    Test(int x)
    { this->x = x;
    }
    Test& maximum(Test& T)
    { if(T.x >= x)
      return T;
      else
      return * this;
    } void print() { cout << "x = " << x << endl; }
};

```

```

int main()
{
    Testobj1(50),obj2(30);
    obj1.print(); obj2.print();
    Testobj3=obj1.maximum(obj2);
    obj3.print(); getch();
    return 0;
}

```

Note: return * this will return the object that invoked the function.

Virtual Function:

When same function name is used in both the base and derived classes, the function in base class declared as virtual using the keyword `virtual` preceding its normal declarations. When a function is made virtual, C++ determines which function to use at run time based on the type of object pointed to by the base pointer, rather than the type of the pointer. By making the base pointer point to different objects, different versions of virtual functions can be executed.

Runtime Polymorphism is achieved only when a Virtual Function is accessed through a pointer to the base class.

Example: To illustrate the use of virtual function. class

```
Base
{ public:
    void
    Display()
    { cout<<"\n Display Base";
    }
    virtual void show()
    { cout<<"\n Show Base";
    }
};

class Derived: public Base
{ public: void
    Display()
    { cout<<"\n Display Derived";
    }
    void show()
    { cout<<"\n Show Derived";
    }
};

int main()
{
    Base B;
    Derived D;
    Base* Bptr;

    Bptr = &B;
    Bptr->Display();           //Calls Baseversion
    Bptr->Show();              //Calls Baseversion

    Bptr = &D;
    Bptr->Display();           //Calls Baseversion
    Bptr->Show();              //Calls Derivedversion
}
```

```

        return(0);
    }

```

Note: When Bptr is pointing to derived class object D, the statement

```
Bptr->Display();
```

calls only the function associated with Base; whereas the statement

```
Bptr->Show();
```

calls the Derived version of Show(). Because Show() function from the base class is declared as virtual.

Pure virtual function:

A virtual function equaled to zero is called as pure virtual function. It is also called as “**do-nothing**” function. It is a function declared in a base class that has no definition relative to the base class.

Syntax:

```
virtual void display()=0;
```

A class containing such pure function is called as an **abstract class**.

Practice Programs:

1. Write a C++ program to sort integer and float array elements in ascending order by using function overloading.
2. Create a class College containing data members as College_Id, College_Name, Establishment_year, University_Name. Write a C++ program with following member functions:
 - i. To accept 'n' College details
 - ii. To display College details of a specified University
 - iii. To display College details according to a specified establishment year (Use Array of Object and Function overloading)
3. Create a class Fraction containing data members as Numerator and Denominator. Write a C++ program to overload operators ++, -- and * to increment, decrement a Fraction and multiply two Fraction respectively. (Use constructor to initialize values of an object).
4. Create a base class Conversion. Derive three different classes Weight (Gram, Kilogram), Volume (Milliliter, Liter), Currency (Rupees, Paise) from Conversion class. Write a C++ program to perform read, convert and display operations. (Use Pure virtual function)

Set A:

1. Write a C++ program to calculate area of cone, sphere and circle by using function overloading.
2. Create a C++ class Employee with data members E_no, E_Name, Designation and Salary. Accept two employees information and display information of employee having maximum salary. (Use this pointer)

3. Write a C++ program to create a class Integer. Write a C++ program to implement necessary member functions to overload the operator unary pre and post decrement '--' for an integer number.
4. Create a C++ class Integer that contains one integer data member. Overload following binary operators (+, -, *, /).
5. Consider a class Point containing x and y coordinates. Write a C++ program to implement necessary functions to accept a point, to display a point and to find distance between two points using operator overloading (-). (Use friend function)

Set B:

2. Create class Person which contains data member as Passport_Id, Person_name, Nationality, Gender, Date_of_Birth, Date_of_Issue, Date_of_expiry. Write a C++ program to perform following member functions:
 - i. Enter details of all persons
 - ii. Display passport details of one person
 - iii. Display passport details of all persons (Use Function overloading and Array of object).
3. Create a class Date with members as dd, mm, yyyy. Write a C++ program for overloading operators >> and << to accept and display a Date.
4. Create a class MyString which contains a character pointer (using new operator). Write a C++ program to overload following operators:
 - i. < To compare length of two strings
 - ii. != To check equality of two strings
 - iii. + To concatenate two strings
5. Create a base class Shape. Derive three different classes Circle, Rectangle and Triangle from Shape class. Write a C++ program to calculate area of Circle, Rectangle and Triangle. (Use pure virtual function).

Set C:

1. Create a class MyString which contains a character pointer (Use new and delete operator). Write a C++ program to overload following operators:
 - i. ! To change the case of each alphabet from given string
 - ii. [] To print a character present at specified index

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Assignment No. 7: Managing Console I/O Operations

Stream is a sequence of bytes. It represents a device on which input and output operations are performed. C++ provides standard iostream library to operate with streams. The iostream is an object-oriented library which provides Input/Output functionality using streams. C++ stream classes are as follows:

I/O Stream	Meaning	Description
ios	General Input/Output Stream Class	It contains basic facilities that are used by all other input & output classes. Declares constants & functions for handling formatted input & output operations
istream	Input Stream	Inherits properties of ios. It reads and interprets input. Declares input functions get(), getline() and read(). Contains overloaded extraction operator >>.
ostream	Output Stream	Inherits properties of ios. It can write sequences of characters and represents other kinds of data. Declares output functions put() and write(). Contains overloaded insertion operator <<.
iostream	Input / Output Stream	Inherits properties of ios istream and ostream & contains all input & output functions.
streambuf	File Stream Base	Provides an interface to physical devices through buffers & acts as a base for filebuf class used ios files

Unformatted I/O Operations:

We have used objects cin & cout which are predefined in iostream file for input & output of various types. cin is an object of type istream & cout is an object of type ostream. We read data from keyboard using following format:

```
cin>>variable1>> variable2>>.....>> variableN
```

We write data or display it on screen using following format:

```
cout<<variable1<<variable2<< .....<<variable
```

Example: Illustrate use of cin & cout statements.

```
int rno; cin>>rno;
```

```
cout<<"Roll No:"<<rno<<endl;
```

In this we have to study different functions of istream class and of ostream class.

istream class functions: int get()-Accepts a character from input screen & returns it.

istream &get(char &ch)- Accepts a character from input screen & assigns it to the character 'ch'.

istream &getline(char *buffer,int size,char del='\n')-It accepts a string from input stream until it enters a newline character.

ostream class functions: ostream &put(char ch)- It inserts a character ch in an output screen.
ostream &write(const char *s, streamsize n)- It inserts first n characters of the character array pointed to by 's' into the output screen.

Examples: Program to illustrate use of get() & put() functions.

```
#include<iostream.h>
#include<conio.h>int main()
{ char c; clrscr(); cin.get(c); //get a character from keyboard & assigns it to cout<<"Entered
  Character is:"<<c; //display an entered character on output screen.
  return 0; }
```

In above program we can also display same character entered by user using **cout.put(c)** **method** instead of using cout statement.

Examples: Program to illustrate use of getline() & write() functions.

```
#include<iostream.h>
#include<conio.h>int main()
{
    intsize; char
    name[20];
    char*city="Pune";
    clrscr();
    cout<<"Enter name of student:";//Accept name of student from user cin>>name;
    cout<<"Entered name is:"<<name;//Display entered name
    cout<<"City of student is:"<<endl; cout.write(city,10);//Display
    city using write function cout<<"Enter another name of
    student:"<<endl; cin.getline(name,size); //Use geline function to
    accept name
    cout<<"Another name of student is:"<<name; //Display another name of student accepted from
    user return 0;
}
```

Formatted Console I/O Operations:

C++ supports a number of features that could be used for formatting output. These features includes:

- ios class functions & flags
- Manipulators
- User-Defined Output functions (Manipulators)

The ios class contains a large number of member functions that help us to format the output in a number of ways.

Manipulators are helping functions that can modify the input or output stream. These format manipulators are available by including the file "<iomanip.h>".

ios format functions & manipulators:

ios Functions	Task	Equivalent Manipulators
width()	Specify required field size for displaying an output value	setw()
precision()	Specify number of digits to be displayed after the decimal point of float value	setprecision()
fill()	Specify a character that is used to fill the unused portion of a field	setfill()
setf()	Specify format flags that can control the form of output display i. e left justification & right justification	setiosflags()
unsetf()	To clear the flags specified	resetiosflags()

```
#include<iostream.h>#include<conio.h>
#include<math.h>
int main()
{ clrscr();
    cout.width(5);           //set width to 5
    cout<<123<<12<<endl;    //display output in width of box5
    cout.width(5); cout<<543;
    cout.width(5);
    cout<<19<<endl;

    cout.precision(3);      //display 3 digits after decimalpoint
    cout<<sqrt(2)<<"\n";
    cout.precision(4);      //display 4 digits after decimalpoint
    cout<<sqrt(3)<<"\n";
    cout.fill('*');         //Padding fill with '*'
    cout.width(10);
    cout<<"SYBBA"<<"\n";
    cout.fill('#');         //Padding fill with '#'
    cout.setf(ios::right,ios::adjustfield); //it display output to rightside cout.width(12);
    cout<<"CA"<<"\n";
    return 0;
}
Output:
12312
54319
1.414
1.7321
*****SYBBA
#####CA
```

User-Defined Manipulators:

In addition to predefined functions C++ allows us to create our own manipulator functions to provide any special output formats.

```
ostream & manipulator(ostream & output) {
    -----
    // code
    -----

    return output;
} manipulator is the name of manipulator under creation.
```

Example: Program to illustrate how to create user defined manipulator.

```
#include<iostream.h>
ostream & unit(ostream & output)
{ output<<"Kilograms"; return
    output;
} int
main()
{ cout<<"Weight:"<<40<<unit;
    return 0; }
```

Output:

```
C:\TURBOC3\BIN>TC
Weight:40Kilograms
```

Practice programs:

1. Define a class Item that contains data member as Item_no, Item _Name, Item _Price.

Derive a class Discount(discount_in_percentage) from class Item. A Customer buys 'n' items. Accept quantity for each item, calculate total discount and accordingly generate and display the bill using appropriate Manipulators.

Set A:

1. Write a C++ program to create a class Employee which contains data members as Emp_Id, Emp_Name, Basic_Salary, HRA, DA, Gross_Salary. Write member functions to accept Employee information. Calculate and display Gross salary of an employee. (DA=25% of Basic salary and HRA=40% of Basic salary) (Use appropriate manipulators to display employee information in given format: Emp_Id and Emp_Name should be left justified and Basic_Salary, HRA, DA, Gross salary Right justified with a precision of three digits)
2. Write a C++ program to create a class Teacher which contains data members as Teacher_Name, Teacher_City, Teacher_Contact_Number. Write member functions to accept and display five teachers information. Design User defined Manipulator to print Teacher_Contact_Number. (For Contact Number set right justification, maximum width to 10 and fill remaining spaces with '*')

Set B:

1. Create a C++ class Train with data members as Train_No, Train_Name, No_of Seats, Source_Station, Destination_Station. Write necessary member functions for the following:
 - i. Accept details of n trains.
 - ii. Display all train details.

- iii. Display details of train from specified starting station and ending station by user.
2. Create a C++ class Manager with data members Manager_Id, Manager_Name, Mobile_No., Salary. Write necessary member functions for the following:
 - i. Accept details of n managers
 - ii. Display manager details in ascending order of their salary.
 - iii. Display details of a particular manager. (Use Array of object and Use appropriate manipulators.)

Set C:

1. Create a C++ class Marksheet with data members Seat_No., Student_Name, Class, Subject_Name, Int_Marks, Ext_Marks, Total, Grand_Total, Percentage, Grade. Write member function to accept Student information for 4 subjects. Calculate Total, Grand_Total, Percentage, Grade and display Marksheet. (Use user defined manipulator)

Assignment Evaluation

0: Not Done []

1: Incomplete []

2: Late Complete []

3: Needs Improvement []

4: Complete []

5: Well Done []

Signature of Instructor

Assignment No. 8: Working with Files

File: It is collection of data or information. **Stream:** It is sequence of bytes.

To perform input and output operations on files, three classes included in the <fstream.h> library. It defines several classes including ifstream, ofstream and fstream.

Stream	Description
ofstream	Stream class to write on files
ifstream	Stream class to read from files
fstream	Stream class to both read and write from/to files.

Opening file:

File can be opened by using member function open() or by using constructor.

Stream	Description	Examples By Using Constructor	Examples By Using Member Function
ofstream	Stream class to write on files	ofstream outfile1("first.txt");	ofstream outfile2; outfile2.open("second.txt");

ifstream	Stream class to read from files	ifstream infile1("first.txt");	ifstream infile2; infile2.open("second.txt");
fstream	Stream class to both read and write to / from files.	fstream file1("first.txt",ios::out);	fstream file2; file2.open("second.txt",ios::out);

Detecting End-Of-File:

It checks whether end of file occurs or not. eof() is member function of ios class. It returns nonzero value if end of file condition is encountered and zero otherwise.

Syntax:

```
ifstream fin; if(fin.eof()!=0)
{ exit(1);
}
```

This statement terminates the program on reaching end of file.

File Opening Modes:

There are different modes (flags) of a file which are listed below:

Parameter	Meaning
ios::in	Open for input operations.
ios::out	Open for output operations.
ios::binary	Open in binary mode.
ios::ate	Set the initial position at the end of the file. If this flag is not set, the initial position is the beginning of the file.
ios::app	All output operations are performed at the end of the file, appending the content to the current content of the file.
ios::trunk	If the file is opened for output operations and it already exists, its previous content is deleted and replaced by the new one.

Closing File:

A file which is opened while reading or writing in **file handling** must be closed after performing an action on it.

Syntax:

```
filename.close();
```

File Pointer and Their Manipulations:

Each file has two pointers associated with it known as file pointers.

Input pointer (get pointer)

Output pointer (put pointer)

Following member functions are used to move the file pointer at the desired position while reading or writing from the file.

Function	Description
seekg()	Moves get pointer(input) to specified location.
seekp()	Moves put pointer(output) to a specified location.
tellg()	Gives the current position of the get pointer.
tellp()	Gives the current position of the put pointer.

File Handling Functions:

C++ provides us with the following operations in File Handling:

open() Function-To create a file by using open function.

```
file.open("sample.txt",ios::in |ios::out);
```

get() & put() Functions- put() writes a single character in file and get() reads a single character from a file. fstream file; //Input & output stream file.put('h'); //put char to file file.get(ch); //get character from file

read() & write() Functions- These functions are used to perform read & write operations on binary file.

```
infile.read((char *) & v, sizeof(v)); infile.write((char *) & v, sizeof(v));
```

These functions take two arguments. The first is address of the variable V and second is the length of that variable in bytes.

Text and Binary files:

The C++ language supports two types of files:

- Textfiles
- Binary files

Text Files:

These files are designed to store text. In such files various character translations are performed such as “\r+\f” is converted into “\n”, whereas in binary files no such translations are performed. By default, C++ opens the files in text mode.

Example: Program to illustrate reading & writing to text file .

```
#include<fstream.h>
nt main ()
{
    char sname[20]="SYBBA",line[20];
    ofstream outfile; outfile.open("example.txt");
    outfile<<sname;
    outfile.close(); ifstream
    infile;
```

```

infile.open("example.txt");
infile.getline(line,20);
cout<<line;
infile.close();
return 0; }

```

OUTPUT:

SYBBA

By using above program we can write 'SYBBA' to text file 'example.txt'. Then we perform read operation on same file & display 'SYBBA' to output screen

Binary Files:

It is used to read & write a given number of bytes on the given stream. write() is a member function of ostream inherited by ofstream and read is a member function of istream inherited by ifstream. Objects of class fstream have both.

Example: Program to illustrate reading & writing to Binary File.

```

// writing on a text file #include<fstream.h>
int main ()
{
    char sname[20]="SYBBA"; ofstream
    outfile; outfile.open("example.bin");
    outfile.write((char *) & sname,sizeof(sname));
    outfile.close(); ifstream infile;
    infile.open("example.txt");
    infile.read((char *)& sname,sizeof(sname));
    cout<<sname;
    infile.close(); return
    0;
}

```

OUTPUT

SYBBA

By using above program we can write 'SYBBA' to text file 'example.bin'. Then we perform read operation on same file & display 'SYBBA' to output screen

Reading & Writing Class Objects:

How class objects can be written to & read from disk files.

Example: Program to illustrate reading & writing class objects.

```

#include <iostream.h>
#include <fstream.h> class
student
{
    intrno;
    charname[20];
    public: void

```

```

        getdata(); void
        putdata();
};
void student:: getdata()
{ cout<<"Enter rno:\n";
    cin>>rno;
    cout<<"Entername:\n";
    cin>>name;
}
void student:: putdata()
{
    cout<<"Roll No:"<<rno<<endl; cout<<"Name:"<<name<<endl;
}
int main ()
{ student s[3];
  fstream file;
  file.open("student.txt",ios::in | ios::out);
  cout<< "Enter details of 3 students:\n"; for(int
  i=0;i<3;i++)
  { s[i].getdata();
    file.write((char *) & s[i],sizeof(s[i]));
  } file.seekg(0); //reset to start
  cout<<"\nOUTPUT\n\n"; for(i=0;i<3;i++)
  { file.read((char *) & s[i],sizeof(s[i]));
    s[i].putdata();
  } file.close();
  return 0;
}

```

OUTPUT:

Enter details of 3 students:

Enterrno:1

Entername:Avani

Enterrno:2

Entername:Ananya

Enterrno:3

Enter name:Kavya

OUTPUT

Roll No:1

Name:Avani

Roll No:2

Name:Ananya

Roll No:3

Name:Kavya

Updating A File:Random Access

Updating is the maintenance of any data file. The updating includes one or more of following tasks:

- Displaying contents of afile
- Modifying an existingitem
- Adding a newitem
- Deleting an existingitem

These action requires the file pointers to move to a particular location. File contains collection of items of equal lengths. Size of each item/object can be obtained using

```
int object_length=sizeof(object);
```

Location of object can be obtained using `int location=m* object_length;`

This location gives us byte number of the first byte of mth object.We can set file pointer to reach this byte with the help of `seekg()` & `seekp()` .

We also find total number of objects in a file using `object_length` as follows: `int`

```
n=file_size/ object_length;
```

The `file_size` can be obtained using function `tellg()` & `tellp()` when file pointer is located at the end of file.

Error Handling During File Operations:

There are several error handling functions supported by class `ios` that help you read and process the status recorded in a file stream. Following table lists these error handling functions and their meaning :

Function	Meaning
<code>int eof()</code>	Returns non-zero (true value) if end-of-file is encountered while reading; otherwise returns zero (false value).
<code>int fail()</code>	Returns non-zero (true) when an input or output operation has failed.
<code>int bad()</code>	Returns a non-zero value if an invalid operation is attempted or any unrecoverable error has occurred. However, if it is zero (false value), it may be possible to recover from any other error reported and continue operations.
<code>int good()</code>	Returns non-zero (true) if no error has occurred. This means, all the above functions are false. For example, if <code>fin.good()</code> is true, everything is okay with the stream named as <code>fin</code> and we can proceed to perform I/O operations. When it returns zero, no further operations can be carried out.

Command Line Arguments:

We supply arguments to main function at the time of invoking program by command line argument. They may be used to pass the names of data files. **Example: Program to illustrate use of command line arguments.** `#include<iostream.h>#include<fstrea m.h>`

```
#include<stdlib.h> int main(int argc,char *argv[])  
{  
int number[9]={ 1,2,3,4,5,6,7,8,9}; if(argc!=2)
```

```

{
    cout<<"argc="<<argc<<"\n"; cout<<"Error
    in arguments\n";
    exit(1);
}
ofstream fout1;
fout1.open(argv[1]); if(fout1.fail())
{
    cout<<"Unable to open a file"<<argv[1]<<"\n";
    exit(1); } else
{
    for(int i=0;i<9;i++)
    {
        if(number[i]%2==0)
        fout1<<number[i]<<" "; //write all even numbers from number array to file
    }
} fout1.close();
ifstream fin;
int i;
char ch;
for(i=1;i<argc;i++)
{ fin.open(argv[i]);
    cout<<"Contents of"<<argv[i]<<"\n";
    do {
        fin.get(ch); //reads an even numbers from file cout<<ch;
        //display it
    } while(fin);
    cout<<"\n\n"; fin.close();
} return
0; }
Output:
C:\TC\SOURCE>temp a.txt
Contents of a.txt
2468
C:\TC\SOURCE>exit

```

To run this program we first compile it. Then instead of using Ctrl+F9 we have to run it by dos shell. Click on File & then select DOS Shell. DOS Shell gets opened. Now give program name space a.txt. All even numbers will get added to a.txt file afterwards we print even numbers from 'a.txt' file to the output screen. Sometime program name is not found in BIN directory so change directory from BIN to SOURCE & then run your program.

Practice programs:

1. Write a C++ program to copy even numbers from the file "Numbers.txt" into the file "even.txt" and odd numbers into the file "odd.txt". Display the count of numbers in each file. Compute the median and average of numbers in both files.

2. Write a C++ program that reads a "source.txt" file and creates another file named as "destination.txt" which is identical to source except that every sequence of consecutive blank spaces is replaced by a single space.
3. Write a C++ program to read the contents from the file "sample.txt". Store all the characters from "sample.txt" into the file "character.txt" & store all digits into the file "digit.txt".
4. Write a C++ program which will accept 'n' integers from user through command line argument. Store prime numbers in file "Prime.txt" and remaining numbers in "Others.txt".

Set A:

1. Write a C++ program to accept 'n' numbers from user through Command Line Argument. Store all positive and negative numbers in file "Positive.txt" and "Negative.txt" respectively.
2. Write a C++ program to read the contents of a text file. Count and display number of characters, words, lines and blank spaces from a file. Find the number of occurrences of a given word present in a file.
3. Create a C++ class Employee with data members Emp_No, Emp_Name, Emp_Marks. Write necessary member functions for the following:
 - i. Accept the details and store it into the file "Emp.dat"
 - ii. Read the details from file and display it.
 - iii. Update a given record into the file.

Set B:

1. Write a C++ program to create a class Newspaper with data members Name, publisher, cost. Write necessary member functions for the following:
 - i. Accept details for 'n' Newspapers from user and store it in a file "Newspaper.txt".
 - ii. Display details of Newspapers from a file.
 - iii. Count the number of objects stored in a file.
2. Write a C++ program that reads from a formatted file a list of 4 students and their marks for 3 tests, computes the average test score for each student and the grade and outputs them in another file.
3. Create a C++ class 'city' with data members name and STD code. Accept 'n' cities with STD codes from user. Store this data in the file 'cities.txt'. Write a program that reads the data from file cities.txt display the list of city with STD codes from a file

Set C:

1. Create a C++ class MyFile containing:

fstream fp;

Char *fn;

Write necessary member Functions using operator overloading:

+ F3=F1+F2 Put contents of F1 and F2 in F3.

- -F3 Changes the case of all upper and lower case characters in F3.

Assignment Evaluation

0: Not Done []

3: Needs Improvement []

1: Incomplete []

4: Complete []

2: Late Complete []

5: Well Done []

Signature of Instructor

Assignment No. 9: Templates

Templates are powerful features of C++ which allows you to write generic programs. The simple idea is to pass data type as a parameter so that we don't need to write the same code for different data types. In simple terms, we can create a single function or a class to work with different data types using templates. Templates are often used in larger code base for the purpose of code reusability and flexibility of the programs. The concept of templates can be used in two different ways:

- FunctionTemplates
- ClassTemplates

Function Template:

It is used to define generic functions. A single function template can work with different data types at once. It works on different types of data.

Syntax of function template with single parameter:

A function template starts with the keyword `template` followed by `template parameter(s)` inside `<>` which is followed by function declaration.

```
template <class T>
returntype functionName(arguments of type T)
{
    // Body of function with type T
}
```

T is a generic name for a data type used by the function. This name can be used within the function definition.

Syntax of function template with Multiple Parameters:

```
template <class T1, class T2>
returntype functionName(arguments of types T1, T2, ..... ) {
    // Body of function
}
```

Example: Program to illustrate use of Function Template with multiple parameters.

```
#include<iostream.h>
using namespace std;
template<class T>
T add(T num1, T num2)
{ return (num1 + num2);
}
```

```
int main()
{ int result1;
  double
  result2;
```

```
// calling with int parameters result1
= add(2, 3);
cout << "2 + 3 = " << result1 << endl;

// calling with double parameters result2
= add(2.2, 3.3);
cout << "2.2 + 3.3 = " << result2 << endl;

return 0; }
```

Output:

```
2 + 3 = 5
2.2 + 3.3 = 5.5
```

Class Template:

Class templates are used for writing generic class operations. We would need to create a different class for each data type or create different member variables and functions within a single class using a class template.

Syntax of class template with single parameter:

```
template <class T>
class className
{
    public:
        ... ..
        //class member specification with anonymous type T
        ... ..
        ... ..
};
```

T is a generic name for a data type which will be specified when a class is instantiated. we can define more than one generic data type by using a comma-separated list.

Syntax of class template with multiple parameters:

```
template <class T1, class T2,.....> class className
{
    public:
        ... ..
        ... ..
        ... ..
};
```

Example: Program to illustrate use of Class Template with multiple parameters.

```
#include<iostream.h> #include<conio.h> template<classT1,classT2>c
lassA
```

```

{
    T1 a;
    T2b; public:
    A(T1 x,T2y)
    { a = x;
      b = y; }
void display()
{ cout<<"Values of a and b are : "<< a<<" "<<b<<endl; }
}; int main()
{
    clrscr();
    A<int,float> d(5,6.5); d.display();
    return 0; }

```

Output:

Values of a and b are: 5, 6.5

Practice programs:

1. Write a C++ program to swap two integer values and two float values by using function template.

Set A:

1. Write a C++ template program to accept array elements of type integers & characters. Reverse an array of both types.
2. Write a C++ program to find maximum & minimum of two integer numbers and two float numbers by using function template.
3. Write a C++ template program to sort the array elements of type integer, float and character.

Set B:

1. Write a C++ program to define class template for calculating the square of given numbers with different data types.
2. Write C++ template program to find the area of circle & rectangle with different data types.
3. Write a template to represent a generic vector. Include member functions to perform the following tasks:
 - i. To create the vector.
 - ii. To modify the value of a given element.
 - iii. To multiply the vector by a scalar value.
 - iv. To display the vector in the form (10,20, 30,.....)

Set C:

1. Write C++ template program to implement stack & its operations like push & pop.

Assignment Evaluation

0: Not Done []

3: Needs Improvement []

1: Incomplete []

4: Complete []

2: Late Complete []

5: Well Done []

Signature of Instructor

Section-II

NODE JS

ASSIGNMENT NO. 1: NODE.JS WEB SERVER, MODULES & NPM

Introduction:

Node.js is an open-source server-side runtime environment that provides an event driven, non-blocking (asynchronous) I/O and cross-platform runtime environment for building highly scalable server-side application using JavaScript.

Node.js can be used to build different types of applications such as command line application, web application, real-time chat application, REST API server etc. However, it is mainly used to build network programs like web servers, similar to PHP, Java, or ASP.NET.

Downloads, Installation and setting up Environment for node.js

- The official Node.js website has installation instructions for Node.js: <https://nodejs.org> ○
Download Editor/visual studio code for node.js from:
<https://code.visualstudio.com/download>
- Once you have downloaded and installed Node.js & VS code editor on your computer, you can run "Hello World" node.js app and display Hello World! Message on a web browser.
- Create a Node.js file named "myfirst.js", and add the following code:

myfirst.js

```
var http = require('http');  
http.createServer(function (req, res) { res.writeHead(200,  
  {'Content-Type': 'text/html'});  
  res.end('Hello World!'); }).listen(8081);  
console.log('Server running at http://127.0.0.1:8081/');
```

Now execute the myfirst.js to start the server as follows –

- **\$ node myfirst.js**
- Verify the Output on browser. Server has started.
- Server running at <http://127.0.0.1:8081/>

A Node.js application consists of the following three important components – **Import required modules** – We use the require directive to load Node.js modules. **Create server** – A server which will listen to client's requests similar to Apache HTTP Server.

Read request and return response – The server created in an earlier step will read the HTTP request made by the client which can be a browser or a console and return the response.

Node.js has a built-in module called HTTP, which allows Node.js to transfer data over the Hyper Text Transfer Protocol (HTTP).

To include the HTTP module, use the require() method:

```
var http = require('http');
```

Node.js as a Web Server

The HTTP module can create an HTTP server that listens to server ports and gives a response back to the client. Use the createServer() method to create an HTTP server:

REPL Terminal:

- REPL stands for Read Eval Print Loop and it represents a computer environment like a Windows console or Unix/Linux shell where a command is entered and the system responds with an output in an interactive mode.
- Node.js or Node comes bundled with a REPL environment. It performs the following tasks-
- Read – Reads user's input, parses the input into JavaScript data-structure, and stores in memory.
- Eval – Takes and evaluates the data structure.
- Print – Prints the result.
- Loop – Loops the above command until the user presses ctrl-c twice.
- The REPL feature of Node is very useful in experimenting with Node.js codes and to debug JavaScript codes.

REPL can be started by simply running node on shell/console without any arguments as follows. \$ node

You will see the REPL Command prompt > where you can type any Node.js command – \$ node > Simple Expression

Let's try a simple mathematics at the Node.js REPL command prompt – \$

```
node > 1 + 3
```

```
4
```

```
> 1 + ( 2 * 3 ) - 4
```

```
3
```

You can make use variables to store values and print later like any conventional script. If var keyword is not used, then the value is stored in the variable and printed. Whereas if var keyword is used, then the value is stored but not printed. You can print variables using console.log().

```
$ node > x = 10 10
```

```
> var y = 10 undefined
```

```
> x + y
```

```
20
```

```
> console.log("HelloWorld") Hello
```

```
World undefined
```

Modules in Node.js

Node.js has a simple module loading system. A module in node.js is a simple or complex functionality organized in single or multiple javascript files which can be reusable again.

Node.js Module Types

In Node.js modules can be categorized in 3 types

1. Core Modules
2. Local Modules
3. Third Party Modules

Node.js Core Modules

Node.js has several modules compiled into its binary distribution, and load automatically when the Node.js process starts, these are called the core modules. These core modules of node.js are located within Node.js's source and are located inside "**lib**" folder.

Some of the core modules are listed below.

- **http** - This module is used to create httpserver.
- **fs** - This module is used to perform file operations like reading, writing, appending and deleting files etc.
- **Crypto** - This module provides cryptographic functionalities like encryption, decryption, sign, verification, digesting etc.
- **Querystring** - This method includes methods to deal with querystring like unescapeBuffer, unescape, escape, encode, stringify, decode and parse.
- **url** - This module includes methods for url resolutions, resolve, parsing, format etc.
- **path** - This module is used to deal with file paths when working with file system.

Local Modules

Local modules are user defined modules which are mainly used for specific projects and locally available in separate files or folders within project folders. These types of modules contain application specific functionality.

Note

We can package locally created local modules and distribute them via NPM (Node Package Manager), which can be used by others and the node community. **Third party module**

The third-party module can be downloaded by NPM (Node Package Manager). These types of modules are developed by others and we can use that in our project. Some of the best third party module examples are: express, gulp, lodash, async, socket.io, mongoose, underscore, pm2, bower, q, debug, react, mocha etc.

Third party modules can be install inside the project folder or globally. **How to load a module?**

To load a module in your node application you can just use "require()" function. whose syntax is given below.

```
var module=require('module_name');
```

There are several ways to reference modules, this depends on what type of module we are going to load.

Loading core module

Core modules can be loaded as follows. **var**

```
http=require('http');
```

As I have already told you that code modules are loaded in "lib" directory, so in the above example http module will be loaded from lib folder.

How to create and load local module?

In Node.js files and modules are in a one-to-one correspondence. The following example will explain to you how to create a local Node.js module.

```
function Circle(radius) { return
{
  area: function area() {
    return Math.PI * Math.PI * radius;
  }
}; }
module.exports = Circle;
```

In the above example We have created a function which is used to find an area of the Circle. In this example in the last line I have written "module.exports=Circle" this is a very important line here. Here module is a variable that represents the modules in which we are currently in. We can export any type of object. Save above file using "Circle.js". To use this module inside another file, app.js, the code can be written as follows.

app.js var circle=require('./Circle.js'); var obj=circle(7); var output=obj.area(); console.log(output);	Output C:\Users\Dell-PC\Node-app> node app.js 69.0872308076255
---	---

In the above example We loaded a file whose name is Circle.js using the require function which exports Circle object.

Different ways for loading local node.js module

There are lots of ways to load locally created modules.

- Using absolute path **var module = require('/<folder_name1>/<folder_name2>/../module');**
- Using relative path **var module = require('./module');**

Here We are not giving .js extension so there is no need to add ".js" Node finds .js files if we do not give .js as an extension, it means the following lines will be the same.

1. **var module = require('./module');**
2. **var module = require('./module.js');**

Using folder path

You can also use folder path to load modules as follows:

```
var module = require('./folder_name');
```

But a folder can contain lots of modules and javascript files so node finds index.js file and loads by default. Otherwise we can create package.json where we can define node module name which we want to load by default. We can write package.json like as follows.

```
{
  "name" : "module_name",
  "main" : "./folder_path/module_name.js" }
```

Loading third party modules

Third party Node.js module can be downloaded using NPM (node package manager) which you can download locally or globally. To download globally we use the following command.

```
npm install -g <module_name>
```

here we use -g to install package globally. If you want to install locally then use the following command.

```
npm install --save <module_name>
```

Above command will download node package inside node_modules folder and then you can directly use require function to load node module.

```
var module= require('module_name');
```

Caching Modules

In Node.js modules are cached when module is loaded the first time. It means if you load the same node module 2 times then node.js does not load that module again it will copy that module from cache. Example is shown below.

```
console.log("Module Loaded Successfully");
```

We have created a module that is My_Module and written the above code and saved it using My_Modules.js. Now I am creating app.js file where I am writing the following script.

```
var my_module1=require('./My_Module'); Above  
code will print the following output.
```

```
C:\Users\Dell-PC\Node-app> node app.js Module
```

```
Loaded Successfully
```

Now We are modifying app.js and writing the following code.

```
var my_module1=require('./My_Module'); var  
my_module2=require('./My_Module');
```

In the above code We have created two objects for My_Module. But when you run it then you will get the following output.

```
C:\Users\Dell-PC\Node-app> node app.js
```

```
Module Loaded Successfully
```

This means that module initializes only once. This is very important to know if you are creating any module.

Practice Programs:

- 1) Create a Node.js Application that performs following operations on Buffer data.
 1. Concat
 2. Compare
 3. Copy
- 2) Create node.js application that uses local module to find age of person after accepting date of birth.
- 3) Create node.js application that create navigation bar on your web page and on selecting option from navbar, goes to respective page such as contact us, about us etc.
- 4) Create node.js application that create unit conversion module such as mm to cm and using it perform conversion.

SET A

- 1) Create a Node.js file that will convert the output "Hello World!" into upper-case letters.
- 2) Create a Node.js Application that uses user defined module to return the sum of digits of a given number.
- 3) Create a Node.js Application that uses user defined module circle.js which exports the functions area () and circumference () and display the details on console.

SET B

- 1) Create a Node.js Application that accepts first name, last name of a Person and define a Module that concatenate first name and lastname.
- 2) Create a Node.js Application that uses user defined Module to return the Factorial of a of given number.
- 3) Create Node.js application using user defined Rectangle module to find area of rectangle and display the details on console.

SET C

- 1) Create Node.js Module and Publish Over to npm

Signature of the instructor: ____

Date: _

Assignment Evaluation:

0: Not Done 1: Incomplete 2: Late Complete 3: Needs Improvement

4: Complete 5: Well-Done

ASSIGNMENT NO. 2: FILE SYSTEM

Node.js as a File Server

The Node.js file system module allows you to work with the file system on your computer. To include the File System module, use the `require()` method:

```
var fs = require('fs');
```

Common use for the File System module:

- Read files
- Write files
- Create files
- Update files
- Delete files
- Rename files

Major File I/O methods.

Read Files

The `fs.readFile()` method is used to read files on your computer.

Assume we have the following HTML & `demo_readfile.js` file (located in the same folder as Node.js):

	<code>demo_readfile.js</code>
--	-------------------------------

demofile1.html <pre><html> <body> <h1>My Header</h1> <p>My paragraph.</p> </body> </html></pre>	<pre>var http = require('http'); var fs = require('fs'); http.createServer(function (req, res) { fs.readFile('demofile1.html', function(err, data) { res.writeHead(200, {'Content-Type': 'text/html'}); res.write(data); return res.end(); }); }).listen(8081);</pre>
---	---

Initiate demo_readfile.js:

C:\Users\Your Name>node demo_readfile.js

you will see the result on browser with url: <http://localhost:8081>

Synchronous vs Asynchronous

Every method in the fs module has synchronous as well as asynchronous forms. Asynchronous methodstakethelastparameterasthecompletionfunctioncallbackandthefirstparameterofthe callback function as error. It is better to use an asynchronous method instead of a synchronous method,astheformerneverblocksaprogramduringitsexecution,whereasthesecondonedoes. **Example** Create a text file named **input1.txt** with the following content – We are students of SY BBA (CA) learning node.js in simple and easy way!!!!

Let us create a js file named **main.js** with the following code &run the **main.js** to see the result:

<pre>var fs = require("fs"); // Asynchronous read fs.readFile('input1.txt', function (err, data) { if (err) { return console.error(err); } console.log("Asynchronous read: " + data.toString()); }); // Synchronous read var data = fs.readFileSync('input1.txt'); console.log("Synchronous read: " + data.toString()); console.log("Program Ended");</pre>	<p>\$ node main.js</p> <p>Output:</p> <p>Synchronous read: We are students of SY BBA (CA) learning node.js in simple and easy way!!!!</p> <p>Program Ended Asynchronous read: We are students of SY BBA (CA) learning node.js in simple and easy way!!!!</p>
--	--

Open a File

Syntax

Following is the syntax of the method to open a file in asynchronous mode – **fs.open(path, flags[, mode], callback)**

Parameters

Here is the description of the parameters used – • **path** –

This is the string having file name includingpath.

- **flags** – Flags indicate the behavior of the file to be opened. All possible values have been mentionedbelow.

- **mode**— It sets the file mode (permission and sticky bits), but only if the file was created. It defaults to 0666, readable and writeable.
- **callback**— This is the callback function which gets two arguments (err, fd). **Flags**

Flags for read/write operations are –

Sr.No. Flag & Description

- | | |
|----|--|
| 1 | r: Open file for reading. An exception occurs if the file does not exist. |
| 2 | r+: Open file for reading and writing. An exception occurs if the file does not exist. |
| 3 | rs: Open file for reading in synchronous mode. |
| 4 | Open file for reading and writing, asking the OS to open it synchronously. See notes for 'rs' about using this with caution. |
| 5 | Open file for writing. The file is created (if it does not exist) or truncated (if it exists). |
| 6 | Wx: Like 'w' but fails if the path exists. |
| 7 | Open file for reading and writing. The file is created (if it does not exist) or truncated (if it exists). |
| 8 | wx+: Like 'w+' but fails if path exists. |
| 9 | a: Open file for appending. The file is created if it does not exist. |
| 10 | ax: Like 'a' but fails if the path exists. |
| 11 | a+: Open file for reading and appending. The file is created if it does not exist. |
| 12 | ax+: Like 'a+' but fails if the the path exists. |

Example

Let us create a js file named main.js having the following code to open a file input.txt for reading and writing.

<pre>var fs = require("fs"); // Asynchronous - Opening File console.log("Going to open file!"); fs.open('input.txt', 'r+', function(err, fd) { if (err) { return console.error(err); } console.log("File opened successfully!"); });</pre>	<p>Now run the main.js to see the result – \$ node main.js</p> <p>Output: Going to open file! File opened successfully!</p>
--	--

Syntax

Following is the syntax of the method to get the information about a file –

fs.stat(path, callback) Parameters:

Here is the description of the parameters used – •

- **path** – This is the string having file name including path.
- **callback** – This is the callback function which gets two arguments (err, stats) where stats is an object of fs.Stats type which is printed below in the example.

Apart from the important attributes which are printed below in the example, there are several useful methods available in fs.Stats class which can be used to check file type. These methods are given in the following table.

Sr.No. Method

Description

1	<code>stats.isFile():</code>	Returns true if file type of a simple file.
	<code>stats.isDirectory():</code>	Returns true if file type of a directory.
3	<code>stats.isBlockDevice():</code>	Returns true if file type of a block device.
4	<code>stats.isCharacterDevice():</code>	Returns true if file type of a character device.
5	<code>stats.isSymbolicLink():</code>	Returns true if file type of a symbolic link.
6	<code>stats.isFIFO():</code>	Returns true if file type of a FIFO.
7	<code>stats.isSocket():</code>	Returns true if file type of a socket.

Example

Let us create a js file named main.js with the following code –

```
Now run the main.js to see the result – $
node main.js Output:
Going to get file info!
Stats { dev:
  3666283250,
  mode: 33206, nlink: 1,
  uid:0, gid:0, rdev: 0,
  blksize: 4096, ino:
  281474976790862, size:
  83,
  blocks: 0,
  atimeMs: 1611035707736.8445,
  mtimeMs: 1611034982031.1924,
  ctimeMs: 1611034982031.1924,
  birthtimeMs: 1609511475673.6436,
  atime: 2021-01-19T05:55:07.737Z,
  mtime: 2021-01-19T05:43:02.031Z,
  ctime: 2021-01-19T05:43:02.031Z,
  birthtime: 2021-01-01T14:31:15.674Z
}
Got file info successfully!
isFile ? true isDirectory ?
false
```

Writing a File

Syntax : Following is the syntax of one of the methods to write into a file – **fs.writeFile(filename, data[, options], callback)**

This method will over-write the file if the file already exists. If you want to write into an existing file then you should use another method available.

Parameters : Here is the description of the parameters used –

- **path** – This is the string having the file name including path.
- **data** – This is the String or Buffer to be written into the file.
- **options** – The third parameter is an object which will hold {encoding, mode, flag}. By default, encoding is utf8, mode is octal value 0666. and flag is 'w'
- **callback** – This is the callback function which gets a single parameter err that returns an error in case of any writing error.

Example : Let us create a js file named main.js having the following code –

<pre>var fs = require("fs"); console.log("Going to write into existing file"); fs.writeFile('input2.txt', 'Simply Easy Learning!', function(err) { if (err) { return console.error(err); } console.log("Data written successfully!"); console.log("Let's read newly written data"); fs.readFile('input2.txt', function (err, data) { if (err) { return console.error(err); } console.log("Asynchronous read: " + data.toString()); }); });</pre>	<p>Now run the main.js to see the result – \$ node main.js</p> <p>Output: Going to write into existing file Data written successfully! Let's read newly written data Asynchronous read: Simply Easy Learning!</p>
---	---

Syntax

Following is the syntax of one of the methods to read from a file – **fs.read(fd, buffer, offset, length, position, callback)**

This method will use file descriptor to read the file. If you want to read the file directly using the file name, then you should use another method available.

Parameters

Here is the description of the parameters used –

- **fd** – This is the file descriptor returned by `fs.open()`.
- **buffer** – This is the buffer that the data will be written to.
- **offset** – This is the offset in the buffer to start writing at.
- **length** – This is an integer specifying the number of bytes to read.
- **position** – This is an integer specifying where to begin reading from in the file. If position is null, data will be read from the current file position.
- **callback** – This is the callback function which gets the three arguments, (err, bytesRead, buffer).

Let us create a js file named main.js with the following code –

Example

main.js <pre>var fs = require("fs"); var buf = Buffer.alloc(1024); console.log("Going to open an existing file"); fs.open('input.txt', 'r+', function(err, fd) { if (err) { return console.error(err); } console.log("File opened successfully!"); console.log("Going to read the file"); fs.read(fd, buf, 0, buf.length, 0, function(err, bytes){ if (err){ console.log(err); } console.log(bytes + " bytes read"); // Print only read bytes to avoid junk. if(bytes > 0){ console.log(buf.slice(0, bytes).toString()); } }); });</pre>	Now run the main.js to see the result – \$ node main.js Output: Going to open an existing file File opened successfully! Going to read the file 83 bytes read Going to open an existing file File opened successfully!
--	---

Closing a File

Syntax

Following is the syntax to close an opened file – **fs.close(fd,**

callback)

Parameters

Here is the description of the parameters used –

- **fd** – This is the file descriptor returned by file fs.open()method.
- **callback**– This is the callback function. No arguments other than a possible exception are given to the completion callback.

Example

Let us create a js file named main.js having the following code –

<pre>main.js var fs = require("fs"); var buf = new Buffer.alloc(1024); console.log("Going to open an existing file"); fs.open('input2.txt', 'r+', function(err, fd) { if (err) { return console.error(err); } console.log("File opened successfully!"); console.log("Going to read the file"); fs.read(fd, buf, 0, buf.length, 0, function(err, bytes) { if (err) { console.log(err); } // Print only read bytes to avoid junk. if(bytes > 0) { console.log(buf.slice(0, bytes).toString()); } // Close the opened file. fs.close(fd, function(err) { if (err) { console.log(err); } console.log("File closed successfully."); }); }); });</pre>	<p>Now run the main.js to see the result –</p> <p>\$ node main.js</p> <p>Output:</p> <p>Going to open an existing file File opened successfully! Going to read the file Simply Easy Learning! File closed successfully.</p>
--	---

Update Files

The File System module has methods for updating files:

- fs.appendFile()
- fs.writeFile()

The fs.appendFile() method appends the specified content at the end of the specified file:
Append "This is my text." to the end of the file "input2.txt":

main.js	Now run the main.js to see the result –
----------------	---

Example

<pre>var fs = require('fs'); fs.appendFile('input2.txt', ' This is my text.', function (err) { if (err) throw err; console.log('Updated!'); });</pre>	<pre>\$ node main.js</pre> <p>Output: Updated!</p>
---	---

Truncate a File Syntax:

Following is the syntax of the method to truncate an opened file –

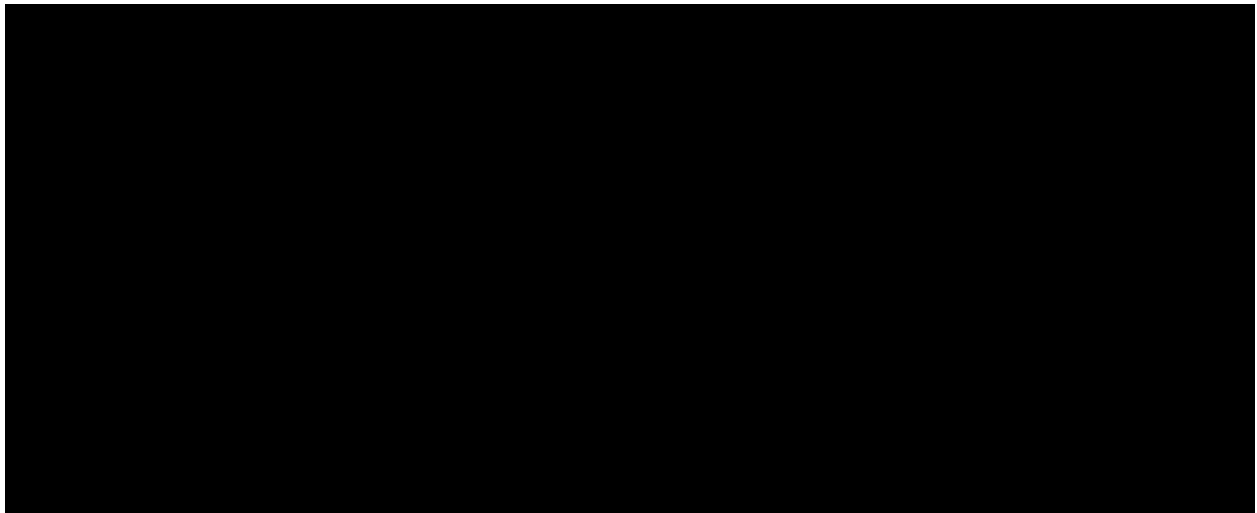
fs.ftruncate(fd, len, callback) Parameters:

Here is the description of the parameters used –

- **fd** – This is the file descriptor returned by fs.open().
- **len** – This is the length of the file after which the file will be truncated.
- **callback** – This is the callback function. No arguments other than a possible exception are given to the completion callback. **Example**

Let us create a js file named main.js having the following code –

<pre>main.js var fs = require("fs"); var buf = Buffer.alloc(1024); console.log("Going to open an existing file"); fs.open('input.txt', 'r+', function(err, fd) { if (err) { return console.error(err); } console.log("File opened successfully!"); console.log("Going to truncate the file after 10 bytes"); // Truncate the opened file. fs.ftruncate(fd, 10, function(err) { if (err) { console.log(err); } console.log("File truncated successfully.");</pre>	<p>Now run the main.js to see the result –</p> <p>\$ node main.js Output: Going to open an existing file File opened successfully! Going to truncate the file after 10 bytes File truncated successfully. Going to read the same file SimplyEas File closed successfully.</p>
---	--



Delete a File

Syntax: Following is the syntax of the method to delete a file – **fs.unlink(path, callback)**

Parameters

Here is the description of the parameters used –

- path – This is the filename including path.
- callback – This is the callback function. No arguments other than a possible exception are given to the completion callback.

Example : Let us create a js file named main.js having the following code –

Main.js <pre>var fs = require("fs"); console.log("Going to delete an existing file"); fs.unlink('input.txt', function(err) { if (err) { return console.error(err); } console.log("File deleted successfully!"); });</pre>	Now run the main.js to see the result – \$ node main.js Output: Going to delete an existing file File deleted successfully!
---	--

Create a Directory

Syntax:

Following is the syntax of the method to create a directory – **fs.mkdir(path[, mode], callback)**

Parameters:

Here is the description of the parameters used – •

path – This is the directory name including path.

- mode – This is the directory permission to be set. Defaults to 0777.
- callback – This is the callback function. No arguments other than a possible exception are given to the completion callback. **Example**

Let us create a js file named main.js having the following code –

main.js <pre>var fs = require("fs"); console.log("Going to create directory /tmp/test"); fs.mkdir('/tmp/test',function(err) { if (err) { return console.error(err); } console.log("Directory created successfully!"); });</pre>	Now run the main.js to see the result – \$ node main.js Output: Going to create directory /tmp/test Directory created successfully!
---	--

Read a Directory

Syntax: Following is the syntax of the method to read a directory –

fs.readdir(path, callback) Parameters:

Here is the description of the parameters used – path – This is the directory name including path.

callback – This is the callback function which gets two arguments (err, files) where files is an array of the names of the files in the directory excluding '.' and '..'.

Example

Let us create a js file named main.js having the following code –

main.js <pre>var fs = require("fs"); console.log("Going to read directory /tmp"); fs.readdir("/tmp/",function(err, files) { if (err) { return console.error(err); } files.forEach(function (file) { console.log(file); }); });</pre>	Now run the main.js to see the result – \$ node main.js Output: Going to read directory /tmp ccmzx99o.out ccyCSbkF.out employee.ser hsperfdata_apache test test.txt
---	---

Remove a Directory

Syntax: Following is the syntax of the method to remove a directory – **fs.rmdir(path, callback)**

Parameters

Here is the description of the parameters used – •

- path – This is the directory name including path.
- callback – This is the callback function. No arguments other than a possible exception are given to the completion callback.

Example

Let us create a js file named main.js having the following code –

main.js <pre>var fs = require("fs"); console.log("Going to delete directory /tmp/test"); fs.rmdir("/tmp/test",function(err) { if (err) { return console.error(err); } console.log("Going to read directory /tmp"); fs.readdir("/tmp/",function(err, files) { if (err) { return console.error(err); } files.forEach(function (file) { console.log(file); }); }); });</pre>	Now run the main.js to see the result – \$ node main.js Output: Going to read directory /tmp ccmzx99o.out ccyCSbkF.out employee.ser hsperfdata_apache test.txt
--	---

Rename Files

To rename a file with the File System module, use the fs.rename() method. The fs.rename() method renames the specified file:

Example

Rename "input2.txt" to "input3.txt":

main.js <pre>var fs = require('fs'); fs.rename('input2.txt', 'input3.txt',function (err){ if (err) throw err; console.log('File Renamed!'); });</pre>	<p>Now run the main.js to see the result – \$ node main.js</p> <p>Output: File Renamed!</p>
---	---

File Upload in node.js with express module:

- Install express module using **npm install express & npm install express-fileupload** on terminal of vs code.
- Create upload folder in your application folder.
- Create index.html and app.js file in your application folder with following code:

Index.html <pre><h1>Hey there, Upload file here</h1> <form method="post" enctype="multipart/form- data" action="/"> <input type="file" name="filename"> <input type="submit" value="Upload"> </form></pre>	app.js <pre>var express = require('express'), app = express(), http = require("http").Server(app).listen(8081), upload = require("express-fileupload"); app.use(upload()) console.log("Server Started") app.get("/",function(req,res){ res.sendFile(__dirname+"/index.html"); }) app.post("/",function(req,res){ if(req.files){ var file = req.files.filename, filename = file.name; file.mv("./upload/"+filename, function (err){ if(err){ console.log(err) res.send("error occured") } else{ res.send("Done") } }) } })</pre>
--	--

Now run the app.js to see the result –

\$ node app.js

It will upload selected file in upload folder.

Practice Programs:

1. Create a Node.js Application to count occurrence of given word in a file and display the counts on console.
2. Write Node.js application that transfer a file as an attachment in student admission form on web.
3. Create a Node.js application that uploads an image file and displays an image icon on a browser as of your organization logo.
4. Create a Node.js application to accept feedback entered through a feedback form into a file.

SET A

1. Create a Node.js file that opens the requested file and returns the content of file on terminal.
2. Using Node.js create a web page to read two file names from user and append contents of first file into second file.
3. Using Node.js create a web page to read two created files names from user and combine contents of both in to third one with all contents in Uppercase.

SET B

1. Create a Node.js file that writes an HTML form, that will upload a file in particular folder
2. Create a Node.js Application to download jpg image from the Server.
3. Create a Node.js Application to check whether given name is directory or file, if it file, truncate the content after 7 bytes.

SET C

1. Create a Node.js Application to count number of lines in a given file.

Signature of the instructor: _ _ _

Date: _

Assignment Evaluation:

0: Not Done 1: Incomplete 2: Late Complete 3: Needs Improvement
4: Complete 5: Well-Done

ASSIGNMENT NO. 3: EVENTS IN NODE.JS

NodeJS follows EventDrivenSingleThreadApproach. Many objects in a Node emit events, for example, a net.Server emits an event each time a peer connects to it, an fs.readStream emits an event when the file is opened. All objects which emit events are the instances of events.EventEmitter.

EventEmitter Class

EventEmitter class lies in the events module. It is accessible via the following code –

```
// Import events module
var events = require('events');
// Create an EventEmitter object
var EventEmitter = new
events.EventEmitter();
```

When an EventEmitter instance faces any error, it emits an 'error' event. When a new listener is added, 'newListener' event is fired and when a listener is removed, 'removeListener' event is fired. EventEmitter provides multiple properties like **on** and **emit**. **on** property is used to bind a function with the event and **emit** is used to fire an event.

Methods : The following table lists all the important methods of EventEmitter class.

EventEmitter Methods	Description
emitter.addListener(event, listener)	Adds a listener to the end of the listeners array for the specified event. No checks are made to see if the listener has already been added.
emitter.on(event, listener)	Adds a listener to the end of the listeners array for the specified event. No checks are made to see if the listener has already been added. It can also be called as an alias of emitter.addListener()
emitter.once(event, listener)	Adds a one time listener for the event. This listener is invoked only the next time the event is fired, after which it is removed.
emitter.removeListener(event, listener)	Removes a listener from the listener array for the specified emitter.removeListener(event,listener) event. Caution: changes array indices in the listener array behind the listener.
emitter.removeAllListeners([event])	Removes all listeners, or those of the specified event. By default EventEmitters will print a warning if more than 10 listeners are added for a particular event.
emitter.setMaxListeners(n)	Returns the current maximum listener value for the emitter which is either set by emitter.setMaxListeners(n) or defaults to EventEmitter.defaultMaxListeners.
emitter.listeners(event)	Returns a copy of the array of listeners for the specified event.
emitter.emit(event[, arg1][, arg2][, ...])	Raise the specified events with the supplied arguments.
emitter.listenerCount(type)	Returns the number of listeners listening to the type of event.

Events

Sr.No. Events &Description newListener

- **event** – String: the eventname

- 1 • **listener** – Function: the event handlerfunction

This event is emitted any time a listener is added. When this event is triggered, the listener may not yet have been added to the array of listeners for the event.

removeListener

- **event** – String The eventname
- 2 • **listener** – Function The event handlerfunction

This event is emitted any time someone removes a listener. When this event is triggered, the listener may not yet have been removed from the array of listeners for the event.

Example

Create a js file named main.js with the following Node.js code – var

```
events = require('events');
var EventEmitter = new events.EventEmitter();
// listener #1
var listner1 = function listner1() {
  console.log('listner1 executed.');
```

```
}
// listener #2
var listner2 = function listner2() {
  console.log('listner2 executed.');
```

```
}
// Bind the connection event with the listner1 function
eventEmitter.addListener('connection', listner1); // Bind
the connection event with the listner2 function
eventEmitter.on('connection', listner2);
var eventListeners = require('events').EventEmitter.listenerCount
(eventEmitter,'connection'); console.log(eventListeners + " Listner(s)
listening to connection event");
// Fire the connection event eventEmitter.emit('connection');
```

```
// Remove the binding of listner1 function
eventEmitter.removeListener('connection', listner1);
console.log("Listner1 will not listen now.");
// Fire the connection event eventEmitter.emit('connection');
```

```
eventListeners = require('events').EventEmitter.listenerCount(eventEmitter,'connection');
console.log(eventListeners + " Listner(s) listening to connection event"); console.log("Program
Ended.");
```

Now run the main.js to see the result –

```
$ node main.js
```

Output:

2Listener(s)listeningtoconnectionevent
listener1executed. listener2executed.
Listener1 will not listennow. listener2executed.
1 Listener(s) listening to connection event Program
Ended.

EventEmitter “emit()” function

EventEmitter class has a “emit()” function, which is used to create an Event. It takes one parameter.

eventsEmitter.emit(NameOfEventToCreate);

Here, NameOfEventToCreate: we need to pass Event Name to emit() function call as String to create that Event.

Example:-

```
var events = require("events");  
var eventsEmitter = new events.EventEmitter(); eventsEmitter.emit("mobileon");
```

EventEmitter “on()” function

EventEmitter class has a “on()” function, which is used to bind an Event with an Event Handler JavaScript Function. It takes two parameters.

eventsEmitter.on(NameOfEventToBind, EventHandlerFuction);

Here, NameOfEventToBind: We need to pass Event Name a to on() function call as String to bind that event to given Event Handler JavaScript Function.

and EventHandlerFuction: Given Event Handler JavaScript Function to handle that event. It may be an anonymous JavaScript function or Plain JavaScript function.

Example:

This example is using anonymous JavaScript function as Event Handler.

```
var events = require("events"); var eventsEmitter  
= new events.EventEmitter();  
eventsEmitter.emit("mobileon",function(data){  
console.log(data);  
}); eventsEmitter.emit("mobileon");
```

We can also use Plain JavaScript function as Event Handler as shown below:

```
var events = require("events"); var eventsEmitter
= new events.EventEmitter();
eventsEmitter.emit("mobileon",mobileOnHadler);
eventsEmitter.emit("mobileon");

function mobileOnHadler(data){ console.log(data);
}
```

With this knowledge about EventEmitter class, we will develop a real-time simple example to see how Node JS handles events.

Example:

<p>event.js</p> <pre>var EventEmitter = require('events').EventEmitter; var myEmitter = new EventEmitter; var customer = function(name){ // do something console.log('Customer Name: ' + name); }; myEmitter.on('customer', customer); myEmitter.on('message', function(msg){ // do something console.log('message: ' + msg); }); // Execute the Application myEmitter.emit('customer', 'Ninad'); myEmitter.emit('customer', 'Viru'); myEmitter.emit('message', 'this is the first message'); myEmitter.emit('message', 'this is the second message'); myEmitter.emit('message', 'welcome to nodejs');</pre>	<p>Output:</p> <pre>Customer Name: Ninad Customer Name: Viru message: this is the first message message: this is the second message message: welcome to nodejs</pre>
--	---

Common Patterns for EventEmitters:

There are two common patterns that can be used to raise and bind an event using EventEmitter class in Node.js.

1. Return EventEmitter from afunction
2. Extend the EventEmitterclass

Return EventEmitter from a function

In this pattern, a constructor function returns an EventEmitter object, which was used to emit events inside a function. This EventEmitter object can be used to subscribe for the events. Consider the following example :

<pre>var emitter = require('events').EventEmitter;</pre>	
--	--

<pre>function LoopProcessor(num) { var e = new emitter(); setTimeout(function () { for (var i = 1; i <= num; i++) { e.emit('BeforeProcess', i); console.log('Processing number:' + i); e.emit('AfterProcess', i); } }, 2000) return e; } var lp = LoopProcessor(3); lp.on('BeforeProcess', function (data) { console.log('About to start the process for ' + data); }); lp.on('AfterProcess', function (data) { console.log('Completed processing ' + data); });</pre>	<p>Output:</p> <p>About to start the process for 1 Processing number:1 Completed processing 1 About to start the process for 2 Processing number:2 Completed processing 2 About to start the process for 3 Processing number:3 Completed processing 3</p>
---	--

In the above LoopProcessor() function, first we create an object of EventEmitter class and then use it to emit 'BeforeProcess' and 'AfterProcess' events. Finally, we return an object of EventEmitter from the function. So now, we can use the return value of LoopProcessor function to bind these events using on() or addListener() function.

Extend EventEmitter Class

In this pattern, we can extend the constructor function from EventEmitter class to emit the events.

Example:

<pre>var emitter = require('events').EventEmitter; var util = require('util'); function LoopProcessor(num) { var me = this; setTimeout(function () { for (var i = 1; i <= num; i++) {</pre>	<p>Output:</p> <p>About to start the process for 1 Processing number:1 Completed processing 1 About to start the process for 2 Processing number:2</p>
---	---

<pre> me.emit('BeforeProcess', i); console.log('Processing number:' + i); me.emit('AfterProcess', i); } } , 2000) return this; } util.inherits(LoopProcessor, emitter) var lp = new LoopProcessor(3); lp.on('BeforeProcess', function (data) { console.log('About to start the process for ' + data); }); lp.on('AfterProcess', function (data) { console.log('Completed processing ' + data); }); </pre>	<pre> Completed processing 2 About to start the process for 3 Processing number:3 Completed processing 3 </pre>
--	---

In the above example, we have extended LoopProcessor constructor function with EventEmitter class using `util.inherits()` method of utility module. So, you can use EventEmitter's methods with LoopProcessor object to handle its own events.

In this way, you can use EventEmitter class to raise and handle custom events in Node.js.

Practice Programs:

1. Write Node.js application to create an EventEmitter which will emit an event that contains information about file upload at every second.
2. Write Node.js application to read 3 file contents and display message after reading each file using event looping.
3. Create Node.js application that display message on browser when email is received in your inbox.
4. Create a Node.js application that change background colour of your page on button click event

SET A

1. Create Node.js Application that binds multiple custom listeners to a single event.
2. Create a Node.js event-driven application that listens multiple events, and then triggers a callback function when one of those events is detected.
3. Create Node.js application to bind custom event of receiving data from user and handles it with some listener function.

SET B

1. Create node.js application that handles mouse click event.
2. Create node.js application that handles form submission event.
3. Create node.js application that change color of text using event handling of button click.

SET C

1. Write Node.js application containing an event handler and handling event when it gets data from a file.

Signature of the instructor: _ _ _

Date: _

Assignment Evaluation:

0:NotDone

1:Incomplete

2: Late Complete

3: Needs Improvement

4:Complete

5:Well-Done

ASSIGNMENT NO. 4: NODE.JS WITH DATABASE

Node.js can be used in database applications. One of the most popular databases is MySQL. To be able to experiment with the code examples, you should have MySQL installed on your computer.

You can download a free MySQL database at <https://dev.mysql.com/downloads/installer/>

Install MySQL Driver

Once you have MySQL up and running on your computer, you can access it by using Node.js. To access a MySQL database with Node.js, you need a MySQL driver. This tutorial will use the "mysql" module, downloaded from NPM.

To download and install the "mysql" module, open the Command Terminal and execute the following:

```
C:\Users\Your Name>npm install mysql
```

Create Connection

Start by creating a connection to the database. Use the username and password from your MySQL database. **demo_db_connection.js**

```
var mysql = require('mysql');
var con =
mysql.createConnection({
  host: "localhost",
  user: "yourusername",
  password: "yourpassword"
});
```

Save the code in a file called
"demo_db_connection.js"
and run the file:
Run "demo_db_connection.js"
C:\Users\Your Name>node
demo_db_connection.js
Which will give you this result:

<pre>con.connect(function(err) { if (err) throw err; console.log("Connected!"); });</pre>	<p>Connected!</p>
---	-------------------

Now you can start querying the database using SQL statements.

Query a Database

Use SQL statements to read from (or write to) a MySQL database. This is also called "to query" the database. The connection object created in the example above, has a method for querying the database: `con.connect(function(err) { if (err) throw err; console.log("Connected!"); con.query(sql, function (err, result) { if (err) throw err; console.log("Result: " + result); });`

The query method takes a sql statements as a parameter and returns the result. **Creating a Database**

To create a database in MySQL, use the "CREATE DATABASE" statement: **Example**
Create a database named "mydb":

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword" }); con.connect(function(err) { if (err) throw err; console.log("Connected!"); con.query("CREATE DATABASE mydb", function (err, result) { if (err) throw err; console.log("Database created"); }); });</pre>	<p>Save the code in a file called "demo_create_db.js" and run the file: Run "demo_create_db.js" C:\Users\Your Name> node demo_create_db.js Which will give you this result: Connected! Database created</p>
---	--

Creating a Table

To create a table in MySQL, use the "CREATE TABLE" statement. Make sure you define the name of the database when you create the connection:

Example : Create a table named "customers":

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername",</pre>	<p>Save the code in a file called "demo_create_table.js" and run the file: Run "demo_create_table.js" C:\Users\Your Name>node</p>
---	--

<pre>password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; console.log("Connected!"); var sql = "CREATE TABLE customers (name VARCHAR(255), address VARCHAR(255));" con.query(sql, function (err, result) { if (err) throw err; console.log("Table created"); }); });</pre>	<pre>demo_create_table.js Which will give you this result: Connected! Table created</pre>
--	---

Primary Key

When creating a table, you should also create a column with a unique key for each record.

This can be done by defining a column as "INT AUTO_INCREMENT PRIMARY KEY" which will insert a unique number for each record. Starting at 1, and increased by one for each record. **Example :** Create primary key when creating the table:

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; console.log("Connected!"); var sql="CREATETABLEcustomers(idINT AUTO_INCREMENTPRIMARYKEY,name VARCHAR(255), addressVARCHAR(255));" con.query(sql, function (err, result) { if (err) throw err; console.log("Table created"); }); });</pre>	<pre>Save the code in a file called "demo_create_table1.js" and run the file: Run "demo_create_table.js" C:\Users\Your Name>node demo_create_table1.js Which will give you this result: Connected! Table created</pre>
---	---

If the table already exists, use the ALTER TABLE keyword:

Example : Create primary key on an existing table:

```
var mysql = require('mysql'); var con =
mysql.createConnection({
host: "localhost", user:
"yourusername", password:
```

```

    "yourpassword", database:
    "mydb"
  }); con.connect(function(err)
  { if (err) throw err;
  console.log("Connected!");
  var sql = "ALTER TABLE customers ADD COLUMN id INT AUTO_INCREMENT
PRIMARY KEY";
  con.query(sql, function (err, result) {
    if (err) throw err;
    console.log("Table altered"); });

```

Insert into Table

To fill a table in MySQL, use the "INSERT INTO" statement. **Example :**
 Insert a record in the "customers" table:

<pre> var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; console.log("Connected!"); var sql = "INSERT INTO customers (name, address) VALUES ('Company Inc', 'Highway 37')"; con.query(sql, function (err, result) { if (err) throw err; console.log("1 record inserted"); }); }); </pre>	<p>Save the code above in a file called "demo_db_insert.js", and run the file:</p> <p>Run "demo_db_insert.js"</p> <p>C:\Users\Your Name>node demo_db_insert.js</p> <p>Which will give you this result:</p> <p>Connected!</p> <p>1 record inserted</p>
---	---

Insert Multiple Records

To insert more than one record, make an array containing the values, and insert a question mark in the sql, which will be replaced by the value array:

INSERT INTO customers (name, address) VALUES ?

Example

Fill the "customers" table with data:

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; console.log("Connected!"); var sql = "INSERT INTO customers (name, address) VALUES ?"; var values = [['John', 'Highway 71'],</pre>	<p>Save the code above in a file called "demo_db_insert_multiple.js", and run the file:</p> <p>Run "demo_db_insert_multiple.js"</p> <p>C:\Users\Your Name>node demo_db_insert_multiple.js Which will give you this result: Connected! Number of records inserted: 14</p>
--	---

The Result Object

When executing a query, a result object is returned. The result object contains information about how the query affected the table. The result object returned from the example above looks like this:

```
{ fieldCount: 0,
  affectedRows: 14, insertId:
    0,
  serverStatus: 2, warningCount: 0, message:
    '\Records:14 Duplicated: 0 Warnings: 0',
  protocol41:true, changedRows:0
```

```
}
```

The values of the properties can be displayed like this:

Return the number of affected rows:

```
console.log(result.affectedRows)
```

Which will produce this result: 14

Get Inserted ID

For tables with an auto increment id field, you can get the id of the row you just inserted by asking the result object.

Note: To be able to get the inserted id, **only one row** can be inserted.

Example : Insert a record in the "customers" table, and return the ID:

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; var sql = "INSERT INTO customers (name, address) VALUES ('Milind', 'Somatane Village 1')"; con.query(sql, function (err, result) { if (err) throw err; console.log("1 record inserted, ID: " + result.insertId); }); });</pre>	<p>Save the code in a file called "demo_db_insert_id.js", and run the file: Run "demo_db_insert_id.js" C:\Users\Your Name>node demo_db_insert_id.js Which will give you something like this in return: 1 record inserted, ID: 15</p>
---	---

Selecting from a Table

To select data from a table in MySQL, use the "SELECT" statement.

Example : Select all records from the "customers" table, and display the result object:

<pre> var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost", user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; con.query("SELECT *FROM customers", function (err,result, fields){ if (err) throw err; console.log(result); }); }); </pre>	<p>Save the code above in a file called "demo_db_select.js" and run the file: Run "demo_db_select.js" C:\Users\Your Name>node demo_db_select.js</p> <p>Which will give you this result:</p> <pre> [{ id: 1, name: 'John', address: 'Highway 71'}, { id: 2, name: 'Peter', address: 'Lowstreet 4'}, { id: 3, name: 'Amy', address: 'Apple st 652'}, { id: 4, name: 'Hannah', address: 'Mountain 21'}, {id:5,name:'Michael',address:'Valley345'}, {id:6,name:'Sandy',address:'Oceanblvd2'}, {id:7,name:'Betty',address:'GreenGrass1'}, {id:8,name:'Richard',address:'Skyst331'}, { id: 9, name: 'Susan', address: 'One way98'}, { id: 10, name: 'Vicky', address: 'Yellow Garden 2'}, { id: 11, name: 'Ben', address: 'Park Lane 38'}, {id:12,name:'William',address:'Centralst954'}, {id:13,name:'Chuck',address:'MainRoad989'}, { id: 14, name: 'Viola', address: 'Sideway 1633'}] </pre>
---	--

Selecting Columns

To select only some of the columns in a table, use the "SELECT" statement followed by the column name.

Example : Select name and address from the "customers" table, and display the return object:

	<p>Save the code above in a file called "demo_db_select2.js" and run the file: Run "demo_db_select2.js" C:\Users\Your Name>node demo_db_select2.js</p> <p>Which will give you this result:</p> <pre> [{ name: 'John', address: 'Highway71'}, { name: 'Peter', address: 'Lowstreet4'}, { name: 'Amy', address: 'Apple st 652'}, { name: 'Hannah', address: 'Mountain 21'}, { name: 'Michael', address: 'Valley345'}, {name:'Sandy',address:'Oceanblvd2'}, {name:'Betty',address:'GreenGrass1'}, { name: 'Richard', address: 'Sky st 331'}, { name: 'Susan', address: 'One way 98'}, { name: 'Vicky', address: 'Yellow Garden 2'}, { name: 'Ben', address: 'Park Lane 38'}, { name: 'William', address: 'Central st954'}, { name: 'Chuck', address: 'Main Road989'}, { name: 'Viola', address: 'Sideway 1633'}] </pre>
--	---

The Result Object

As you can see from the result of the example above, the result object is an array containing each row as an object.

To return e.g. the address of the third record, just refer to the third array object's address property:

Example : Return the address of the third record:

`console.log(result[2].address);` Which will produce this result:

Apple st 652

The Fields Object

The third parameter of the callback function is an array containing information about each field in the result.

Example

Select all records from the "customers" table, and display the *fields* object:

<pre>var mysql = require('mysql'); var con = mysql.createConnection({ host: "localhost",</pre>	<p>Save the code above in a file called "demo_db_select_fields.js" and run the file: Run "demo_db_select_fields.js" C:\Users\Your Name>node</p>
---	--

<pre> user: "yourusername", password: "yourpassword", database: "mydb" }); con.connect(function(err) { if (err) throw err; con.query("SELECT name, address FROM customers", function (err, result, fields) { if (err) throw err; console.log(fields); }); }); </pre>	<pre> demo_db_select_fields.js Which will give you this result: [{ catalog: 'def', db: 'mydb', table: 'customers', orgTable: 'customers', name: 'name', orgName: 'address', charsetNr: 33, length: 765, type: 253, flags: 0, decimals: 0, default: undefined, zeroFill: false, protocol41: true }, { catalog: 'def', db: 'mydb', table: 'customers', orgTable: 'customers', name: 'address', orgName: 'address', charsetNr: 33, length: 765, type: 253, flags: 0, decimals: 0, default: undefined, zeroFill: false, protocol41: true }] </pre>
---	--

As you can see from the result of the example above, the fields object is an array containing information about each field as an object.

To return e.g. the name of the second field, just refer to the second array item's name property: **Example**

: Return the name of the second field:

```
console.log(fields[1].name);
```

 Which
will produce this result:
address

Practice Programs:

1. Create a Node.js Application that Update date of birth of given employee in "employee" table and display the result.
2. Using Node.js create Application that contains applicant details and check proper validation for (name, age, and nationality), as Name should be in upper case letters only, Age should not be less than 18 yrs and Nationality should be Indian and store the data in Licensed database.
3. Create Node.js application that display marksheet of student on web page after accepting his roll number.
4. Create a Node.js application that display purchase detail of customer, after accepting orders.

SET A

1. Create a Node.js application that demonstrate create database emp DB and employee table (eid, ename, Salary) in MySQL.
2. Create a Node.js file that Select all customers from the "customers" table who purchased only mobile phones.
3. Create a Node.js application that select all customers from the "customers" table who purchased only mobile phones.

SET B

1. Create a Node.js application that finds percentage of student whose seat number is entered through input form from result table.
2. Create two tables in MySQL DB product(pcode, pname, amount) and customer(cid, cname, pcode). Find customer names who purchased television.
3. Create node js application that accepts students details through html form such as name, address , percentage, class and store it in student table.

SET C

1. Create a Node.js application that create Emp, Dept & Dept-Emp tables with 1:M relationship and display the min, max, avg salary of Employee for given department.

Signature of the instructor: _ _ _

Date: _

Assignment Evaluation:

0: Not Done

1: Incomplete

2: Late Complete

3: Needs Improvement

4: Complete

5: Well-Done

Section-III

Advance PHP

Assignment 1: Introduction to Object Oriented Programming in PHP

Introduction:

Object-Oriented Programming (OOP) is a programming model that is based on the concept of classes and objects. As opposed to procedural programming where the focus is on writing procedures or functions that perform operations on the data, in object-oriented programming the focus is on the creations of objects which contain both data and functions together. **Object**

Oriented Concepts:

Before we go in detail, let’s define important terms related to Object Oriented Programming.

- **Class:** Class is a programmer-defined data type, which includes local methods and local variables. A class may contain its own constants,variables (called "properties"), and functions (called "methods").
- **Object:** An individual instance of data structure defined by a class. You define a class once and then make many objects that belong to it. Objects are also known asinstance.
- **Constructor:** Constructor Functions are special type of functions which are called automatically whenever an object is created. It is a special function that initializes the properties of theclass.
- **Destructor:** Like a constructor function you can define a destructor function using function destruct (). You can release all the resources with-in adestructor.
- **Encapsulation:** Encapsulation means hiding or wrapping the code and data into a single unit to protect the data from outside world. It is used to protect class’s internal data (properties and method) from code outside that class and hiding details of implementation. In PHP, encapsulation is provided by visibilityspecifiers.
- **Inheritance:** When a class is defined by inheriting existing function of a parent class then it is called inheritance. Here child class will inherit all or few member functions and variables of a parentclass.
- **Interface:** Interfaces allow you to create code which specifies which methods a class must implement, without having to define how these methods are handled. Interfaces are defined in the same way as a class, but with the *interface* keyword replacing the *class* keyword and without any of the methods having their contents defined. All methods declared in an interface must be public; this is the nature of an interface. Note that it is possible to declare a constructor in aninterface.
- **Introspection:** Introspection is the ability of a program to examine an object’s characteristics, such as its name, parent class (if any), properties, and methods. With introspection, you can write code that operates on any class or object. You don’t need to know which methods or properties are defined when you write your code; instead, you can discover that information at runtime, which makes it possible for you to write generic debuggers, serializes, profilers,etc.

Implementation of Object Oriented Concepts:

Function	Description	Example
class classname [extends baseclass]	Creates a class	Class student { [var \$propery [= value];...] [function functionname (arguments) { //code }]}

<code>\$instance = new classname();</code>	Create an object	<pre><?php \$instance1 = new myclass (); //This can also be done with a variable: \$newname= 'hello'; \$instance2 = new \$newname(); ?></pre>
<pre>class classname { function methodname() { Statements; } }</pre>	Add a Method	<pre><?php class myclass { functionmymethod() { print “ hello,myclass”} } ?></pre> <p>To invoke the method on the object \$instance1, we need to invoke the operator “->” to access the newly created function mymethod</p> <pre><?php \$instance1=new myclass(); \$instance1->mymethod(); ?></pre>
<code>void _construct ([mixed \$args [, \$...]])</code>	Constructor is a function which is called right after a new object is created.	<p>Method 1</p> <pre><?php class student { public \$name; public \$marks; function_construct(\$nm,\$mk) {</pre>
<code>void _destruct (void)</code>	Destructor is a function which is called right after you release an object.	<pre><?php class Student { var \$name; var \$address; var \$phone; //This is constructor function _construct() { this->name=”abc”; this- >address=”pqr”; this->phone=1111; } function_destruct() { echo “Student Object Released”;} function printstudentinfo() {</pre>

		<pre>Echo this->name . "\n"; echo this->address . "\n"; echo this->phone . "\n"; }</pre>
		<pre>} \$stud =new student(); \$stud->printstudentinfo(); \$stud=NULL; ?></pre>
<p>class extendedClass extends classname</p>	<p>Inheritance It is the ability of PHP to extend classes that inherit the characteristics of the parent class.</p>	<pre><?php class myclass { //property declaration public \$var='a default value'; //method declaration public function displayVar() { echo \$this->var; } } class extendedClass extends myclass</pre>
		<pre>{ //redefine the parent method function displayVar() { echo "Extending Class"; parent::displayVar(); } } \$extend =new extendedClass(); \$extend->displayVar(); ?> Output : Extending class a default value</pre>
<p>class_exist()</p>	<p>Introspection We can use this function to determine whether a class exists.</p>	<pre>\$class = class_exists(classname);</pre>

get_declared_classes()	This function returns array of defined classes and checks if the class name is in returned array.	\$classes = get_declared_classes();
get_class_methods()	We can use this function to get the methods and properties of class	\$methods=get_class_methods(classname);
get_class_vars()	This function returns only properties that have default values.	\$properties=get_class_vars(classname);
get_parent_class()	This function is used to find the class's parent class.	\$superclass=get_parent_class(classname);
is_object()	Is_object function is used to make sure that it is object.	\$obj= is_obj(var);

get_class()	get_class() function is used to get the class to which an object belongs and to get class name	\$classname= get_class(object);
method_exists()	This function is used to check if method on an object exists .	\$method_exists=method_exists(object ,method);
get_object_vars()	This function returns an array of properties set in an object	\$array=get_object_vars(object);
Interfaces	<p>An interface is declared similar to a class but only include function prototypes (without implementation) and constants. When a class uses an interface the class must define all the methods / function of the interface otherwise the PHP engine will give you anerror.</p> <p>The interface's function /methods cannot have the details filled in. that is left to the class that uses the interface.</p>	<p>Example of an interface class duck</p> <pre> { functionquack() { echo “quack,quack,qk, qk...”; } } </pre> <p>Interface birds</p> <pre> { function breath(); function eat(); } </pre> <p>Class duck implements birds</p> <pre> { functionquack() { echo “quack,quack,qk, qk...”; } } function breath() { echo “duck is breathing”; } function eat() { echo “ duck is eating”; } </pre>

Practice Programs:

- 1) Write a PHP program to create class circle having radius data member and two member functions find_circumference() and find_area(). Display area and Circumference depending on user's preference.
- 2) Create Class College and Class Department as base class and derived class respectively, Create one more class as Faculty to display its detail information. (Use the concept of interface)
- 3) Write PHP script to demonstrate the concept of introspection for examining object.

Set A:

- 1) Write class declarations and member function definitions for an employee(code, name, designation). Derive emp_account(account_no, joining_date) from employee and emp_sal(basic_pay, earnings, deduction) from emp_account. Write a menu driven program
 - a) To build a master table
 - b) To sort all entries
 - c) To search an entry
 - d) Display salary
- 2) Define an interface which has methods area(), volume(). Define constant PI. Create a class cylinder which implements this interface and calculate area and volume. (Hint: Use define())
- 3) Write a Calculator class that can accept two values, then add them, subtract them, multiply them together, or divide them on request.

For example:

```
$calc = new Calculator( 3, 4 ); echo  
$calc->add(); // Displays "7" echo $calc->  
>multiply(); // Displays "12"
```

Set B:

- 1) Create a class named DISTANCE with feet and inches as data members. The class has the following member functions: convert_feet_to_inch(), convert_inch_to_feet(). Display options using radio button and display conversion on next page.
- 2) Write a PHP program to create a class Employee that contains data members as Emp_Name, Dept_name, Basic_sal, DA, HRA, TA, IT, PF, PT, GROSS, DEDUCTION, NET. It has member functions calculate_gross, calculate_deductions, Calculate_net_salary. Display pay slip of employee. Create and Initialize members Emp_Name, Dept_name, Basic_sal of Employee object by using parameterized constructor.
- 3) Write a PHP program to create a class temperature which contains data members as Celsius and Fahrenheit. Create and Initialize all values of temperature object by using parameterized constructor. Convert Celsius to Fahrenheit and Convert Fahrenheit to Celsius using member functions. Display conversion on next page.

Set C:

- 1) Write a PHP program to create a class article having articleid, name, articleqty, price. Write menu driven program to perform following functions :(Use array of objects)
 - i) Display details of all articles purchased.
 - ii) Display details of articles whose price exceeds 500
 - iii) Display details of articles whose quantity exceeds 50
- 2) Write a PHP program to create a class Worker that has data members as Worker_Name, No_of_Days_worked, Pay_Rate. Create and initialize the object using default constructor, Parameterized constructor. Also write necessary member function to calculate and display the salary of worker.

Assignment Evaluation

3: Needs Improvement [] 1: Incomplete [] 2:
Late Complete []
4: Complete [] 5: well done []

0: Not Done []

Signature of the Instructor

Assignment 2: To study Web Techniques

Sticky Forms:

Sticky form remembers the values you entered in the input fields. Good example of sticky form is Google search box. Sticky form helps user to type the same form again supplying the values in inputs. Sticky form is form in which the results of a query are accompanied by a search form whose default values are those of the previous query. To make sticky form, You just include the attribute value for text fields, and selected/checked for other elements:

Example :

```
<html>
<body>
<form action="<?php $_SERVER['PHP_SELF']; ?>" method="POST">
<b>Your Name : </b><input type="text" name="name" value="<?php if(isset($_POST['name'])) echo
$_POST['name'];?>">

<p><input type="submit" name="submit" value="Submit" /></p>

</form>
<?php echo "Your Name is ".
$_POST['name']. "<br>"; ?>
</body>
</html>
```

Multi – Valued Parameters:

HTML selection lists, created with the select tag, can allow multiple selections. To ensure that PHP recognizes the multiple values that the browser passes to a form-processing script, you need to make the name of the field in the HTML form end with []. When PHP engine sees a submitted form field name with square brackets at the end, it creates a nested array of values within the \$_GET or \$_POST and \$_REQUEST superglobal array, rather than a single value.

For example:

```
<select name="languages[]">
<input name="c">C</input>
<input name="c++">C++</input>
<input name="php">PHP</input>
<input name="perl">Perl</input>
</select>
```

Now, when the user submits the form, \$_GET['languages'] contains an array instead of a simple string. This array contains the values that were selected by the user.

Example

```
<html>
<head><title>LANGAUGES</title></head>
<body>
<form action="<?php echo $_SERVER['PHP_SELF'] ?>" method="GET">
Select your Language :<br>
<select name="languages[]" multiple>
<option value="c"> C </option>
<option value="c++"> C++</option>
<option value="php"> PHP</option>
<option value="perl"> Perl </option>
</select>
<br>
```

```

<input type="submit" name="s" value="My Languages!" />
</form>
<?php
if (array_key_exists('s', $_GET)) {
$lang = join (" , ", $_GET['languages']);
echo "You know $lang languages.";
}
?>
</body>
</html>

```

Sticky Multi – Valued Parameters:

You can make multiple selection form elements sticky. You'll need to check to see whether each possible value in the form was one of the submitted value. For example :

RED: <input type="checkbox" name="attributes[]" value="red" <?= if (is_array(\$_GET['attributes']) and in_array('red', \$_GET['attributes'])) { "checked"; } ?>>

Consider following example to implement sticky multi-value parameters

```

<html>
<head><title>LANGAUGES</title></head>
<body>

<?php
$c1 = $_GET['c1']; ?>
<form action="<?php echo $_SERVER['PHP_SELF'] ?>" method="GET">
Qualification : <br>
<input type="checkbox" name="c1[]" value="ssc" <?php if(in_array('ssc', $_GET['c1'])) { echo
"checked"; } ?>> SSC <br>

<input type="checkbox" name="c1[]" value="hsc"
<?php if(is_array($_GET['c1']) and in_array('hsc', $_GET['c1'])) { echo "checked"; } ?>> HSC <br>

<input type="checkbox" name="c1[]" value="bca"
<?php if(is_array($_GET['c1']) and in_array('bca', $_GET['c1'])) { echo "checked"; } ?>> BCA <br>

<input type="checkbox" name="c1[]" value="mca"
<?php if(is_array($_GET['c1']) and in_array('mca', $_GET['c1'])) { echo "checked"; } ?>> MCA <br>

<input type="submit" name="s" value="My Qualification" />
</form> <?php if (array_key_exists('s', $_GET)) {
$a = join (" , ", $_GET['c1']);
echo "You Qualification : $a";
}
?>
</body>
</html>

```

Self Processing Page:

- Self processing page means one PHP page can be used to both generate a form and process it. You can use PHP_SELF variable for generating self

processing page. PHP_SELF is a variable that returns the current script being executed. This variable returns the name and path of the current file (from the root folder). You can use this variable in the action field of the

FORM.

- `<form name="form1" method="post" action="<?php echo $_SERVER['PHP_SELF']; ?>">`

Example A self-processing page

```
<html>
<head><title>Temperature Conversion</title></head> <body>

<?php if ($_SERVER['REQUEST_METHOD'] ==
'GET') { ?>

<form action="<?php echo $_SERVER['PHP_SELF'] ?>" method="POST">
Fahrenheit temperature:
<input type="text" name="fahrenheit" /><br />
<input type="submit" name="Convert to Celsius!" />
</form>
<?php
}
elseif ($_SERVER['REQUEST_METHOD'] == 'POST')
{
    $fahr = $_POST['fahrenheit']; $celsius
    = ($fahr - 32) * 5/9;
    printf("%.2fF is %.2fC", $fahr, $celsius); }
else
{ die("This script only works with GET and POST requests.");
}
?>
</body>
</html>
```

Server information :

`$_SERVER` is a PHP super global array which holds information about the items like Server information, Header information, Details on PHP page request, File name or path information, Remote user information, HTTP Authentication Details.

Element/Code	Description
<code>\$_SERVER['PHP_SELF']</code>	Returns the filename of the currently executing script
<code>\$_SERVER['GATEWAY_INTERFACE']</code>	Returns the version of the Common Gateway Interface (CGI) the server is using
<code>\$_SERVER['SERVER_ADDR']</code>	Returns the IP address of the host server
<code>\$_SERVER['SERVER_NAME']</code>	Returns the name of the host server (such as www.w3schools.com)
<code>\$_SERVER['SERVER_SOFTWARE']</code>	Returns the server identification string (such as Apache/2.2.24)
<code>\$_SERVER['SERVER_PROTOCOL']</code>	Returns the name and revision of the information protocol (such as HTTP/1.1)
<code>\$_SERVER['REQUEST_METHOD']</code>	Returns the request method used to access the page (such as POST)

<code>\$_SERVER['QUERY_STRING']</code>	Returns the query string if the page is accessed via a query string
<code>\$_SERVER['HTTP_ACCEPT']</code>	Returns the Accept header from the current request
<code>\$_SERVER['HTTP_HOST']</code>	Returns the Host header from the current request
<code>\$_SERVER['HTTPS']</code>	Is the script queried through a secure HTTP protocol
<code>\$_SERVER['REMOTE_ADDR']</code>	Returns the IP address from where the user is viewing the current page
<code>\$_SERVER['REMOTE_HOST']</code>	Returns the Host name from where the user is viewing the current page
<code>\$_SERVER['REMOTE_PORT']</code>	Returns the port being used on the user's machine to communicate with the web serve
<code>\$_SERVER['SERVER_PORT']</code>	Returns the port on the server machine being used by the web server for communication (such as 80
<code>\$_SERVER['SCRIPT_NAME']</code>	Returns the path of the current script
<code>\$_SERVER['SCRIPT_URI']</code>	Returns the URI of the current page

Example: to display server information like name , script name , user agent etc.

```

<?php
echo $_SERVER['PHP_SELF'];
echo "<br>";
echo $_SERVER['SERVER_NAME'];
echo "<br>";
echo $_SERVER['HTTP_HOST'];
echo "<br>";
echo $_SERVER['HTTP_REFERER']; echo
"<br>";
echo $_SERVER['HTTP_USER_AGENT'];
echo "<br>"; echo
$_SERVER['SCRIPT_NAME']; ?>

```

Output :

```

/php/demo_global_server.php
www.w3schools.comwww.w
3schools.com
https://www.w3schools.com/php/showphp.asp?filename=demo_global_server
Mozilla/5.0 (Windows NT 5.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/49.0.2623.112
Safari/537.36
/php/demo_global_server.php

```

Practice Programs:

- 1) Write a PHP script to Design a form to accept a number from the user to check whether number is palindrome or not. (Use the concept of self processingpage)
- 2) Write PHP program to accept user details such as user-id, name, Address, email, and mobile no. Display same information on nextpage.
- 3) Write PHP program to create student registration form and display student information. (Use sticky formconcept).

Set A:

- 1) Write PHP program accept name, select your cities you would like to visit and display selected information on page. (Use multi-valuedparameter),.
- 2) Write PHP program to create student registration form and display student information. (Use sticky formconcept).
- 3) Write a PHP script for the following: Design a form to accept a number from theuser. Perform the operations and show theresults.
 - Check whether number is palindrome ornot.
 - Reverse the number using recursions.
 (Use the concept of self processing page.)
- 4) Write PHP program to select list of subjects from list box and display selected subject on information. (Use sticky multi-valuedparameter)

Set B:

- 1) Write a PHP Script to display Server information in table format (Use\$_SERVER).
- 2) Write a PHP program to accept two strings from user and check whether entered strings are matching or not. (Use sticky formconcept).
- 3) Write a PHP script to accept an Indian currency and then convert it in dollar orpounds (radio buttons) according to user's preference. (use concept of self processingform). 4) Write PHP program to accept client name, property details (Flat, Bungalow, Plot), Display selected information same page. (Use multi- valueparameter).

Set C:

- 1) Write PHP program to accept name of student , Gender(male ,female) using radio buttons ,Qualification(SSC, HSC, BCA, MCA) using check boxes . Display information of student. (Use sticky multi-valued parameter).

Assignment Evaluation

0: Not Done []	1: Incomplete []	2: Late Complete []
3: Needs Improvement []	4: Complete []	5: well done []

Signature of the Instructor

Assignment 3 – XML

Introduction to XML:

XML stands for eXtensible Markup Language. It is a text-based markup language derived from Standard Generalized Markup Language (SGML). XML was designed to store and transport data. XML was designed to be both human- and machine-readable. XML is a markup language much like HTML. XML was designed to describe data. XML tags are not predefined . You must define your own tags.XML is self describing.

XML document are well – formed and valid. A well - formed XML document follows the basic XML syntax rules.A valid document also follows the rules imposed by a DTD or an XSD.

A simple document is shown in the following example –

```
<?xml version = "1.0"?>
<contact-info>
```

```

<name>Tanmay Patil</name>
<company>TutorialsPoint</company>
<phone>(011) 123-4567</phone>
</contact-info>

```

The following image depicts the parts of XML document.



Document Prolog Section :

Document Prolog comes at the top of the document, before the root element. This section contains –

- XML declaration
- Document type declaration

Document Elements Section:

Document Elements are the building blocks of XML. These divide the document into a hierarchy of sections, each serving a specific purpose.

XML declaration :

It contains details that prepare an XML processor to parse the XML document. It is optional, but when used, it must appear in the first line of the XML document. `<?xml version="version_number" encoding="encoding_declaration" standalone="standalone_status" ?>`

An XML declaration should abide with the following rules:

- The XML declaration is case sensitive and must begin with "`<?xml>`" where "xml" is written in lower-case. If the XML declaration is included, it must contain version number attribute.
- The Parameter names and values are case-sensitive. The names are always in lowercase.
- The order of placing the parameters is important. The correct order is: *version, encoding and standalone*. Either single or double quotes may be used.
- The XML declaration has no closing tag i.e. `</?xml>`

Example of XML declaration:

- `<?xml>`
- `<?xml version="1.0">`
- `<?xml version="1.0" encoding="UTF-8" standalone="no" ?>`
- `<?xml version='1.0' encoding='iso-8859-1' standalone='no'?>`

DTD : Document Type Declaration :

- The XML Document Type Declaration, commonly known as DTD, is a way to describe XML language precisely.
- DTDs check vocabulary and validity of the structure of XML documents against grammatical rules of appropriate XML language.
- An XML DTD can be either specified inside the document, or it can be kept in a separate document and then linked separately.
- Basic syntax of a DTD is as follows:
`<!DOCTYPE element DTD identifier`
`[`

```

    declaration1
    declaration2
    .....
]>

```

XML Tags :

XML tags are case sensitive. The tag <Letter> is different from the tag <letter>. Opening and closing tags must be written with the same case.

For example,

```

<Message>This is incorrect</message>
<message>This is correct</message>

```

XML Elements :

- An XML file is structured by several XML-elements, also called XML-nodes or XML-tags. XML-elements' names are enclosed by triangular brackets <>.
- EachXML-elementneedstobeclosedeitherwithstartorwithendelementsasshownbelow:
<element> </element>.
- An XML document can have only one rootelement
- An XML-element can contain multiple XML-elements as its children, but the children elements must notoverlap.
- In XML, all elements must be properly nested within eachother. **XML attributes:**
- An XML-element can have one or more attributes.
- Attribute names in XML (unlike HTML) are case sensitive. That is, *HREF* and*href*are considered two different XMLattributes.
- Same attribute **cannot have two values in asyntax**

So XML follows tree structure

```

    <root>
    <child>
                                <subchild> .... </subchild>
    </child>
    </root> <?xml
version = "1.0" ?>
<BookStore>
    <Books>
        <PHP>
<title>Programming PHP</title>    <publication>O'RELLY</publication>
        </PHP>
        >
        <PHP><title>Beginners PHP</title>
            <publication>WROX</publication>

        </PHP>
        >
    </Books>
</BookStore>

```

SimpleXML :

- SimpleXML is an extension that allows us to easily manipulate and get XML data.
- The SimpleXML extension is the tool of choice for parsing an XML document.
- SimpleXML turns an XML document into a data structure you can iterate through like a collection of arrays and objects.
- The SimpleXML extension includes interoperability with the DOM for writing XML files and built-in XPath support.
- SimpleXML is easier to code than the DOM, as its name implies.

SimpleXMLElement class represents an element in an XML document.

- To create root element of xml document, first create object of SimpleXMLElement class and initialize with root element.
- For example :
- `$bk=new SimpleXMLElement("<bookstore/>");`

Methods or functions of simpleXMLElement class

Function name	description	syntax	example
addChild()	The addChild() function adds a child element to the SimpleXML element	addChild(name,value);	<code>\$book = \$bk->addchild("book");</code>
addAttribute()	adds an attribute to the SimpleXML element.	addAttribute(name,value);	<code>\$book->addAttribute("Category", "Technical");</code>
getName()	Returns the name of the XML tag referenced by the SimpleXML element	getName();	<code>\$bk->getName();</code>
asXML()	Returns a well-formed XML string (XML version 1.0) from a SimpleXML object	asXML([filename]) ;	<code>echo \$bk->asXML();</code>
children()	Returns the children of a specified node as an array	children()	<code>foreach (\$book->children() as \$child) { echo "Child node: " . \$child . "
"; }</code>
attributes();	Returns the attributes/values of an element	attributes();	<code>foreach (\$book->attributes () as \$k=>\$v) { echo \$k : \$v . "
"; }</code>
count();	The count() function counts the	count();	<code>\$cnt=\$book->count();</code>

	children of a specified node.		
simplexml_load_file()	Converts an XML file into a SimpleXMLElement object	simplexml_load_file(file)	\$xml=simplexml_load_file("note.xml");
simplexml_load_string()	The simplexml_load_string() function converts a well-formed XML string into a SimpleXMLElement object.		<?php \$note=<<<XML <note> <to>Tove</to> </note> XML; \$xml=simplexml_load_string(\$note);

Reading XML document

```
<?php
$bk = simplexml_load_file("book.xml");
echo htmlspecialchars($bk->asXML());
?>
```

- With SimpleXML, all the elements in XML document are represented as tree of SimpleXMLElement objects. Any given element's children are available as properties of elements SimpleXMLElement object.
- For example ,We can access element name as properties \$book->title , \$book->publisher etc.

Consider an application that reads “Book.xml” file into simple XML object. Display attributes and elements.

```
//book .xml
<?xml version='1.0' encoding='UTF-8'?>
<bookstore>
<book category="Technical">
<title> LET US C </title>
<author> YASHWANT KANETKAR </author>
<year> 1980 </year>
</book>
<book category="Cooking">
<title> COOKING EVERYDAY </title>
<author> TARALA DALAL </author>
<year> 2000 </year>
</book>
<book category="YOGA">
<title> LIGHT ON YOGA </title>
<author> B.K.IYENGAR </author>
<year> 1990 </year>
</book>
</bookstore>
```

```
// book.php
<?php
```

```

$xml = simplexml_load_file("book.xml");
echo $xml->getName() . "<br />";
foreach($xml->children() as $child)
{ echo $child->getName() . "<br>";
  foreach($child->attributes() as
    $k=>$v)
  { echo $k . "=" . $v . "<br>";
    foreach($child->children() as $i=>$j)
    { echo $i . ":" . $j . "<br>";

    }
  }
}
?>

```

Practice Programs:

- 1) Write a XML program which shows how you can easily read and display the contents of an XML document using SimpleXML.
- 2) Write a script to create "Company.xml" file with multiple elements as shown below:

```

<EmployeeTeam>
  <Team Name="Red">
    <Ename>_____</ Ename>
    <Eexperience>_____</ Eexperience >
    <Emobno>____</ Emobno>
    <Eaddress>____</Eaddress>
  </Team>
</EmployeeTeam>

```
- 3) Write a PHP Script to read book.XML and print book details in tabular format using simple XML. (Content of book.XML are (bookcode , bookname , author , year ,price).

Set A:

- 1) Write a PHP script to create XML file named "Course.xml"

```

<Course>
  <SYBBA CA>
    <Studentname> ..... </Studentname>
    <Classname> ..... </Class name>
    <percentage> .... </percentage>
  </SYBBA CA>
</Course>

```

Store the details of 5 students who are in SYBBACA.
- 2) Write PHP script to generate an XML code in the following format

```

<?xml version="1.0" encoding="ISO-8859-1" ?>

<CATALOG>
  <CD>
    <TITLE>Empire Burlesque</TITLE>
    <ARTIST>Bob Dylan</ARTIST>
    <COUNTRY>USA</COUNTRY>
    <COMPANY>Columbia</COMPANY>
    <PRICE>10.90</PRICE>
    <YEAR>1985</YEAR>
  </CD>
</CATALOG>

```

Save the file with name "CD.xml".

- 3) Write PHP script to generate an XML code in the following format
- ```
<?xml
version="1.0" encoding="ISO-8859-1" ?>
<CATALOG>
<PLANT>
<BOTANICAL>Sanguinaria canadensis</BOTANICAL>
<ZONE>4</ZONE>
<LIGHT>Mostly Shady</LIGHT>
<PRICE>$2.44</PRICE>
<AVAILABILITY>031599</AVAILABILITY></PLANT></CATALOG>
```
- Save the file with name “plant.xml”.

#### Set B:

- 1) Write a script to create “cricket.xml” file with multiple elements as shown below:

```
<CricketTeam>
 <Team country="India">
 <player>_____</player>
 <runs>_</runs>
 <wicket> ____</wicket>
 </Team>
</CricketTeam>
```

Write a script to add multiple elements in “cricket.xml” file of category, country=“Australia”.

- 2) Write a script to create “breakfast.xml” file with multiple elements as shown below:

```
<breakfast_menu>
 <food>
 <name>French Fries</name>
 <price>Rs45</price>
 <description>Young youths are very much intrested to eat it </description>
 <calories>650</calories>
 </food>
</breakfast_menu>
```

Write a script to add multiple elements in “breakfast.xml” file of category, Juice.

- 3) Create a XML file which gives details of movies available in “Mayanagari CD Store” from following categories

- a) Classical
- b) Action
- c) Horror

Elements in each category are in the following format

```
<Category>
 <MovieName> ---- </MovieName>
 <ReleaseYear> ---- </ReleaseYear>
</Category>
```

Save the file with name “movies.xml”. **Set**

#### C:

- 1) Create an application that reads “book.xml” file into simple XML object. Display attributes and elements (Hint:simple\_xml\_load\_file() function).

### Assignment Evaluation

0: Not Done [ ]	1: Incomplete [ ]	2: Late Complete [ ]
3: Needs Improvement [ ]	4: Complete [ ]	5: well done [ ]

**Signature of the Instructor**  
**Assignment 4: PHP with AJAX**

AJAX stands for **Asynchronous JavaScript and XML**. AJAX is a new technique for creating better, faster, and more interactive web applications with the help of XML, HTML, CSS, and Java Script. When a user wants more content, they click a link. With AJAX, a user can click something and content can be loaded into the page, using JavaScript, **without reloading the entirepage.**

Conventional web applications transmit information to and from the sever using synchronous requests. It means you fill out a form, hit submit, and get directed to a new page with new information from the server. With AJAX, when you hit submit, JavaScript will make a request to the server, interpret the results, and Update the current screen. In the purest sense, the user would never know that anything was even transmitted to the server.

AJAX cannot work independently. It is used in combination with other technologies to create interactive WebPages.

**1) JavaScript**

- Loosely typed scriptinglanguage.
- JavaScript function is called when an event occurs in apage.
- Glue for the whole AJAXoperation. **2) DOM**
- API for accessing and manipulating structureddocuments. □
- Represents the structure of XML and HTMLdocuments.

**3) CSS**

- Allows for a clear separation of the presentation style from the content andmay be changed programmatically byJavaScript. **4) XMLHttpRequest**
- JavaScript object that performs asynchronous interaction with theserver.

XMLHttpRequest is a JavaScript object capable of calling the server and capturing its response. It is used to send HTTP or HTTPS requests to a web server and load the server response data backinto thescript.

**Creating an XMLHttpRequest Object :**

All modern browsers (IE7+, Firefox, Chrome, Safari, and Opera) have a builtin XMLHttpRequest object.

Syntax for creating an XMLHttpRequest object:

```
xmlhttp=newXMLHttpRequest();
```

When a request to a server is sent, we want to perform some actions based on the response.

The onreadystatechange event is triggered every time the readyState changes. The readyState property holds the status of the XMLHttpRequest.

**Three important properties of the XMLHttpRequest object:**

- **readyState** :The readyState property defines the current state of the XMLHttpRequestobject.

The following table provides a list of the possible values for the readyState property:

State	Description
-------	-------------



```

0 The request is
 notinitialized.
1 The request has been setup.
2 The request has
 beensent. 3 The request
 is in process
4 The request iscompleted.
• OnReadyStateChange : Determine the function called when the objects readyState changes.
 xmlhttp.onreadystatechange=function() {
}

```

- **responseText**:Returns the response as astring.
- **responseXML**:Returns the response as XML. This property returns an XML documentobject, which can be examined and parsed using the W3C DOM node tree methods andproperties.
- **Status**:Returns the status as a number (e.g., 404 for "Not Found" and 200 for"OK").
- **statusText**:Returns the status as a string (e.g., "Not Found" or"OK").
- **Methods of XMLHttpRequest object:**

To send a request to a server, we use the open() and send() methods of the XMLHttpRequest object

- **open( method, URL, async )**

Specifies the method, URL, and other optional attributes of a request. The method parameter can have a value of "GET", "POST", or "HEAD". The "async" parameter specifies whether the request should be handled asynchronously or not. "true" means that the script processing carries on after the send() method without waiting for a response, and "false" means that the script waits for a response before continuing script processing.

- **send( content )**: Sends therequest.
- **abort()**Cancels the currentrequest.

### Practice Programs:

- 1) Write a simple PHP program which implements Ajax for addition of twonumbers.
- 2) Write an Ajax program to display list of games stored in an array on clicking OKbutton.
- 3) Write an Ajax program to read a text file and print the contents of the file when user click on the print button.(consider "a.txt" file to create text & write text as "Ajax Example" init.)

### Set A:

- 1) Write a PHP script using AJAX concept, to check user name and password are valid or Invalid (use database to store user name andpassword).
- 2) Write Ajax program to carry out validation for a username entered in textbox. If the textbox is blank, print 'Enter username'. If the number of characters is less than three,print' Username is too short'. If value entered is appropriate the print 'Validusername'.
- 3) Write Ajax program to get book details from XML file when user select a book name. Create XML file for storing details of book(title, author, year,price).

### Set B:

- 1) Write Ajax program to fetch suggestions when is user is typing in atextbox.  
(eg like google suggestions.Hint create array of suggestions and matching string will be displayed)
- 2) Write Ajax program to get player details from XML file when user select a player name.  
Create XML file for storing details of player (Country, player name, wickets, runs).
- 3) Write a AJAX program to display the following output to search your favourite tutorial from "tutorial.php"file.

Search your favourite tutorials:

Entered Course name:

- Set C:**
- 1) Write a AJAX program to display the selected course information from the list given in XML file and show the following output.

Select a Course:

Course info will be listed here...

### Assignment Evaluation

- 0: Not Done [ ]
3: Needs Improvement [ ]
- 1: Incomplete [ ]
2: Late Complete [ ]
4: Complete [ ]
5: well done [ ]

Signature of the Instructor

### Assignment 5: Connecting Database using PHP & AJAX

- Fetch Data from MySQL table using PHP
- To fetch data from the MySQL database, configure the following steps –
- 1) First, Include database connection file database.php
  - 2) Assign connection variable \$conn to a new variable \$db
  - 3) Create a custom function fetch\_data(). This function will return data to fetch from the database. Then call fetch\_data() and assign it to a new variable \$fetchData.
  - 4) Also, Create another custom function show\_data(\$fetchData). This function returns data with an HTML table.
  - 5) Call show\_data(\$fetchData).
  - 6) This function accepts a parameter to get fetched data. File Name –backe

Function name	description	syntax	example
mysql_connect	Open aconnection to aMySQL Server	mysql_connect([Sho st, \$username, \$passwd, \$dname, \$port, \$socket] )	\$conn = new mysqli(\$servername, \$username, \$password);

mysql_create_db	Create a MySQL database	mysql_create_db (string \$database_name, resource \$link_identifier = NULL) : bool	\$sql = 'CREATE DATABASE my_db';
mysql_error	Returns the text of the error message from previous MySQL operation	mysql_error (resource \$link_identifier = NULL) : string	echo mysql_errno(\$link) . ": " . mysql_error(\$link). "\n";
mysql_fetch_row	Get a result row as an enumerated array	mysql_fetch_row (resource \$result) : array	\$row = mysql_fetch_row(\$result);
mysql_db_query	Selects a database and executes a query on it	mysql_db_query (string \$database, string \$query, resource \$link_identifier = NULL) : resource bool	if (\$result = mysql_query(\$sql, \$link);
select_db()	used to change the default database for the connection.	\$mysqli -> select_db(\$name)	mysqli_select_db(\$con, "test");
mysql_close	Close MySQL connection	mysql_close (resource \$link_identifier = NULL) : bool	mysql_close(\$link);

### Practice Programs:

- 1) Write an Ajax program to display list of book stored in an array on clicking ok button. (Consider Book\_List.php)
- 2) Write an Ajax program to search the book name according the character typed & display same list using array. (Use New.php)
- 3) Write an Ajax program to display list of games stored in an array on clicking ok button.

### Set A:

- 1) Write Ajax program to print Movie details by selecting an Actor's name. Create table MOVIE and ACTOR as follows with 1 : M cardinality MOVIE (mno, mname, release\_yr) and ACTOR(ano, aname).
- 2) Create Trip table as follows  
Trip (tno, tname, Source, Destination, cost). Write Ajax program to select the trip name and print the selected trip details.
- 3) Create student table as follows Student(sno, sname, per).  
Write Ajax program to select the student name and print the selected student's details.

**Set B:**

- 1) Write Ajax program to get player details from player table by inserting a player name at run time display it's details in tabular form .Consider ,  
player (Country, player\_name, wickets, runs).
- 2) Write Ajax program to calculate maximum runs scored for a particular country (Use Above Playertable).

**Set C:**

- 1) Write Ajax program to get details of voters whose vage is greater than 40 year from Voter table  
Create voter table as Voter (vid, vname, vage,vaddress).

**Assignment Evaluation**

0: Not Done [ ]

1: Incomplete [ ]

2: Late Complete [ ]

3: Needs Improvement [ ]

4: Complete [ ]

5: well done [ ]

**Signature of the Instructor****Assignment 5: PHP Framework - Druple**

Drupal is open source software that allows publishing, managing and organizing a wide variety of content on a website easier. Drupal is used to easily manage, update and publish the content in the website. Many individuals and organizations are using Drupal to create professional websites to suit their custom requirements. Because of easy creating sites, application and management, Drupal is used by many organizations. We can enhance the functionality of Drupal by adding available add-on modules.

**Creating Contents**

You can add two types of contents in your website: Article and Basic Page.

To create content click the link “Add content.” From the short cut menu. Choose between Article and Basic page.

**Creating Articles**

Content type Article has the following features:

- Summary posted to the front page of the Website.
- Comments enabled.
- An image can be displayed with the article.
- User name of the article author as well as the time it was originally published.
- Tags enabled, allowing you to categorize articles. To create an article, do the following steps:
- From the shortcut menu, click the link “Add content.” An overlay will appear prompting you to choose between Article and Basic page.
- Click “Article”.
- Enter a title and body for your page.
- Scroll to the bottom and click Save.

**Creating Basic Page**

Content type Basic Page has the following features:

- Are not published to the front page of your Website.
- Do not allow visitors to post comments.

- Do not have tagging enabled.
- Do not have an image upload widget.
- Are not date-stamped.

To create a Basic Page, do the following steps:

- From the shortcut menu, click the link “Add content.” An overlay will appear prompting you to choose between Article and Basic page.
- Click “Basic page”.
- Enter a title and body for your page.
- Scroll to the bottom and click Save.

### Customizing the Display

Use the following steps to change the theme and logo image of your website:

- Using the administrative dashboard, click the tab Appearance.
- Scroll down to the bottom of the screen (where all the disabled themes live), and beneath your theme’s screen shot, click the link Enable and set default.” After the screen refreshes, click the settings link for your theme.
- Scroll to the fieldset “Logo image settings.” Unselect the check box “Use the default logo.” A new set of settings will be revealed.
- Click Browse and find your logo image for this theme on your hard drive.
- Scroll to the bottom of the screen and click “Save configuration.”

### Blocks

- Blocks can be placed into any region in your theme.

To create Block, do the following steps:

- Using the administrative dashboard, navigate to Structure > Blocks.
- Click the link “Add block”.
- Enter description and the text.
- Scroll to the bottom and click “Save block.”

### Modules

The modules are used to create, edit, and delete content; convert URLs into specific database requests to retrieve content; and create the menus you use to navigate your Web site.

Modules are little programs that allow you to do more things with your Website. Modules are set of files contained in a Drupal folder. These files may include the following:

- An information file that describes the module to Drupal. This file lists the version, files within the module directory, configuration screen shots, and a short description of the module. This file is required.
- Installation instructions for Drupal that create the necessary database tables for the module.

This file is required.

- PHP scripts that hook into Drupal and allow you to perform specific tasks.
- Template files responsible for the output of the module. These template files can be altered by your theme. These files are optional.
- CSS files, JavaScript files, and images. These files are optional.

### Practice Programs:

- 1) Create a Page in Drupal titled “Game”. Add the details of different games (football, hockey, and cricket) with player list on the page. The page should contain announcement about upcoming match.
- 2) Create a module in Drupal To design a form with the following components: Item - Ino, IName, and Rate One submit button.  
After submitting the form insert a Item record into a table named Item. Also display a message when the record is inserted successfully, and fetch the Item from the table and display “<Iname>=<Rate>”. Also add Navigation on the Home Page called “Item Rate”.
- 3) Using Drupal create a module containing details of your college. On the home page add Navigation which contains your college name and also add logo image.

**Set A:**

- 1) Create a Basic Page in Drupal titled “About Me”. Add the details about yourself in the page. Also place this page link in the Main Menu. Display this menu link before all the menu items. Show text “This is <your name>” when move the mouse pointer at this menulink.
- 2) Develop a module in Drupal to create a page showing your contact details (name, roll\_no, address, phone). Also add Navigation on the Home Page called “ContactDetails”.
- 3) Using Drupal create a page showing the teacher details (name, contactno, subjecttaught). Add Navigation on the home page called “TeacherDetails”

**Set B:**

- 1) Create a Block in Drupal titled “Event”. The block should be displayed in the left side of each page. The block should contain announcement about an upcoming events. Also change the theme of your website by following properties:
  - a) Change the backgroundcolour.
  - b) Change the logoimage.
- 2) Create a front-page article in Drupal titled “My Article”. Write an article about PHP programming Language and add to the article page. Display an Image appropriate to the Article at the bottom of the Article. Also place this page link in the Main Menu. Display this menu link before all the menu items. Show text “This is <your name>” when move the mouse pointer at this menu link. Also post a commentabout.
- 3) Create a module in Drupal To design a form with the following components:  
Text Fields - Roll No, Name, and Address  
One submit button.

After submitting the form insert a student record into a table named student. Also display a message when the record is inserted successfully, and fetch the name of student from the table and display “Hello: <student name>”. Also add Navigation on the Home Page called “Student Form”.

**Set C:**

- 1) Develop a module in Drupal to design a registration form with the following fields:  
Text Field – First Name, Last Name, email, city List Boxes – Select Country, Date of Birth  
(Separate Select Boxes for month, day, and year)  
Radio Buttons – Gender - Male/Female  
Check Boxes – Technology Known – Java, PHP  
One Browse button to upload picture.  
Perform validation to check if the First Name and Last Name are not empty and the email is valid.  
If that is not the case display error message and the form will not be submitted.  
Display message “Form has been submitted successfully” after clicking on the Submit button.  
Also add a Navigation on the Home Page called “Registration”.

**Assignment Evaluation**

0: Not Done [ ]

1: Incomplete [ ]

2: Late Complete [ ]

3: Needs Improvement [ ]

4: Complete [ ]

5: well done [ ]

**Signature of the Instructor**

# **Add-On jQuery**

**Savitribai Phule Pune University**  
**Syllabus for B.B.A (CA) (CBCS 2019 Pattern) Semester IV**  
**Subject Code: - 407**  
**Subject Name -: jQuery**  
**Practical Assignments**

1. Write a jQuery code to check whether jQuery is loaded or not.
2. Write a jQuery code to scroll web page from top to bottom and vice versa.
3. Write a jQuery code to disable right click menu in html page.

4. Write a jQuery code to disable the submit button until the visitor has clicked a check box.
5. Write a jQuery code to fix broken images automatically.
6. Write a jQuery code to blink text continuously.
7. Write a jQuery code to create a zebra stripes table effect.
8. Write a jQuery code to print a page.
9. Write a jQuery code to allow the user to enter only 15 characters into the textbox.
10. Write a jQuery code to make first word of each statement to bold.
11. Write a jQuery code to create a division (div tag) using jQuery with style tag.
12. Write a jQuery code to select values from a JSON object.
13. Write a jQuery code to add list elements within an unordered list element.
14. Write a jQuery code to remove all the options of a select box and then add one option and select it.
15. Write a jQuery code to underline all the words of a text.
16. Write a jQuery code to demonstrate how to get the value of a textbox.
17. Write a jQuery code to remove all CSS classes from an application.
18. Write a jQuery code to distinguish between left and right mouse click.
19. Write a jQuery code to check if an object is a jQuery object or not.
20. Write a jQuery code to detect whether the user has pressed 'Enter key' or not.
21. Write a jQuery code to count number of rows and columns in a table.
22. Write a jQuery code to display form data onto the browser.
23. Write a jQuery code to find absolute position of an element.
24. Write a jQuery code to remove a specific value from an array.
25. Write a jQuery code to change button text.
26. Write a jQuery code to add options to a drop-down list.
27. Write a jQuery code to set background-image to the page.
28. Write a jQuery code to get the selected value and currently selected text of a dropdown box.
29. Write a jQuery code to disable a link.
30. Write a jQuery code to Restrict "number"-only input for textboxes including decimal points.
31. Write a jQuery code to set value in input text.



# **BBA(CA) CBCS 2019**

## **Pattern**

### **TYBBA (CA) Sem V**

### **Syllabus**

**Savitribai Phule Pune University**  
**T.Y.B.B.A (C.A.) Semester –V**  
**Course Code: CA-501**  
**Subject Name: Cyber Security**

**Total Hours : 48 lectures**

**Total Credits: 03**

**Prerequisites: -**

- A course on Computer Networks.

**Course Objectives:**

- To understand the fundamentals of cyber security.
- To understand various categories of Cybercrime, Cyber-attacks on mobile, tools and techniques used in Cybercrime and case studies.
- To have an overview of the Cyber laws and concepts of Cyber forensics.

**Course Outcome:-**

- Have a good understanding of Cyber Security and the Tools.
- Identify the different types of Cyber Crimes.
- Have a good understanding of Cyber laws □ To develop Cyber forensics awareness.
- Identify attacks, security policies and credit card frauds in mobile and Wireless Computing Era.

Unit	Topic	No of lectures
1	<b>Chapter 1:- Introduction to Cyber Crime and Cyber Security</b> 1.1 Introduction 1.2 Cybercrime: Definition and Origin of the Word 1.3 Cybercrime and Information Security 1.4 Who are Cybercriminals? 1.5 Classifications of Cybercrimes: E-Mail Spoofing, Spamming, Cyber defamation, Internet Time Theft, Salami Attack/Salami Technique, Data Diddling, Forgery, Web Jacking, Newsgroup, Spam/Crimes Emanating from Usenet Newsgroup, Industrial Spying/Industrial Espionage, Hacking, OnlineFrauds, Computer Sabotage, Email Bombing/Mail Bombs, Computer Network Intrusions, Password Sniffing, Credit Card Frauds, Identity Theft 1.6 Definition of Cyber Security 1.7 Vulnerability, Threats and Harmful acts 1.8 CIA Triad 1.9 Cyber Security Policy and Domains of Cyber Security Policy	07

2	<b>Chapter 2 :- Cyber offenses and Cyberstalking</b> 2.1 Criminals Plan: Categories of Cybercrime Cyber Attacks: Reconnaissance, Passive Attack, Active Attacks, Scanning/Scrutinizing gathered Information, Attack (Gaining and Maintaining the System Access), Social Engineering, and Classification of Social Engineering. 2.2 Cyberstalking: Types of Stalkers, Cases Reported on Cyberstalking, Working of Stalking 2.3 Real-Life Incident of Cyber stalking 2.4 Cybercafe and Cybercrimes	10
	2.5 Botnets: The Fuel for Cybercrime, Botnet, Attack Vector 2.6 Cybercrime: Mobile and Wireless Devices – Proliferation - Trends in Mobility 2.7 Credit Card Frauds in Mobile and Wireless Computing Era 2.8 Security Challenges Posed by Mobile Devices 2.9 Authentication Service Security 2.10 Attacks on Mobile/Cell Phones	
3	<b>Chapter 3:- Tools and Methods Used in Cybercrime</b> 3.1 Introduction 3.2 Proxy Servers and Anonymizers 3.3 Phishing 3.4 Password Cracking 3.5 Keyloggers and Spywares 3.6 Virus and Worms 3.7 Trojan Horses and Backdoors 3.8 Steganography 3.9 DoS and DDoS Attacks 3.10 SQL Injection	05
4	<b>Chapter 4 :- Cybercrimes and Cyber security: The Legal Perspectives</b> 4.1 Introduction 4.2 Cybercrime and the Legal Landscape around the World 4.3 Why Do We Need Cyberlaws: The Indian Context 4.4 The Indian IT Act 4.5 Challenges to Indian Law and Cybercrime Scenario in India 4.6 Consequences of not Addressing the Weakness in Information Technology Act 4.7 Digital Signatures and the Indian IT Act 4.8 Amendments to the Indian IT Act 4.9 Cybercrime and Punishment 4.10 Cyberlaw, Technology and Students: Indian Scenario	07

5	<b>Chapter 5:- Cyber Forensics</b> 5.1 Introduction 5.2 Historical background of Cyber forensics 5.3 Digital Forensics Science 5.4 The Need for Computer Forensics 5.5 Cyber Forensics and Digital evidence 5.6 Forensics Analysis of Email 5.7 Digital Forensics Lifecycle 5.8 Challenges in Computer Forensics	06
6	<b>Chapter 6:- Cybersecurity: Organizational Implications</b> 6.1 Organizational Implications: Cost of cybercrimes and IPR issues 6.2 Web threats for organizations 6.3 Security and Privacy Implications from Cloud Computing 6.4 Social media marketing 6.5 Social computing and the associated challenges for organizations, Protecting people's privacy in the organization 6.6 Organizational guidelines for Internet usage and safe computing guidelines and computer usage policy 6.7 Incident handling	07
	6.8 Intellectual property in the cyberspace of cyber security.	
7	<b>Chapter 7:- Cybercrime: Illustrations, Examples and Mini-Cases</b> 7.1 Real-Life Examples 7.2 Mini-Cases 7.3 Illustrations of Financial Frauds in Cyber Domain 7.4 Digital Signature-Related Crime Scenarios 7.5 Digital Forensics Case Illustrations 7.6 Online Scams	06

#### References Books:

1. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives – Nina Godbole, Sunit Belapure, Wiley: April 2011 India Publications Released.
2. Principles of Information Security, -Michael E Whitman, Herbert J Mattord, 3rd Edition, 2011.
3. Computer Security: Principles and Practice -William Stallings and Lawrie Brown, 3rd edition, Pearson, 2015.
4. Cyber Security Essentials- James Graham Richard Howard Ryan Olson

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Semester –V**  
**Course Code: CA-502**  
**Subject: Object Oriented Software Engineering**

**Total Hours: 48**

**Total Credits: 03**

**Pre Requisite:** Students shall have the Basic Knowledge of Software Engineering

**OBJECTIVES:**

1. To understand the fundamentals of object modeling
2. To understand and differentiate Unified Process from other approaches.
3. To design with static UML diagrams.
4. To design with the UML dynamic and implementation diagrams.
5. To improve the software design with design patterns.
6. To test the software against its requirements specification.

**Outcomes:**

1. Students will be able to give Design Specifications for Project.
2. Students will acquire Knowledge in Basic Modeling.
3. Students will acquire Project Management Skills.

Chapter	Course Content	No of lectures
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<b>1</b>	<b>Introduction and basics of Software Modelling</b> 1.1 Software Life Cycle Models (Revision of SE) 1.2 System Concepts 1.3 Project Organization 1.4 Communication in Project Management 1.5 Risk management in Project Management	<b>4</b>
<b>2</b>	<b>SRS Documentation</b> 2.1 SRS Specification 2.2 Requirement Elicitation <b>2.3 Business Engineering</b>	<b>4</b>
<b>3</b>	<b>Introduction to UML</b> 3.1 Concept of UML 3.2 Advantages of UML	<b>2</b>
<b>4</b>	<b>Object Oriented Concepts and Principles</b> 4.1 What is Object Orientation? - Introduction , Object , Classes and Instance , Polymorphism, Inheritance 4.2 Object Oriented System Development- Introduction, Function/Data Methods (With Visibility), Object Oriented Analysis, Object Oriented Construction 4.3 Identifying the Elements of an Object Model 4.4 Identifying Classes and Objects 4.5 Specifying the Attributes (With Visibility)	<b>4</b>
	4.6 Defining Operations 4.7 Finalizing the Object Definition	
<b>5</b>	<b>Structural Modeling</b> 5.1 Classes 5.2 Relationship 5.3 Common Mechanism 5.4 Class Diagram (Minimum three examples should be covered) 5.5 Advanced Classes 5.6 Advanced Relationship 5.7 Interface 5.8 Types and Roles 5.9 Packages 5.10 Object Diagram (Minimum three examples should be covered)	<b>10</b>

<b>6</b>	<b>Basic Behavioural Modeling</b> 6.1 Interactions 6.2 Use Cases and Use Case Diagram with stereo types (Minimum three examples should be covered) 6.3 Interaction Diagram (Minimum two examples should be covered) 6.4 Sequence Diagram (Minimum two examples should be covered) 6.5 Activity Diagram (Minimum two examples should be covered)  6.6 State Chart Diagram (Minimum two examples should be covered)	<b>10</b>
<b>7</b>	<b>Architectural Modelling</b> 7.1 Component 7.2 Components Diagram (Minimum two examples should be covered) 7.3 Deployment Diagram (Minimum two examples should be covered) 7.4 Collaboration Diagram (Minimum two examples should be covered)	<b>6</b>
<b>8</b>	<b>Object Oriented Analysis</b> 8.1 Iterative Development and the Rational Unified Process 8.2 Inception 8.3 Understanding Requirements 8.4 Use Case Model From Inception to Elaboration 8.5 Elaboration	<b>4</b>
<b>9</b>	<b>Object Oriented Design</b> 9.1 The Booch Method, The Coad and Yourdon Method and Jacobson Method and Rumbaugh Method 9.2 The Generic Components of the OO Design Model	<b>4</b>
	9.3 The System Design Process - Partitioning the Analysis Model, Concurrency and Sub System Allocation, Task Management Component, The Data Management Component, The Resource Management Component, Inter Sub System Communication	
	<b>Total</b>	<b>48</b>

#### Reference Books:

Sr. No.	Title of the Book	Author's Name	Publication
1	The Unified Modeling Language User/Reference Guide,	Grady Booch, James Rumbaugh	Pearson Education Inc

<b>2</b>	The Unified software development Process	<b>Ivar Jacobson, Grady Booch, James Rumbaugh</b>	<b>Pearson Education</b>
<b>3</b>	<b>Agile Software development</b>	<b>Alistair Cockbair</b>	<b>Pearson Education</b>

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Semester –V Course**  
**Code: CA-503**  
**Subject: Core Java**

**Total Hours : 48**

**Total Credits: 03**

**Prerequisite:**

- Student should know basics of object oriented programming. **Course Objectives:**
- To introduce the object oriented programming concepts.
- To understand object oriented programming concepts, and apply them in solving problems.
- To introduce the principles of inheritance and polymorphism; and demonstrate how they relate to the design of abstract classes
- To introduce the implementation of packages and interfaces
- To introduce the concepts of exception handling and multithreading.



- To introduce the design of Graphical User Interface using applets and swing controls. **Course Outcomes:**
- Able to solve real world problems using OOP techniques.
- Able to understand the use of abstract classes.
- Able to solve problems using java collection framework and I/o classes.
- Able to develop multithreaded applications with synchronization.
- Able to develop applets for web applications.
- Able to design GUI based applications

Unit No.	Topic	No. of Lectures	Reference Books
1	<b>Java Fundamentals 1.1</b> Introduction to Java. 1.1 Features of Java 1.2 Basics of Java: - Data types, variable, expression, operators, constant. 1.3 Structure of Java Program. 1.4 Execution Process of java Program. 1.5 JDK Tools. 1.6 Command Line Arguments. 1.7 Array and String: 1.7.1 Single Array & Multidimensional Array 1.7.2 String, String Buffer 1.8 Built In Packages and Classes : 1.8.1 java.util:- Scanner, Date, Math etc. 1.8.2 java.lang	8	1,2
2	<b>Classes, Objects and Methods</b> 2.1 Class and Object 2.2 Object reference 2.3 Constructor: Constructor Overloading 2.4 Method: Method Overloading, Recursion, Passing and Returning object form Method 2.5 new operator, this and static keyword, finalize() method 2.6 Nested class, Inner class, and Anonymous inner class	8	1,2

3	<b>Inheritance, Package and Collection</b> 3.1 Overview of Inheritance 3.2 inheritance in constructor 3.3 Inheriting Data members and Methods, 3.4 Multilevel Inheritance – method overriding Handle multilevel constructors 3.5 Use of super and final keyword 3.6 Interface: 3.7 Creation and Implementation of an interface, Interface reference 3.8 Interface inheritance 3.9 Dynamic method dispatch 3.10 Abstract class 3.11 Comparison between Abstract Class and interface <b>3.12 Access control</b> <b>3.13 Packages</b> 3.13.1 Packages Concept 3.13.2 Creating user defined packages 3.13.3 Java Built inpackages 3.13.4 Import statement, Static import  3.14 <b>Collection</b> 3.14.1 CollectionFramework. 3.14.2 Interfaces: Collection, List, Set 3.14.3 Navigation: Enumeration, Iterator, ListIterator 3.14.4 Classes: LinkedList, ArrayList, Vector, HashSet	10	
4	<b>File and Exception Handling</b>  <b>Exception</b> 4.1 Exception and Error 4.2 Use of try, catch, throw, throws and finally 4.3 Built in Exception 4.4 Custom exception 4.5 Throwable Class. <b>File Handling</b> 4.6 Overview of Different Stream (Byte Stream, Character stream) 4.7 Readers and Writers class 4.8 File Class 4.9 File Input Stream , File Output Stream 4.10 Input Stream Reader and Output Stream Writer class 4.11 FileReader and FileWriter class 4.12 Buffered Reader class.	8	1,2,3

5	<b>Applet, AWT, Event and Swing Programming</b>  <b>Applet</b>  5.1 Introduction 5.2 Typesapplet 5.3 Applet Lifecycle 5.3.1 Creatingapplet 5.3.2 Applet tag	14	1,2,3,4
	5.4 AppletClasses 5.4.1 Color 5.4.2 Graphics 5.4.3 Font  <b>AWT</b>  5.5 Components and container used inAWT 5.6 Layoutmanagers 5.7 Listeners and Adapterclasses 5.8 Event Delegationmodel  <b>Swing</b>  5.9 Introduction to Swing Componentand Container Classes 5.10 Exploring Swing Controls- JLabel and Image Icon, JText Field, The Swing Buttons JButton, JToggle Button, JCheck Box, JRadio Button, JTabbed Pane, JScroll Pane, JList, JTable, JComboBox, Swing Menus, Dialogs,JFileOpen,JColorChooser.		
	<b>Total Lectures</b>	<b>48</b>	

**Reference Books:**

1. Programming with JAVA - EBalgurusamy
2. The Complete Reference – JAVA HerbertSchildt
3. Programming in Java, S. Malhotra, S. Chudhary, 2nd edition, Oxford Univ. Press.
4. Java Programming and Object-oriented Application Development, R. A. Johnson, Ceng

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Semester –V**  
**Course Code: CA-504**  
**Subject: MongoDB**

**Total Hours: 48      Total Credits:03**

**Prerequisites:**

- Knowledge of database concepts
- Basic understanding of Big Data platforms

**Objectives:**

1. Understand importance of NoSQL Databases.
2. Learn various MongoDB commands and MongoDB design goals.
3. Design basic and general-purpose database using MongoDB.

**Outcomes:**

- Learned to work with MongoDB shell and MongoDB tools.
- Able to do Schema design, Data modelling and all sorts of CRUD Operations.
- Learned to optimize query performance.
- Become capable to analyze the data stored in MongoDB.

Unit	Topic	No. of lectures
1	<b>Introduction to NoSQL Databases</b>  1.1 Introduction to NoSQL Databases 1.2 Difference between NoSQL and RDBMS 1.3 Need of NoSQL Databases 1.4 Application of NoSQL Databases 1.5 Types of NoSQL Databases 1.6 What is MongoDB? 1.7 Features of MongoDB	5

<b>2</b>	<b>MongoDB Basics</b>  2.1 Installing MongoDB 2.2 MongoDB Server and Database, MongoDB tools 2.3 Collection, Documents and Key-Values 2.4 Data Modeling Concepts 2.4.1 Why Data Modeling? Data Modeling Approach 2.4.2 Analogy between RDBMS & MongoDB Data Model, MongoDB Data 2.4.3 Model (Embedding & Linking) 2.4.4 Challenges for Data Modeling in MongoDB 2.4.5 Data Model Examples and Patterns 2.5 Mongo shell Commands to create, delete database, collection & documents 2.6 MongoDB Datatypes 2.7 Inserting and saving documents 2.7.1 Batch Insert 2.7.2 Insert Validation 2.8 MongoDB GUI like compass	<b>12</b>
<b>3</b>	<b>MongoDB CRUD Operations</b>  3.1 MongoDB Development Architecture 3.2 MongoDB Production Architecture 3.3 MongoDB CRUD Introduction, MongoDB CRUD Concepts 3.4 MongoDB CRUD Concerns (Read & Write Operations) 3.5 Concern Levels, Journaling 3.6 Cursor Query Optimizations, Query behaviour in MongoDB 3.7 Distributed Read & Write Queries 3.8 MongoDB CRUD Syntax & Queries	<b>14</b>
<b>4</b>	<b>MongoDB Index and Aggregation</b>  4.1 Index Introduction, Index Concepts, Index Types, Index Properties 4.2 Index Creation and Indexing Reference 4.3 Introduction to Aggregation 4.4 Approach to Aggregation 4.5 Types of Aggregation (Pipeline, MapReduce & Single Purpose) 4.6 Performance Tuning.	<b>8</b>

<b>5</b>	<b>MongoDB Administration</b>  5.1 Administration concepts in MongoDB 5.2 Monitoring issues related to Database 5.3 Monitoring at Server, Database, Collection level, and various Monitoring tools related to MongoDB 5.4 Database Profiling, Locks, Memory Usage, No of connections, page fault 5.5 Backup and Recovery Methods for MongoDB 5.6 Export and Import of Data to and from MongoDB 5.7 Run time configuration of MongoDB 5.8 Production notes/ best practices 5.9 Data Managements in MongoDB (Capped Collections/ Expired data from TTL), Hands on Administrative Tasks.	<b>9</b>
<b>Total</b>		<b>48</b>

#### Reference books:

1. MongoDB Basics by Peter Membrey, David Hows, Eelco Plugge
2. MongoDB Recipes With Data Modeling and Query Building Strategies by Subhashini Chellappan, Dharanitharan Ganesan
3. MongoDB Simply In Depth by Ajit Singh, Sultan Ahmad

**Savitribai Phule Pune University**

**T.Y.B.B.A.(C.A.) Sem-V**

**Subject Code: 504**

**Subject: Python**

**Total Hours :- 48**

**Total Credits: 03**

#### Prerequisites:

1. Experience with a high level language (C/C++, Java, MATLAB) is suggested.
2. Prior knowledge of a scripting language (Perl, UNIX/Linux shells) and Object-Oriented concepts is helpful but not mandatory.

#### Course Objectives:

1. To learn and understand Python programming basics and paradigm.
2. To learn and understand python looping, control statements and string manipulations.
3. Students should be made familiar with the concepts of GUI controls and designing GUI applications.
4. To learn and know the concepts of file handling, exception handling.

**Course Outcomes:** On completion of the course, student will be able

1. Define and demonstrate the use of built-in data structures “lists” and “dictionary”.
2. Design and implement a program to solve a real world problem.
3. Design and implement GUI application and how to handle exceptions and files.

Unit	Details	Lectures
I	<b>Unit 1: Introduction to Python</b> 1.1 History, feature of Python, setting up path, working with python Interpreter, basic syntax, variable and data types, operators 1.2 <b>Conditional statements</b> -If, If-Else, nested if-else, Examples. 1.3 <b>Looping</b> -For, While, Nested loops, Examples 1.4 <b>Control Statements</b> -Break, Continue, Pass. 1.5 <b>String Manipulation</b> -Accessing String, Basic Operations, String Slices, Function and Methods, Examples. 1.6 <b>Lists</b> -Introduction, accessing list, operations, working with lists, function & methods. 1.7 <b>Tuple</b> -Introduction, Accessing tuples, operations working, function & methods, Examples. 1.8 <b>Dictionaries</b> -Introduction, Accessing values in dictionaries, working with dictionaries, properties, function, Examples. 1.9 <b>Functions</b> -Defining a function, calling a function, types of function, function arguments, anonymous function, global & local variable, Examples.	16
II	<b>Unit 2: Modules and Packages</b> <b>2.1 Built in Modules</b> 2.1.1 Importing modules in python program 2.1.2 Working with Random Modules. 2.1.3 E.g. - built-ins, time, date time, calendar, sys, etc <b>2.2 User Defined functions</b> 2.2.1 Structure of Python Modules <b>2.3 Packages</b> 2.3.1 Predefined Packages 2.3.2 User defined Packages	6
III	<b>Unit 3: Classes ,Objects and Inheritance</b> <b>3.1 Classes and Objects</b> 3.1.1 Classes as User Defined Data Type 3.1.2 Objects as Instances of Classes 3.1.3 Creating Class and Objects 3.1.4 Creating Objects By Passing Values 3.1.5 Variables & Methods in a Class <b>3.2 Inheritance</b> 3.2.1 Single Inheritance 3.2.2 Multilevel Inheritance	8
	3.2.3 Multiple Inheritance 3.2.4 Hybrid Inheritance 3.2.5 Hierarchical Inheritance 3.2.6 IS-A Relationship and HAS-A Relationship	
IV	<b>Unit 4: Exception Handling</b> 4.1 Python Exception 4.2 Common Exception 4.3 Exception handling in Python (try-except-else) 4.4 The except statement with no exception 4.5 Multiple Exception 4.6 The try-finally clause 4.7 Custom Exception and assert statement	4

<b>V</b>	<b>Unit 5: GUI Programming</b> 5.1 Introduction 5.2 Tkinter programming 5.4 Tkinter widgets 5.5 Frame 5.6 Button 5.7 Label 5.8 Entry	<b>10</b>
<b>VI</b>	<b>Unit 6: Python Libraries</b> 6.1 Statistical Analysis- NumPy, SciPy, Pandas, StatsModels 6.2 Data Visualization- Matplotlib, Seaborn, Plotly 6.3 Data Modelling and Machine Learning- Scikit-learn, XGBoost, Eli5 6.4 Deep Learning- TensorFlow, Pytorch, Keras 6.5 Natural Language Processing (NLP)- NLTK, SpaCy, Gensim	<b>4</b>

### Reference Books:

1. Mark Lutz, Programming Python, O'Reilly, 4th Edition, 2010
2. Dive into Python, Mike
3. Learning Python, 4th Edition by Mark Lutz
4. Programming Python, 4th Edition by Mark Lutz
5. Python Programming: An introduction to computer, John Zelle, 3<sup>rd</sup> Edition.

**Savitribai Phule Pune University T.Y.B.B.A.(C.A.)**

**Sem-V**

**Subject Code: 505**

**Subject: (DSE) Project**

**Total Credits: 04**

For the evaluation/ conduction of project separate guidelines will be provided.



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**T.Y.B.B.A.(C.A.) Sem-V**  
**Subject Code: 506**  
**Subject: Computer Laboratory Based on 503 and 504(2 credits each)**

**Total Credits: 04**

For the conduction of practicals, practical assignments are given in the lab book.

**Savitribai Phule Pune University**

**T.Y.B.B.A.(C.A.)Sem-V (CBCS 2019 Pattern)**

**Subject Code: CA-507**

**Subject: Internet of Things (IoT)**

**Total Hours: 30**

**Total Credits: 02**

**Prerequisite:**

Basic knowledge of Internet, Networking, and Electronics.

**Course Objectives:**

1. To understand Technical aspects of Internet of things.

2. To describe smart objects and IoT Architecture.
3. To study and compare different Application protocols of IoT.
4. To understand IoT platform using Arduino Uno.

**Course Outcomes:** Students will be able

1. To explain key technologies, smart objects, IoT Architecture and security in Internet of Things.
2. To illustrate the role of IoT protocols for efficient network communication.
3. To understand IoT platform such as Arduino Uno.

Unit No.	Contents Theory	No. of Lectures
1	<b>Fundamentals of IoT</b> 1.1 Basic Concepts of IoT 1.2 Major components of IoT devices 1.3 IOT Architecture 1.4 Pros & Cons of IOT	03
2	<b>Communication Technologies</b> 2.1 Wireless Communication: Bluetooth, ZigBee, WiFi, RF Links 2.2 Wired Communication: Ethernet 2.3 IOT Protocol: MQTT, CoAP, XMPP, OSGi	05
3	<b>Microcontroller Fundamental and Arduino uno</b> 3.1 System on Chip & Microcontroller 3.2 Arduino UNO: Introduction to Arduino, Arduino UNO, Arduino Board, The Anatomy of an Arduino Board 3.3 The Development Environment of Arduino Board 3.4 Writing Arduino Software, The Arduino Sketch 3.5 Fundamentals of Arduino Programming 3.6 Trying the code on an Arduino Emulator 3.7 Arduino Libraries 25 Programming & Interfacing 3.8 Application of IoT 3.9 Case studies: Home Automation, Smart Parking, etc.	07
<b>Total</b>		<b>15</b>
<b>Practical</b> Please Refer Lab Book		<b>15</b>

**Reference Books:**

1. Learning internet of things by Waher, Peter -Packt Publishing Ltd, 2015
2. "Fundamentals of Wireless Sensor Networks: Theory and Practice" by WaltenegusDargie, Christian Poellabauer
3. Internet of Things (A Hands-on-Approach) by Vijay Madiseti , ArshdeepBahga
4. Designing the Internet of Things by Adrian McEwen, Hakim Cassimally
5. Internet of Things with Arduino Cookbook by Schwartz, M. - Packt Publishing Ltd.

6. "IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things", David Hanes, Gonzalo Salgueiro, Patrick Grossetete, Robert Barton, Jerome Henry, 1<sup>st</sup> Edition, Pearson Education (Cisco Press Indian Reprint)
7. "Internet of Things" by Srinivasa K G, CENGAGE Learning India, 2017
8. Computer Networks by Tanenbaum, Andrew S - Pearson Education Pte. Ltd., Delhi, 4th Edition
9. Data and Computer Communications; By: Stallings, William - Pearson Education Pte. Ltd., Delhi, 6th Edition

# **TYBBA (CA) Sem VI**

## **Syllabus**

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Sem-VI (CBCS 2019 Pattern)**

**Subject Code: CA-601**

**Subject: Recent Trends in IT**

**Total Hours: 48**

**Total Credits: 3+1=4**

**Prerequisites:**

1. Basic knowledge of related programming and database concepts.
2. Fundamentals of Mathematical logic & Data structures.

**Course Objectives**

1. To introduce upcoming trends in Information technology.
2. To study Eco friendly software development concepts.
3. To provide a strong foundation of fundamental concepts in Artificial Intelligence.
4. To evaluate the performance of various data mining task.
5. To understand Data analytics using Spark Programming.

**Course Outcomes:** On completion of the course, student will be able

1. To discuss the basic concepts AI.
2. To apply basic, intermediate and advanced techniques to mine the data.
3. To provide an overview of the concept of Spark programming.

Unit No.	Contents	No. of Lectures
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<b>1</b>	<b>Introduction to recent trends</b> 1.1 Artificial Intelligence 1.2 Data Warehouse 1.3 Data Mining 1.4 Spark	<b>02</b>
<b>2</b>	<b>Artificial Intelligence</b> 2.1 Introduction & Concept of AI 2.2 Applications of AI 2.3 Artificial Intelligence, Intelligent Systems, Knowledge –based Systems, AI Techniques 2.4 Early work in AI & related fields. 2.5 Defining AI problems as a State Space Search 2.6 Search and Control Strategies 2.7 Problem Characteristics 2.8 AI Problem: Water Jug Problem, Tower of Hanoi, Missionaries & Cannibal Problem	<b>08</b>
<b>3</b>	<b>AI Search Techniques</b> 3.1 Blind Search Techniques: BFS, DFS, DLS, Iterative deepening Search, Bidirectional Search, and Uniform cost Search 3.2 Heuristic search techniques: Generate and test, Hill Climbing, Best First search, Constraint Satisfaction, Mean-End Analysis, A*, AO*	<b>08</b>
<b>4</b>	<b>Data Warehousing</b> 4.1 Introduction to Data warehouse 4.2 Structure of Data Warehouse 4.3 Advantages & uses of Data Warehouse 4.4 Architecture of Data Warehouse 4.5 Multidimensional data model	<b>08</b>

	4.6 OLAP Vs. OLTP 4.7 OLAP Operations 4.8 Types of OLAP Servers: ROLAP versus MOLAP versus HOLAP	
<b>5</b>	<b>Data Mining</b> 5.1 Introduction to Data Mining 5.2 Data mining Task 5.3 Data mining issues 5.4 Data Mining versus Knowledge Discovery in Databases 5.5 Data Mining Verification vs. Discovery 5.6 Data Pre-processing – Need, Data Cleaning, Data Integration & Transformation, Data Reduction 5.7 Accuracy Measures: Precision, recall, F-measure, confusion matrix, cross-validation, bootstrap 5.8 Data Mining Techniques 5.9 Frequent item-sets and Association rule mining: Apriori algorithm, FP tree algorithm 5.10 Graph Mining: Frequent sub-graph mining 5.11 Software for data mining : R, Weka, Sample applications of data mining 5.12 Introduction to Text Mining, Web Mining, Spatial Mining, Temporal Mining	<b>12</b>
<b>6</b>	<b>Spark</b> 6.1 Introduction to Apache Spark 6.2 Spark Installation 6.3 Apache Spark Architecture 6.4 Components of Spark 6.5 Spark RDDs 6.6 RDD Operations: Transformation & Actions 6.7 Spark SQL and Data Frames 6.8 Introduction to Kafka for Spark Streaming	<b>10</b>
<b>Total</b>		<b>48</b>

#### Reference Books:

1. Artificial Intelligence by Elaine Rich, Kevin Knight - Tata McGraw Hill, 2nd Edition
2. Artificial Intelligence: A new Synthesis, Nilsson, Elsevier, ISBN 9788181471901
3. Data Mining Concepts and Techniques, by Jiawei Micheline Kamber, Morgan Kaufmann Publishers.
4. Advanced Analytics with Spark by Sandy RyzaPublicatio O'REILLY
5. Apache Spark for Data Science Cookbook by Padma Priya Chitturi

**Savitribai Phule Pune University**

**T.Y.B.B.A.(C.A.) Sem-VI (CBCS 2019 Pattern)**

**Subject Code: CA-602**

**Subject: Software Testing**

**Total Hours: 48      Total Credits: 3**

**Prerequisite:**

1. Students shall have basic Knowledge of Software Engineering.
2. Students shall have basic Knowledge of OOSE.

**Objectives:**

1. To provide learner with knowledge in Software Testing techniques.
2. To understand how testing methods can be used as an effective tool in providing quality assurance for software.
3. To provide skills to design test case plan for testing software.

**Outcomes:**

1. Students will be introduced to testing tools.
2. Students will acquire Knowledge of Basic SQA.
3. Students will be able to design basic Test Cases.

Chapter	Course Content	No of lectures
1	<b>Introduction</b> 1.1 Introduction, Nature of errors, 1.2 Testing Objectives 1.3 Testing principles 1.4 Testing fundamentals, 1.5 Software reviews, Formal Technical reviews, 1.6 Inspection and walkthrough 1.7 Testing Life Cycle	10
2	<b>Approaches to Testing –Testing Methods</b> 2.1 White Box Testing and types of white box testing 2.2 Test Case Design 2.3 Black Box Testing and types of black box testing 2.4 Gray Box Testing	5
3	<b>Software Testing Strategies &amp;Software metrics</b> 3.1 Software Testing Process 3.2 Unit Testing 3.3 Integration- Top-down ,Bottom up 3.4 System Testing 3.5 Acceptance Testing (alpha, Beta testing) 3.6 Validation and Verification 3.7 Big Bang Approach 3.8 Sandwich approach 3.9 Performance Testing 3.10 Regression Testing 3.11 Smoke Testing 3.13 Load Testing	10
4	<b>Software metrics</b> 4.1 Introduction 4.2 Basic Metrics –size-oriented metric, Function –oriented metric 4.3 Cyclometric Complexity Metrics Examples on Cyclometric Complexity	10



<b>5</b>	<b>Testing for Specialized Environments</b> 5.1 Testing GUI's 5.2 Testing of Client/Server Architectures 5.3 Testing Documentation and Help Facilities 5.4 Testing for Real-Time Systems	<b>5</b>
<b>6</b>	<b>Testing Tools&amp; Software Quality Assurance (Introduction)</b> 6.1 JUnit, Apache JMeter, Win runner 6.2 Load runner, Rational Robot 6.3 Quality Concepts, Quality Movement, Background Issues, SQA activities 6.4 Formal approaches to SQA 6.5 Statistical Quality Assurance 6.6 Software Reliability 6.7 The ISO 9000 Quality Standards 6.8 SQA Plan 6.9 Six sigma 6.10 Informal Reviews	<b>8</b>
	<b>Total</b>	<b>48</b>

#### Reference Books:

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author's Name</b>	<b>Publication</b>
<b>1.</b>	<b>Software Engineering – A Practitioner's approach</b>	<b>Roger S Pressman</b>	<b>7th Edition Tata McGraw-Hill</b>
<b>2.</b>	Effective Methods of Software Testing.	<b>William E Perry</b>	Wiley Publishing Inc
<b>3.</b>	<b>Software Testing and Principles Practices</b>	<b>Srinivasan Desikan, Gopalswamy Ramesh</b>	<b>Pearson Publication</b>
<b>4.</b>	<b>Total Quality Management</b>	<b>Dale H. Besterfield,</b>	<b>Prentice Hall, 2003</b>

Savitribai Phule Pune University

**T.Y.B.B.A.(C.A.) Sem-VI (CBCS 2019 Pattern)**

**Subject Code: CA-603**

**Subject: Advanced Java**

**Total Hours: 48      Total Credits: 3**

**Prerequisite:** Students should know basic programming concepts.

**Objectives -:**

1. To know the concept of Java Programming.
2. To understand how to use programming in day to day applications.
3. To develop programming logic.

**Outcomes:**

1. Students will know the concepts of JDBC Programming.
2. Students will know the concepts of Multithreading and Socket Programming.
3. Students will know the concepts of Spring and Hibernate.
4. Students will develop the project by using JSP and JDBC.
5. Students will develop applications in Spring and hibernate.

Sr. No	Topic	Number Of Lectures
1.	<b>JDBC</b> 1.1 Introduction 1.2 JDBC Architecture. 1.3 JDBC Process 1.4 <b>Working with ResultSet Interface.</b>	<b>8</b>
2	<b>Multithreading:</b> 2.1 Introduction to Multithreading. 2.2 Thread creation: Thread Class, Runnable Interface. 2.3 Life cycle of Thread. 2.4 Thread Priority. 2.5 Execution of Thread Application. 2.6 Synchronization and Interthread communication.	<b>12</b>
3	<b>Networking:</b> 3.1 Overview of Networking. 3.2 Networking Basics: Port Number, Protocols and classes. 3.3 Sockets, Reading from and Writing to a Socket.	<b>5</b>
4	<b>Servlet and JSP</b> 4.1 Introduction to Servlet 4.2 Types of Servlet: Generic Servlet and Http Servlet 4.3 Life cycle of servlet 4.4 Session Tracking. 4.5 Servlet with database. <b>JSP</b> 4.6 Introduction to JSP. 4.7 JSP Life Cycle. 4.8 Components of JSP. 4.9 JSP with Database.	<b>12</b>

5	<b>Spring &amp; Hibernate</b> <b>Spring:</b> 5.1 Introduction 5.2 Applications and Benefits of spring 5.3 Architecture and Environment Setup 5.4 Hello World Example 5.5 Core Spring- IoC Containers, Spring Bean Definition, Scope, Lifecycle <b>Hibernate</b> 5.6 Architecture and Environment 5.7 Configuration, Sessions, Persistent Class 5.8 Mapping Files, Mapping Types 5.9 Examples	11
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### Reference Books:

1. The Complete Reference – JAVA Herbert Schildt
2. Professional Hibernate, by Eric Pugh, Joseph D. Gradecki by Wiley Publishing, Inc., ISBN: 0- 7645-7677-1
3. Spring In Action, Craig Walls, Ryan Breidenbach, Manning Publishing Co., ISBN: 1-932394- 35-4
4. Head First Servlets and JSP: Passing the Sun Certified Web Component Developer Exam -2nd Edition-Bryan Basham, Kathy Sierra, Bert Bates- O'REILLY.

**T.Y.B.B.A.(C.A.) Sem-VI (CBCS 2019 Pattern)**

**Subject Code: CA-604**

**Subject: Android Programming**

**Total Hours: 48**

**Total Credits: 3**

**Pre-requisite:**

1. Concepts of OOP's.
2. Basic Knowledge About JAVA Programming

**Objective:**

1. To understand the Android Operating System and develop applications using Google's Android opensource platform.
2. To understand the issues relating to Wireless applications.

**Outcome:**

1. Student will be able to write simple GUI applications, use built-in widgets and components, work with the database to store data locally, and much more.
2. Demonstrate their understanding of the fundamentals of Android operating systems Demonstrate their skills of using Android software development tools

Unit	Topic	No. of lectures
1	<b>INTRODUCTION TO Android Programming</b> 1.1 What is Android? 1.2 History and Versions 1.3 Android Architecture 1.4 Basic Building Blocks 1.5 Android API Levels 1.6 Application Structure 1.7 First Hello World Program	<b>04</b>
2	<b>ACTIVITY, INTENT AND LAYOUT</b> 2.1 Introduction to Activity 2.2 Activity life cycle 2.3 Introduction to Intent 2.4 Types of Intent(Implicit and Explicit Intent) 2.5 Layout Manager 2.5.1 View and View Group 2.5.2 Linear Layout 2.5.3 Relative Layout 2.5.4 Table Layout 2.5.5 Grid Layout 2.5.6 Constraint Layout 2.5.7 Frame Layout 2.5.8 Scroll Layout	<b>07</b>

<b>3</b>	<b>BASIC UI DESIGN</b> 3.1 Button(Push Button, Check Box, Radio Button, Toggle Button, Image Button) 3.2 Text Fields 3.3 Spinner 3.4 List View 3.5 Toast 3.6 Scroll View 3.6 ProgressBar View 3.7 Auto Complete Text View 3.8 Dialog Box 3.8.1 Alert Dialog. 3.8.2 DatePicker Dialog. 3.8.3 TimePicker Dialog. 3.8.4 Custom Dialog.	<b>10</b>
<b>4</b>	<b>ADAPTER AND MENU</b> 4.1 Base Adapter 4.2 Array Adapter 4.3 ListView using Adapter 4.4GridView using Adapter 4.5Photo Gallery using Adapter	<b>05</b>
	4.6 Using Menu with Views 4.6.1 Option Menu 4.5.2 Context Menu 4.5.3 Popup Menu	
<b>5</b>	<b>THREADS AND NOTIFICATION</b> 5.1 Worker thread 5.2 Handlers & Runnable 5.3 AsyncTask (in detail) 5.4 Broadcast Receiver 5.5 Services 5.5.1Service life Cycle 5.5.2 Bounded Service 5.5.2 Unbounded Service 5.6 Notification 5.7 Alarm 5.8 Accessing Phone services(Call,SMS)	<b>06</b>
<b>6</b>	<b>CONTENT PROVIDER</b> 6.1Content Providers 6.2 SQLite Programming 6.3 SQLiteOpenHelper 6.4 SQLiteDatabasese 6.5 Cursor 6.6 Searching for content 6.7 Adding, changing, and removing content 6.8 Building and executing queries 6.9 Android JSON	<b>08</b>

<b>7</b>	<b>LOCATION BASED SERVICES AND GOOGLE MAP</b> <b>7.1 Display Google Maps</b> 7.1.1 Creating the project 7.1.2 Obtaining the Maps API Key 7.1.3 Displaying the Map 7.1.4 Displaying the Zoom Control 7.1.5 Changing Views 7.1.6 Navigating to a specific location 7.1.7 Adding Markers 7.1.8 Getting the location that was touched 7.1.9 Geocoding and Reverse Geocoding 7.2. Getting Location Data 7.3. Monitoring a Location	<b>08</b>
<b>Total Lectures</b>		<b>48</b>

**Reference Books:**

1. Beginning Android4 Application Development, By Wei-Meng Lee WILEY India Edition WROX Publication
2. Professional Android 4 Application Development, By Reto Meier WROX Publication
3. The official site for Android developers - <https://developer.android.com>

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Sem-VI (CBCS 2019 Pattern)**  
**Subject Code: CA-604**  
**Subject: Dot Net Framework**

**Total Hours: 48      Total Credits: 3**

**Course Prerequisites:**

Student should have basic knowledge of:

- Visual Basic
- HTML
- Object Oriented concepts
- Ms-Access, Mysql, SQL Server

**Course Objectives:**

- To learn Microsoft framework architecture.
- Understand development of windows application.
- To learn data access mechanism.
- Create and consume libraries.
- Create a web application.
- To develop the website and application.

**Course Outcome:**

- Use the features of Dot Net Framework along with the features of VB, C# and ASP □ Design and develop window based and web based .NET applications.
- Design and develop a Website.
- Design and Implement database connectivity using ADO.NET for VB, C# and ASP.

Sr.No	Chapter Name	No.of Lectures
1	Introduction to DOT NET FRAMEWORK	

	1.1 What is Framework? 1.2 Architecture of Dot Net Framework 1.2.1 Common Language Runtime 1.2.2 Common Type System(CTS) 1.2.3 Common Language Specification(CLS) 1.2.3 JIT Compilers 1.2.3 Base Class Library 1.3 IDE (Integrated Development Environment) 1.4 Event Driven Programming	5
2	<b>Introduction to VB.Net</b> 2.1 Basics of VB.Net 2.1.1 Operators 2.1.2 Data Types 2.1.3 Control Structures 2.2 Build Windows Applications 2.2.1 Controls: Form, TextBox, Button, Label, CheckBox, ListBox, ComboBox, RadioButton, DateTimePicker, MonthCalendar, Timer, Progressbar, Scrollbar, PictureBox, ImageBox, ImageList, TreeView, ListView, Toolbar, StatusBar, DataGridView 2.2.2 Menus and PopUp Menu 2.2.3 Predefined Dialog controls: Color, Save, File, Open, Font 2.2.4 DialogBox - InputBox(), MessageBox, MsgBox()	11
3	<b>Introduction to C#</b> 3.1 Language Fundamentals 3.1.1 Data type and Control Constructs 3.1.2 Value and Reference Types, Boxing 3.1.3 Arrays 3.1.4 String class and its various operations 3.1.5 Functions 3.2 Object Oriented Concepts 3.2.1 Defining classes and Objects	12
	3.2.2 Access modifiers 3.2.3 Constructors 3.2.4 Inheritance 3.2.5 Interface 3.2.6 Abstract Class 3.2.7 Method Overloading and Overriding 3.2.8 Delegates	



4	<b>Introduction to ASP.NET</b> 4.1 What is ASP.NET? 4.2 ASP.NET Page Life Cycle 4.3 Architecture of ASP.NET 4.4 Forms, WebPages, HTML forms, 4.5 Request & Response in Non-ASP.NET pages 4.6 Using ASP.NET Server Controls 4.7 Overview of Control structures 4.8 Functions 4.9 HTML events 4.9.1 ASP.NET Web control events 4.9.2 Event driven programming and postback 4.10 Introduction to Web forms 4.10.1 Web Controls 4.10.2 Server Controls 4.10.3 Client Controls 4.10.4 Navigation Controls 4.10.5 Validations 4.10.6 Master Page 4.10.7 State Management Techniques	10
5	<b>Architecture of Ado.Net</b> 5.1 Basics of Ado.net 5.1.1 Connection Object 5.1.2 Command Object 5.1.3 Dataset 5.1.4 Data Table 5.1.5 Data Reader Object 5.1.6 Data Adapter Object 5.2 Datagridview & Data Binding: Insert, Update, Delete records 5.3 Navigation Using Data Source	10
<b>Total</b>		48

#### Reference Books:

- Beginning Visual C#, Wrox Publication
- **Beginning ASP.NET 3.5**, Wrox Publication
- **Programming ASP.NET 3.5** by Jesse Liberty, Dan Maharry, Dan Hurwitz, O'Reilly
- Programming Microsoft Visual Basic .NET – Francesco Balena
- The Complete Reference - Visual Basic .NET – Jeffrey R. Shapiro
- ADO.NET Examples and Best Practices for C# Programmers, By Peter D, Blackburn, William
- VB.NET database programming with ADO.NET - Anne Prince and Doug Lowe

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Semester-VI**  
**Subject: Project**  
**Course Code : DSE– 605**  
**Total Credits: 04**

**For the evaluation / conduction of project separate guidelines will be provided.**

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**T.Y.B.B.A.(C.A.) Semester-VI**  
**Subject: Computer Laboratory Based on 603 and 604(2 credits each)**  
**Course Code: 606**  
**Total Credits: 04**

**For the conduction of practical's, Practical Assignments are given in the Lab book.**

**Savitribai Phule Pune University**  
**T.Y.B.B.A.(C.A.) Semester-VI**  
**Subject: Soft Skill**  
**Course Code : CA – 607**

**Total Hours: 30**

**Credit:02**

**Prerequisite:**

1. Basic Writing Skills in English including grammar.
2. Basic knowledge in communication and a good understanding of English.
3. Ready to adhere the new techniques.

**Objectives:**

1. It helps participants to communicate effectively and to carry themselves confidently.
2. They also learn how to identify and overcome the barriers in interpersonal relationships.
3. To improve oral and written communication, teamwork, leadership, problem-solving and decisionmaking skills, to gain best results.

4. This course is useful for landing a great job, building a career and also finding employment as soft skills trainers.

**Outcomes:**

1. Understand the significance and essence of a wide range of soft skills
2. Learn how to apply soft skills in a wide range of routine social and professional settings.
3. Learn how to employ soft skills to improve interpersonal relationships.
4. Learn how to employ soft skills to enhance employability and ensure workplace and career success.

Unit	Topics	No. of Lectures
1	<b>Introduction to Soft Skills</b> 1.1 An Introduction to Soft skill - 1.1.1 Definition and Significance of Soft Skills 1.1.2 Soft skill Process 1.1.3 Uses of Soft Skill Development.	02
2	<b>Communication Skills</b>  2.1 Introduction - Components of communication process, Communication process , Effective communication process.  2.2 Types of communication – 2.2.1 Verbal Communication – • Punctuation • Meaning & opposites , vocabulary • Real Life conversations  2.2.2 Non – Verbal Communication - • Facial Expression , Posture , Gesture , Eye contact • appearance (dress code ), Body Language, listening skills • essential formal writing skills	04

3	<b>Skills Development</b>  3.1 Interview Skills – Interviewer and Interviewee – in-depth perspectives. Before, During and After the Interview. Tips for Success.  3.2 Presentation Skills - Types, Content, Audience Analysis, Essential Tips Before, During and After, Overcoming Nervousness.  3.3 Etiquette and Manners - Social and Business  3.4 Time Management - Concept, Essentials, Tips  3.5 Personality Development - Meaning, Nature, Features, Stages, Models, Learning Skills, Adaptability Skills.	05
4	<b>Skill Implementation</b>  4.1 Resume writing – 4.1.1 How to write your resume. □ Contact details. • Opening statement. • List of key skills. • List of technical/software skills. • Personal attributes/career overview. • Educational qualifications. • Employment history /volunteering/work placements. □ References/referees. 4.1.2 Types of resume  4.2 Group Discussion - Importance, Planning, Elements, and Skills assessed, Effectively disagreeing, Initiating, Summarizing and Attaining the Objective.  4.3 Teamwork and Leadership Skills - Concept of Teams, Building effective teams, Concept of Leadership and honing Leadership skills , A Good Leader, Leaders and Managers , Types of Leaders , Leadership Behaviour.	04
Total		15
<b>Practical</b> Please Refer Lab Book		15

#### Reference Books :

1. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
2. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.
3. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz .

4. Personality Development and Soft skills, Oxford University Press by Barun K. Mitra
5. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie

**Savitribai Phule Pune University, Pune**

**Bachelor of Business Administration (Computer Application)**

**BBA(CA)**

**(Under faculty of Commerce & Management)**

**(To be implemented from Academic year 2019-20)**

1. Name of Programme: Bachelor of Business Administration (Computer Application)

2. Introduction:

The degree shall be titled as Bachelor of Business Administration (B.B.A.)( Computer Application) under the Faculty of Commerce and Management. First Year B.B.A.(CA) choice based credit system is implemented w.e.f. the academic year 2019-2020 , Second Year B.B.A.(CA) II will be implement w.e.f. 2020-2021 and Third Year B.B.A.(CA) III w.e.f. 2021-2022

3. Programme Objectives:

- To produce skill oriented human resource.□
- To import practical skills among students.□
- To make industry ready resource.□
- To bring the spirit of entrepreneurship.□

4. Programme Structure:

- The Programme is of a Three Year (Six semesters) Full Time Degree Programme.□
- The programme shall be based on credit system comprising 132 credits.□

## 5. Eligibility for Admission

- A candidate is eligible for admission to the Degree in Bachelor of Business Administration – Computer Application after passing 12th Std. examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 40% marks at 12<sup>th</sup> std.
- Three Years Diploma after S.S.C. i.e. 10<sup>th</sup> Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- MCVC

## 6. Medium of Instruction: English

## 7. Award of Credits:

- Each course having 3 credits shall be evaluated out of 100 marks and student should secure at least 40 marks to earn full credits of that course.
- Each course with 2 credits for Sem-I & Sem-II, Sem-V & Sem-VI is divided in theory (50%) & practical (50%) and for Sem-III, IV there will be project work for students. For all practical and project there will be university evaluation. For Sem-I, II, V & VI (30% Internal & 70% External) is the pattern of evaluation.
- GPA shall be calculated based on the marks obtained in the respective subject provided that student should have obtained credits for that course.

## 8. Evaluation Pattern:

- Each course carrying 100 marks shall be evaluated with Continuous Assessment (CA) and University Evaluation (UE) mechanism. Continuous assessment shall be of 30 marks while University Evaluation shall be of 70 marks. To pass in the course, a student



has to secure minimum 40 marks provided that he should secure minimum 28 marks in University Evaluation (UE).□

- CA shall be based on internal tests (minimum 2 for 20 marks). In addition, for remaining 10 marks a teacher may assign various activities such as home assignments, tutorials, seminars, presentations, group discussion etc, to the students and evaluate accordingly.□

9. Method of Evaluation and Evaluation Criteria: - 1. Internal Assessment 30 marks for all theory related subjects 2. Practical and Project will be evaluated separately 3.SPPU - Examination will be 70 marks

- 1. Instructions for teachers for internal evaluation for 30 Marks - The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness. For this purpose a teacher is expected to use different evaluation methods in order to□ have rational and objective assessment of the learners and available resources.
- The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques such as Assignments, Presentation, Internal examination, Group Discussions , Projects etc.□
- There shall be Four small projects /Tutorials for internal evaluation as compulsory part of assessment (Semester I ,II ,III and IV).□

## 2. Project Examination

For course on Practical and Project work as per the regular practice there will be Written Report and viva presentation of 100 marks at SPPU level.

3. External Examination: - There will be written Examination of 70 marks and 3 hrs duration for every course at the end of each Semester.

Setting of Question Papers (Applicable to theory subjects)

1. A candidate shall have to answer the questions in all the subjects in English only.
2. Question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a candidate.
3. question paper shall be balanced in respect of various topics outlined in the syllabus.

4. The question papers shall have a combination of long, short answer and MCQ type questions.

#### 10. Restructuring of courses –Equivalence and Transitory Provision

The University will conduct examination of old course for next three academic years from the date of implementation of new course.

The candidate of old course will be given three chances to clear his subjects as per the old course and thereafter he will have to appear for the subjects under new course as per the equivalence given to old course.

#### 11. Completion of Degree Programme:

A student who earns 132 credits, shall be considered to have completed the requirements of the B.B.A.(CA) degree program and CGPA will be calculated for such student.

#### 12. Credit Allocation

CC-Core Course, EC-Elective Course, PR-Practical, PJ-Project,

AECC-Ability Enhancement Compulsory Courses, SEC-Skill Enhancement Courses.

Total - 132 Credits for Three years Programme

Sr. No.	Semester	CC – Credit	EC Credit	PR Credit	PJ Credit	AEC C-credit	SEC – Credit	Lectures + Project +add on courses= Total Credits
1	I	15		4			2	15+4+2 =21
2	II	15		4			2	15 +4 +2=21
3	III	9	6	6		2		9+6+6+2=23
4	IV	9	3	4	4		2	9+3+4+4+2=22

5	V	9	3	4	4		2	9+3+4+4+2=22
6	VI	10	3	4	4		2	10+3+4+4+2=23
Total		67	15	26	12	2	10	67+15+26+12+2+10=132

13. Titles of Papers and Scheme of Study for B.B.A. (C.A.) Programme CC-Core Course, EC-Elective Course, PR-Practical, PJ-Project, AECC-Ability Enhancement Compulsory Courses, SEC-Skill

Enhancement Courses.

#### SEMESTER- I

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-101	Business Communication	CC	3	
CA-102	Principles of Management	CC	3	
CA-103	C Language	CC	3	
CA-104	Database Management System	CC	3	
CA-105	Statistics	CC	3	
CA-106	Computer Laboratory Based on 103 & 104 (2 credits each)	PR		4
107	Add-On (PPA) (30 Hours)	SEC	2	

#### SEMESTER- II

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-201	Organization Behavior & Human Resource Management	CC	3	

CA-202	Financial Accounting	CC	3	
CA-203	Business Mathematics	CC	3	
CA-204	Relational database	CC	3	
CA-205	Web Technology HTML-JS-CSS	CC	3	
CA-206	Computer Laboratory Based on 204 & 205(2 credits each)	PR		4
207	Add-On (Advance C) (30 Hours)	SEC	2	

### SEMESTER- III

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-301	Digital Marketing	CC	3	
CA-302	Data Structure	CC	3	
CA-303	Software Engineering	CC	3	
CA-304	Angular JS	EC	3	
OR				
CA-304	PHP	EC	3	
CA-305	Big data	EC	3	
OR				
CA-305	Block chain	EC	3	
CA-306	Computer Laboratory Based on 302 , 304 and 305 (2 credits each)	PR		2+2+2 = 6
307 AECC	Environment Awareness	AECC	2	

### SEMESTER- IV

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-401	Networking	CC	3	

CA-402	Object Oriented Concepts Through CPP	CC	3	
CA-403	Operating System	CC	3	
CA-404	NODE JS	EC	3	
OR				
CA-404	Advance PHP	EC	3	
CA-405	Project	EC		4
CA-406	Computer Laboratory Based on 402,404 (2 credits each)	PR		4
4	ADD-On (30 Hours)	SEC	2	

#### SEMESTER- V

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-501	Cyber Security	CC	3	
CA-502	OOSE	CC	3	
CA-503	Core Java	CC	3	
CA-504	Mongo DB	EC	3	
OR				
CA-504	Python	EC	3	
CA-505	Project	PJ		4
CA-506	Computer Laboratory Based on 503 and 504(2 credits each)	PR		4
5	Add on Course-IOT(30 Hours)		2	

### **SEMESTER- VI**

<b>Subject Code</b>	<b>Subject Name</b>	<b>Course</b>	<b>Credits</b>	
			<b>Th</b>	<b>Pr</b>
CA-601	Recent Trends in Information Technology(Tutorial/Assignment)	CCT	3+1	
CA-602	Software Testing	CC	3	
CA-603	Advanced Java	CC	3	
CA-604	Android Programming	EC	3	
OR				
CA-604	Dot Net framework	EC	3	
CA-605	Project	PJ		4
CA-606	Computer Laboratory Based on 603 and 604(2 credits each)	PR		4
6	Add on Course-Soft Skills Training		2	

14. Acknowledgement: The focus of BBA CA Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr.Parag Kalkar, Dean, and Associate Dean, Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA CA Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry experts panel has added insights in course titles of the BBA CA Programme. Dr. Tanuja Devi co-ordinated the BBA CA Restructuring Committee Dr. Ranjit Patil , Shakila Sishawantan , Prashant Mule Shivendu Bhushan have contributed greatly. This synergy of contributors is very crucial in fine tuning of the BBA CA Programme in its present form.

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# Savitribai Phule Pune University, Pune

## B.B.A. (Computer Application) (Under faculty of Commerce & Management)

(To be implemented from Academic year 2019-20)

Business Communication Skills

Course Code: -- 101

Credit 3

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications in required b

Unit No.	Contents	Lectures
1	1. Concept of Communication and Introduction to Communication  1.1 Role of Communication in social and economic system 1.2 Need for effective communication 1.3 Meaning and definition 1.4 Principles of effective communication 1.5 Barriers to communication and over comings	12
2	Methods and types of Communication  2.1 Written communication, 2.2 Forms of written communication. 2.3 Qualities ,difficulties in written communication , 2.4 Constraints in developing effective written communication 2.5 Merits and Limitations of written communication 2.6 Listening Written communication, 2.7 Forms of written communication. 2.8 Qualities, difficulties in written communication , 2.9 Constraints in developing effective written communication	12

3.	Business Correspondence  3.1 Concept , 3.2 Need and functions of Business .Correspondence , 3.3 Types of Business letters , 3.4 Layout Drafting of business , 3.5 Sales Letter , 3.6 Orders sales circulars and business promotion letters 3.7 written methods& types of communication	12
4.	Analysis of different Media of Communication  4.1 Fax communication ,	12
	4.2 Voice mail , 4.3 e-mails , 4.4 Tele conferencing , 4.5 Communication through social media	

#### References

Sr. No.	Title of the Book	Author/s	Publication
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House
3	Business Communication	R.K. Madhukar	Vikas Publishing House
4	Business Communication and personality Development	BiswajitDas .ipswwtaSatpathy	Excel Books
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books



## Principles of Management

Course Code 102

Credit -3

Depth of the course- Reasonable working knowledge

### Program Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students

Unit No.	Contents	Lectures
1	Nature of management  Meaning , importance , functions ,types Management as an art ,science and social system Universality of concept of management and organization	12
2	Evolution of management thoughts  Concept of managerial thoughts Contribution of Taylor, Mayo and Fayol and Drucker and Indian Management Ethos	12
3.	Major managerial Functions  Planning , need types ,methods , advantages ,merits Forecasting. need types ,methods , advantages ,merits Decision making types process and techniques Directions nature and principles and Motivation –nature, principles and theories Organizing –concept delegation of authorities decentralization concepts and importance	12
4.	Recent trends in Management  Management of change , Mgt of crises ,TQM ,stress management (Principles ,concepts merits )	12

### References

Sr. No.	Title of the Book	Author/s	Publication
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SPPU/BBA(CA)SYLLABUS STRUCTURE CBCS/2019 PATTERN

1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.
2	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies
3	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd
7	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House

**Subject : C-Programming**

**Course Code-103**

**Credit-3**

Unit No.	Topics	No. of Lectures
1	Introduction to C language 1.1 History 1.2 Basic structure of C Programming 1.3 Language fundamentals 1.3.1 Character set, tokens 1.3.2 Keywords and identifiers 1.3.3 Variables and data types 1.4 Operators 1.4.1 Types of operators 1.4.2 Precedence and associativity 1.4.3 Expression	3
2	Managing I/O operations 2.1 Console based I/O and related built-in I/O functions 2.1.1 printf(), scanf() 2.1.2 getch(), getchar() 2.2 Formatted input and formatted output	2

3	Decision Making and looping 3.1 Introduction 3.2 Decision making structure 3.2.1 If statement 3.2.2 If-else statement 3.2.3 Nested if-else statement 3.2.4 Conditional operator 3.2.5 Switch statement 3.3 Loop control structures 3.3.1 while loop 3.3.2 Do-while loop 3.3.3 For loop 3.3.4 Nested for loop 3.4 Jump statements 3.4.1 break 3.4.2 continue 3.4.3 goto 3.4.4 exit	9
4	Programs through conditional and looping statements Addition / Multiplication of integers Determining if a number is +ve / -ve / even / odd Maximum of 2 numbers, 3 numbers Sum of first n numbers, given n numbers Integer division, Digit reversing, Table generation for n, ab Factorial, sine series, cosine series, $nCr$ , Pascal Triangle Prime number, Factors of a number	5
	Other problems such as Perfect number, GCD of 2 numbers etc (Write algorithms and draw flowcharts)	

5	<p>Arrays and Strings</p> <p>5.1 Introduction to one-dimensional Array</p> <p>5.1.1 Definition</p> <p>5.1.2 Declaration</p> <p>5.1.3 Initialization</p> <p>5.2 Accessing and displaying array elements</p> <p>5.3 Finding smallest and largest number from array</p> <p>5.4 Reversing array</p> <p>5.5 Finding odd/even/prime number from array</p> <p>5.4 Introduction to two-dimensional Array</p> <p>5.4.1 Definition</p> <p>5.4.2 Declaration</p> <p>5.4.3 Initialization</p> <p>5.5 Accessing and displaying array elements</p> <p>5.6 Matrices: Addition, Multiplication, Transpose, Symmetry, upper/lower triangular</p> <p>5.7 Introductions to Strings</p> <p>5.7.1 Definition</p> <p>5.7.2 Declaration</p> <p>5.7.3 Initialization</p> <p>5.8 Standard library functions</p> <p>5.9 Implementations without standard library functions.</p>	12
6	<p>Functions</p> <p>6.1 Introduction</p> <p>6.1.1 Purpose of function</p> <p>6.1.2 Function definition</p> <p>6.1.3 Function declaration</p> <p>6.1.4 Function call</p> <p>6.2 Types of functions</p> <p>6.3 Call by value and call by reference</p> <p>6.4 Storage classes</p>	9
7	<p>7 Introduction to pointer</p> <p>7.1 Definition</p> <p>7.2 Declaration</p> <p>7.3 Initialization</p> <p>7.4 Indirection operator and address of operator</p> <p>7.5 Pointer arithmetic</p> <p>7.6 Dynamic memory allocation</p> <p>7.7 Functions and pointers</p>	4
8	<p>8 Structures</p> <p>8.1 Introduction to structure</p> <p>8.2 Definition</p> <p>8.3 Declaration</p> <p>8.4 Accessing members</p> <p>8.5 structure operations</p> <p>8.6 nested structure</p>	4

Reference Book :-

- 1) Let us C –YashwantKanetkar, BPB publication. 2)  
Ansi C- Balagurusamy
- 3) The complete Reference- HerbeltSchildt

Subject Name -: Database Management Systems

Course Code: 104 Credit-3

Sr. No.	Chapter No.	Name of Chapter and Contents	No. of Lect.
1	1	<p>File Structure and Organization</p> <p>1.1 Introduction</p> <p>1.2 Logical and Physical Files</p> <p>1.2.1 File</p> <p>1.2.2 File Structure</p> <p>1.2.3 Logical and Physical Files Definitions</p> <p>1.3 Basic File Operations</p> <p>1.3.1 Opening Files</p> <p>1.3.2 Closing Files</p> <p>1.3.3 Reading and Writing</p> <p>1.3.4 Seeking</p> <p>1.4 File Organization</p> <p>1.4.1 Field and Record structure in file</p> <p>1.4.2 Record Types</p> <p>1.4.3 Types of file organization</p> <p>1.4.3.1 Sequential</p> <p>1.4.3.2 Indexed</p> <p>1.4.3.3 Hashed</p> <p>1.5 Indexing</p> <p>1.5.1 What is an Index?</p> <p>1.5.2 When to use Indexes?</p> <p>1.5.3 Types of Index</p> <p>1.5.3.1 Dense Index</p> <p>1.5.3.2 Sparse Index</p>	6

2	2	Database Management System 2.1 Introduction 2.2 Basic Concept and Definitions 2.2.1 Data and Information 2.2.2 Data Vs Information 2.2.3 Data Dictionary 2.2.4 Data Item or Field 2.2.5 Record 2.3 Definition of DBMS 2.4 Applications of DBMS 2.5 File processing system Vs DBMS 2.6 Advantages and Disadvantages of DBMS 2.7 Users of DBMS 2.7.1 Database Designers 2.7.2 Application programmer 2.7.3 Sophisticated Users 2.7.4 End Users 2.8 Views of Data 2.9 Data Models	14
		2.9.1 Object Based Logical Model a. Object Oriented Data Model b. Entity Relationship Data Model 2.9.2 Record Base Logical Model a. Relational Model b. Network Model c. Hierarchical Model 2.10 Entity Relationship Diagram(ERD) 2.11 Extended features of ERD 2.12 Overall System structure	

3	3	Relational Model 3.1 Introduction 3.2 Terms a. Relation b. Tuple c. Attribute d. Cardinality e. Degree of relationship set f. Domain 3.3 Keys 3.3.1 Super Key 3.3.2 Candidate Key 3.3.3 Primary Key 3.3.4 Foreign Key 3.4 Relational Algebra Operations a. Select b. Project c. Union d. Difference e. Intersection f. Cartesian Product g. Natural Join	8
4	4	SQL (Structured Query Language) 4.1 Introduction 4.2 History Of SQL 4.3 Basic Structure 4.4 DDL Commands 4.5 DML Commands 4.6 Simple Queries 4.7 Nested Queries 4.8 Aggregate Functions	12
5	5	Relational Database Design 5.1 Introduction 5.2 Anomalies of un normalized database 5.3 Normalization 5.4 Normal Form 5.4.1 1 NF 5.4.2 2 NF 5.4.3 3 NF 5.4.3.4 BCNF	8

References:

- 1) Database System Concepts By Henry korth and A. Silberschatz
- 2) SQL, PL/SQL The Programming Language Oracle :- Ivan Bayross, BPB Publication.
- 3) Database Systems Concepts, Designs and Application by Shio Kumar Singh, Pearson
- 4) Introduction to SQL by Reck F. van der Lans by Pearson
- 5) Modern Database Management by Jeffery A Hoffer , V.Ramesh, Heikki Topi ,Pearson
- 6) Database Management Systems by Debabrata Sahoo ,Tata MacgrawHill



Business Statistics

Course code 105

Credit 3

Depth Reasonable working knowledge Objective  
of the program

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

Unit No.	Contents	Lectures
1	Concept of statistics.  Role of statistics. In informatics business science Tabulation, Data condensations and tabulation, Data Condensation and graphical Methods :Raw data , attributes and variables , classification , frequency distribution ,cumulative frequency distributions. Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar , Pie ,Subdivided bar.	12
2	Measures of central tendency and dispersion  Criteria for good measures of central tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.	12
3.	Measures of Dispersion :  Concept of dispersion , Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation , Coefficient of Quartile deviation.	12
4	Correlation and Regression( for ungrouped data )  Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.	12

## References

Sr. No.	Title of the Book	Author/s	Publication
1	Business Statistics	Girish Phatak	Tech – Max
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson
4	Business Statistics	G.C. Beri	The McGraw-Hill companies
5	Statistics Theory and Practice	R.S. N. Pillai Bagavathi	S. Chand
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition
8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House

Savitribai Phule Pune University  
FY BBA- CA Semester II (CBCS) Pattern 2019  
Organizational Behavior & Human Resource Management  
Course code 201  
Credit 3

Depth of the course- Basic working knowledge

Program Objectives:

- i) To understand basic concept of HRM & OB ii) To make aware students about traditional & modern methods of procurement & development in organization.
- iii) To know the major trends in HRM & OB

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Organizational Behavior	Definition, concept, scope, Models of OB, Major trends in OB:-Total Quality management, Cultural diversity, Organizational change, Stress Management: Sources of Stress, Effects of Stress & Stress Management, Work life Balance and Quality of Work Life	To understand the basic concept of OB & To develop knowledge about major trends & ability to handle cultural diversity Stress, change and to maintain work life balance.
2	Introduction to HRM	Introduction to HRM- Definition, Concepts, scope, importance Functions ,Objectives & limitations, , Role of HR Manager , Areas in which Human Resource Manager can be of assistance	To understand the basic concept of HRM & developing knowledge & ability of the student about HRM.
3	Procurement	HRP-Concept, Definition, Merits & Demerits, process , influencing factors of HRP Recruitment-Concept, Definition, sources of recruitment and their utility in identifying vacancies, methods, E-recruitment, Selection- Concepts, definition, process, Types of interviews and frequently asked interview questions from the candidate at each step and how to answer them, E- selection	To understand process & importance of HR procurement and to develop the skills among students regarding awareness of new trends of Recruitment Selection and interview preparation

4	Training & Development	Training & Development- Concept, definition, importance, Methods, E-Training, Recent trends in Training	To know the training & performance appraisal methods & To develop evaluation skill.
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#### Teaching Methodology

Teaching Hours	Innovative methods to be used	Project	Expected Outcome
10	Lecture ,Interactive teaching & Ice breaking session	Role play on HR Manager	To develop group cohesiveness.
10	Lab activity of Searching links about E-recruitment and E- selection.	Project report	Up gradation of knowledge of new trends in Recruitment and Selection.
12	Guest lecture	Assignment	Up gradation of skill.
13	Case Study , Video clips on Cultural Diversity and Stress management	Case study report	To develop decision making skill.

#### Evaluation Method

Internal Evaluation	External Evaluation
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One project Report : 5 Marks One assignment : 5 marks One Case Study Solution Report : 5 marks Internal Examination : 15 marks	25% MCQ Short notes 35% Long answers 40%
30	70

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resources Management.	–L.M. Prasad	Sultan and Chand Publishing Company	New Delhi
2	Human Resources Management.	K. Ashwathappa –	Tata McGraw Hill	New Delhi
3	Personnel Management.	C. B. Mamoria		
4	Organizational Behavior Text, Cases and Games	- K. Aswathappa,	Tata McGraw Hill	New Delhi
5	Organizational Behavior -	L.M. Prasad	Sultan and Chand Publishing Company	New Delhi

Savitribai Phule Pune University  
FY BBA- CA Semester II (CBCS) Pattern 2019  
Financial Accounting  
Course code 202  
Credit 3

Depth of the syllabus: Reasonable working knowledge

Program objectives

- i) To develop right understanding regarding role and importance of monetary and financial transactions in business ii)  
To cultivate right approach towards classifications of different transactions and their implications
- iii) To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Financial Accounting-	definition and Scope, objectives, Accounting concepts, principles and conventions	To understand role and importance of accounting in Business and how accounting concept can be implemented in business Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet	To understand how to record different financial transactions and their financial implications Ability to write different accounting tractions and prepare basic financial tractions
3.	Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect

	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts Ability to use software like tally for writing of accounts
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### Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
10	Applying accounting concepts in real life business Ability to distinguish between accounting transactions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different transactions	Ability to distinguish between different transactions and its nature
11	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement

12	NIL	To Understand how various transactions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data
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#### Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting
II	Practical problems on how to write different accounting tractions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software		
	30	70	

#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Advance Accounting Vou- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I )	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (text and Cases )	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy( Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University  
FY BBA- CA Semester II (CBCS) Pattern 2019  
Business Mathematics  
Course code 203  
Credit 3

Course Depth: Fundamental Knowledge

Objectives:

- i) To understand role and importance of Mathematics in various business situations and while developing softwares.
- ii) To develop skills related with basic mathematical technique

Unit No.	Topic	No. of Lecture
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1	1. Ratio, Proportion and Percentage:  Ratio – Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage, computation of Percentage.	8
2	2. Profit and Loss: - Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, selling price, Trade discount and cash discount. Introduction to Commission and brokerage, Problems on commission and brokerage	6
3	3. Interest and Annuity: - Simple interest, Compound interest, Equated monthly Installments (EMI) by interest of reducing balance and flat interest methods and problems.  Ordinary annuity, sinker fund, annuity due, present value and future value of annuity.  Shares and Mutual Funds:- Concepts of Shares, face value, market value, dividend, brokerage, equity shares, preferential shares, bonus shares, examples and problems, Concept of Mutual Funds, Change in Net Asset Value (NAV), Systematic Investment Plan (SIP), Examples and Problems.	7       7
4	4. Matrices and Determinant: - Definition of Matrices, Types of Matrices, Algebra of Matrices, Determinant, Adjoint of Matrix, Inverse of Matrix, System of Linear equations, Solution of System of Linear Equation by adjoint method (upto 3 variables only).	10



Savitribai Phule Pune University

FY BBA- CA Semester II (CBCS) Pattern 2019

Relational Data Base

Course code 204

Credit 3

Course Depth: Fundamental Knowledge

Objectives:

- i) Enables students to understand relational database concepts and transaction management concepts in database system.
- ii) Enables student to write PL/SQL programs that use: procedure, function, package, cursor and trigger.

Unit No.	Unit Title	Contents	Purpose	Expected Outcome
1.	Introduction To RDBMS	Introduction to popular RDBMS product and their features	To understand concept of RDBMS & use in business	Understanding of various RDBMS products()
		Difference Between DBMS and RDBMS	To understand advantages of RDBMS over DBMS	Use of relational database
		Relationship among application programs and RDBMS	To understand interface between application programs and data	To get knowledge of Front End and Backend
2.	PL-SQL	Overview of PLSQL Data Types ,PLSQL Block	To understand various data types , operators , functions and control statements	Understanding of various programming aspects
		Exception Handling	To understand predefined and user defined exceptions	Learning of different exceptions

		Functions, Procedures	To understand concept of compact program writing by making use of functions and procedure	Writing of compact code (Small program writing)
		Cursor	To understand types of cursors and selective data retrieval	Understanding of exact data retrieval
		Trigger Package	To understand concept of stored	Writing of triggers and

			procedure and compiled data	packages(Small application using all contents)
3.	Transaction Management	Transaction Concept	To understand effect of transaction process on database	Understanding use of transaction and effect on database
		Transaction Properties	To understand properties like atomicity, consistency, isolation and durability	Application of properties (Case solving)
		Transaction States	To understand various states such as active, partially committed, Failed, aborted, committed	Understanding of various states
		Concurrent Execution	To understand concept of reduction in waiting time	
		Serializability	To understand Conflict Serializability and View Serializability	
4	Concurrency Control & Recovery System	Lock Based Protocol	To understand meaning Locks, Granting of Locks, Two Phase Locking Protocol	To understand concept of shared and exclusive lock
		Timestamp Based Protocol	To understand Timestamp and timestamp ordering protocol	To learn how to prevent deadlock situation

		Deadlock Handling	To understand dead lock detection, prevention and recovery	Understand what deadlock is and how it can occur when giving mutually exclusive access to multiple resources
		Failure Classification	To understand transaction failure and system crash	To learn concepts related to hardware failures
		Recovery & Atomicity	To understand log based recovery and checkpoint	Data recovery with different techniques
		Recovery with concurrent transaction	To understand concept of transaction rollback	Restoring of data which is changed by mistake

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Database Management System	Bipin Desai	Galgotia Publications	New Delhi
2	SQL/PLSQL the programming language of oracle	Ivan Bayross	BPB Publications	New Delhi
3	An Introduction to Database Systems Eighth Edition	C. J.Date, A.Kannan, S.Swamynathan	Pearson Publications	North America
4	Database System Concepts 5th Edition	Silberschatz, Korth, Sudershan	McGraw-Hill	New York

Savitribai Phule Pune University  
FY BBA- CA Semester II (CBCS) Pattern 2019  
Web Technology (HTML-JSS-CSS)  
Course code 205  
Credit 3

Course Depth: Fundamental Knowledge

Objectives:

- i) To know & understand concepts of internet programming.
- ii) To understand how to develop web based applications using JavaScript.

Unit No	Topic	No. of Lecture
1	1. Introduction  1.1 Clients- Servers and Communication 1.2 Internet-Basic, Internet Protocols (HTTP, FTP, IP) 1.3 World Wide Web(WWW) 1.4 HTTP request message, HTTP response message	5

2	2. Web Design <ul style="list-style-type: none"> <li>2.1 Concepts of effective web design</li> <li>2.2 Web design issues including Browser Bandwidth and Cache</li> <li>2.3 Display resolution</li> <li>2.4 Look and Feel of the Website</li> <li>2.5 Page Layout and linking</li> <li>2.6 User centric design</li> <li>2.7 Sitemap</li> <li>2.8 Planning and publishing website</li> <li>2.9 Designing effective navigation</li> </ul>	9
3	3. HTML <ul style="list-style-type: none"> <li>3.1 Introduction to HTML</li> <li>3.2 Basic HTML Structure</li> <li>3.3 Common HTML Tags</li> <li>3.4 Physical and Logical HTML</li> <li>3.5 Types of Images, client side and server-side Image mapping</li> <li>3.6 List, Table, Frames</li> <li>3.7 Embedding Audio, Video</li> <li>3.8 HTML form and form elements</li> <li>3.9 Introduction to HTML Front Page</li> </ul>	12



4	4. Style sheets  4.1 Need for CSS 4.2 Introduction to CSS 4.3 Basic syntax and structure 4.4 Using CSS- 4.4.1 background images, colors and properties, 4.4.2 manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS 4.5 Overview and features of CSS2 and CSS3	10
5	5. JavaScript 5.1 Introduction to Java Script 5.2 Identifier & operator, control structure, functions 5.3 Document object model(DOM), 5.4 DOM Objects (window, navigator, history, location) 5.5 Predefined functions, math & string functions 5.6 Array in Java scripts 5.7 Event handling in Java script	12
Total		48

Reference Books:

1. Complete HTML- Thomas Powell
2. HTML and JavaScript – Ivan Bayross
3. HTML & CSS: The Complete Reference, Fifth Edition
4. Mastering HTML, CSS & Javascript Web Publishing

Reference websites: 1.

[www.w3schools.com](http://www.w3schools.com)

2. [www.tutorialspoint.com](http://www.tutorialspoint.com)

**SPPU/BBA(CA) SYLLABUS SEMESTER-II CBCS/2019 PATTERN**



SAVITRIBAI PHULE PUNE UNIVERSITY  
REVISED BBA PROGRAMME STRUCTURE CBCS 2019 PATTERN  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
THREE YEAR FULL TIME COURSE

BBA I YEAR CURRICULUM APPLICABLE W.E.F. AY 2019-20

BBA II YEAR CURRICULUM APPLICABLE W.E.F. AY 2020-21

BBA III YEAR CURRICULUM APPLICABLE W.E.F. AY 2021-22

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## BBA PROGRAMME CONTENT

1. PREAMBLE
2. Objectives Of The Programme
3. Introduction To The Programme
4. Eligibility
5. Duration Of The Programme
6. Highlights Of The New Curriculum
7. Choice Based Credit System (CBCS)
8. Additional Credits
9. Guidelines For Successful Implementation Of CBCS
10. Teaching Instructions
11. Equivalence, Transitory Provision, Transcript And Standard Of Passing
12. Details On Course Content
13. List Of The Courses
14. Annexure (I) Course Content

## 15. Annexure(II) Contents Of Skill-Based Courses

## 16. Acknowledement

### SAVITRIBAI PHULE PUNE UNIVERSITY

#### FACULTY OF COMMERCE AND MANAGEMENT

#### Structure for Three Years Bachelor of Business Administration- BBA Degree Programme (Choice Based Credit System - CBCS) with effect from June 2019.

##### 1. Preamble:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

##### 2. Programme Objectives:

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession .It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop precise understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and in organized groups.
3. To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various financial institutions and agencies.

3. Introduction to the Programme:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce and Management. The implementation of Choice Based Credit System for First

Year B.B.A. is w.e.f. the academic year 2019-2020, Second Year B.B.A. w.e.f. 2020-2021 and Third Year B.B.A. w.e.f. 2021-2022.

4. Eligibility:

- ☐ A candidate from any stream, should have passed 12<sup>th</sup> Std. Examination (H.S.C.10+2) with minimum 40% of marks and English as a passing subject.

OR

- ☐ Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10<sup>th</sup> Standard.

OR

- ☐ Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12<sup>th</sup> Standard.

OR

- ☐ Completed MCVC program

5. Duration of the Programme:

The Bachelor of Business Administration (BBA) is a full time three (3) years programme

and it is divided in six (6) Semesters.

#### 6. Highlights of the New Curriculum:

The New Curriculum intends to add immense value to all stakeholders. These requirements will be addressed effectively in numerous ways by:

- ☐ Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- ☐ Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- ☐ Emphasizing student-centric teaching and learning process.
  - ☐ Focusing on ‘Concurrent Evaluation’ i.e. continuous evaluation throughout the programme.
  - ☐ Stressing on ‘Experiential Learning’ aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- ☐ Incorporating specializations in the syllabus from Second Year in order to provide in-depth knowledge of the electives chosen by the students.
- ☐ Providing opportunity to students to choose courses from other electives to explore cross functionality.
- ☐ Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

#### 7. Choice Based Credit System (CBCS):



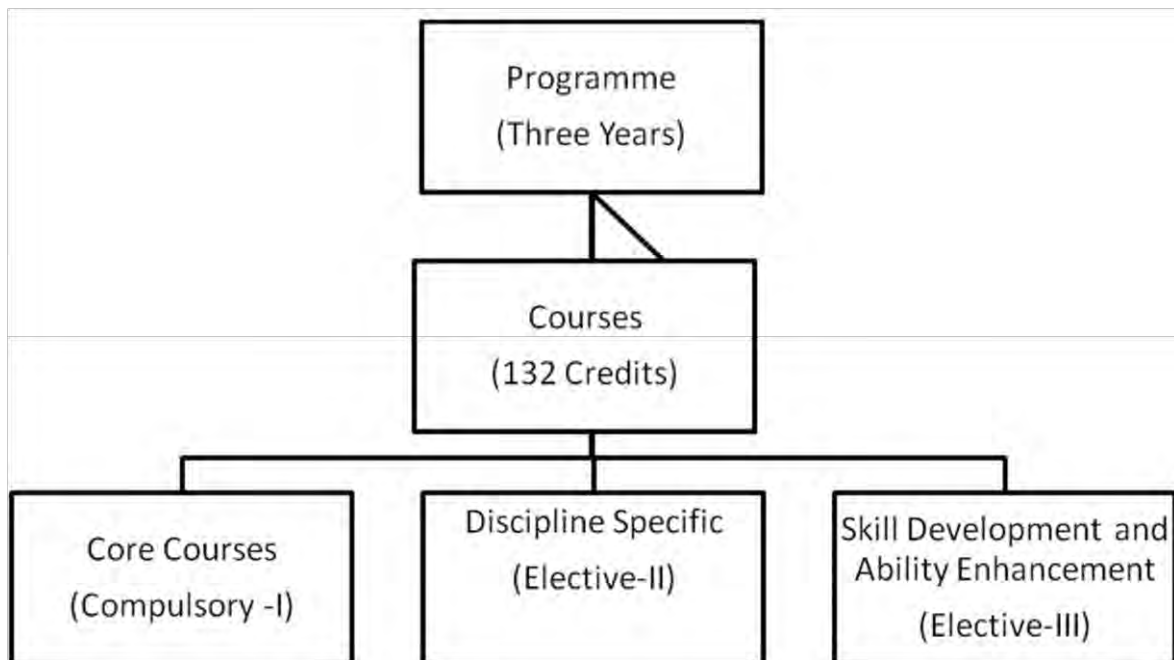
The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System has become a necessity in the entire Higher Education field in India. This will benefit the students to move across institutions within India and across countries. This uniform grading system will also enable the potential employers to assess the performance of the candidates. The UGC has formulated some guidelines in order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on students performance in examinations which are mentioned below:

7.1 Course: A “Course” is a component of programme, i.e. in the new system, papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, courses can have defined weightages. These weightages are called as credits. Each course, in addition to having a syllabus, has learning objectives and outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva-voce etc. or a combination of some /any of these.

7.2 Credit: The definition of “Credits” can be based on various parameters. These may be the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course. The credit system requires that a student progresses in the academic programmes not in terms of time (years or semesters), but in terms of courses.

7.3 Outline of the CBCS: Bachelor of Business Administration- BBA Degree Programme 2019 pattern.

Outline of the Choice Based Credit System (2019 Pattern)



7.3 I. Core Course: Core courses are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types: Generic Core and Subject Core.

1. Generic Core (GC): This is the course which is mandatory and has to be studied by the student as a core part to fulfill the requirements of a degree in the said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. Generic Core courses in Semester I and II provide foundations of Management and Administration. Generic Core courses in Semester III and IV focus on Functional Areas whereas, Generic Core courses in the Semester V and VI are integrative and provide insights about different fields of business.

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SPPU / BBA –PROGRAMME STRUCTURE CBCS/2019 PATTERN – Updated On 15/5/2020. PAGE 5

2. Subject Core (SC): These are also known as Soft Core Courses. These may be subject-specific/specialized/advanced/supportive to the discipline subject of study, which provides an extended scope and enable exposure to some other disciplines that help in nurturing the candidate's proficiency, domain knowledge, skills, etc. Practical /Tutorial work is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation, which will help the students to understand core subject in better manner.

7.4 II. Elective Courses :

1. Discipline Specific Elective (DSE) Course: Elective course is a course which can be chosen from a pool of courses. Elective Courses which may be offered by the main discipline/subject of study is referred as Discipline Specific Elective. DSE Courses develop generic proficiencies amongst the students.

The Institute has the flexibility to offer courses based on Targeted Industry Linkages – sectoral requirements and networking at the college level. A student can select any one specialization from the five areas which are mentioned below. The student will study eight (8) courses in second and third year. DSE courses help to develop discipline/domain knowledge and nurture candidate's proficiency/skill.

Bachelor of Business Administration Degree offers the following Electives :

- A) Marketing Management (MM)
- B) Financial Management (FM)
- C) Human Resources Management (HRM)
- D) Services Management (SM) E) Agri  
Business Management (ABM)

Dissertation/Project for DSE courses: An elective course designed to acquire special/advanced knowledge, as a supplement study/support study to a project work, with an advisory support of a teacher/faculty member is called dissertation/project.

7.5 III.A. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instructions. Open Course contents are mentioned in Annexure II.

Duration of each course will be of 30 hours for 2Credits. Institutes can select various courses as per the interest of their students and the availability of various facilities. A. List of Skill Enhancement Courses:

- A] Basic Managerial Skills
- B] Communication Skills for Managers
- C] Tally and Computer Based Accounting
- D] Certificate Course in Analysis and Presentation of Data
- E] Introductory Course in Disaster Management
- F] Personality and Soft Skills Development
- G] International Etiquettes and Mannerism
- H] Foreign Language
- H1] Advance Foreign Language
- I] Yoga and Meditation
- J] Ground and Sports Management
- K] Value Education and Gender Equality
- L] UGC / SPPU Approved online courses
- O] College Course Under Specific Scheme

III.B. Ability Enhancement Compulsory Courses (AECC) i.e. Environmental Science.

Duration: 30 hours and Credits: 2 Types of courses :

M. Basic Course in Environmental Awareness OR N. Advanced Course in Environmental Awareness

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8. Note: Additional Credits.

The students are also eligible to earn additional Credits for NCC, NSS, Sports, P.T etc. apart from the Courses mentioned in the programme which will be considered separately as per the guidelines and notifications displayed by the respective authorities of the SPPU. The credits will be offered to the students as per Credit calculations of the respective units.

9. Guidelines for successful implementation of CBCS:

9.1. Credit Point may be considered under two parts –

a) One part consisting of the hours actually spent in the class room / practical / field work instructions and the other part consisting of notional hours spent by the Learner for self-study in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Every course offered shall have three components associated with the teaching-learning process viz.

- a) Lecture –L : Classroom sessions delivered by faculty in an interactive mode.
- b) Tutorial and Practical (T &P )- : Sessions consisting of participatory discussions/ selfstudy/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.
- c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Casestudies that equip students to acquire the much required skill component.

9.2. The success of the CBCS requires certain commitments from both; the students and the teachers.

9.2.1. The student should be regular and punctual to his/her classes, sincere in carrying out the assignments/classroom activities etc. and should maintain consistency in his/her tempo of learning. He/She should make maximum use of the library, internet and other available facilities.

9.2.2. The teachers are expected to be alert and punctual. They should strictly adhere to the schedules of teaching, conducting tests, seminars, evaluation and notification of results. All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

The course content is to be looked upon as the bare minimum requirement to be fulfilled. Emphasis shall be laid on the contemporary aspects and going beyond the content. The teaching / learning as well as evaluation are to be interpreted in a broader perspective.

#### 10. Teaching instructions:

10.1 Medium of instructions - Medium of instruction shall be English only.

10.2 Teaching Workload: As per prescribed guidelines under the Commerce and Management faculty.

#### 10.3 Method of Evaluation:

1) Internal Assessment (2) Projects Examination (3) University Examination (SPPU)

##### 10.3.1. Instructions for teachers for Internal Assessment:

The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness about a particular subject. In order to have a rational and objective assessment of the learners, a teacher is expected to use different evaluation methods.

Continuous Assessment (CA): The concerned subject teacher is responsible for conduction and evaluation aspects with respect to Continuous Assessment. As soon as the course begins, the course teacher is expected to announce the mechanisms under which CA would take place.

Journals/Lectures/Library-notes/Seminar-presentations/Assignments/Extension Work/An Open-Book Test (book to be decided by the concerned teacher)/Internal examinations/Classroom instructions through audio visual aids/Case-studies/Roleplays/Industrial Visits/Seminars/Presentations/Guest Lectures/Shared teaching/Flip classes/Simulation/Experiential Learning/Social Outreach/Internships/Certificate Courses /Online



Certifications/Group Discussion/Business Fest/Webinars etc. may be used as the tools/mechanism for CA.

A subject teacher has the autonomy to devise a mechanism for evaluating the students as per the guidelines.

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques.

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

It is obligatory for a teacher to announce the performance of the students. It is also mandatory to declare the CA score gained by all the students on the noticeboard duly signed by the concerned teacher of the course and the HOD/Principal/Director well before the commencement of the SPPU examination.

10.3.2 Business Exposure and Project (Semester III&IV)- There will be viva voce examination of 50 marks and a written Examination carrying 50 marks for the students. The students are expected to visit the industry and collect the relevant and required data pertaining to the subject and prepare a report likewise. These Industry Visits and interviews shall be arranged under the supervision of the subject teacher.

A student shall complete a computer course relevant to specialization subject, the fees / Expenses towards computer course will be borne by the students. The evaluation will be conducted at SPPU level through Viva Voce.

Projects: For course on Project work in Semester V & VI, there will be Written Report of 50 marks. Appropriate allocation of project work (Internship / Hands on experience) should be arranged by the students under the guidance of the teacher and all the expenses will be borne by the students. Course wise guidelines are mentioned in the course content. The evaluation will be conducted at SPPU level through Viva Voce.

Online Course Credit- If a student completes relevant online course approved by SPPU /UGC or other competent authority, within the particular academic period, then he/she is entitled to earn 2 Credits for the same, provided the duration of the course should be more than 4 weeks or it should be of 30 hours. These 2 (two) Credits can be given only after he/she submits the Passing Certificate of the said course undertaken.

10.3.3 External Examination: - SPPU will schedule the written Examination for the course at the end of each Semester.

#### Guidelines for Setting External Examination Question Papers:

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU. 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.
- 3) The question paper shall be balanced in respect of various topics outlined in the syllabus.
- 4) The question papers shall have a combination of long, short answers and MCQ type questions. 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

#### 11. Equivalence, Transitory Provision, Transcript and Standard of Passing:

The University will conduct examinations for the students of the old course for next three academic years from the date of implementation of the new course. The candidates of old course will be given three chances to clear their subjects as per the old course pattern, and there-after they will have to appear for the subjects under new course pattern as per the equivalence given to the old course.

(For Details Refer: Separate notifications issued by the Board of Examinations.)

Standard of Passing – The programme will be a full-time course and the duration of the programme will be of three years divided into six semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and semester-end SPPU examination. There will be separate passing for evaluation of Internal, practical, projects and external SPPU examination. (University terms (Backlog) and Standard of Passing- For details Refer, Separate notifications issued by the Board of Examinations).

#### 12. Details on Course structure –The courses are divided in three parts:

1. List of Core Courses
2. List of Specialization Courses
3. List of Skill Courses.

1. Core Courses – It is mandatory for the students to complete the courses mentioned in the list.
2. Specialisation Courses – Five electives / options are offered to the students. They will have to select any one course in Semester III as an Elective Subject. The chosen elective will be continued till the end of the course. In all, 8 courses/subjects will be studied by the student by the end of his/her BBA programme. The list of Specialisation courses is separately mentioned.
3. Skill Courses –The list of 16 Skill Enhancement Courses is provided. The college can select courses as mentioned in the structure to suit the requirements of the students. Each course will carry 2 credits having duration of 30 hours. The courses mentioned in the list will be updated as per the requirements of the business environment. The Board Of Studies will make the necessary changes in the list. These courses can also be replaced by approved online courses. It is mandatory for every Institute to conduct the Compulsory Ability Enhancement Course in Semester III. The Institute can select basic or advanced courses.

#### 12. List of Courses offered

BBA -Bachelor of Business Administration  
Updated Programme Structure CBCS - Pattern 2019

#### FYBBA Semester I

Group I	Course Details Generic Core (GC) and Subject Core (SC) (Compulsory )			Internal Evaluation		External Evaluation
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
	First Year Semester I					
101	Principles of Management	3	GC	30	-	70
102	Business Communication Skills	4	SC	30	20	50
103	Business Accounting	3	GC	30	-	70

104	Business Economics – Micro	3	GC	30	-	70
105	Business Mathematics	3	GC	30	-	70
106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Business Organization and System	4	SC	30	20	50
202	Principles of Marketing	3	GC	30	-	70
203	Principles of Finance	3	GC	30	-	70
204	Basics of Cost Accounting	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of Computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
	Second Year Semester III					
301	Principles of Human Resource Management	3	GC	30	-	70
302	Supply Chain Management	3	GC	30	-	70
303	Global Competencies & Personality Development	3	GC	30	-	70
304	Fundamentals of Rural Development	3	GC	30	-	70

	Credits For Semester III- CC 12	12				
	Second Year Semester IV					
401	Entrepreneurship and Small Business Management	3	GC	30	-	70
402	Productions and Operations Management	3	GC	30	-	70
403	Decision Making and Risk Management	3	GC	30	-	70
404	International Business Management	3	GC	30	-	70
	Total credits CC12	12				
	Third Year Semester V					
501	Research Methodology	3	GC	30	-	70
502	Database Administration and Data Mining	3	GC	30	-	70
503	Business Ethics	3	GC	30	-	70
504	Management of Corporate Social Responsibility	3	GC	30	-	70
	Total credits CC – 12	12				
	Third Year Semester VI					
601	Essentials of E - Commerce	3	GC	30	-	70
602	Management Information System	3	GC	30	-	70

603	Business Project Management	3	GC	30	-	70
604	Management Of Innovations & Sustainability	3	GC	30	-	70
	Total credits CC – 12					
	Total Credits From GC and SC					
	(Sem) I 20 + (Sem) II 20 (Sem) III12 +(Sem) IV12 (Sem) V12 and (Sem) IV12 =88					
Group II	<u>List of Discipline Specific Elective (DSE)Courses</u> (Select any One group of Electives from the Five)					
(A) OR	Marketing Management (MM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
A305	Consumer Behaviour & Sales Management	4	III	30	20	50
A306	Retail Management + Business Exposure	4	III		50	50
A405	Advertising & Promotion Management	4	IV	30	20	50
A406	Digital Marketing + (prescribed computer course or online course )	4	IV		50	50
A505	Marketing Environment Analysis and Strategies	4	V	30	20	50
A506	Legal Aspects in Marketing Management + Project & Viva (50 marks )	6	V		50	50

A605	International Brand Management	4	VI	30	20	50
A606	Cases in Marketing + Project 50 marks theory + Project& Viva 50 marks (Internship )	6	VI		50	50
	Total Credits	36				
(B) OR	(B) Financial Management (FM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
B305	Management Accounting	4	III	30	20	50
B306	Banking & Finance +Business Exposure	4	III		50	50
B405	Business Taxation	4	IV	30	20	50
B406	Financial Services +Computer course (prescribed course or online course )	4	IV		50	50
B505	Analysis of Financial Statements	4	V	30	20	50
B506	Legal Aspects of Finance & Security Laws + Project & Viva (50 marks )	6	V		50	50
B605	Financial Management	4	VI	30	20	50
B606	Cases in Finance + Project 50 marks theory + Project& Viva 50 marks (Internship )	6	VI		50	50
	Total Credits	36				



(C) OR	(C) Human Resources Management (HR M)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
C305	Organisational Behaviour	4	III	30	20	50
C306	Legal Aspects in Human Resource +Business Exposure	4	III		50	50
C405	Human Resource Management Functions & Practices	4	IV	30	20	50
C406	Employee Recruitment & Record Management + Computer course (prescribed course or Online course )	4	IV		50	50
C505	Cross Cultural HR & Industrial Relations	4	V	30	20	50
C506	Cases in Human Resource Management +Project & Viva (50 marks )	6	V		50	50
C605	Global Human Resource Management	4	VI	30	20	50
C606	Recent Trends & HR Accounting + Project  50 marks theory + Project& Viva 50 marks (Internship)	6	VI		50	50
	Total Credits	36				

(D) OR	(D)Services Management (S M)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evalu ation
D305	Fundamentals of Services Management.	4	III	30	20	50
D306	Principles & Functions of Services Management+Business Exposure Project	4	III		50	50
D405	Banking & Insurance Management	4	IV	30	20	50
D406	Social Services and NGO Management + Computer Course (prescribed course or Online course )	4	IV		50	50
D505	Health Care Management	5	V	30	20	50
D506	Permissions & Legal Aspects In Services + Project & Viva (50 marks )	5	V		50	50
D605	Global Tourism & Hospitality Management	5	VI	30	20	50

D606	Recent Trends in Services and Project 50 marks theory + Project& Viva 50 marks (Internship)	5	VI		50	50
	Total Credits	36				
(E)	(E)Agri Business Management ( ABM)					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
E305	Agriculture and Indian Economy	4	III	30	20	50
E306	Rural Development - Principles and Practice +Business Exposure	4	III	-	50	50
E405	Rural Marketing	4	IV	30	20	50
E406	Banking Operations and Finance + Computer Course (prescribed course or Online Course )	4	IV	-	50	50
E505	Warehouse Management	5	V	30	20	50
E506	Permissions & Legal Aspects In Agriculture + Project & Viva (50 marks )	5	V	-	50	50
E605	Agricultural Exports	5	VI	30	20	50
E606	Tourism Development in Rural India + project 50 marks theory + Project& Viva 50 marks (Internship )	5	VI	-	50	50
	Total Credits	36				

Group III	Skill Enhancement Course ( 30 h ours)- and for 2 credits Ability Enhancement Compulso ry Courses (AECC)				
	Courses	Credits	Semester	Concurrent Evaluation + Tutorial /Practical	SPPU Evalu ation
107	Skill Enhancement Course	2	I	50	Grade
207	Skill Enhancement Course	2	II	50	Grade
307	Compulsory Course in Environment (AECC),	2	III	50	Grade
	(Select any one course from the List)				
407	Skill Enhancement Course	2	IV	50	Grade
	Total Credits	8			
(III)	List of Skill Enhancement Cours e ( 30 hours)- for 2 credits & Ability Enhancement Compulso ry Courses (AECC),				
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade

C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Certificate Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquette and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H1	Foreign Language (Advanced)	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Ground and Sports Management	2	SEC	50	Grade

K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours )	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade
<b>AECC</b>	<b>Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science.</b> <b>Duration: 30 hours and Credits: 2 (Select Any One Course)</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester</b>	<b>Internal Evaluation</b>	<b>SPPU</b>
1M	Basic Course in Environmental Awareness	2	III	50	Grade
2N	Advanced Course in Environmental Awareness	2	III	50	Grade

Note : All the stakeholders are requested to refer to the updated course content.

Course Content Annexures are attached separately – Faculty members and students should refer to the semester-wise updated course content.

14. Annexure (I) Course Content

15. Annexure(II) Contents of Skill-Based Courses

16. Acknowledement: The course focus of BBA Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr. Parag Kalkar, Dean, and Associate Dean Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry expert panel has added insights in course titles of the BBA Programme. Dr. Tanuja Devi co-ordinated the BBA Restructuring Committee. This synergy of contributors is very crucial in fine tuning of the BBA Programme in its present form.

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Savitribai Phule Pune University  
FY BBA Semester I (CBCS) Pattern 2019

The subject wise Revised Syllabus for F.Y. BBA Program

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge Program

Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students
- 

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Nature of management	1.1Meaning & Importance ,Functions1.2 Role of Managers1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization &Universality of Management	Basic aspects of management thinking & Develop ability of managerial thinking and cultivate business acumen



2	Evolution of management thoughts	<p>2.1 Concept of Managerial Thoughts</p> <p>2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker</p> <p>2.3 Indian Management ethos (Indian )anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien)...</p>	<p>To understand different approaches to management thoughts and philosophy &amp;</p> <p>Ability to understand approaches to philosophy of management thinking</p>
3.	Major managerial Functions	<p>3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits ,Disadvantages</p> <p>3.2 Planning: Meaning, Need Types ,methods, Advantages, merits, Disadvantages</p> <p>3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance</p> <p>3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and</p> <p>3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories</p> <p>3.6 Controlling :Meaning, Needs, Process, Techniques</p>	<p>To understand the importance of functions of management and their roles &amp;</p> <p>Ability to organize various programmes and events</p>
4.	Recent trends in Management	<p>4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits ,stress management .(Principles ,concepts merits )</p> <p>4.2Knowledge Management: Meaning, Merits, Demerits</p> <p>4.3 Outsourcing: Meaning, Merits, Demerits</p>	<p>To know what are the themes in modern management and changes in the business &amp;</p> <p>To learn about new systems and trends in modern management</p>

## Teaching Methodology

Teaching Hours	Innovative methods to be used	Project	Expected Outcome
13	Study the role and functions of different managers	How an organization manages its activities and functions	To develop managerial effectiveness through managerial thinking Knowledge of effective
13	Empirical management thoughts	Preparing charts of management thinkers and profile presentations on major management thinkers	Learning about the management philosophy over the period of time
12	Situation analysis , Business games Case study	Implementing planning process in an org ,analysis of different decision and failure of different org and decision	How to plan and organize an activity and motivate the group
12	Developing applications of management of change and crises Installing quality management system for a group Case study on majors to reduce stress	Develop a program for management of change and case study on resistance to change and preparing the checklist Developing quality manual Project on stress reduction methods	To Develop understanding regarding new systems of management

## Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	I Quiz on concept importance of mgt II Presentation on role of management in society and organization III GD on importance of management as profession	25% MCQ Short notes 35% Long answers 40%	Decision making and leadership skills
Unit – II	I Presentation on contribution of management thinkers II case study on different approaches to mgt III posters on contributions of Indian management thinkers to management discipline		
Unit – III	MCQ on managerial functions II situation analysis how management fails or succeed III presentations on different types of decisions and case study on factors affecting decision making		
Unit – IV	MCQ on various new trends in management II case study on application of total quality management in an organization and compare two different intuitions. III Case study on management of change and crises IV situation analysis of determinants of stress		
Total –	30	70	

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	McGraw hill companies
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
8	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University  
FY BBA Semester I (CBCS) Pattern 2019  
Business Communication Skills  
Course Code: 102 SC

Credit 4

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Concept of Communication and Introduction to Communication	Role of Communication in social and economic system Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings	To understand the basic purpose of communication. & Ability to understand and comprehend the meaning of different forms of communication
2	Methods and types of Communication	Methods of Communications]: Linguistics, Non- Linguistics and Para- Linguistics, Art of Listening Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine External- Inward, Outward ,Merits and Limitations of methods & types of communication	To understand how to write effective messages and different types of communication, & Ability to write meaningful and concise and effective messages
3.	Business Correspondence	Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business ,	To understand how to make effective Business Correspondence

			&
		Business Correspondence : Sales , Orders sales circulars and business promotion and resignation letter , leave , application letters ,Complaint , Credit verification, Correspondence with bank, Job application , and Reference check	Ability to write precise business letters and understanding about business correspondence
4.	Analysis of different Media of Communication	Fax communication ,voice mail ,emails ,tele conferencing , communication through social media	1.To understand how modern technology effects businesses and media based communication is working in present context. 2. Effects of new media on business is affecting on interpersonal relations and groups & Ability to use different formats of social communication and technology based communication effectively

Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication
Unit II - 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life
Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effectives uses of various media of communication  To communicate interact effectively by using different forms of social media
Total 48				

## Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
Method of evaluation I MCQ on concept factures and definition	25%MCQ Short notes 35% Long answers 40%	<b>Business communication skills (102) - Credit</b> 1 - Marks 20
Presentation \- on application of communication in day to day business		Tentative areas for tutorials – (Select any 2 topics) <ol style="list-style-type: none"> <li>1. Collections of various formal letters and its critical study</li> <li>2. Assignment on précis writing</li> <li>3. Presentation on oral communication skills</li> <li>4. Public speaking</li> <li>5. Common mistakes in business communication</li> </ol>
I Group Discussions on appropriate methods of communication at different situations II – Case study on written communication- Errors in message building and interpretation of message		20 marks (Internal) Guidelines for Tutorials The faculty must design the tutorials in tune with theory subject and shall conduct presentation in the class on the given topics.  The evaluation of students must be on the following grounds. (20 marks)
I Developing appropriate formats Drafting of appropriate Business letters II- cautions in uses of metaphors and idioms and phrases		



I GD on selecting right media II preparation of charts on different media of communication III – case study on usages of social media Communication etiquettes'		1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills
Marks 30	Marks-50	

Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.

#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personality Development	BiswajitDas .ipswtaSatpathy	Excel Books	New Delhi

5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson	New Delhi
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Sources
	By R. Chandran IIT Kanpur	Film byJ. Balkru	A film on communication barrier	By Matt Setter	1. Importance of communication skills essay 2Importance of communication and effective communication	1. UK Essay 2. Zen growth

Savitribai Phule Pune University  
FY BBA Semester I (CBCS) Pattern 2019 Business  
Accounting

Code No. 103 GC

Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

To develop right understanding regarding role and importance of monetary and financial transactions in business

To cultivate right approach towards classifications of different transactions and their implications

TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accountingconcept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet )	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions

3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect
4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts

#### Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Appling accounting concepts in real life business Ability to distinguish between accounting tractions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business

15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different tractions	Ability to distinguish between different tractions and its nature
12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement
10	NIL	To Understand how various tractions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data

#### Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting

II	Practical problems on how to write different accounting transactions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software		
	30	70	

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I )	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata

4	Accounting (text and Cases )	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy( Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University

FY BBA Semester I (CBCS) Pattern 2019 Business  
Economics – Micro  
Course Code: 104 GC  
Credit - 3

Depth of the syllabus - Reasonable knowledge of the Business Economics

Program Objectives -

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Business economics.	Importance of economics in life, scope, forms of economy economic activities, economic problems , circular flow of economy Meaning and definition of business economics, scope of Business Economics Importance of economics in life, forms of economy, central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure	Role and purpose of economics in society and economic & Ability to think in prudent manner



2	Demand and supply analysis	<p>Concept of demand supply</p> <p>Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.</p>	<p>1.To understand how the concept of demand and supply works in particular economy</p> <p>2.To study implications of different aspects of demand and supply &amp;</p> <p>Ability to examine implications of changes in demand and supply on economics and ability to select right alternatives in a given situation</p>
3.	Revenue and cost analysis	<p>Concept and types of revenue</p> <p>Importance of revenue , methods of calculation of revenue</p> <p>Interrelationship between marginal , total, and average revenue</p> <p>Concept of cost definition and importance of cost ,typology of cost analysis of cost</p>	<p>1.To understand role and function of revenue in different economic decision</p> <p>2. To examine what factors determine revenue and cost &amp;</p> <p>Ability to comprehend the concept of cost and calculation of revenue and cost and Production.</p>
4	Pricing under various market conditions	<p>Concept of market and competition</p> <p>Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions. Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR</p>	<p>To understand concept of market and different forces affecting completion of market under different economic circumstances &amp;</p> <p>Ability to understand market forces governing economic situations</p>

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
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10	Situation analysis evaluation of different alternatives selection of right options	Film on role of economics in life	Understands the importance of economics in life	To understand different facets of economics and importance of prudent thinking
13	Case studies on Market Situation analysis and Market analysis	Films on fluctuations in economy and market and their impact on social life	Case studies on demand and supply analysis , Examining market trends and their impact on market supply	To understand variation in demand and supply. How it affects the different economic situations and various factors of production
13	Case studies , analysis of a particular economic decisions comparative analysis of revenue and cost decisions	Animation and graphics on cost and revenue ascertainment	Examination of various cost sheet and revenue statement	1.To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination
12	Preparation of graphics for different market situations Analysis of market different market forces affecting demand and supply of various products	Films on monopoly and its effect Films on perfect competitions	Case studies Empirical analysis and projection of market trends	To understand how pricing determination is affected by different market players and forces and its impact on market and society

Unit	Internal Evaluation	External Evaluation
I	I- MCQ on concept meaning II- presentation on role of economic in society	25%MCQ Short notes 35%

	III- Presentations on life without economic	Long answers 40%
II	I - MCQ II- Practical problems on various demand and supply as they influence market III - model illustrations explaining practical illustrations practical demand and supply	
III	I practical problems on computation of revenue II illustrations on explaining different types of revenue Case study on impact on change in cost structure	
IV	I MCQ on monopoly and perfect competition II real life situations on monopolistic pricing III Illustrations on impact of variations in equilibrium of firm on pricing under different circumstance	
	30	70

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi

Savitribai Phule Pune University  
FY BBA Semester I (CBCS) Pattern 2019  
Business Mathematics  
Course Code – 105 GC  
Credit 3

Depth of knowledge - Reasonable working knowledge

Program objectives

To develop appropriate understanding as how to use mathematic like computation interest, profit etc

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

Unit No.	Unit Title	Contents	Purpose & Skills to be develop

1	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>• Commission ,brokerage and premium ,</li> <li>• Banking and taxation and Calendar ,</li> <li>• Simple and compound interest</li> </ul>	To understand how to apply the concept of interest and methods of calculation of interest & To develop Mathematical competence for various interest related transactions and other activities
2	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>• Profit and loss</li> <li>• Percentages ,</li> <li>• Ratio and proportion ,</li> <li>• Averages</li> </ul>	Ability to examine concept of discount in different business situations
3.	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>• Matrix and Determinant</li> <li>• Permutation And Combination</li> </ul>	Ability to apply the various concepts in business situations
4	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>• Data interpretation ,</li> <li>• Linear Programming Problem</li> </ul>	Ability to develop the skills for data interpretation and inferences.

#### Teaching Methodology

Teaching Hours	Projects and classroom practice
13	Impact of interest of profits and how loan helps business solvency
12	To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis
12	Problems related with combination and permutation

11	Analyzing for different situations with multiple number of parameters
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#### Evaluation methods

Internal Evaluation	External Evaluation
I Basic mathematical aspects reading Interest , II. Practical problems	20% MCQ , and 40% marks for 3 marks each problem 40% are for 4 marks each problem
Computations on various financial transactions and other transactions	
Data interpretation	
30 marks	70 marks

#### Suggested References

	Title	Author	Publisher
1	Arithmetic for business students	Harvey,J.H.	Cassell,London

2	Business Mathematics	Dr. AmarnathDikshit&Dr.Jinendra Kumar Jain.	
3	Business Mathematics –	PadmalochanHazarika	Sultan chand& sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai
5	Operations Research	V.K. Kapoor	Sultan chand& sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.
8	Business mathematics	Dr.AnwarShaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi	Success Publication,Pune



Savitribai Phule Pune University  
FY BBA Semester I (CBCS) Pattern 2019

Business Demography  
Code: 106 SC  
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

Unit No.	Unit Title	Contents	Purpose Skills to be develop
1	Concept of demography	Meaning, importance and need of demography. Studies Study of demography. As an essential discipline of social economic change ,Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.	Growing importance of modern economics and society.  To Develop Rational understanding of demography, analysis and effects on society
2	Distribution of population and population growth	Density and population distribution Concept of over and under population Method of assessment of population growth	To understand how population growth influences aspects on society  To develop understanding regarding growth process and social economic changes

3.	Population as resources	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population	To understand importance in modern and socio economic statues and to learn about role of literacy in economic development  Ability to examine implications of changes in population
4	Urbanization and its implications	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioural and demographic Structure and various factors responsible for urbanization	To understand the various determinants of urbanization and migration  Ability to understand how urbanization affects the resource allocation and resource planning

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
12	Analysis of censuses reports Examining the trends in population curve	Films on population explosion	Mapping of various components of Demography  Case study on impact on changes in demographic structure	Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes

12	Analysis of trends in variation population and its impact on budget ,economic planning and social development	A film on population explosion A film on topography	A study of demographic changes in India Difference provinces in India	Ability to examine how demographic changes - influences different aspects of policy formulation and social development
12	Designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Project on examining population change as a determinant A film on relation on literary and development	NIL	To learn about implications of changes in population and structure of population on economy and society
12	Prepare charts and Study of urbanization taken place from last two decades With its effects on business	Case studies on urbanization and sustainability and problems of over exploitation of recourses	Study of particular factor of production in district or state and their effects on various sectors	Equal and unequal Distribution of resources and factors of production and its impact on society

#### Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Tutorial /Project (Internal)
Unit – I	I MCQ on meaning concept and applications of demography II profile preparation on regional III Interpretation of data	25% MCQ Short notes 35% Long answers 40%	Business Demography (106) Credit 1 - Marks 20 Tentative outline for tutorials – (Select any 2 topics) 1Collecting information on changes took place in local and regional

Unit – II	MCQ on density of population various aspects of population II Application based questions on measuring assessment of population of method III analysis of particular aspect of censuses report		Demography 2. Issues related migration Gender equalities/ inequalities and its effect on business 3. Government regulations and its effects on business Relation of Demography and economic development
Unit – III	Presentation on HR Development in growth II Presentation on role of literacy on growth III Interpretation of statistical data		The evaluation of students must be on the following grounds. (20 marks)  1. Understanding of the subject 2. Content
Unit – IV	I GD on effects of urbanization on society		
	II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills  Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.
Total –	30	50	20 marks

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press	

	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning		
	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas		
	Demographics :A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick		
	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider		
	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford	

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Business Organizations and Systems  
Course Code 201  
Credit 4

Depth of the program – Fundamental Knowledge

Objective of the Program:

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
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1	Nature and evolution of business	Concept of business and its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry, Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods	To understand the purpose of business, To learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development, To study the new trends in commerce.
2	Forms of Business Organization	Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)	To understand the significance of different forms of business organizations their types, function, merits and limitations.
3.	Setting up of a business enterprise	Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise	To know how to search business ideas, how to pre business feasibility report, how to identify ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise.
4.	Study of Domestic and Foreign Trade	Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure	To learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy To give a brief introduction to stages of internationalization.

Teaching methodology

No of lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
12	Study of a business unit in given environment , Interview of a sole trader to know how he started the unit,	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Profile of a departmental store works,  Observation of function of a KPO/ BPO or online trading	Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.
12	Analysis of partnership firm related documents, Film show on 'Role of sole trader in economy', Film on promotion and formation of company	Film show on 'Role of sole trader in economy' Film/ animation on admission and retirement Film/ animation / Expert lectures on LLP/ Private Company	Report writing on 'Examining the style and functions of different types of sole traders,  Project on Analysis of LLP and private company related documents.	Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed,
		Film on promotion and formation of company	Project on Process of formation of a company and role of promoters in formation	partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration

11	Film shows on ideation of business enterprise, Guest lecture on how to write a business report, Analysis of market, business units and initial size of successful business unit	Film shows on ideation of business enterprise Film shows of feasibility report Film on 'Market Development'	Preparation of a business report and presentation of the same in a business plan competition	Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.
10	Films and presentations of various forms of retail trade and new trends in retail trade Audiovisual aids giving example of stages of internationalization with reference to different multinational and transnational companies	Presentations on Retail trade and contribution in economic growth	Project report on various types of supply chain and retailing methods	Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.

#### Internal Evaluation

Tutorials/Presentations	Topics for Assignments ( Select any 2) I)
CCT – 1 Credit	Recent trends in modern businesses
20 Marks	ii) Various legal formalities for starting a business



	iii ) Case Study Solution Report – Importance of location and competitors analysis iv)  Project submission Presentation – Homepreneuership, BPO, KPO and One person company.  The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.	
Internal Examination  30 Marks	Internal Evaluation – Role Plays, Case Studies, Situation analysis, MCQ's , Long question papers etc	Suggested Add on Course  Basic managerial skills
	Total : 50 marks	

#### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
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	Business Organization and Management	Vijay Kumar Kaul	Pearson	New Delhi
	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House	Mumbai
	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.s. Sherlekar	Himalaya Publishing House	Mumbai
	Business Organization	Rajendra P. Maheshwari , J.P. Mahajan	International Book House	New Delhi
	Business Organisation and management	Neeruvashishtha , namitaRajput	Kitab Mahal	Allahabad
	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth	Mumbai
	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann	New Delhi
	Business Organisation and Management	Jagdish Prakash	Kitab Mahal	Allahabad

Savitribai Phule Pune University  
Question Paper Pattern (2019) for FY BBA (University examination)  
Subject - Business Organizations and Systems  
Code no 201

	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	4	15 Marks
		Fill in the blanks	3	
		Define the terms and Match the pairs	8	

2	Solve any 2 out of 4	Long Answer Question	2*10 marks	20 Marks
3	Solve any 3 out of 5	Short Notes	3*5 marks	15 Marks
	Total			50 Marks

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Principles of Marketing  
Course code 202  
Credit 3

Depth of the syllabus - Reasonable knowledge of the Marketing

Objectives –

1. To develop write understanding regarding marketing environment in the country

2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services , rural marketing and new trends in marketing

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and functions of marketing	Marketing concepts, its objectives ,importance and functions of marketing Various Approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the silent features of Indian and international Marketing Management Ability to learn how marketing functions in a given environment To understand various tasks performed by marketing managers in different environment
2	Marketing Environment and marketing segmentation	Marketing environment – meaning Internal and external factors influencing marketing environment , Political ,social economical international , technological multicultural environment Segmentation: concepts, importance and its types of segmentation.	To know about changing various factors which affects the marketing system. To study the profiles of change in technology, economic policy and demography of Indian market . To study the types of segmentation To develop write understanding of profile of Indian market

3.	Constituents of marketing mix	<p>Marketing Mix-</p> <p>Meaning scope and importance of marketing mix</p> <p>Product mix concept of a product , product characteristics Intrinsic and extrinsic, PLC.</p> <p>Price mix - meaning ,element , importance of price mix ,factors , influencing pricing , pricing methods</p> <p>Place mix , Promotion mix</p> <p>Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement</p> <p>People mix meaning &amp; concepts, elements, importance.</p> <p>Process mix -stages, meaning&amp; importance.</p> <p>Physical evidence- meaning, importance &amp; components.</p>	<p>To have right understanding of marketing mix as they influences as marketing mix.</p> <p>To develop understanding regarding various aspects of price promotion physical distribution place, people, process &amp; physical evidence affecting a success of a market.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets.</p> <p>Services marketing its main features importance, growth functions.</p> <p>Rural marketing features and its contribution to Indian economy ,problems and measures to improve</p> <p>Recent trends in Marketing-</p> <p>1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing, 4.Hybrid Marketing</p>	<p>To understand different types of markets there role and functions</p> <p>To examine marketing activities are performed and contribute to the economy.</p> <p>To learn about types of market in developing economy and society.</p>

#### Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
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Unit I -12	Role Play Development of profiles of Indian Market analysis of a Indian market ,roles and applications in	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets  Understanding the marketing process and
				planning in international prospects
Unit II – 12	Project on impact of technology on market , analysis of marketing economic policy as they influence Indian markets	Films on marketing environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes ,reports on new trends in market Profile of marketing policies	To improve understanding regarding marketing environment and segmentation in Indian context.
Unit III- 14	Analysis of successful product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
Unit IV - 10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of rural market role of rural economy and growth of services marketing.	Case study on marketing of services ,problems of rural markets ,developing appropriate strategies for rural market.	Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

#### Evaluation Method

Unit – I	MCQ – on concept of Marketing role and importance II practical applications on different approaches to marketing profile study of role and functions of marketing at different organizations.	25% MCQ 35% short notes 40% long answers
Unit – II	I MCQ on different facets of marketing environments II analyses of different constituents of marketing environment Through case study III – MCQ on Marketing segmentation	20% MCQ 40% short notes 40% long answers



Unit – III	I – MCQ on different aspect of Market mix II case study on role of product mix in marketing mix III analysis of market mix Price and place mix as criteria	20% MCQ 40% short notes 40% long answers
Unit – IV	MCQ- on classification and types of Market II analysis of profile of different rural markets and rural consumers in India III analysis of marketing of services in Indi	30% MCQ 30% Short notes 40% long answers
Total –	30	70

#### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & keven lane keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University  
Question Paper Pattern (2019) for FY BBA

University Examination  
Sub: Principles of Marketing  
Code no - 202

Q.No	Compulsory /Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	5	20 Marks
		Fill in the blanks	5	
		Define the terms and Match the pairs	10	
2	Solve any 3 out of 5	Long Answer Question	3*10 marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019

## Principles of Finance

Course code 203 Credit

3

Depth of the syllabus – Depth Reasonable working knowledge

### Objectives

1. To cultivate right approach towards money , finance , and their role in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Unit 1 Basic concepts in finance	Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.	To understand role and importance in business Ability to understand implication of finance on business
2	Unit 2. Sources of Finance	External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	To understand role and need of source of finance How different determinants of size and type of business Sources of business finance To learn about imp features and their applications considering their requirements in business

3.	Unit 3. Capital Structure	Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	To Understand how basic financial structure is designed To know what are the constituents a financially sound business units Analytical ability to understand implications of various constituents of capital units
4	Recent Trends in business finance:-	Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance

#### Teaching Methodology

Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
I – (14)	Presentation on how finance helps in org .business successfully Presentation on identifying different needs of finance activities	Short films on Finance and business activities	Estimation on financial needs of small and tiny business needs Assessing financial feasibility of a business venture	To develop Competence to apply various concept in finance for decision making to
II-(13)	Poster presentation on comparative analysis of sources of finance Financial institution who provides sources of finance	Films on different institutions meeting different needs of finance	Developing a suitable financial needs assessment chart developing a checklist for developing source of finance	To develop rational understanding regarding role and utility of different sources of finance

III-(11)	Comparative analysis of different determinants of capital structure Determining need for optimal rational capital structure Implications of over and under capital methods	Films on over and under capitalization on business unit Film on a sound capital structure	A report on assessing capital needs of a business need Evaluating a balance sheet Whether the firm is over or under capitalized	To understand importance of rational and sound financial structure To understand role of capital as a determinant business success
IV –(10)	Presentation emerging trends in business Micro finance and mutual funds Profile presentation on various mutual funds and venture capital financiers in India	Films on contemporary trends in mutual fund in India Films on venture capital and micro finance institutions in India	A report on contribution of mutual funds in economy in Role of leasing industry business finance	To have right understanding how modern business is changing and what are the new trends in business finance

#### Evaluation Method

Unit	Internal Evaluation (30Marks)	Suggested Add on Course
Unit – I	MCQ on role and importance of finance and business ,Discuss/debate on implications of finance on business success , Presentations on assessing financial need and financial needs in business	Basic course in Financial markets
Unit – II	Comparative analysis of various sources of finance -Selecting a right source of finance for different business and projects, MCQ on various sources of finance.	
Unit – III	MCQ on determinants of capital structure ,Cases study on over and under capital structure Designing on over and under capital structure ,Practical problems on estimating capital requirements of a firm	
Unit – IV	MCQ on Concepts ,applications on Capital, Leasing, Microfinance, Mutual Fund ,Presentations on utility of venture capital and leasing in business , Profile of successful micro financing institutions	

### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne , John M. Wachowicz , JR	Prentice Hall of India Pvt. Lit.	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's	New Delhi
7	Financial management – recent Trends In Practical Application	Chandra HariharanIyer	International Book House Pvt. Ltd.	Mumbai

Savitribai Phule Pune University  
Question Paper Pattern 2019 for FY BBA  
University Examination  
Principles of Finance Code  
no -203

Q.1. (A) Write true or false	5M
Q.1. (B) Fill in the blanks	5M
Q.2 Write short notes (Any 3)	15M
Solve Any 3	
Q.3 Long question	15M
Q.4 Long question	15M
Q.5 Long question	15M
Q.6 Long question	15M
Q.7 Long question	15M

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Basics of Cost Accounting  
Course code 204  
Credit 3

Depth of the syllabus – Reasonable working knowledge

### Objectives

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a particular product

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost –	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making  Ability to understand importance of costing and role of costing
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses,  Classification of Cost & Types of Costs,  Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.
3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads 3.4 Under and over absorption – Definition and Reasons	To understand concept of overhead as it contributes to total cost of a product or service  Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation



4.	Contact and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract , Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gains,	<p>To understand role of contract costing in ascertaining cost of a particular project or activity</p> <p>To know how cost is ascertained for different types of processes</p> <p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>		
Unit & teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome	
Unit I -12	Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept	
Unit II - 12	NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism	
Unit III- 14	Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure	

Unit IV - 10	To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	Project on development contact cost system for a particular project. Analysis of various elements of cost associated with multi process products in manufacturing units.	Development of reasonable working knowledge of methods of ascertainment of cost of a contract or process.
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### Teaching Methodology

Unit	Internal Evaluation (30 Marks )
Unit – I	I Filling the blanks and match the pairs related with different concepts of cost ,II presentations on cost accounting in different org III cases study on role of cost accounting in profit determinations
Unit – II	I. Application based questions on –different components elements of cost ,preparing charts on different types of cost sheet
Unit – III	I. Application based questions on classification of overheads , II MCQ on concept of overheads ,III practical questions on reapportionment on classification of overheads ,Preparation of charts on classification of overheads
Unit – IV	MCQ on contract and process cost , II interpretations based questions on different types of cost III Practical based questions on contract based costing

### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
	Costing Adviser	P.v.Rathnam , P. Lalitha	Kitab Mahal	Allahabad
	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson	New Delhi
	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi

Savitribai Phule Pune University  
 Question Paper Pattern (2019) for FY BBA  
 University Examination  
 Sub: Basics of cost accounting  
 Code No.204

Compulsory /Choice	Name of the Question	Marks	Total Marks
Compulsory Question	Objective Type Question- Multiple Choice Questions	5	15 Marks
	Fill in the blanks	5	

	Define the terms and Match the pairs	5	
Solve any 4 out of 5	Short Notes /short questions	4*5 marks	20 Marks
Q4. Solve	Problems on Cost sheet	1*15 marks	15 Marks
	Problems on Contact costing and process costing	3*10	20 Marks

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Business Statistics  
Course code 205  
Credit 3

Course Depth: Reasonable working knowledge

Objectives:

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

Unit No.	Unit Title	Contents	No of Hours
1	Frequency Distribution	1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. 1.2 Classification- Concept and definition of classification, objectives of classification, types of classification. 1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. 1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	8
2	Measure of Central Tendency	2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency. 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median , Mode, Numerical Problem. 2.3 Determination of Mode and Median graphically. 2.4 Empirical relation between mean, median and mode. 2.5. Combined Mean 2.6. Numerical Problems.	8

3	Measure of Dispersion	3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion. 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4. Combined Standard Deviation 3.5 Numerical Problems	10
4	Correlation & Regression	4.1. ncept and meaning of Correlation, Types of correlation. Co Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, 4.2. Spearman Rank Correlation Coefficient ( with Repeated Ranks) Numerical Problems on Correlation 4.3 Regression- Concept and meaning of regression, lines of regression equation of Y on X and X on Y. 4.4 Regression coefficients, properties of regression coefficients, 4.5 Numerical problems on Regression 4.6	12
5	Index Numbers	5.1 Concept and meaning of Index Number, Notations 5.2 Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number Uses of Index Number 5.3 Numerical Problems. 5.4.	10

#### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

5	Statistics Theory and Practice	R.S. N. PillaiBagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi
8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai

Savitribai Phule Pune University  
Question Paper Pattern (2019) for FY BBA  
University Examination  
Sub: Business Statistics  
Code No.205

MAXMARKS:-70

Instructions:

- I. All question are compulsory
- II. Figures to the right indicate full marks.
- III. Notations & abbreviations have their usual meaning
- IV. Simple calculator is allowed

Q1.A) Fill in the blanks [2 X 5=10]

B) State whether the following statements are True OR False: [2 X 3=6]

Q2. Attempt any four of the following (Four out of Six) [4 X4=16]



Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Fundamentals of Computers  
Course code 206  
Credit 4

Depth of the course - Reasonable working knowledge

Objectives:

1. To develop concept of information and their role in modern businesses
2. To develop rational approach as to how computers can be used in data process analysis in business
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
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1	Introduction to Computers	<p>Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive</p> <p>I/O Device- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters</p> <p>Number Systems-Introduction to Binary, Octal, Hexadecimal system</p> <p>Types of computers</p>	<p>To understand role and importance of computers in business processes</p> <p>To develop understanding regarding role of computers in business operations.</p>
2	Basics of Computer Networks & Internet	<p>Definition-Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>
3.	Introduction to Spreadsheet Software and Presentation	<p>MS-Excel</p> <p>Various Functions such as Sum, average, count, max, min, Graph / Charts in Ms Excel</p> <p>MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting</p>	<p>To learn the process for usage of different computer application in business processes.</p> <p>To develop skills and ability to handle different applications in business process.</p>

	Software		
4	Introduction to Internet & cyber security	<p>WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security overview – Background and current scenario</p> <p>Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking</p> <p>Insecure Network connections, Digital signature</p>	<p>To understand cautions and stapes to be taken and net based services.</p> <p>Ability to handle various software and programmes with due cautions and care.</p>

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome

11	Demonstrations and hands-on experience Practical exposure regarding usages of computers	Films on role of computers in business decision making	Role of computers in simplifications of business activities Projects on importance of computers in business data analysis.	Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data
12	Demonstration and on experience exposure regarding set up of networks like client server architecture, LAN etc.	Films on role of networking in business communication, environment and process	Role of networking system in simplifications of business activities. Projects on importance of Computer network in business Processes.	Proficiency in set up of Different structure computer network in business environment.
11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

Evaluation	<u>Internal 30 Marks</u> <u>External - 50 Marks</u>
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#### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop ,	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi

Savitribai Phule Pune University  
FY BBA Semester II (CBCS) Pattern 2019  
Course Title: Fundamentals of Computers  
Course Code 206  
Credit 1

Supplementary Guidelines for conducting BBA CBCS

Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and Presentations on the given topics.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory 4. Overall confidence & Presentation skills Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.

1. Prepare a Power point presentation on “Mobile Shoppe”.

2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount. (take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

- Maximum Balance - Minimum Balance
  - Average Balance                      - Total No. of Accounts
5. Using any popular spreadsheet package, prepare a worksheet to calculate the monthly total salary of an Employee if basic salary is given (take 10 suitable records).

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA                      HRA=15% of Basic Salary

DA=10% of Basic Salary                                      PF=8.33% of Basic Salary

IT=30% of Basic Salary                      Net Salary=Basic+DA+HRA-(IT+PF)

6. Apply for New Passport using e-Seva.
7. Use of Internet for Railway Ticket Booking.
8. Online application for Driving License.





SAVITRIBAI PHULE PUNE UNIVERSITY

REVISED BBA IB PROGRAMME STRUCTURE CBCS 2019 PATTERN

BACHELOR OF BUSINESS ADMINISTRATION- INTERNATIONAL BUSINESS (BBA- IB)

THREE YEAR FULL TIME COURSE

BBA IB I YEAR CURRICULUM APPLICABLE W.E.F. AY 2019-20

BBA IB II YEAR CURRICULUM APPLICABLE W.E.F. AY 2020-21

BBA IB III YEAR CURRICULUM APPLICABLE W.E.F. AY 2021-22

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BBA IB PROGRAMME CONTENT

1. PREAMBLE
2. Objectives of the Programme
3. Introduction to the Programme
4. Eligibility
5. Duration of the Programme
6. Highlights of the New Curriculum
7. Choice Based Credit System (CBCS)
8. Additional Credits
9. Guidelines for Successful Implementation of CBCS
10. Teaching Instructions
11. Equivalence, Transitory Provision, Transcript and Standard of Passing
12. Details on Course Content
13. List of the Courses
14. Annexure (I) Course Content
15. Annexure (II) Contents of Skill-Based Courses

## 16. Acknowledgement

SAVITRIBAI PHULE PUNE UNIVERSITY

FACULTY OF COMMERCE AND MANAGEMENT

Structure for Three Years Bachelor of Business Administration-International Business

BBA - IB Degree Programme

(Choice Based Credit System - CBCS) with effect from June 2019.

### 1. Preamble :-

The process of globalization has changed perception and understanding regarding business and global economy. Globalization has encompassed every facet of life and has now reached every person. Naturally the influence and impact of globalization is realized in various ways.

Incorporation of right understanding about global business and international trade has become an essential aspect of modern business education. A clear and complete understanding as to how global business functions, and what are the implications of different business and economic decisions has become an essential aspects of study. Business education plays a great role in improving understanding and knowledge about concepts, functions and implications of international trade. Considering this, a specialized program in international business has a great utility and relevance. This program shall provide right understanding about scope, mode of functioning and process of decision making in international scenario. It shall also help to acquire necessary skills and insights to analyze various international events and business decisions.

This program aims at giving right understanding about the scope and coverage of various business activities and how the process of international business influences domestic economy. This program shall be a first step to develop and prepare competent commerce graduates who can work as business managers, entrepreneurs and even consultants to various domestic and international firms.

### 2. Programme Objectives:

The principal objectives of the program can be stated as follows:-

1. To provide aright understanding about the present scenario of and international trade and relationship of domestic trade with international trade.
2. To explain modalities, functions and activities related with various aspects of international trade.
3. To provide knowledge and understanding as to how business decisions are taken while conducting international trade transactions.
4. To give knowledge about institutional and regulatory framework governing international trade

5. To inculcate skills useful to analyze various international business situations.

### 3. Introduction of the Course:

The degree shall be titled as Bachelor of Business Administration (International Business) (B.B.A . I.B ) under the Faculty of Commerce and Management. First Year B.B.A.(IB)

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SPPU/ BBA –IB –PROGRAMME STRUCTURE CBCS/2019 PATTERN – Updated On 15/5/2020. PAGE 2

w.e.f. the academic year 2019-2020, Second Year B.B.A.(IB) w.e.f. 2020-2021 and Third Year B.B.A (IB)w.e.f. 2021-2022.

### 4. Eligibility:

- A candidate from any stream, should have passed 12<sup>th</sup> Std. Examination (H.S.C.10+2) with minimum 40% of marks and English as a passing subject.

OR

- Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10<sup>th</sup>Standard.

OR

- Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12<sup>th</sup> Standard.

OR

- Completed MCVC program

### 5. Duration of the Programme:

The Bachelor of Business Administration -International Business (BBA -IB) is a full time three (3) years programme and it is divided in six (6) Semesters.

### 6. Highlights of the New Curriculum:

The New Curriculum intends to add immense value to all stakeholders. These requirements will be addressed effectively in numerous ways by:

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SPPU/ BBA –IB –PROGRAMME STRUCTURE CBCS/2019 PATTERN – Updated On 15/5/2020. PAGE

- Enhancing the brand value of the Commerce and Management Programme of Savitribai Phule Pune University.
- Providing much needed flexibility to individual Institutes to carve a niche for themselves. A thorough revamp of course through essential computer skills which are necessary for developing proficiency in the selected special subject.
- Emphasizing student-centric teaching and learning process.
- Focusing on ‘Concurrent Evaluation’ i.e. continuous evaluation throughout the programme.
- Stressing on ‘Experiential Learning’ aspect through Concurrent Evaluation pattern with focus on group activity, field work, self-study, projects, Industry Exposure Programmes, etc.
- Incorporating specializations in the syllabus from Second Year in order to provide indepth knowledge of the electives chosen by the students.
- Providing opportunity to students to choose courses from other electives to explore cross functionality.
- Emphasizing on Research, Inter-personal skills, Analytical skills, Entrepreneurial skills, and Global aspects of Managerial careers throughout the curriculum.

## 7. Choice Based Credit System (CBCS):

The CBCS provides an opportunity for the students to choose courses from prescribed curriculum comprising of core, elective/minor or skill based courses. The courses can be evaluated by a Grading System, which is considered to be better than the conventional marking system. Thus a uniform Grading System has become a necessity in the entire Higher Education field in India. This will benefit the students to move across institutions within India and across countries. This uniform grading system will also enable the potential employers to assess the performance of the candidates. The UGC has formulated some guidelines in order to bring uniformity in the evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on students performance in examinations which are mentioned below:

7.1 Course: A “Course” is a component of programme, i.e. in the new system, papers will be referred to as courses. Each course is identified by a unique course code. While designing curriculum, courses can have defined weightages. These weightages are called as credits. Each course, in addition to having a syllabus, has learning objectives and outcomes. A course may be

designed to comprise lectures/ tutorials/ laboratory work/ field work/ project work/vocational training /viva-voce etc. or a combination of some /any of these.

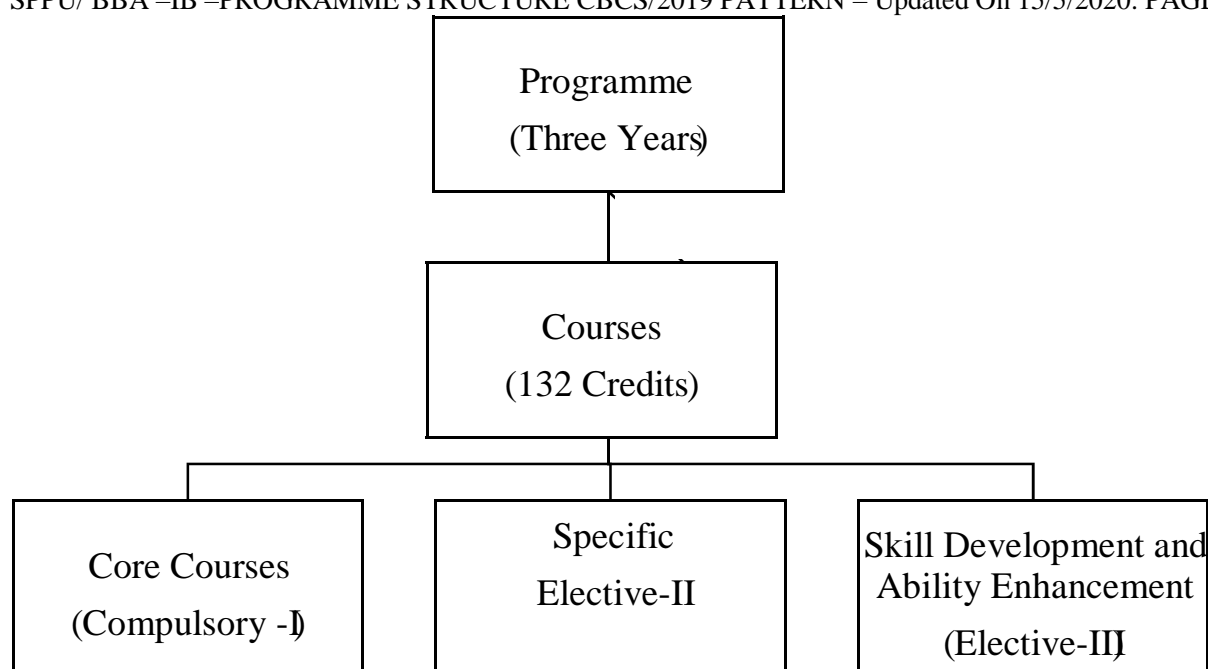
7.2 Credit: The definition of “Credits” can be based on various parameters. These may be the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course. The credit system requires that a student progresses in the academic programmes not in terms of time (years or semesters), but in terms of courses.

7.3 Outline of the CBCS: Bachelor of Business Administration-International Business BBA- IB Degree Programme 2019 pattern.

Outline of the Choice Based Credit System (2019 Pattern )

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7.3 I. Core Course: Core courses are the foundation courses of management education. They are compulsory for all the students. Core courses are of two types: Generic Core and Subject Core.

SPPU/ BBA –IB –PROGRAMME STRUCTURE CBCS/2019 PATTERN – Updated On 15/5/2020. PAGE

1. Generic Core (GC): This is the course which is mandatory and has to be studied by the student as a core part to fulfil the requirements of a degree in the said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses. Generic Core courses in Semester I and II provide foundations of Management and Administration. Generic Core courses in Semester III and IV focus on Functional Areas whereas, Generic Core courses in the Semester V and VI are integrative and provide insights about different fields of business.

2. Subject Core (SC): These are also known as Soft Core Courses. These may be subject-specific/specialized/advanced/supportive to the discipline subject of study, which provides an extended scope and enable exposure to some other disciplines that help in nurturing the candidate's proficiency, domain knowledge, skills, etc. Practical /Tutorial work is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation, will help the students to understand core subject in better manner.

#### 7.4 II. Elective Courses:

1. Specific Elective (SE) Course: Elective course is a course which can be chosen from a pool of courses. Elective Courses which may be offered by the main discipline/subject of study is referred as Specific Elective. SE Courses develop generic proficiencies amongst the students.

The Institute has the flexibility to offer courses based on Targeted Industry Linkages – sectoral requirements and networking at the college level. A student can select any one specialization from the list. The student will study eight (8) courses in second and third year. SE courses help to develop discipline/domain knowledge and nurture candidate's proficiency/skill.

Project for SE courses: An elective course designed to acquire special/advanced knowledge, as a supplement study/support study to a project work, with an advisory support of a teacher/faculty member is called dissertation/project.

7.5 III.A. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instructions. Open Course contents are mentioned in Annexure II.

Duration of each course will be of 30 hours for 2Credits. Institutes can select various courses as per the interest of their students and the availability of various facilities. A. List of Skill Enhancement Courses:

- A] Basic Managerial Skills
- B] Communication Skills for Managers
- C] Tally and Computer Based Accounting
- D] Certificate Course in Analysis and Presentation of Data
- E] Introductory Course in Disaster Management
- F] Personality and Soft Skills Development
- G] International Etiquettes and Mannerism
- H] Foreign Language
- H1] Advance Foreign Language
- I] Yoga and Meditation
- J] Ground and Sports Management
- K] Value Education and Gender Equality
- L] UGC / SPPU Approved online courses
- O] College Course Under Specific Scheme

III.B. Ability Enhancement Compulsory Courses (AECC) i.e. Environmental Science.

Duration: 30 Hours and Credits: 2

Types of courses:

M]. Basic Course in Environmental Awareness

OR

N]. Advanced Course in Environmental Awareness

#### 8. Note: Additional Credits.

The students are also eligible to earn additional Credits for NCC, NSS, Sports, P.T etc. apart from the Courses mentioned in the programme which will be considered separately as per the guidelines and notifications displayed by the respective authorities of the SPPU. The credits will be offered to the students as per Credit calculations of the respective units.

#### 9. Guidelines For Successful Implementation Of CBCS:

##### 9.1. Credit Point May be Considered Under Two Parts –

a) One part consisting of the hours actually spent in the class room / practical / field work instructions and the other part consisting of notional hours spent by the Learner for self-study in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Every course offered shall have three components associated with the teaching-learning process viz.

a) Lecture –L : Classroom sessions delivered by faculty in an interactive mode.

b) Tutorial and Practical

(T & P) - : Sessions consisting of participatory discussions/ self-study/ desk work/ brief seminar-presentations by students and such other novel methods that help the students absorb and assimilate the contents delivered in the Lecture sessions in an effective manner.

c) Practical sessions /Project Work consisting of Hands-on experience / Field Studies / Case-studies that equip students to acquire the much required skill component.

9.2. The success of the CBCS requires certain commitments from both; the students and the teachers.



9.2.1. The student should be regular and punctual to his/her classes, sincere in carrying out the assignments/classroom activities etc. and should maintain consistency in his/her tempo of learning. He/She should make maximum use of the library, internet and other available facilities.

9.2.2. The teachers are expected to be alert and punctual. They should strictly adhere to the schedules of teaching, conducting tests, seminars, evaluation and notification of results. All teachers should notify the tentative schedule of teaching and tests of the entire semester, including the dates of tests, dates of score notification and all other schedules, which can be planned in advance.

9.2.3. The teachers are expected to adhere to an unbiased and objective evaluation and marking of concurrent evaluation scores (internal examinations). This practice will not only boost the confidence of the students, but it will also ensure that merit is given due credit. Transparency, objectivity and quality are the key factors required for a good CBCS to sustain.

The course content is to be looked upon as the bare minimum requirement to be fulfilled. Emphasis shall be laid on the contemporary aspects and going beyond the content. The teaching / learning as well as evaluation are to be interpreted in a broader perspective.

#### 10. Teaching instructions:

10.1 Medium of instructions - Medium of instruction shall be English only.

10.2 Teaching Workload: As per prescribed guidelines under the Commerce and Management faculty.

10.3 Method of Evaluation:

1) Internal Assessment (2) Projects Examination (3) University Examination (SPPU)

10.3.1. Instructions for teachers for Internal Assessment:

The purpose of internal evaluation is to assess the depth of knowledge, understanding and awareness about a particular subject. In order to have a rational and objective assessment of the learners, a teacher is expected to use different evaluation methods.

Continuous Assessment (CA): The concerned subject teacher is responsible for conduction and evaluation aspects with respect to Continuous Assessment. As soon as the course begins, the course teacher is expected to announce the mechanisms under which CA would take place.

Journals/Lectures/Library-notes/Seminar-presentations/Assignments/Extension Work/An Open-Book Test (book to be decided by the concerned teacher)/Internal examinations/Classroom instructions through audio visual aids/Case-studies/Roleplays/Industrial Visits/Seminars/Presentations/Guest Lectures/Shared teaching/Flip classes/Simulation/Experiential Learning/Social

Outreach/Internships/Certificate Courses /Online Certifications/Group Discussion/Business Fest/Webinars etc. may be used as the tools/mechanism for CA.

A subject teacher has the autonomy to devise a mechanism for evaluating the students as per the guidelines.

The class work will carry 30 marks in each course. Internal Evaluation includes continuous evaluation of a student by adopting variety of techniques.

Tutorials / Practicals for Core Credit : Tutorials Courses will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students to acquire the much required skills can be assigned.

It is obligatory for a teacher to announce the performance of the students. It is also mandatory to declare the CA score gained by all the students on the notice board duly signed by the concerned teacher of the course and the HOD/Principal/Director well before the commencement of the SPPU examination.

10.3.2 Business Exposure and Project (Semester III&IV) There will be viva voce examination of 50 marks and a written Examination carrying 50 marks for the students. The students are expected to visit the industry and collect the relevant and required data pertaining to the subject and prepare a report likewise. These Industry Visits and interviews shall be arranged under the supervision of the subject teacher.

A student shall complete a computer course relevant to specialization subject, the fees / Expenses towards computer course will be borne by the students. The evaluation will be conducted at SPPU level through Viva Voce.

Projects: For course on Project work in Semester V & VI, there will be Written Report of 50 marks. Appropriate allocation of project work (Internship / Hands on experience) should be arranged by the students under the guidance of the teacher and all the expenses will be borne by

the students. Course wise guidelines are mentioned in the course content. The evaluation will be conducted at SPPU level through Viva Voce.

**Online Course Credit-** If a student completes relevant online course approved by SPPU /UGC or other competent authority, within the particular academic period, then he/she is entitled to earn 2 Credits for the same, provided the duration of the course should be more than 4 weeks or it should be of 30 hours. These 2 (two) Credits can be given only after he/she submits the Passing Certificate of the said course undertaken.

**10.3.3 External Examination:** - SPPU will schedule the written Examination for the course at the end of each Semester.

**Guidelines for Setting External Examination Question Papers:**

- 1) English will be the only Medium of Answer for students to appear the examinations of SPPU.
- 2) The question papers shall be set by the respective members of the Paper-Setting Committee duly appointed by the University in a manner where due weightage is given to the course syllabus-wise.

- 3) The question paper shall be balanced in respect of various topics outlined in the syllabus.
- 4) The question papers shall have a combination of long, short answers and MCQ type questions.
- 5) The University papers will mostly be divided in three parts. 25% weightage will be given to Objective type questions, 30% weightage will be given to short answers and remaining 45% weightage will be given to long answers type questions. For better understanding of the Course-wise Paper Pattern please refer to the Annexure-II.

#### 11. Equivalence, Transitory Provision, Transcript and Standard of Passing:

The University will conduct examinations for the students of the old course for next three academic years from the date of implementation of the new course. The candidates of old course will be given three chances to clear their subjects as per the old course pattern, and there-after they will have to appear for the subjects under new course pattern as per the equivalence given to the old course.

(For Details Refer: Separate notifications issued by the Board of Examinations.) Standard of Passing – The programme will be a full-time course and the duration of the programme will be of three years divided into six semesters. A candidate is required to obtain 40% marks in Internal Assessment, Projects and semester-end SPPU examination. There will be separate passing for evaluation of Internal, practical, projects and external SPPU examination.

(University terms (Backlog) and Standard of Passing- For details Refer, Separate notifications issued by the Board of Examinations).

#### 12. Details on Course structure –The courses are divided in three parts:

1. Core Courses    2. Specific Elective (SE)    3. Skill Courses. (SEC & AECC)

1. Core Courses (GC and SC)– It is mandatory for the students to complete the courses mentioned in the list.

2. **Specific Elective (SE)** In Semester III and IV options are offered to the students. They will have to select Part (I) and corresponding Part (II) in the next semester. In Semester V and VI, Specific elective courses are from Financial Management, Marketing Management, Services Management and Human Resource Management. The students will select Part (I) and Advanced Part (II) of the same course. They will have to complete the exposure and project work as applicable to the course.

3. **Skill Courses (SEC & AECC)**–The list of 16 Skill Enhancement Courses is provided. The college can select courses as mentioned in the structure to suit the requirements of the students. Each course will carry 2 credits having duration of 30 hours. The courses mentioned in the list will be updated as per the requirements of the business environment. The Board of Studies will make the necessary changes in the list as per the changing requirements of the Economy , Environment and society . These courses can also be replaced by approved online courses. It is mandatory for every Institute to conduct the Compulsory Ability Enhancement Course in Semester III. The Institute can select basic or advanced courses.

## 12. List of Courses Offered

### BBA IB -Bachelor of Business Administration –International Business Updated Programme Structure CBCS - Pattern 2019

#### FYBBA IB

Group I	Course Details			Internal Evaluation		External Evaluatio n
	Generic Core (GC) and Subject Core (SC) (Compulsory )					
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluatio n
	First Year Semester I					
101	Principles of Management	3	GC	30	-	70

102	Business Communication Skills	4	SC	30	20	50
103	Business Accounting	3	GC	30	-	70
104	Business Economics – Micro	3	GC	30	-	70
105	Business Mathematics	3	GC	30	-	70
106	Business Demography	4	SC	30	20	50
	Total Credits for the Semester I	20				
	GC (12)+SC(8)=20					
	First Year Semester II					
201	Basics of cost accounting	3	GC	30		70
202	Origin and Development of Global Business	4	SC	30	20	50
203	Commercial Geography	3	GC	30	-	70
204	Principles of Marketing	3	GC	30	-	70
205	Business Statistics	3	GC	30	-	70
206	Fundamentals of computers	4	SC	30	20	50
	Credits for the semester II	20				
	GC (12)+SC(8) =20					
SYBB A -IB	Second Year Semester III					
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
301	Elements of Human Resource Management	3	GC	30	-	70
302	Global Competencies and Personality Development	3	GC	30	-	70

303	International Economics	3	GC	30	-	70
304	Production and Operations Management	3	GC	30	-	70
	Credits For Semester III- CC 12	12				
	Second Year Semester IV					
401	Import Export Procedure	3	GC	30	-	70
402	Research Methodology	3	GC	30	-	70
403	Business Ethics	3	GC	30	-	70
404	Management Information System	3	GC	30	-	70
	Total credits CC12	12				
TYBB A-IB	Third Year Semester V					
501	International Relations	3	GC	30	-	70
502	International Business Law	3	GC	30	-	70
503	Business Reporting and Analysis	3	GC	30	-	70
504	Foreign Exchange Management	3	GC	30	-	70
	Total credits CC – 12	12				
	Third Year Semester VI					
601	New Venture creation and start ups/	3	GC	30	-	70
602	International Project management	3	GC	30	-	70
603	Decision Making and Risk management.	3	GC	30	-	70
604	Management of Agribusiness and Agri Exports	3	GC	30	-	70
	Total credits CC – 12	12				

	Total Credits From GC and SC (Sem) I 20 + (Sem) II 20 (Sem) III 12 + (Sem) IV 12 (Sem) V 12 and (Sem) VI 12 = 88					
Group II (SE)	<u>List of Specific Elective (SE) Courses</u>					
SYBB A-IB	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Project	SPP U Evaluation
A305	Foreign language -I French ( I )	4	III	30	20	50
B 305	Foreign language -I German ( I )	4	III	30	20	50
A 306	Supply Chain Management (I)+ Business Exposure ( Viva - SPPU )	4	III		50	50
B 306	Logistics Management (I) + Business Exposure ( Viva - SPPU )	4	III		50	50
	Second Year Semester IV					
	Course Titles	Credits	Semester	Concurrent Evaluation	Tutorial /Project	SPP U Evaluation
A405	Foreign Language II French( II)	4	IV	30	20	50
B 405	Foreign Language II German (II)	4	IV	30	20	50



A 406	International Warehouse & Supply Chain Management. (II ) + Computer Course and Projects ( Viva - SPPU )	4	IV	-	50	50
B406	International Logistics & Port Management (II) + Computer Course and Projects ( Viva - SPPU )	4	IV	-	50	50
TYBB A-IB	<p style="text-align: center;">Third Year Semester V</p> <p style="text-align: center;">(Select any one course from the group)</p>					
A505	International Marketing Management (I)	4	V	30	20	50
B 505	International Financial Management (I)	4	V	30	20	50
A 506	Legal Dimensions in International Marketing (II) 50 marks theory + Project& Viva 50 marks (Internship) ( Viva - SPPU )	6	V		50	50
B 506	Legal Dimensions in Financial Management (II)  50 marks theory + Project& Viva 50 marks (Internship) ( Viva - SPPU )	6	V		50	50
	<p style="text-align: center;">Third Year Semester VI (Select any one course from the group)</p>					
A 605	International service management (I)	4	VI	30	20	50
B605	International Human Resource Management (I)	4	VI	30	20	50

A 606	Brand Management (II)+50 marks theory + Project& Viva 50 marks (Internship) ( Viva - SPPU )	6	VI	-	50	50
B 606	Cross Cultural Relationship (II) + 50 marks theory + Project& Viva 50 marks (Internship) ( Viva - SPPU )	6	VI	-	50	50
	Total Credits – (SE) 36 (SEM III to SEM VI)	36				
Group III	Skill Enhancement Course (SEC) ( 30 hours)- and for 2 credits Ability Enhancement Compulsory Courses (AECC)					
	Courses	Credits	Semester	Concurrent Evaluation +Tutorial /Practical	SPPU Evaluation	
107	Skill Enhancement Course (Select any one course from the List)	2	I	50	Grade	
207	Skill Enhancement Course (Select any one course from the List)	2	II	50	Grade	
307	Compulsory Course in Environment (AECC),  (Select any one course from the List)	2	III	50	Grade	
407	Skill Enhancement Course  (Select any one course from the List)	2	IV	50	Grade	
	Total Credits - 8 (SEC and AECC)	8				

(III)	List of Skill Enhancement Course ( 30 hours ) - for 2 credits & Ability Enhancement Compulsory Courses (AECC), For BBA & BBA IB				
Course Code	Course Title	Credits	Core Course	Internal Evaluation	SPPU
A	Basic Managerial Skills	2	SEC	50	Grade
B	Communication Skills for Managers	2	SEC	50	Grade
C	Tally and Computer Based Accounting	2	SEC	50	Grade
D	Certificate Course in Analysis and Presentation of Data	2	SEC	50	Grade
E	Introductory Course in Disaster Management	2	SEC	50	Grade
F	Personality and Soft Skills Development	2	SEC	50	Grade
G	International Etiquette and Mannerisms	2	SEC	50	Grade
H	Foreign Language	2	SEC	50	Grade
H I	Advance Foreign Language	2	SEC	50	Grade
I	Yoga and Meditation	2	SEC	50	Grade
J	Ground and Sports Management	2	SEC	50	Grade
K	Value Education and Gender Equality	2	SEC	50	Grade
L	UGC / SPPU Approved online courses (Minimum 4 weeks or 30 Hours )	2	SEC	Online Examination and Certification	-
O	College Course Under Specific Scheme.	2	SEC	50	Grade
AECC	<p>Ability Enhancement Compulsory Courses (AECC), i.e., Environmental Science.</p> <p>Duration: 30 hours and Credits: 2 (Select Any One Course) For BBA , BBA IB and BBA CA</p>				

Course Code	Course Title	Credits	Semester	Internal Evaluation	SPPU
1M	Basic Course in Environmental Awareness	2	III	50	Grade
2N	Advanced Course in Environmental Awareness	2	III	50	Grade

Note : All the stakeholders are requested to refer to the updated course content.

Course Content Annexures are attached separately – Faculty members and students should refer to the semester-wise updated course content.

#### 14. Annexure (I) Course Content

#### 15. Annexure(II) Contents Of Skill-Based Courses

16. Acknowledgement: The course focus of BBA- IB Programme (CBCS-2019 Pattern) has always been raising the academic standards, excellence and holistic development of students. Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, Hon. Dr. Parag Kalkar, Dean, and Associate Dean Dr. Yashodhan Mithare, Faculty of Commerce and Management have given insights in designing the BBA-IB Programme.

Dr. Sanjay Kaptan ,Head ,Savkar Chair has shared his immense knowledge and expertise for designing the structure. Also, the Industry expert panel has added insights in course titles of the BBA-IB Programme. Dr. Tanuja Devi co-ordinated the BBA-IB syllabus Restructuring Committee. This synergy of contributors is very crucial in fine tuning of the BBA-IB Programme in its present form.

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Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019

The subject wise Revised Syllabus for F.Y. BBA IB Program

Principles of Management

Course Code 101 - GC

Credit -3

Depth of the course- Reasonable working knowledge Program

Objectives

- To understand basic concept regarding org. Business Administration
- To examining how various management principles
- To develop managerial skills among the students

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Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Nature of management	1.1 Meaning & Importance, Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	Basic aspects of management thinking & Develop ability of managerial thinking and cultivate business acumen

2	Evolution of management thoughts	<p>2.1 Concept of Managerial Thoughts</p> <p>2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker</p> <p>2.3 Indian Management ethos (Indian )anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien)...</p>	<p>To understand different approaches to management thoughts and philosophy &amp;</p> <p>Ability to understand approaches to philosophy of management thinking</p>
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3.	Major managerial Functions	<p>3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages</p> <p>3.2 Planning: Meaning, Need Types, methods ,Advantages ,merits, Disadvantages</p> <p>3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance</p> <p>3.4 Decision Making: , Process, and Techniques Directions nature and principles and</p> <p>3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories</p> <p>3.6 Controlling: Meaning, Needs, Process, Techniques</p>	<p>To understand the importance of functions of management and their roles &amp;</p> <p>Ability to organize various programmes and events</p>
4.	Recent trends in Management	<p>4.1 Management of change , management of crises, Total Quality Management (TQM): Meaning, Merits, Demerits, stress management .(Principles ,concepts merits )</p> <p>4.2 Knowledge Management: Meaning, Merits, Demerits</p> <p>4.3 Outsourcing: Meaning, Merits, Demerits</p>	<p>To know what are the themes in modern management and changes in the business &amp;</p> <p>To learn about new systems and trends in modern management</p>

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Teaching Methodology



Teaching Hours	Innovative methods to be used	Project	Expected Outcome
13	Study the role and functions of different managers	How an organization manages its activities and functions	To develop managerial effectiveness through managerial thinking Knowledge of effective

13	Empirical management thoughts	Preparing charts of management thinkers and profile presentations on major management thinkers	Learning about the management philosophy over the period of time
12	Situation analysis , Business games Case study	Implementing planning process in an org ,analysis of different decision and failure of different org and decision	How to plan and organize an activity and motivate the group
12	Developing applications of management of change and crises Installing quality management system for a group Case study on majors to reduce stress	Develop a program for management of change and case study on resistance to change and preparing the checklist Developing quality manual Project on stress reduction methods	To Develop understanding regarding new systems of management

Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	I Quiz on concept importance of mgt II Presentation on role of management in society and organization III GD on importance of management as profession	25% MCQ Short notes 35% Long answers 40%	Decision making and leadership skills
Unit – II	I Presentation on contribution of management thinkers II case study on different approaches to mgt III posters on contributions of Indian management thinkers to management discipline		
Unit – III	MCQ on managerial functions II situation analysis how management fails or succeed III presentations on different types of decisions and case study on factors affecting decision making		
Unit – IV	MCQ on various new trends in management II case study on application of total quality management in an organization and compare two different intuitions. III Case study on management of change and crises IV situation analysis of determinants of stress		
Total –	30	70	

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	McGraw hill companies
4	Management – 2008 Edition	Robert Kreitner , MamataMohapatra	Biztantra – Management For Flat World	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
7	Management Text and Cases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
8	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019  
Business Communication Skills  
Course Code: 102 SC  
Credit 4

Depth of the syllabus - Reasonable knowledge of the communication

Program objectives

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
1	Concept of Communication and Introduction to Communication	Role of Communication in social and economic system Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings	To understand the basic purpose of communication. & Ability to understand and comprehend the meaning of different forms of communication
2	Methods and types of Communication	Methods of Communications]: Linguistics, Non- Linguistics and Para- Linguistics, Art of Listening Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine External- Inward, Outward ,Merits and Limitations of methods & types of communication	To understand how to write effective messages and different types of communication, & Ability to write meaningful and concise and effective messages
3.	Business Correspondence	Concept ,need and functions of Business .Correspondence , Types of Business letters ,Layout Drafting of business ,	To understand how to make effective Business Correspondence &
		Business Correspondence : Sales , Orders sales circulars and business promotion and resignation letter , leave , application letters ,Complaint , Credit verification, Correspondence with bank, Job application , and Reference check	Ability to write precise business letters and understanding about business correspondence

4.	Analysis of different Media of Communication	Fax communication ,voice mail ,emails ,tele conferencing , communication through social media	1. To understand how modern technology effects businesses and media based communication is working in present context. 2. Effects of new media on business is affecting on interpersonal relations and groups & Ability to use different formats of social communication and technology based communication effectively
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#### Teaching Methods

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	Role Play	Films on communication	Life without communication	Ability to understand implication of effective communication
Unit II – 13	Paraphrasing \,praise writing complete the sentence and interpretation of given sentences	Films on understanding written communication	How to write effective message , Story writing	To develop an appropriate understanding role and utility of written communication in life

Unit III- 13	Demonstrations of layout of good business letters analysis of good business letters of different forms Drafting of good business letters	Analysis of real life business situations	Writing letters for different situations Case study of Analysis different correspondence	To develop proficiency for different purposes for different organizations
Unit IV - 11	Demonstrations hands on experience	Analysis of implications and utility of different forms of social media , case study	Projects	To develop proficiency in effective uses of various media of communication  To communicate interact effectively by using different forms of social media
Total 48				

#### Evaluation methods

Internal Evaluation	External Evaluation	Tutorial /Project - Internal
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Method of evaluation I MCQ on concept factures and definition Presentation \- on application of communication in day to day business	25% MCQ Short notes 35% Long answers 40%	Business communication skills (102) - Credit 1 - Marks 20 Tentative areas for tutorials – (Select any 2 topics) 1. Collections of various formal letters and its critical study 2. Assignment on précis writing 3. Presentation on oral communication skills
		4. Public speaking 5. Common mistakes in business communication
I Group Discussions on appropriate methods of communication at different situations II – Case study on written communication- Errors in message building and interpretation of message		20 marks (Internal) Guidelines for Tutorials The faculty must design the tutorials in tune with theory subject and shall conduct presentation in the class on the given topics. The evaluation of students must be on the following grounds. (20 marks) 1. Understanding of the subject 2. Content 3. Selections of the topic and application of the theory
I Developing appropriate formats Drafting of appropriate Business letters II- cautions in uses of metaphors and idioms and phrases		
I GD on selecting right media II preparation of charts on different media of communication III – case study on usages of social media Communication etiquettes'		

Marks 30	Marks-50	4. Overall confidence & Presentation skills Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfil the requirements of the tutorials.
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#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford	New Delhi
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya Publishing House	Mumbai
3	Business Communication	R.K. Madhukar	Vikas Publishing House	New Delhi
4	Business Communication and personality Development	BiswajitDas .ipswtaSatpathy	Excel Books	New Delhi
5	Business Communication – Concepts , Cases and applications	P.D Chaturvedi , MukeshChaturvedi	Dorling Kindersley	New Delhi
6	Business Communication – Connecting at work	HorySankarMukerjee	Oxford	New Delhi
7	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson	New Delhi
8	Hand Book of internal Communication	Eileen Scholes	Infinity Books	New Delhi

#### Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Sources
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	By R. Chandran IIT Kanpur	Film by J. Balkru	A film on communication barrier	By Matt Setter	1. Importance of communication skills essay 2. Importance of communication and effective communication	1. UK Essay 2. Zen growth
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Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019

Business Accounting  
Code No. 103 GC  
Credit – 3

Depth of the syllabus - Reasonable working knowledge

Program objectives

To develop right understanding regarding role and importance of monetary and financial transactions in business

To cultivate right approach towards classifications of different transactions and their implications

TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

Unit No.	Unit Title	Contents	Purpose& Skills to be develop
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1	Financial Accounting-	Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts	To understand role and importance of accounting in Business and how accounting concept can be implemented in business & Computation ability in business ability to distinguished between various accounting concepts and practices
2	Accounting Transactions and Final Accounts	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book , subsidiary books ,Trial Balance preparation of Final Accounts of Sole Proprietorship(Trading and Profit & Loss Account and Balance Sheet )	To understand how to record different financial transactions and their financial implications & Ability to write different accounting tractions and prepare basic financial tractions
3.	.Bank Reconciliation Statements	Meaning, importance and preparation of Bank Reconciliation Statement	To understand the kind of accounting relationship between customer and bank & Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement to understand their implications and effect
4	Computerized Accounting	Role of computers and Financial application, Accounting Software packages	Ability to understand growing importance of software and to know how to use software and to write books of accounts & Ability to use software like tally for writing of accounts

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
11	Appling accounting concepts in real life business Ability to distinguish between accounting tractions and real life business	Role of accounting in business	Importance of accounting of business and nonprofit organizations	To learn about importance of acc. In business
15	Using practical situations for writing Transactions And applying accounting concepts different situations	Writing ledger and cash book	Developing model of Journals and model books of accounts Preparing flow chart of accordance of different tractions	Ability to distinguish between different tractions and its nature

12	Interpretation of bank passbook and its statement Comparative analysis of bank pass book and statement and their interpretation	Lesson on How to write bank reconciliations. Statement from YouTube	Preparing BR. With imaginary data	Ability to prepare and interpret bank reconciliation statement
10	NIL	To Understand how various tractions are recorded while using software and what cautions are need to be taken while recording transactions.	Film on silent features of tally accounting As business software	Appling software basic financial statement and converting row financial data into well written financial data

Evaluation Method

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
I	MCQ on various aspects of accounting Presentations on accounting and its importance in business	25%MCQ Short notes 35% Long answers 40%	Tally and computer based accounting
II	Practical problems on how to write different accounting tractions and maintaining books of accounts		
III	Practical problems on Bank Reconciliation		
IV	Demonstrations and hands on of experience regarding application of Tally and other accounting software .		
	30	70	

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari& S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I )	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (text and Cases )	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	New Delhi

5	Advanced Accountancy( Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi
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Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019 Business  
Economics – Micro  
Course Code: 104 GC  
Credit - 3

Depth of the syllabus - Reasonable knowledge of the Business Economics Program

Objectives -

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Concept of Business economics.	Importance of economics in life, scope, forms of economy economic activities, economic problems , circular flow of economy Meaning and definition of business economics, scope of Business Economics Importance of economics in life, forms of economy, central problems of economics, market forces in solving economic problems, 5 sector flow of income and expenditure	Role and purpose of economics in society and economic & Ability to think in prudent manner

2	Demand and supply analysis	<p>Concept of demand supply</p> <p>Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.</p>	<p>1. To understand how the concept of demand and supply works in particular economy</p> <p>2. To study implications of different aspects of demand and supply &amp;</p> <p>Ability to examine implications of changes in demand and supply on economics and ability to select right alternatives in a given situation</p>
3.	Revenue and cost analysis	<p>Concept and types of revenue</p> <p>Importance of revenue , methods of calculation of revenue</p> <p>Interrelationship between marginal , total, and average revenue</p> <p>Concept of cost definition and importance of cost ,typology of cost analysis of cost</p>	<p>1. To understand role and function of revenue in different economic decision</p> <p>2. To examine what factors determine revenue and cost &amp;</p> <p>Ability to comprehend the concept of cost and calculation of revenue and cost and Production.</p>
4	Pricing under various market conditions	<p>Concept of market and competition</p> <p>Meaning of market, types of markets - perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions. Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR</p>	<p>To understand concept of market and different forces affecting completion of market under different economic circumstances &amp;</p> <p>Ability to understand market forces governing economic situations</p>

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
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10	Situation analysis of different alternatives selection of right options	Film on role of economics in life	Understands the importance of economics in life	To understand different facets of economics and importance of prudent thinking
13	Case studies on Market Situation analysis and Market analysis	Films on fluctuations in economy and market and their impact on social life	Case studies on demand and supply analysis , Examining market trends and their impact on market supply	To understand variation in demand and supply. How it affects the different economic situations and various factors of production

13	Case studies , analysis of a particular economic decisions comparative analysis of revenue and cost decisions	Animation and graphics on cost and revenue ascertainments	Examination of various cost sheet and revenue statement	1. To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination
12	Preparation of graphics for different market situations Analysis of market different market forces affecting demand and supply of various products	Films on monopoly and its effect Films on perfect competitions	Case studies Empirical analysis and projection of market trends	To understand how pricing determination is affected by different market players and forces and its impact on market and society



Unit	Internal Evaluation	External Evaluation
I	I- MCQ on concept meaning II- presentation on role of economic in society III- Presentations on life without economic	25%MCQ Short notes 35% Long answers 40%
II	I - MCQ II- Practical problems on various demand and supply as they influence market III - model illustrations explaining practical illustrations practical demand and supply	
III	I practical problems on computation of revenue II illustrations on explaining different types of revenue Case study on impact on change in cost structure	
IV	I MCQ on monopoly and perfect competition II real life situations on monopolistic pricing III Illustrations on impact of variations in equilibrium of firm on pricing under different circumstance	
	30	70

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi

3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House Pvt. Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd.	New Delhi

Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019  
Business Mathematics  
Course Code – 105 GC  
Credit 3 Depth

of knowledge - Reasonable working knowledge

Program objectives

To develop appropriate understanding as how to use mathematic like computation interest, profit etc

To cultivate right understanding regaining numerical aptitude

To develop logical approach towards analytical approach data

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Numerical Methods for Business Managers	<ul style="list-style-type: none"><li>• Commission ,brokerage and premium ,</li><li>• Banking and taxation and Calendar ,</li><li>• Simple and compound interest</li></ul>	To understand how to apply the concept of interest and methods of calculation of interest & To develop Mathematical competence for various interest related transactions and other activities
2	Numerical Methods for Business Managers	<ul style="list-style-type: none"><li>• Profit and loss</li><li>• Percentages ,</li><li>• Ratio and proportion ,</li><li>• Averages</li></ul>	Ability to examine concept of discount in different business situations

3.	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>Matrix and Determinant</li> <li>Permutation And Combination</li> </ul>	Ability to apply the various concepts in business situations
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4	Numerical Methods for Business Managers	<ul style="list-style-type: none"> <li>Data interpretation ,</li> <li>Linear Programming Problem</li> </ul>	Ability to develop the skills for data interpretation and inferences.
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#### Teaching Methodology

Teaching Hours	Projects and classroom practice
13	Impact of interest of profits and how loan helps business solvency
12	To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate Financial data collection of 5 years reports of various companies for analysis
12	Problems related with Permutation and Combination
11	Analyzing for different situations with multiple number of parameters

#### Evaluation methods

Internal Evaluation	External Evaluation
I Basic mathematical aspects reading Interest , II. Practical problems	20% MCQ , and 40% marks for 3 marks each problem 40% are for 4 marks each problem

Computations on various financial transactions and other transactions	
Data interpretation	
30 marks	70 marks

#### Suggested References

	Title	Author	Publisher
1	Arithmetic for business students	Harvey,J.H.	Cassell,London
2	Business Mathematics	Dr. AmarnathDikshit&Dr.Jinendra Kumar Jain.	
3	Business Mathematics –	PadmalochanHazarika	Sultan chand& sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai
5	Operations Research	V.K. Kapoor	Sultan chand& sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.

8	Business mathematics	Dr.AnwarShaikh, Prof.R.G.Gurav, Prof.Tawade, Prof. Vaibhav Joshi	Success Publication,Pune
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Savitribai Phule Pune University  
FY BBA IB Semester I (CBCS) Pattern 2019 Business  
Demography  
Code: 106 SC  
Credit 4

Depth of the course - Reasonable working knowledge

Program objectives

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

Unit No.	Unit Title	Contents	Purpose Skills to be develop
1	Concept of demography	Meaning, importance and need of demography. Studies Study of demography. As an essential discipline of social economic change ,Scope and components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.	Growing importance of modern economics and society.  To Develop Rational understanding of demography, analysis and effects on society

2	Distribution of population and population growth	Density and population distribution Concept of over and under population Method of assessment of population growth	To understand how population growth influences aspects on society  To develop understanding regarding growth process and social economic changes
3.	Population as resources	Importance of human resource as development of the nation Concept of literacy and its importance in modern society Concept of sex ratio age and sex pyramid Concept of working and dependent population	To understand importance in modern and socio economic statues and to learn about role of literacy in economic development  Ability to examine implications of changes in population
4	Urbanization and its implications	Concept of urbanization factors affecting urbanization. and rural population , Features and importance Urbanization. Behavioral and demographic Structure and various factors responsible for urbanization	To understand the various determinants of urbanization and migration  Ability to understand how urbanization affects the resource allocation and resource planning

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
12	Analysis of censuses reports Examining the trends in population curve	Films on population explosion	Mapping of various components of Demography  Case study on impact on changes in demographic structure	Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes

12	Analysis of trends in variation population and its impact on budget ,economic planning and social development	A film on population explosion A film on topography	A study of demographic changes in India Difference provinces in India	Ability to examine how demographic changes - influences different aspects of policy formulation and social development
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12	Designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Project on examining population change as a determinant A film on relation on literary and development	NIL	To learn about implications of changes in population and structure of population on economy and society
12	Prepare charts and Study of urbanization taken place from last two decades With its effects on business	Case studies on urbanization and sustainability and problems of over exploitation of resources	Study of particular factor of production in district or state and their effects on various sectors	Equal and unequal Distribution of resources and factors of production and its impact on society

#### Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Tutorial /Project (Internal)
Unit – I	I MCQ on meaning and applications of demography II profile preparation on regional III Interpretation of data	25% MCQ Short notes 35% Long answers 40%	Business Demography (106) Credit 1 - Marks 20 Tentative outline for tutorials – (Select any 2 topics) 1 Collecting information on changes took place in local and regional Demography 2. Issues related migration Gender equalities/ inequalities and its effect on business 3. Government regulations and its effects on business Relation of Demography and economic development
Unit – II	MCQ on density of population various aspects of population II Application based questions on measuring assessment of population of method III analysis of particular aspect of census report		

Unit – III	Presentation on HR Development in growth II Presentation on role of literacy on growth III Interpretation of statistical data		The evaluation of students must be on the following grounds. (20 marks)
Unit – IV	I GD on effects of urbanization on society		
	II quiz on Urbanization on society III Poster or exhibitions on urbanization of society		1. Understanding of the subject  2. Content  3. Selections of the topic and application of the theory  4. Overall confidence & Presentation skills  Note: Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.
Total –	30	50	20 marks

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press	
2	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, David Canning		
3	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas		

4	Demographics :A casebook for business and Government	Hallie .JKintner „Thomas W.Merrick		
5	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider		
6	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford	

Savitribai Phule Pune University  
FY BBA- IB Semester II (CBCS) Pattern 2019  
Basics of Cost Accounting  
Course code 201

Credit 3

Depth of the syllabus – Reasonable working knowledge

Objectives

1. To develop rational understanding regarding concept of cost expenditure in business
2. 2.To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a product

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic concept in cost	Concept of Cost, Costing, Cost Accounting & Cost Accountancy , Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre	To understand importance of costing in decision making.  Ability to understand importance of costing and role of costing.
2	Elements of cost and Cost Sheet	Material, Labour and other Expenses,  Classification of Cost & Types of Costs,  Preparation of Cost Sheet	To understand how to prepare a cost statement and analyze implication of elements of cost on total cost Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare comprehensive cost sheet.

3.	Overheads	Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads, Under and over absorption – Definition and Reasons	<p>To understand concept of overhead as it contributes to total cost of a product or service.</p> <p>Ability to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation.</p>
4.	Contract and process cost and Methods of costing	Contract Costing – Meaning and features of contract costing, works certified and uncertified, escalation clause, cost plus contract, work in progress, profit on incomplete contract, Process Costing - Meaning, Features of process costing, preparation of process	<p>To understand role of contract costing in ascertaining cost of a particular project or activity.</p> <p>To know how cost is ascertained for different types of processes.</p>

		costing including Normal and Abnormal Loss/Gains,	<p>To develop ability to ascertain cost of a particular contract under different circumstances.</p> <p>To learn how cost of a particular process is ascertained especially in case of single or multiple process as well as for joint products.</p>
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### Teaching Methodology

Innovative methods to be used	AV Applications	Project	Expected Outcome
Demonstration of costing as basic decision input	Film on costing	Preparing a statement of cost , understanding different aspects cost and financial accounting	How to use cost of concept
NA	Videos on methods of determination of cost	Analysis of cost statement of different types of manufacturing units	Development of basic ability to think about cost as an ingredient of price mechanism
Practical problems on computation of overhead and relationship between different overheads as they affect the total cost structure.	Video on ‘Role of different overheads in total cost structure’	To ascertain different components of overheads and identify how overheads brings difference in total cost	To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure

To learn about contract and process cost and to learn practical aspects of the above	Videos on contract and process cost	Project on development contract cost system for a particular project.  Analysis of various elements of cost associated with multi process products in manufacturing units.	Development of reasonable working knowledge of methods of ascertainment of cost of a contract or process.
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Evaluation methods

Unit	Internal Evaluation (30 Marks )
Unit – I	I Filling the blanks and match the pairs related with different concepts of cost ,II presentations on cost accounting in different org III cases study on role of cost accounting in profit determinations
Unit – II	I. Application based questions on –different components elements of cost ,preparing charts on different types of cost sheet
Unit – III	I. Application based questions on classification of overheads , II MCQ on concept of overheads ,III practical questions on reapportionment on classification of overheads ,Preparation of charts on classification of overheads
Unit – IV	MCQ on contract and process cost , II interpretations based questions on different types of cost III Practical based questions on contract based costing

Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi

2	Cost accounting Theory and practice	Bhabatosh Banerjee, Jawahar lalseemaSrivastav	PHL Learning Pvt. Ltd, McGraw Hill	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.v.Rathnam , P. Lalitha	Kitab Mahal	Allahabad
5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi

Savitribai Phule Pune University  
Question Paper Pattern (2019) for FY BBA- IB  
University Examination  
Subject - Basics of Cost Accounting  
Course Code - 201

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|------------------------------|-----|
| Q.1. (A) Write true or false | 5M  |
| Q.1. (B) Fill in the blanks  | 5M  |
| Q.2. Long question           | 15M |

Or

Q.2. Long question

Q.3 Write Short Notes (Any two) 10M

Q.4 Problem on Cost Sheet 15M

Q.5 Problem on contract costing on process costing 10M

Q.6 Problem on process costing 10M

Savitribai Phule Pune University  
FY BBA – IB Semester II (CBCS) Pattern 2019  
Origin and Development of Global Business  
Course Code - 202  
Credit – 4

Depth of the course- Fundamental Knowledge of Global Business and Trade

Program Objectives:

- 1) To provide an understanding of the concepts of Global business and Trade 2)  
To understand the practical applications of trade theories and its contribution.
- 3) To study the role of International Institutions in the development of modern trade.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed



1	Industrial Development  (Indian Context)	<ol style="list-style-type: none"> <li>1. Introduction to Globalization , Concepts and importance in modern world of economy</li> <li>2. International business and domestic business and companies</li> <li>3. Stages of industrialization means of entry into the international business</li> </ol>	<p>To study the concept of Globalization and its importance in the modern business.</p> <p>To study the contribution of International and domestic business for effective trading.</p> <p>To study different facets of Industrialization and its stages for the promotion of trade among various countries.</p>
2	National and International Trade	<ol style="list-style-type: none"> <li>1. Concept of National and International trade in modern world and its Contribution.</li> <li>2. Components of national and international business</li> <li>3. PESTEL model (social political technological, economic environment and Legal) of international business. Geographical Indications – Nature, Concept and</li> <li>4. Importance.</li> </ol>	<p>To get an understanding of national and international trade and its vitality in the modern world.</p> <p>To study various characteristics/features of National and International business and its contribution in the growth of an economy.</p>
			<p>To understand various factors affecting the setup of business in dynamic environment.</p> <p>To study the GI concept and its utility.</p>
3.	Theories of international trade	<ol style="list-style-type: none"> <li>1. Difference between various Theories and its merits and limitations</li> <li>2. Various Commercial policy tariffs and non tariff measures - National and International.</li> </ol>	<p>To develop an understanding about trade theories and its role in determining trade among countries.</p> <p>To understand various commercial policies adopted by the nations to facilitate trade between them.</p> <p>To study various measures and types of barriers faced by nations and its challenges.</p>

4.	International Institutions	<p>Formation , Purpose Importance and issues -</p> <p>International institutions of trade - WTO ,UNCTAD , I MF World Bank ADB trade book the blockages And regional economic Corporation - SAARC , European Union, BRICKS,ASEAN</p>	<p>To study the role played by different International organizations for the inducement of global trade.</p> <p>To study the contribution made by International organizations and International unions for facilitating effective trade among countries.</p> <p>To understand the concept and need of International organizations/unions and its significance.</p>
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#### Teaching Methodology

Teaching Hours	Innovative methods to be used	Audio/Video	Project for 1 credit	Expected Outcome
12	Discussion forums on the contribution of Indian Industries and its role in the era of globalization.	Films/Videos on the Industrial policies adopted by India and its contribution to the world trade.	Performance measurement of the manufacturing Industry in India.  ( Post LPG Policy- 1991)	Understanding of the concept of globalization and the growth of Industries in the modern era.
12	<p>Developing a business or a United Nations model to facilitate demo trade among students.</p> <p>Role plays for showcasing the strengths and weaknesses of a country for trading purpose</p>	Films/Videos on Domestic and International trade policies adopted by different countries for the promotion of trade.	India's role in the export market with respect to agricultural products.	<p>Understanding of the various facets of National and International trade and its significance.</p> <p>Role played by trade in bringing the world closer.</p>

12	Case studies on International trade theories and its practical application in the modern era of business.	Films/Videos on International trade theories and its relevancy for the implementation in global trade.	International trade theories application in the current global market scenario.	Practical applicability of International trade theories and its role in globalization.
12	Assignments/Presentations on the significance and importance of International unions and organizations.	Films/Videos on the role played by various International organizations/Unions for facilitating smooth trade among them.	Role played by World bank and IMF to promote global trade.	Origin, functioning, concept and practices of International Institutes in the promotion of smooth trade among various countries.

#### Evaluation Methods

Subject	Internal Evaluation
Unit – I	i) ii) Presentations on the role of Indian economy in world trade. iii) Quiz on the concept of globalization and its effects on Indian trade. Presentations on Industrialization and its stages ( Indian Context)
Unit – II	i) ii) GD on the importance of National and International Trade. iii) Presentation on the characteristics and various factors affecting National and International business. Case study on various economic and social factors affecting the trade. ( PESTEL)
Unit – III	i) ii) Presentation on the significance of the trade theories and its practical application. iii) GD on the importance and limitations of the trade theories. iv) MCQ on the concept of various commercial policies adopted by the countries. Case study on various barriers faced by countries in world trade.

Unit – IV	i) ii) MCQ on the concept of International Organizations and Unions. iii) GD on the role played and the contribution made by International Organizations in the world trade. Presentation on the formation, Significance, Utility and Challenges faced by International unions in the world trade.
Total –	(30 + 20 Project Tutorials)

Suggested References

Title	Author	Publication	Place
International Economics	Jhingan,M.L.	VrindaPub.Ltd	Delhi
International Economics	Cherunilam,Francis	Tata McGraw Hill Education Private LTD	New Delhi
Industrial Economics	Seth,Ranjana	Ane Books Pvt.Ltd.	New Delhi
The International Business Environment: Text& Cases	Sundaram,Anant J.Stewart Black	Pearson	Tamil Nadu,Chennai
The International Business Environment	Cherunilam,Francis	Himalaya Pub.House	Mumbai
Business Environment	Saleem,Shaikh	Pearson Education	New Delhi
International Trade & Export Management	Cherunilam,Francis	Himalaya Pub.House	Mumbai

International Business : Text & Cases	P.Subba Rao	Himalaya Pub.House	Mumbai
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Savitribai Phule Pune University  
FY BBA- IB Semester II (CBCS) Pattern 2019  
Course Title: Origin and Development of Global Business  
Course Code 202  
Credit 1

Supplementary Guidelines for conducting FY BBA IB - CCT

(Students can select any 2 topics for presentation and tutorial)

- 1) Make a comparative evaluation between National and International Trade and explain the concept of Geographical Indication and its utility in domestic and International trade.
- 2) Prepare charts showcasing the growth of Indian Industries in the past 100 years along with its evolution and historical background.
- 3) Case studies and practical application of the trade theories in International trade and its limitations.
- 4) Prepare a chart on the history of Indian exports and also prepare a list of traded products with respect to manufacturing and agricultural sectors ( Indian Context)
- 5) Poster preparation on the concept of International Unions and Organizations, need, formation and its contribution in world trade.
- 6) List out various types of tariff barriers and its impact on world trade, also list out the commercial policies adopted by countries to boost their trade with different countries.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the presentation / tutorials.

Savitribai Phule Pune University  
Question paper Pattern 2019 for FY BBA (IB)  
University Examination  
Sub: Origin and Development of Global Business  
Code no 202

Q. No	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions-  Multiple Choice Questions	5	10 Marks
		Define the Terms	5	
2	Solve any 1 out of 2	Long Answer questions	1*10	10 Marks
3	Solve any 1 out of 2	Long Answer questions	1*10	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5	20 Marks

	Total		50 Marks
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Savitribai Phule Pune University  
FY BBA – IB Semester II (CBCS) Pattern 2019  
Commercial Geography  
Course Code – 203  
Credits - 3

Depth of the course: Fundamental Knowledge and Conceptual Clarity

Program objectives:

- To acquaint the students of commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.
- To acquaint the students with the knowledge of Industrial resources of the world
- To know about the determination and location of various industries in the world and its commercial prospects.
- To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed

1	Introduction to Commercial Geography (Indian Context)	<ol style="list-style-type: none"> <li>1) Definition, Nature and Scope of Commercial Geography</li> <li>2) Concept, Features, Role and Utility of Commercial Geography in business and economics.</li> <li>3) Major aspects of study of commercial geography</li> <li>4) Commercial Sectors in the economy such as primary, secondary, tertiary, quaternary.</li> <li>5) Geographical Indications – Concept, Nature and Importance</li> </ol>	<p>To study the commercial activities carried out reflecting different occupations in various environments.</p> <p>To study the diversity and physical conditions of the environment along with the social conditions.</p> <p>To study the spatial organization of tertiary activities in the physical environment and the social consequences in a range of geographical scales.</p>
			To study the GI concept and its utility.
2	Natural Resources and Commercial usage (Indian Context)	<ol style="list-style-type: none"> <li>1) Meaning, Nature and Importance</li> <li>2) Types of forests, Characteristics, Distribution and Significance</li> <li>3) Non Conventional energy resources – Solar, Wind and Tidal energy</li> <li>4) Commercial usage and role of natural resources in the development of commerce.</li> </ol>	To study and understand the importance of natural resources and its role in the contribution and development of the economy. To understand the importance of utilization of natural resources and its commercial use towards the growth of the economic sector.
3.	Role of Industries and Geographical significance (Indian Context)	<ol style="list-style-type: none"> <li>1) Role of Industries in the economic development and factors affecting Industrial location. Business locations and its geographical implications</li> <li>2) Location – Need and Importance</li> <li>3) Limitations to local localization process and sourcing of location</li> <li>4) Rural and Handicraft Industries – Economic and Commercial importance</li> </ol>	<p>To comprehend the importance of geographic locations and its commercial usage. To study manufacturing Industries and handicrafts in the world as commercial activities.</p> <p>To acquaint the students with the importance of localization process and sourcing Industries from commercial point of view.</p>



4	Trade and Transportations (Global Context)	<ol style="list-style-type: none"> <li>1) Role and Importance of Trade</li> <li>2) Importance of transportation in commercial development – Salient features, Merits and limitations.</li> <li>3) Types of modes of transportation – Roadways, Railways, Airways, Seaways and types of trade routes – Silk route, CPCC etc New trends in the means and modes of transportation.</li> <li>4)</li> </ol>	<p>To study the modes and means of transportation for the progress of agricultural, mineral and Industrial resources.</p> <p>To understand the importance of Trade centers for the trade and commercial activities of a nation.</p> <p>To study in detail about the recent trends and various transportation modes and its role in the commercial activities undertaken.</p>
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#### Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
Unit I - 11	<p>Field trips can be useful in exploring the physical environment. Students can be taken out into the larger landscape to observe geographic objects, prepare brief notes and so on.</p> <p>Excursions can help students to interact with the environment.</p>	Films/Videos on different occupations or activities as well as primary and tertiary sectors.	<p>Listing out different types of primary and tertiary sectors with statistics with respect to the contribution made by them to an economy.</p> <p>Challenges or limitations in carrying out commercial activities.</p>	<p>To learn the multiple activities carried out in the commercial sectors. To understand how states produce certain goods in surplus on account of environmental advantage and exchange of goods with each other.</p> <p>To study how commercial geography can obtain information about a particular country and know whether the country has economically grown or not through its commercial activities.</p>

Unit II - 13	Excursions to certain locations will help students understand the general phenomena. Excursions will help students entertain and educate simultaneously. Combining interactive maps with multimedia.	Films/Videos on the importance of natural resources and its usage. Conservation and optimum utilization of natural resources.	How to conserve the natural resources and to utilize it effectively	To understand the role of natural resources in the economic development of the country by enriching agriculture, trade, imports and exports etc.  To know the importance of natural resources for more sustainable management and long term benefits from resource related wealth.
Unit III- 13	Use of Globe to develop the concept of such as longitude, latitude and meridian to understand the importance of geographic locations.  Use of charts prepared by students to enhance students' observation. Use of models which can be converted by students from the observations.  Incorporating location based techniques in evaluating student knowledge through quizzes.	National Geographic Channel/Discovery channel and similar videos from the point of view of learning and entertainment for the acquaintance of locations and its commercial importance.  E.g.: utilization of locations for commercial purposes done by cities like Mumbai, Shanghai, Sydney etc.	Study of a particular location-  a) Why the location is commercially successful /Unsuccessful b) How the location has contributed to the development of the economy. c) Why a particular location is exploited to the maximum. d) How to transform a location into a successful one?	To learn the different locations where the different branches of trade and commerce are located.  To learn the geographical places suited for the production, storing for exporting and importing and marketing.  To understand the concept of geographic indication and its uses.

Unit IV - 11	<p>The laboratory method of instruction can be used extensively to study natural sciences for the application of commercial geography.</p> <p>Access to books, magazines, maps, pictures, drawing and other specific material will help in promoting better work.</p>	<p>Films/ Videos/Slide share for the understanding of various modes of transportation and the recent changes adopted to make it more effective. How effective transportation has transformed the economy of the nation.</p>	<p>Study of various modes of transportation and its uses.</p> <p>Case study on modern modes of transportation, e.g. Maglev bullet train of china.</p>	<p>To understand the shifts of markets and producing centers of certain goods on account of the development of new transport and communication facilities.</p> <p>To learn how transportation is an effective way to connect with people.</p> <p>To learn the importance of means of transport such as roadways, railways, Airway and waterways and its role in the development of the commercial activities undertaken.</p>

## Evaluation methods

Subject	Internal Evaluation
Unit – I	iv) v) Presentations on the concept, scope and importance of commercial geography. vi) Case study on the utility and role of commercial geography. Presentations on Important aspects of commercial geography and various commercial sectors associated with. ( Indian Context)
Unit – II	iv) v) GD on the importance and nature of natural resources. vi) vii) Presentation on the characteristics and various factors affecting Natural resources and forests. GD on Importance and significance of non conventional energy resources Case study on the role and commercial aspects played by natural resources towards the development of the economy.
Unit – III	v) vi) Presentation on the significance of industries and factors affecting the Industrial location. vii) GD on the significance of business locations and geographical implications viii) Presentation on the concept of local localization process and its challenges. Case study/Presentation on the role of rural and handicraft industries in the economic development of India.
Unit – IV	iv) v) Presentation on the role and importance of domestic and International trade. GD on vi) vii) the role played and the contribution made by transportation in commercial development. Presentation on types of transportation and its utility GD on the new and emerging trends in the area of transportation.
Total –	(30 Marks)

Suggested References:

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Title	Author	Publication	Place
Commercial Geography	Jacques W. Redway	Forgotten Books	London ,United Kingdom
A Text-Book of Commercial Geography	Adams Cyrus C.	Forgotten Books	London ,United Kingdom
Geography of India	Majid-Hussain	Mc-Graw Hill Education	Mumbai
Commercial Geography	Prof. Mrs. P. N. Padey	Nirali Prakashan	Pune, India
Elementary Textbooks on Commercial Geography	Emory R.Johnson	Sage Publications	New Delhi, India
Commercial Geography	Sir Dudley Stamp	Prentice Hall Press	New jersey, USA
Economic Geography	Alexander I	Prentice-Hall of India Pvt.Ltd	Delhi, India
Economic and Commercial Geography	Anupam Goel and C.B. Mamoria	Shivalal Agarwal and Co	Agra, UP , India
Advanced economic geography	Dr. Alka Gautam	Sharda Pustak Bhavan	Noida, UP, India
Economic and Social Geography made simple	R. Knowles and J. Wareing	Rupa Publishers	New Delhi, India

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Question paper Pattern 2019 for FY BBA (IB)

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

University Examination  
Sub: Commercial Geography  
Course Code 203

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions-		20 Marks
		Multiple Choice Questions	5	
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
FY BBA – IB Semester II (CBCS) Pattern 2019  
Principles of Marketing  
Course Code – 204  
Credits - 3

Depth of the syllabus-Reasonable knowledge of Marketing

Objectives--

1. To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services, rural marketing and new trends in marketing

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Concepts and Functions of marketing	Marketing concepts, its objectives, importance and functions of marketing. Various approaches of marketing Challenges and opportunity of marketing manager in international market	Role and importance of marketing manager To understand the salient features of Indian and international marketing management To understand various challenges faced by marketing managers in different environments
2	Marketing Environment and marketing segmentation	Marketing environment--meaning Internal and external factors influencing marketing environment, Political, social economical international, technological multi- cultural environment Segmentation: concepts, importance and types of segmentation.	To know about various factors that affects the Marketing environment. To study the change in technology, economic policy and demography of Indian market. To study the types of market segmentation

3.	Constituents of Marketing mix	<p>Marketing Mix- Meanings scope and importance of marketing mix. Product mix - concept of a product, product characteristics- Intrinsic and extrinsic, Product Life Cycle. Price mix meaning, element, importance of price mix, factors, influencing pricing, pricing methods Place mix meaning and concepts of channel of distribution or intermediaries, Promotion mix meaning, definitions, importance and limitations of advertisement People mix meaning &amp; concepts, elements, importance. Process mix-stages, meaning &amp; importance. Physical evidence- meaning, importance &amp; components.</p>	<p>To have right understanding of marketing mix as They influences as marketing mix.</p> <p>To develop understanding regarding various aspects of price promotion physical distribution place, people, process &amp; physical evidence affecting the success of a product/service.</p>
4.	Classifications and types of markets	<p>Conventional classification of markets. Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy ,problems and measures to improve Recent trends in Marketing- 1.Green Marketing concepts 2.,Digital Marketing, 3.Virtual Marketing,4.HybridMarketing</p>	<p>To understand different types of markets their role and functions. To examine different marketing activities performed and contribution to the economy. To learn about the recent trends in marketing.</p>

SPPU/BBA (IB) SYLLABUS SEMESTER II/  
CBCS/2019

Teaching Methodology

Teaching Hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
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UnitI-12	Role Play Development of profiles of Indian Market analysis of Indian market ,roles and applications	Films and animations on various marketing Applications	Preparing profiles of marketing functions in different organizations Developing a sketch of various marketing managers working in different companies	Knowledge about functioning of modern Indian Markets  Understanding the marketing process and planning in international prospects
UnitII-12	Project on impact of technology on market, analysis of marketing economic policy as they influence Indian markets	Films on marketing Environment in Indian and expert lectures on Indian economic system as they influence on markets	Project on technological changes, reports on New trends in market Profile of marketing policies	To improve understanding unders marketing regarding a environment nd in segmentation Indian context.
UnitIII-14	Analysis of successful Product launches a Study of select product failures Analysis of various marketing champions	Films on product launch selection of marketing media product life cycle Case study on marketing mix.	Profile of event for new product launch  Analysis of advertising campaigns for a launch of a product Profile in India	To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer
UnitIV-10	Project on role of marketing economy Profile sketch of improving and developing a cases in rural market	Films on problems of Rural market role of rural economy and growth of services marketing.	Case study on marketing of services, problems of rural markets, developing appropriate strategies for rural market.	Developing right and complete understanding different types of market in developing economy and how marketing services improve quality of life.

## Evaluation Method

Unit-I	MCQ-on concept of Marketing role and importance II practical applications on different approaches to marketing Profile study of role and functions of marketing at different organizations.	25%MCQ 35%shortnotes 40%longanswers
Unit-II	I MCQ on different facets of marketing environments II analyses of different constituents of marketing environment through case study III-MCQ on Marketing segmentation	20%MCQ 40%shortnotes 40%longanswers
Unit-III	I-MCQ on different aspect of Market mix II case study on role of product mix in marketing mix III analysis of market mix Price and place mix as criteria	20%MCQ 40%shortnotes 40%longanswers
Unit-IV	MCQ-on classification and types of Market II analysis of profile of different rural markets and rural consumers in India III analysis of marketing of services in Indi	30%MCQ 30%Shortnotes 40%longanswers
Total-	30	70

## Suggested References

S.N	Title of the Book	Author/s	Publication	Place
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1.	Marketing Management	Philip Kotler &even lanekeller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy,S. Namakumari	Macmillan	New Delhi
3.	Marketing In IndiaText and Cases	S. Neelamurgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing-Cases Insights	Paul Baines,Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University  
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University Examination  
Sub: Principles of Marketing  
Course Code - 204

Q.No	Compulsory/Choice	Name of the Question	Marks	Total Marks
1	Compulsory Question	Objective Type Question- Multiple Choice Questions	5	20Marks
		Fill in the blanks	5	
		Define the terms and Match the pairs	10	
2	Solve any 3 out of 5	Long Answer Question	3*10marks	30Marks
3	Solve any 4 out of 6	Short Notes	4*5marks	20Marks
	Total			70Marks

Savitribai Phule Pune University  
FY BBA – IB Semester II (CBCS) Pattern 2019  
Business Statistics  
Course code 205 Credit  
3

Depth: Reasonable working knowledge

Objectives:

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

Unit No.	Unit Title	Contents	Purpose and Skills to be developed	No of Hours
1	Frequency Distribution	Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration. Classification- Concept and definition of classification, objectives of classification, types of classification. Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution. Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram	To understand basics concepts nature of data, its classification and distribution.  To draw frequency distribution and its types.  To understand about nature of basic graphs and diagrams and how to draw them.	8

2	Measure of Central Tendency	<p>Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>Types of Measure of Central Tendency, Arithmetic</p> <p>Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits &amp; Demerits of A.M., Median , Mode, Numerical Problem.</p> <p>Determination of Mode and Median graphically.</p> <p>Empirical relation between mean, median and mode.</p> <p>Combined Mean</p> <p>Numerical Problems.</p>	<p>To understand basics of central tendency- Mean Median Mode, their features, advantages and limitations.</p> <p>To draw measures of central tendency graphically</p> <p>To understand about Empirical relation between mean, median and mode.</p>	8
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3	Measure of Dispersion	<p>Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.</p> <p>Types of Measure of Dispersion- Absolute &amp; Relative Measure dispersion (Range, Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of Variation (C.V).</p> <p>Combined Standard Deviation</p> <p>Numerical Problems</p>	<p>To understand measures of dispersion- their features, advantages and limitations.</p> <p>To understand about coefficient of variation (C.V).combined standard deviation</p>	10
4	Correlation & Regression	<p>Concept and meaning of Correlation, Types of correlation.</p> <p>Methods to study Correlation:- Scatter Diagram, Karl Pearson correlation coefficient, Spearman Rank Correlation Coefficient ( with Repeated Ranks) –</p>	To understand measures of dispersion- their features, advantages and limitations.	12

		<p>Numerical Problems on Correlation</p> <p>Regression- Concept and meaning of regression,</p>	<p>To understand about coefficient of variation (C.V).combined standard deviation</p>	
		<p>Lines of regression equation of Y on X and X on Y.</p> <p>Regression coefficients, properties of regression coefficients,</p> <p>Numerical problems on Regression</p>		



5	Index Numbers	<p>Concept and meaning of Index Number, Notations</p> <p>Construction of Price Index Number, Problems in the construction of Index Number, Cost of Living Index Number (CLI), Family Budget Index Number</p> <p>Uses of Index Number Numerical Problems.</p>	To understand measures of Index Number, and its types	10
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#### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

5	Statistics Theory and Practice	R.S. N. Pillai Bagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi
8	Fundamentals of statistics	S.C. Gupta	Himalaya Publication House	Mumbai

Savitribai Phule Pune University  
Question paper Pattern 2019 for FY BBA (IB)  
University Examination  
Sub: - Business Statistics  
Course Code - 205

MAX MARKS:-70

Instructions:

- I. All question are compulsory
- II. Figures to the right indicate full marks.
- III. Notations & abbreviations have their usual meaning
- IV. Simple calculator is allowed

Q1.A) Fill in the blanks [2 X 5=10]

B) State whether the following statements are True OR False: [2 X 3=6]

Q2. Attempt any four of the following (Four out of Six) [4 X4=16]

Q3. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q4. . Attempt any four of the following (Four out of Six) [4 X4=16]

Q5 Attempt any one of the following (One out of Two) [1 X 6=6]

Savitribai Phule Pune University

FY BBA- IB Semester II (CBCS) Pattern 2019

Fundamentals of Computers

Course code 206

Credit 4

Depth of the course - Reasonable working knowledge

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Objectives:

1. To develop concept of information and their role in modern businesses
2. To develop rational approach as to how computers can be used in data process analysis in business
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction to Computers	Introduction, Characteristics of Computers, Block diagram of computer, Booting Process, Types of Programming Languages-Machine Languages, Assembly Languages, High Level Languages, Data Organization, Drives, Files, Directories, Storage Devices, Primary Memory, RAM , ROM, Secondary Storage Devices - FD, CD, HDD, Pen drive  I/O Device- Monitor	To understand role and importance of computers in business processes  To develop understanding regarding role of computers in business operations.

		<p>and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters</p> <p>Number Systems-Introduction to</p> <p>Binary, Octal, Hexadecimal system</p> <p>Types of computers</p>	
2	Basics of Computer Networks & Internet	<p>Definition-Operating System,</p> <p>Functions of O.S.,</p> <p>Types of O. S. – Single user O.S., Multiuser O.S.,</p> <p>Overview of Windows O. S., Android O. S., IOS</p> <p>Definition, Goals, Applications, Components, Topology, Types of Topology, Types of Networks, LAN, MAN, WAN,</p>	<p>To understand the importance of operating system</p> <p>To understand structure and modeling of computer</p> <p>Networking and data communication in business process.</p> <p>To develop understanding regarding usage, functionality and services provided by operating system in business processes.</p> <p>To develop understanding regarding need, structure and working of computer networking in business operations.</p>

3.	Introduction to Spreadsheet Software and Presentation	MS-Excel  Various Functions such as	To learn the process for usage of different computer
	Software	Sum, average, count, max, min, Graph / Charts in Ms Excel  MS–PowerPoint: Animation Effects, Transition Effects, Slide Show Setting	application in business processes.  To develop skills and ability to handle different applications in business process.
4	Introduction to Internet & cyber security	WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine,  Information security overview – Background and current scenario  Types of Attacks , Goals of security ,Overview of security threats ,Weak / Strong passwords and password cracking  Insecure Network connections, Digital signature	To understand cautions and stapes to be taken and net based services.  Ability to handle various software and programmes with due cautions and care.

#### Teaching Methodology

Teaching hours	Innovative methods to be used	AV Applications	Project	Expected Outcome
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Unit I-11	<p>Demonstrations and hands-on experience</p> <p>Practical exposure regarding usages of computers</p>	Films on role of computers in business decision making	<p>Role of computers in simplifications of business activities</p> <p>Projects on importance of computers in business data analysis.</p>	<p>Proficiency in applying computers in business activities like data processing</p> <p>Tabulation ,data analysis</p> <p>And presentation of data</p>
Unit II-12	<p>Demonstration and on experience exposure regarding set up of networks like</p> <p>client server</p> <p>architecture, LAN etc.</p>	<p>Films on role of networking in business</p> <p>communication, environment</p> <p>and process</p>	<p>Role of networking system in simplifications of business activities.</p> <p>Projects on importance of Computer network in business</p> <p>Processes.</p>	<p>Proficiency in set up of</p> <p>Different structure computer</p> <p>Network in business environment.</p>

Unit III-11	Demonstration and on experience regarding usage of MS-Excel, MS-Power Point.	Films on Spreadsheets and Presentation	Role of Spreadsheets in simplifications of business activities Projects on importance of Spread sheets in business data analysis and processing.	Proficiency in handling of different applications, preparation of power point Presentation.
Unit IV-11	Demonstrations hands on experience and care to be taken while using computers and charts and checklist.	Films on cyber security	Case studies on implications on cyber-attacks and Loss due to improper cyber activities.	Proficiency in usages in processing and transmission of data through computers and internet.

#### Evaluation Methods

Internal Evaluation	External Evaluation
30 Marks + Tutorial /practical for 20 Marks	50 Marks
Total 50 Marks	Total 50 Marks

#### Suggested References



Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Computer Security	Matt Bishop ,	Pearson	New Delhi
2	Computer Organization	G.V. Anjaneyulu	Himalaya Publishing House	Mumbai
3	Fundamentals of Computers	V. Rajaraman	PHI Learning	New Delhi
4	Computer fundamentals	Pradeep K. Sinha	BPB Publications	New Delhi

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Total Marks: 50

Q.1 A) Fill in Blanks (Total 5 Questions for 1 marks each) (05 Marks)

Q.1 B) True or False (Total 5 Questions for 1 marks each) (05 Marks)

Q.2 Theory Question (10 Marks)

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Q.3 Theory Question (10 Marks)

Q.4 Theory Question (10 Marks)

Q.5 Write short note (any 2 from 3) (10 Marks)

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FYBBA - IB CBCS-2019 Pattern  
(CCT)

Course Title: Fundamentals of Computers (206)

Credit 1

Supplementary Guidelines for conducting BBA IB –Tutorial /Practical

Demo Lecture for the following topics by the teachers. The students are supposed to submit a written assignment and Presentations on the given topics.

The evaluation of students must be on the following grounds. (20 marks)

1. Understanding of the subject
2. Content
3. Selections of the topic and application of the theory
4. Overall confidence & Presentation skills

SPPU/BBA (IB) SYLLABUS SEMESTER II/ CBCS/2019

Note:

Students should be well informed about the tutorials and sufficient time must be given to the students to fulfill the requirements of the tutorials.

1. Prepare a Power point presentation on “Mobile Shoppe”.
2. Prepare a Power point presentation on “New Product Launch”.
3. Prepare a Power point presentation on “Monsoon Sale Dhamaka”.
4. Using any spreadsheet package creates worksheet to calculate the balance of customer from bank after depositing and withdrawing some amount. (take 10 suitable records)

Account No.	Withdraw	Deposits	Balance

Calculate and display the following

- Maximum Balance - Minimum Balance
- Average Balance - Total No. of Accounts

5. Using any popular spreadsheet package, prepare a worksheet to calculate the monthly total salary of an Employee if basic salary is given (take 10 suitable records).

Name of Employee	Basic Salary	HRA	DA	IT	PF	Net

Total Salary=Basic Salary+DA+HRA

HRA=15% of Basic Salary

DA=10% of Basic Salary

PF=8.33% of Basic

Salary IT=30% of Basic Salary Net Salary=Basic+DA+HRA-  
(IT+PF)

6. Apply for New Passport using e-Seva.
7. Use of Internet for Railway Ticket Booking.
8. Online application for Driving License.



**Savitribai Phule Pune University**  
**Faculty of Commerce & Management**  
**Structure for Three - Year**  
**B.Com. Degree course (Choice Based Credit System)**  
**(2019 Pattern)**  
**With effect from June 2019**

**Preamble:-**

Commerce education is that area of education, which develops the required knowledge, skills and attitudes for the handling of Trade, Commerce and Industry. Commerce education is entirely different from other disciplines. Hence, it must charter Course routes to service the aspirations of the nation. To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative, this means a marked change in the way commerce and management education is perceived in India. The Commerce education is dedicated to developing tomorrow's leaders, managers, and professionals.

The existing education system of imparting commerce education needs to be more dynamic to incorporate all local and global changes in the field of trade and commerce. The curriculum needs to be restructured accordingly. The learning inputs are required to be more update, skill based and with appropriate applications. This will be achieved through the introduction of Choice based Credit System at undergraduate level.

The choice based credit system offers a cafeteria approach where the students have the liberty to choose courses of their own choice. The credit system allows students to opt for additional courses where he /she can score more than the required credits. The system will focus on student centric learning methods, which include use of Information and Communication Technology, innovative methods of teaching and learning and emphasis on industry interaction to enable the learners to take up professional challenges more effectively.

## **1. INTRODUCTION**

The B.Com Degree Course (2019 pattern) will be introduced in the following order:-

- |                       |           |
|-----------------------|-----------|
| a. First Year B.Com.  | 2019-2020 |
| b. Second Year B.Com. | 2020-2021 |
| c. Third Year B.Com.  | 2021-2022 |

The B.Com. Degree Course will consist of six semesters divided into three Years.

The first year (Semester I and II) choice based credit system examination will be held at the end of the each semester.

The Second Year (Semester III and IV) and Third Year (Semester V and VI) choice based credit system examination will be held at the end of each semester.

## 2. ELIGIBILITY

- a) No Candidates shall be admitted to the First Year of the B.Com. Degree Course (**2019 pattern**) unless he/she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester examination of the second year unless he/ she has cleared first two semesters satisfactorily for the course at the college affiliated to this University.
- c) No candidate shall be admitted to the Third Year B.Com. (Fifth semester) Degree Course (**2019 pattern**) unless he/she has cleared all the papers of first and second semester Examination of F.Y. B.Com. and has satisfactorily kept terms for the second year (Third and Fourth Semester) and also fifth semester for the third year of B.Com) satisfactorily in a college affiliated to this University.

## 3. A.T.K.T. Rules :

- If a candidate fails in all the courses (subject heads) of passing of semester I shall be allowed to proceed semester II. However, a student who fails in four theory courses and two practical courses at semester I and II taken together may be admitted to semester III & IV.
- If a candidate fails in all the courses (subject heads) of passing of semester III shall be allowed to proceed to semester IV.
- If a candidate fails in all the courses (subject heads) of passing of semester V shall be allowed to proceed to semester VI. However, a student who fails in four theory courses and two practical courses at semester III and IV taken together may be admitted to semester V & VI.
- No candidate shall be allowed to proceed to semester V unless the candidate has cleared semester I & II in all courses (Subjects).

- ATKT rules are applicable for 2<sup>nd</sup> and 4<sup>th</sup> semester.

#### 4. COURSES CARRYING PRACTICALS

- Each practical course will be of one credit.
- There will be practical and practical examination for semester I and II of the F.Y.B.Com. For the Course Financial Accounting.
- There will be practical and practical examinations for the special Courses (Discipline Special Elective) of S.Y.B.Com. (Semester III and IV) and of T.Y.B.Com. (Semester V & VI)
- There will be Practical for the S.Y.B.Com level Compulsory Course Business Communication (Semester III and IV) & for T.Y.B.Com Auditing and Taxation (Semester V) & (Semester VI)
- A Student must offer the same Special Course at T.Y.B.Com. (Semester V & VI) which he / she has offered at S.Y.B.Com. (Semester III and IV)
- In an exceptional case, a student may change the Course chosen by him at third and fourth semester of second year during the first semester of the third year provided he keeps the additional terms of the Course at S.Y.B.Com.

#### Course having practical examination:-

Semester	Type of Course	Name of Practical Course	Course Code
I	Core Course	Financial Accounting – I	PR - 112
II	Core Course	Financial Accounting – II	PR – 122
III	Core Course	Business Communication – I	PR - 231
III	Discipline Specific Elective	<b>Special Course Paper (I)</b> <ol style="list-style-type: none"> <li>Business Administration</li> <li>Banking and Finance</li> <li>Business Law and practices</li> <li>Cooperation and Rural Development</li> <li>Cost and Works Accounting</li> <li>Business Statistics</li> <li>Business Entrepreneurship</li> <li>Marketing Management</li> <li>Agricultural and Industrial Economics</li> <li>Defence Budgeting, Finance and Management</li> </ol>	PR- 236



		k) Insurance, Transport and Tourism l) Computer Programming and Application	
IV	Core Course	Business Communication – II	PR- 241
IV	Discipline Specific Elective	<b>Special Course Paper (I)</b> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics	PR- 246
		g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	
V	Core Course	Auditing & Taxation – I	PR- 354

V	Discipline Specific Elective	<b>Special Course Paper (II)</b> <ul style="list-style-type: none"> <li>a) Business Administration</li> <li>b) Banking and Finance</li> <li>c) Business Law and practices</li> <li>d) Cooperation and Rural Development</li> <li>e) Cost and Works Accounting</li> <li>f) Business Statistics</li> <li>g) Business Entrepreneurship</li> <li>h) Marketing Management</li> <li>i) Agricultural and Industrial Economics</li> <li>j) Defence Budgeting, Finance and Management</li> <li>k) Insurance, Transport and Tourism</li> <li>l) Computer Programming and Application</li> </ul>	PR- 355
V	Discipline Specific Elective	<b>Special Course Paper (III)</b> <ul style="list-style-type: none"> <li>a) Business Administration</li> <li>b) Banking and Finance</li> <li>c) Business Law and practices</li> <li>d) Cooperation and Rural Development</li> <li>e) Cost and Works Accounting</li> <li>f) Business Statistics</li> <li>g) Business Entrepreneurship</li> <li>h) Marketing Management</li> <li>i) Agricultural and Industrial Economics</li> <li>j) Defence Budgeting, Finance and Management</li> <li>k) Insurance, Transport and Tourism</li> <li>l) Computer Programming and Application</li> </ul>	PR- 356
VI	Core Course	Auditing & Taxation – II	PR- 364
VI	Discipline Specific Elective	<b>Special Course Paper (II)</b> <ul style="list-style-type: none"> <li>a) Business Administration</li> <li>b) Banking and Finance</li> <li>c) Business Law and practices</li> <li>d) Cooperation and Rural Development</li> </ul>	PR- 365

		e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	
VI	Discipline Specific Elective	<b>Special Course Paper (III)</b> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 366

## 5. MEDIUM OF INSTRUCTION

The medium of instruction for B.Com. Degree course shall be either Marathi or English except languages. The Medium of instructions for Business Communication (S.Y.B.Com) shall be English only.

## 6. UNIVERSITY TERMS

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

## **7. VERIFICATION AND REVALUATION**

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

## **8. RESTRUCTURING OF COURSES**

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme at the undergraduate level from June, 2019. The Colleges under the Restructured Programme which has revised their structure in the light of the "2019 Pattern" shall be introduced with effect from academic year 2019-20.

## **9. STANDARD OF PASSING.**

A candidate is required to obtain 40% marks in Internal Assessment, Practical Examination and Semester End University Examination.

It means that passing separately at internal assessment, practical examination and semester end university examination is compulsory.

## **10. METHODS OF EVALUATION, PASSING, AND EVALUATION CRITERIA:-**

The evaluation of students will be done on three parameters:-

- a. Internal assessment
- b. Practical Examination (list of Courses having practical is given in note No. 4 )
- c. University examination

For university examination, question papers will be set for seventy marks (three hours duration)

Evaluation will be done on a continuous basis, three times during each semester. Internal assessment will be of 30 marks. The colleges need to adopt any three out of the following methods for internal assessment:-

- a. Written examination
- b. Quiz
- c. Presentations
- d. Projects

- e. Assignments
- f. Tutorials
- g. Oral examination

**Conversion of percentage into credit(s) and grade(s):**The following illustrations could be taken as an example for computing SGPA and CGPA from percentage to credits for Honours courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects:

### 1. Percentage to Grades and Grade Points

The following formula may be used to convert marks (%) into letter grades.

Let  $\bar{X}$  = mean of % age marks of all student appeared in the paper.

$\sigma$  = Standard deviation

$m$  = % of marks obtained

Letter grade	Numerical grade	Formula
O (outstanding)	10	$m \geq \bar{X} + 2.5 \sigma$
A+ (Excellent)	9	$\bar{X} + 2.0 \sigma \leq m < \bar{X} + 2.5 \sigma$
A (Very Good)	8	$\bar{X} + 1.5 \sigma \leq m < \bar{X} + 2.0 \sigma$
B+ (Good)	7	$\bar{X} + 1.0 \sigma \leq m < \bar{X} + 1.5 \sigma$
B (Above average)	6	$\bar{X} \leq m < \bar{X} + \sigma$
C (Average)	5	$\bar{X} - 0.5 \sigma \leq m < \bar{X}$
D (Pass)	4	$\bar{X} - \sigma \leq m < \bar{X} - 0.5 \sigma$
F (Fail)	0	$m < \bar{X} - \sigma$
Ab (Absent)	0	

\* Minor variations may be adjusted by the individual institution.

- 1 A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- 2 For non credit courses 'Satisfactory' or 'Unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- 3 The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.,
- 4 The statutory requirement for eligibility to enter as assistant professor in colleges and universities in the disciplines of arts, science, commerce etc., is a minimum average mark of 50% and 55% in relevant postgraduate degree respectively for reserved and general category. Hence, it is recommended that the cut-off marks for grade B shall not be less than 50% and

## 11. STRUCTURE OF TRANSCRIPT:

## 12. RESTRUCTURING OF COURSES – EQUIVALENCE AND TRANSITORY PROVISION:

The University will conduct examination of old course (2013 Pattern) for next three academic years from the date of implementation of course.

The candidate of old course will be given three chances to clear his/her Courses as per the old course (2013 Pattern) and thereafter he/she will have to appear for the Courses as per the equivalence given to old course (2013 Pattern).

## 13. SCHEMES OF CREDITS –

**Total credits for three year integrated B.Com. Course is as follows:-**

Sr. No.	Semester No	No. of courses	Lecture Hours	Credit per course	Credit for practical courses	Add on course credit (*)	Lectures + Practical + add on courses= Total Credits
1	I	7	48	3	1	1	21 +2 =23
2	II	7	48	3	1	1	21 +2 =23
3	III	6	48	3	2	0	18+2 =20
4	IV	6	48	3	2	2	18+2+2 =22
5	V	6	48	3	3	0	18+3=21
6	VI	6	48	3	3	2	18+3+2 =23
	<b>Total No. of credits</b>						<b>132</b>

### Suggested Add On courses (\*)

Sr. No.	Add on course	Class	Semester	Credit
1.	Value added course - I	F.Y.B.Com.	I	1
2.	Value added course – II	F.Y.B.Com.	II	1
3.	Environment Awareness	S.Y.B.Com.	IV	2

4.	Specific Add - on Course related to specialized Course/ Internship	T.Y.B.Com.	VI	2
<b>Total</b>				<b>6</b>

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**Revised structure of Choice Based Credit System Course**

**First Year B. Com. Semester – I w.e.f. 2019- 20**

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
111	Compulsory English- I	Ability Enhancement Compulsory Course	4	3	30	70	--	100	3 Hours
112	Financial Accounting - I	Core Course	4	4	30	50	20	100	3 Hours
113	Business Economics- I	Core Course	4	3	30	70	--	100	3 Hours
114 (A)	Business Mathematics and Statistics - I	Core Course	4	3	30	70	--	100	3 Hours
114 (B)	Computer Concepts and Application- I								

115	<b>Optional Group. (A) (Any one of the Following)</b> a) Organization Skill Development b) Banking and finance c) Commercial Geography d) Defence Organization and Management in India e) Cooperation f) Managerial Economics	Generic Elective Course	4	3	30	70	--	100	3 Hours
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Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
116	<b>Optional Group. (B) (Any one of the Following)</b> a) Essentials of E-Commerce b) Insurance & Transport c) Marketing & Salesmanship d) Consumer Protection and Business Ethics e) Business Environment & Entrepreneurship f) Foundation Course in Commerce	Generic Elective Course	4	3 -	30	70	--	100	3 Hours

117	<b>Any one of the following Language</b>  Additional English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement Course	4	3	30	70	--	100	3 Hours
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**First Year B. Com. Structure of the Syllabus w.e.f. 2019- 20  
Semester – II**

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
121	Compulsory English- II	Ability Enhancement Compulsory Course	4	3	30	70	--	100	3 Hours
122	Financial Accounting - II	Core Course	4	4	30	50	20	100	3 Hours

123	Business Economics- II	Core Course	4	3	30	70	--	100	3 Hours
124(A)	Business Mathematics and Statistics - II	Core Course	4	3	30	70	--	100	3 Hours
124(B)	OR Computer Concepts and Application- II								
125	<b>Optional Group. – (A)</b> <b>(Any one of the Following)</b> a) Organization Skill Development b) Banking and finance c) Commercial Geography d) Defence Organization and Management in India e) Cooperation f) Managerial Economics	Generic Elective Course	4	3	30	70	--	100	3 Hours

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam.	Practical Exam.		

126	<b>Optional Group. (B) (Any one of the Following)</b> a) Essentials of E- Commerce b) Insurance & Transport c) Marketing & Salesmanship d) Consumer Protection and Business Ethics e) Business Environment & Entrepreneurship f) Foundation Course in Commerce	Generic Elective Course	4	3	30	70	--	100	3 Hours
127	<b>Any one of the following Language- II</b> Additional English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement Course	4	3	30	70	--	100	3 Hours

**Second Year B. Com. w.e.f. 2020- 21.**

**Semester – III**

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	Total No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
231	Business Communication- I	Core Course	4	4	30	50	20	100	3 Hours
232	Corporate Accounting- I	Core Course	4	3	30	70	--	100	3 Hours
233	Business Economics - I (Macro)	Core Course	4	3	30	70	--	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	--	100	3 Hours
235	Elements of Company Law- I	Core Course	4	3	30	70	--	100	3 Hours

236	<b>Special Course Paper- I (Any One)</b> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	Discipline Special Elective	4	4	30	50	20	100	3 Hours
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**Second Year B. Com. w.e.f. 2020- 21**  
**Semester – IV**

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	Total No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
241	Business Communication- II	Core Course	4	4	30	50	20	100	3 Hours
242	Corporate Accounting- II	Core Course	4	3	30	70	--	100	3 Hours

243	Business Economics – II (Macro)	Core Course	4	3	30	70	--	100	3 Hours
244	Business Management - II	Core Course	4	3	30	70	--	100	3 Hours
245	Elements of Company Law- II	Core Course	4	3	30	70	--	100	3 Hours
246	Special Course Paper- I (Any One) a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	Discipline Special Elective	4	4	30	50	20	100	3 Hours

**Third Year B. Com. w.e.f. 2021- 22**  
**Semester – V**



Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
351	Business Regulatory Framework - I	Core Course	4	3	30	70	--	100	3 Hours
352	Advanced Accounting - I	Core Course	4	3	30	70	--	100	3 Hours
353	Indian and Global Economic Development - I Or International Economics - I	Core Course	4	3	30	70	--	100	3 Hours
354	Auditing & Taxation - I	Core Course	4	4	30	50	20	100	3 Hours
355	<b>Special Course Paper – II (Same Special Course Offered at S.Y.B.Com)</b> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism	Discipline Specific Elective	4	4	30	50	20	100	3 Hours

	1) Computer Programming and Application								
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Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		

356	<b>Special Course Paper – III (Same Special Course Offered at S.Y.B.Com)</b>	Discipline Specific Elective	4	4	30	50	20	100	3 Hours
	a) Business Administration								
	b) Banking and Finance								
	c) Business Law and practices								
	d) Cooperation and Rural Development								
	e) Cost and Works Accounting								
	f) Business Statistics								
	g) Business Entrepreneurship								
	h) Marketing Management								
	i) Agricultural and Industrial Economics								
	j) Defence Budgeting, Finance and Management								
	k) Insurance, Transport and Tourism								
	l) Computer Programming and Application								

**Third Year B. Com. w.e.f. 2021- 22**

**Semester – VI**

Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
361	Business Regulatory Framework - II	Core Course	4	3	30	70	--	100	3 Hours
362	Advanced Accounting - II	Core Course	4	3	30	70	--	100	3 Hours
363	Indian and Global Economic Development - II Or International Economics - II	Core Course	4	3	30	70	--	100	3 Hours
364	Auditing & Taxation - II	Core Course	4	4	30	50	20	100	3 Hours
365	<b>Special Course Paper – II (Same Special Course Offered at S.Y.B.Com)</b> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism	Discipline Specific Elective	4	4	30	50	20	100	3 Hours

	1) Computer Programming and Application								
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Course No.	Course / Title of Paper	Course	No. of lectures (Per Week)	No. of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		

366	<b>Special Course Paper – III (Same Special Course Offered at S.Y.B.Com)</b>  a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	Discipline Specific Elective	4	4	30	50	20	100	3 Hours
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**Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

**Semester: I**  
**Financial Accounting- I**

**Course Code - 112 No. of Credits :- 03 and for practical – 01**

**Objective of the Course:-**

1. To impart knowledge of basic accounting concepts
2. To create awareness about application of these concepts in business world
3. To impart skills regarding Computerised Accounting
4. To impart knowledge regarding finalization of accounts of various establishments.

Unit No.	Unit Title	Contents	Purposed Skills to be developed
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1	Accounting Concepts, Conventions and Principles and an overview of Emerging Trends in Accounting	<p><b>(A) Accounting Concepts, Conventions and Principles</b></p> <ol style="list-style-type: none"> <li>1. Money Measurement</li> <li>2. Business Entity</li> <li>3. Dual Aspect</li> <li>4. Periodicity Concept</li> <li>5. Realization Concept</li> <li>6. Matching Concept</li> <li>7. Accrual / Cash Concept</li> <li>8. Consistency Concept</li> <li>9. Conservatism Principle</li> <li>10. Materiality Concept</li> <li>11. Going Concern Concept</li> <li>12. Historical Cost Concept</li> </ol> <p><b>(B) Emerging Trends in Accounting</b></p>	<ul style="list-style-type: none"> <li>• Knowledge about various accounting Concepts, Conventions and Principles.</li> <li>• Understanding emerging trends in accounting and its effect on accounting Practices.</li> </ul>
		<ol style="list-style-type: none"> <li>1. Inflation Accounting</li> <li>2. Creative Accounting</li> <li>3. Environmental Accounting</li> <li>4. Human Resource Accounting</li> <li>5. Forensic Accounting</li> </ol>	



2	Piecemeal Distribution of Cash	<ol style="list-style-type: none"> <li>1. Surplus Capital Method only, Asset taken over by a partner,</li> <li>2. Treatment of past profits or past losses in the Balance sheet,</li> <li>3. Contingent liabilities</li> <li>4. Realization expenses/amount kept aside for expenses</li> <li>5. adjustment of actual, Treatment of secured liabilities,</li> <li>6. Treatment of preferential liabilities like Govt. dues/labour dues etc., Excluding: Insolvency of partner and Maximum Loss Method.</li> </ol>	<ul style="list-style-type: none"> <li>• Knowledge about process of dissolution of partnership firm.</li> </ul>
3	Accounts from Incomplete Records (Single Entry System)	<ol style="list-style-type: none"> <li>1. Meaning of single entry system</li> <li>2. Features of Single Entry System</li> <li>3. Conversion of Single Entry into Double Entry</li> </ol>	<ul style="list-style-type: none"> <li>• Knowledge about single entry systems.</li> <li>• Purpose and advantages of double entry system</li> <li>• Process of conversion of single entry into double entry system.</li> </ul>
4	Introduction to Goods and Services Tax laws and Accounting	<ol style="list-style-type: none"> <li>1. Constitutional Background of GST, Concepts and definition of GST.</li> <li>2. IGST, CGST and SGST</li> <li>3. Input and Output Tax credit</li> <li>4. Procedure for registration under GST</li> </ol>	<ul style="list-style-type: none"> <li>• Knowledge about conceptual framework of the GST</li> <li>• Knowledge about various components of GST.</li> <li>• Types of taxes under GST</li> <li>• Registration process under GST for business establishments.</li> </ul>

### Practical for Semester– I

Topic	Mode of Practical
Constitutional Background of GST, Concepts and Implications of GST.	Library Assignment
IGST, CGST and SGST	Guest Lecture
Procedure for registration under GST	Visit to a business establishment
Input and Output Tax credit	PowerPoint Presentation

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	PowerPoint Presentations	Videos available on YouTube	Library assignment on Types of accounting principles and conventions with its usage and emerging trends in accounting	Students will be able to acquire in-depth knowledge
2	12	Group Activity	Videos available on YouTube	--	Students will be able to acquire in-depth knowledge

3	12	PowerPoint Presentations	Videos available on YouTube	Group activity of conversion of single entry into double entry system	Students will be able to understand the process and importance of conversion of single entry into double entry system
4	12	Visit and interview	Videos available on YouTube	Compilation of information about the contents in the syllabus in a journal	Students will gain knowledge about GST and its implications.

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Advanced Accounts	M.C. Shukla, T.S. Grewal, S.C. Gupta	S. Chand Publication	New Delhi.
2.	Financial Accounting for B.Com	CA (Dr.) P.C. Tulsian S.C. Gupta	S. Chand Publication	New Delhi.
3.	Introduction to Accountancy	S.R.N Pillai & Bhagavathi	S.Chand & CompanyLtd	New Delhi
4.	Corporate Accounting	Raj Kumar Sah	Cengage Publications	Noida, Uttar Pradesh
5.	<b>Advanced Accounting</b>	<b>S. N. Maheshwari</b>		
6.	<b>GST Law and Analysis with Conceptual Procedures</b>	<b>Bimal Jain and Isha Bansal (Set of 4 Volumes)</b>	Pooja Law Publishing Company	New Delhi
7.	<b>Guidance Note on GST by ICAI</b>	--	The Institute of Chartered Accountants of India	New Delhi

**Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

**Semester-I**

**Business Economics (Micro) - I**

**Course Code - 113 No. of Credits :- 03**

**Objectives of the course:-**

1. To impart knowledge of business economics
2. To clarify micro economic concepts
3. To analyze and interpret charts and graphs
4. To understand basic theories, concepts of micro economics and their application

Unit No.	Unit Title	Contents	Purpose & skills to be developed
1	<b>Introduction and Basic Concepts</b>	1.1 Meaning, Nature, Scope and Importance of Business Economics 1.2 Concept of Micro and Macro Economics 1.3 Tools for Economic Analysis- Functional Relationship, Schedules, Graphs and Equations 1.4 Basic Concepts: Household, Consumer, Firm, Plant and Industry 1.5 Goals of Firms- Economic and NonEconomic	<ul style="list-style-type: none"> <li>To make the students aware of concepts in micro economics</li> <li>To help the students understand the difference between micro and macro economics</li> <li>To make the students understand economic and noneconomic goals of firms.</li> </ul> <p><b>Skills :</b> Analyze and think critically, develop writing skills</p>
2	<b>Consumer Behavior</b>	Utility: Concept and Types 2.2 Cardinal Approach: Law of Diminishing Marginal Utility and Law of Equi Marginal Utility 2.3 Consumer Surplus: Concept and Measurement 2.4 Ordinal Approach: Indifference curve	<ul style="list-style-type: none"> <li>To help the students understand the concept of utility</li> <li>To impart knowledge of cardinal and ordinal approach</li> <li>To make them understand the concept of consumer surplus</li> </ul> <p><b>Skills:</b>            Understanding complex theories and concepts            Geometrical skills, mathematical aptitude, writing skills</p>
		Analysis- Concept, Characteristics, Consumer Equilibrium	

3.	<b>Demand and Supply Analysis</b>	3.1 Concept of Demand 3.2 Determinants of Demand 3.3 Law of Demand 3.4 Elasticity of Demand 3.4.1 Price Elasticity of Demand - Meaning, Types, Measurement, Uses and Significance 3.4.2 Income Elasticity of Demand-Meaning and Types 3.4.3 Cross Elasticity of Demand-Meaning and Types 3.5 Supply : Concept, Determinants and Law of Supply 3.6 Equilibrium of Demand and Supply for Price Determination	<ul style="list-style-type: none"> <li>To understand the concept of demand and elasticity of demand</li> <li>To impart knowledge of law of supply and the determinants of law of supply</li> <li>To help the students understand price determination in varied demand and supply condition</li> </ul> <p><b>Skills imparted:</b> Applying mathematical and statistical analysis methods extracting information, drawing conclusions</p>
4.	<b>Production Analysis</b>	4.1 Concept of Production Function 4.2 Total, Average and Marginal Production 4.3 Law of Variable Proportions 4.4 Law of Returns to Scale 4.5 Economies and Diseconomies of Scale-Internal and External	<ul style="list-style-type: none"> <li>To help the students understand the relation between revenue concepts</li> <li>To understand theories of production function</li> <li>To make students know about economies and diseconomies of scale</li> </ul> <p><b>Skills:</b> Interpret economic theories, writing skills, understand charts and graphs.</p>

## Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	<ul style="list-style-type: none"> <li>• Open book discussion • Case studies</li> <li>• Problem solving based learning</li> </ul>	You tube lectures on micro and macro economics	<ul style="list-style-type: none"> <li>• Functional relations</li> <li>• Goals of firms</li> </ul>	<ul style="list-style-type: none"> <li>• Students will understand basic concepts of micro economics,</li> <li>• Will be able to analyze and interpret</li> </ul>
1.	12	<ul style="list-style-type: none"> <li>• Digital lectures</li> <li>• Jigsaw reading</li> </ul>	You tube lectures	Types of utility	<ul style="list-style-type: none"> <li>• Will know cardinal and ordinal approach</li> <li>• Will understand the concept of consumer surplus</li> </ul>
2.	12	<ul style="list-style-type: none"> <li>• Game oriented classes</li> <li>• Pair learning</li> <li>• Group discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Films</li> <li>• You tube lectures</li> </ul>	Type of goods and elasticity of demand	<ul style="list-style-type: none"> <li>• Will understand the concept of demand and elasticity of demand</li> <li>• Will understand the concept of supply</li> <li>• Able to interpret equilibrium in the market</li> </ul>
3.	12.	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven power point presentation</li> <li>• Games and simulation</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	Effect of economies of scale on industries (with example of an industry)	<ul style="list-style-type: none"> <li>• Will understand revenue concept</li> <li>• Will know economies and diseconomies of scale</li> </ul>

## References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Microeconomics	B. Douglas Bernheim and Michael D. Whinston	Tata McGraw Hill	New York
<b>2</b>	Microeconomics	Pindyck, R.S. and D.L. Rubinfeld	Pearson Education	London
<b>3</b>	Principles of Economics	Stiglitz, J.E. and C.E. Walsh	Oxford Univ. Press	United Kingdom
<b>4</b>	Microeconomics: Theory and Applications	Salvatore, D.L	Oxford Univ. Press	United Kingdom
<b>5</b>	Intermediate Microeconomics: A Modern Approach	Varian, H.R.,	W.W. Norton	United Kingdom, United states
<b>6</b>	Microeconomic Theory,	Sen, Anindya	Oxford Univ. Press	United Kingdom
<b>7</b>	Modern Microeconomics	Koutsoyiannis, A	MacMillan Press	India
<b>8</b>	Principles of Microeconomics	H.L. Ahuja	S. Chand	New Delhi

**Suggested references**

**Web reference**

<b>Sr . no</b>	<b>Lectures</b>	<b>Films</b>	<b>Animation</b>	<b>PPTs</b>	<b>Articles</b>



1.	<a href="https://mitpress.mit.edu/books/lecturesmicroeconomics">https://mitpress.mit.edu/books/lecturesmicroeconomics</a>	<a href="https://www.economicsnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Microeconomics">https://www.economicsnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Microeconomics</a>	<a href="https://www.youtube.com/redir?q=http%3A%2F%2Fwww.thateconstutor.com&amp;v=Zre4tp90Aog&amp;redir_token=6U11cd7zsOZt8fGKACK3B5JHJNh8MTU1NzkyNzgzMUAXNTU3ODQxNTMx&amp;event=video_description">https://www.youtube.com/redir?q=http%3A%2F%2Fwww.thateconstutor.com&amp;v=Zre4tp90Aog&amp;redir_token=6U11cd7zsOZt8fGKACK3B5JHJNh8MTU1NzkyNzgzMUAXNTU3ODQxNTMx&amp;event=video_description</a>	<a href="https://ctaar.rutgers.edu/gag/ppc2_files/ppc2.ppt">https://ctaar.rutgers.edu/gag/ppc2_files/ppc2.ppt</a>	<a href="http://scholar.google.co.in/scholar?q=articles+on+microeconomics&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholarart">http://scholar.google.co.in/scholar?q=articles+on+microeconomics&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholarart</a>
2.	<a href="https://www.amazon.com/Lectures-MicroeconomicsQuestions-ApproachPress/dp/0262038188">https://www.amazon.com/Lectures-MicroeconomicsQuestions-ApproachPress/dp/0262038188</a>	<a href="https://nptel.ac.in/courses/109104125/">https://nptel.ac.in/courses/109104125/</a>	<a href="https://www.youtube.com/watch?v=ewPNugIqCUM">https://www.youtube.com/watch?v=ewPNugIqCUM</a>	<a href="https://www.slideshare.net/tribhuwan64/presentation-on-importanceof-microeconomics">https://www.slideshare.net/tribhuwan64/presentation-on-importanceof-microeconomics</a>	<a href="http://theconversation.com/global/topics/microeconomics3328">http://theconversation.com/global/topics/microeconomics3328</a>

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### Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)

#### Semester: I

#### Business Mathematics & Statistics- I

Course Code – 114 (A) No. of Credits :- 03

## Objective of the Program

1. To introduce the basic concepts in Finance and Business Mathematics and Statistics
2. To familiar the students with applications of Statistics and Mathematics in Business
3. To acquaint students with some basic concepts in Statistics.
4. To learn some elementary statistical methods for analysis of data.
5. The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1	<b>Interest and Annuity</b>	<b>Interest:</b> Concept of Present value and Future value, Simple interest, Compound interest, Nominal and Effective rate of interest, Examples and Problems <b>Annuity:</b> Ordinary Annuity, Sinking Fund, Annuity due, Present Value and Future Value of Annuity, Equated Monthly Installments (EMI) by Interest of Reducing Balance and Flat Interest methods, Examples and Problems.	<ol style="list-style-type: none"><li>1. To understand the concept of Simple interest, compound interest, effect of compounding.</li><li>2. To understand the concept of Annuity and its applications for EMIs and Amortization Schedule.</li></ol>
2	<b>Shares and Mutual Funds</b>	<b>Shares:</b> Concept of share, face value, market value, dividend, brokerage, equity shares, preferential shares, bonus shares. Examples and Problems <b>Mutual Funds:</b> Concept of Mutual Funds, Problems on calculation of Net Income after considering entry load, Dividend, Change in Net Asset Value (NAV) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.). Examples and Problems	<ol style="list-style-type: none"><li>1. To understand the concept of shares and mutual funds.</li><li>2. To understand contribution of shares and mutual funds in systematic investment plans</li><li>3. To solve problems related to shares and mutual funds</li></ol>
3	<b>Population and Sample</b>	Definition of Statistics, Scope of Statistics in Economics, Management Science and Industry. Concept of population and sample, methods of data collection: Census and sampling with illustration. Methods of random sampling – SRSWR, SRSWOR, Stratified, Systematic (Description of sampling procedures only).	<ol style="list-style-type: none"><li>1. Collection of data</li><li>2. Analyzing and interpreting data.</li><li>3. Knowing different method of sampling</li></ol>

4	<b>Measures of Central Tendency and Measures of Dispersion</b>	<p>Frequency distribution: Raw data, attributes and variables, Classification of data, frequency distribution, cumulative frequency distribution, Histogram and ogive curves.</p> <p>Requisites of ideal measures of central tendency, Arithmetic Mean, Median and Mode for ungrouped and grouped data. Combined mean, Merits and demerits of measures of central tendency, Geometric mean: definition, merits and demerits, Harmonic mean: definition, merits and demerits, Choice of A.M., G.M. and H.M.</p> <p>Concept of dispersion, Measures of dispersion: Range, Variance, Standard deviation (SD) for grouped and ungrouped data, combined SD, Measures of relative dispersion: Coefficient of range, coefficient of variation. Examples and problems.</p>	<ol style="list-style-type: none"> <li>1. To classify and represent data in tabular and graphical form.</li> <li>2. To compute various measures of central tendency and measures of dispersion.</li> </ol>
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### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Expected Outcome
1	16	ICT	Students will be able to apply concepts of interests and annuities to calculate EMI, prepare amortization schedule, calculate insurance premiums etc
2	8	ICT	Students will be able calculate dividend, brokerage on shares and mutual funds. Also students will be able to identify the contribution of shares and mutual funds in systematic investment plans and to select best investment options
3	8	ICT	Students will be able to recognize and classify different types of data. Students will be able to take a sample of appropriate size using suitable method of sampling.

4	16	ICT	Students will be able to calculate measures of central tendency and measures of dispersion. Students will be able to use appropriate measure of central tendency or measure of dispersion for given data to given problems from business or economics.
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### References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Practical Business Mathematics	S. A. Bari	New Literature Publishing Company	New Delhi
2	Mathematics for Commerce	K. Selvakumar	Notion Press	Chennai
3	Business Mathematics with Applications	Dinesh Khattar & S. R. Arora	S. Chand Publishing	New Delhi
4	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McFraw Hill	New Delhi
5	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd	New Delhi
6	Operations Research	P. K. Gupta & D. S. Hira	S. Chand Publishing	New Delhi
7	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs	Cambridge University Press	Cambridge
8	Financial Mathematics and Its Applications	Ahmad Nazri Wahidudin	Ventus Publishing ApS	Denmark
9	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K.;	Sultan Chand and Sons	23, Daryaganj, New Delhi 110002

10	Statistical Methods	Gupta S. P.:	Sultan Chand and Sons	23, Daryaganj, New Delhi 110002
11	Applied Statistics	Mukhopadhyaya Parimal	New Central Book Agency Pvt. Ltd.	Calcutta.
12	Fundamentals of Statistics	Goon A. M., Gupta, M. K. and Dasgupta, B.	World Press	Calcutta.
13	Fundamentals of Applied Statistics	Gupta S. C. and Kapoor V. K.:	Sultan Chand and Sons	23, Daryaganj, New Delhi 110002

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### **Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

#### **Semester: I**

#### **Computer Concepts and Application - I**

**Course Code – 114 (B) No. of Credits :- 03**

#### **Objective:**

1. To make the students familiar with Computer environment.
2. To make the students familiar with the basics of Operating System and business communication tools.
3. To make the students familiar with basics of Network, Internet and related concepts.
4. To make awareness among students about applications of Internet in Commerce.
5. To enable make awareness among students about e-commerce and M commerce.

### **Introduction to Computer**

Definition, Block Diagram, Computer Hierarchy, (Classification),  
Characteristics of Computer

### **Computer System Hardware**

Computer Memory  
Input and Output Devices

### **Definition – Software**

Software Types - System Software, Application Software

### **Definition of Operating System**

Types of Operating Systems,  
Functions of Operating Systems

### **Working with Windows Operating System:**

Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Adding or Removing New Programs using, Control Panel, Applications in windows (Paint, Notepad, WordPad, and Calculator)

### **Introduction to Free and Open Source Software**

**Definition of Computer Virus,** Types of Viruses, Use of Antivirus software.

Definition of Information Technology (IT)  
Benefits of Information Technology (IT)  
Applications of Information Technology (IT)

## **Office automation tools**

**MS-Word:** Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word

**MS-Excel:** Introduction, Starting MS-Excel, Basics of Spread sheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel

**MS-PowerPoint:** Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS PowerPoint

**Data Processing:** Files and Records, File Organization (Sequential, Direct/Random, Index )

## **Unit 3 Introduction to Computer Network**

**[12]**

Introduction  
Importance of Networking  
Computer Network (LAN, WAN, MAN)

Network Components (Hub, Switch, Bridge, Gateway, Router, Modem)  
Network Topology, Wireless Network  
Internet and Internet application  
Introduction, Internet evolution, Working of Internet, Use of Internet

Overview of World Wide Web (Web Server and Client)

Introduction to Search engine and Searching the Web, Downloading files, Introduction to Web Browsers, Working with E-mail (creation and use of the same)

Introduction to Internet Security

Security, Privacy, Ethical Issues & Cyber Law

## **Unit 4 Computer applications in Commerce**

**[12]**

### **Computer Applications in Business – Need and Scope**

Computer Applications in various fields of Commerce:

Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, egovernance

### **E-Commerce**

Defining e-Commerce, Main Activities of Electronic Commerce, Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities;

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**Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

**Semester: I**

**Organizational Skills Development- I**

**Course Code – 115 - A No. of Credits :- 03**

**Objectives of the course**

1. To introduce the students to the emerging changes in the modern office environment
2. To develop the conceptual , analytical , technical and managerial skills of students efficient office organization and records management
3. To develop the organizational skills of students
4. To develop Technical skills among the students for designing and developing effective means to manage records , consistency and efficiency of work flow in the administrative section of an organisation
5. To develop employability skills among the students

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	Concept of Modern Office	<ol style="list-style-type: none"><li>a. Modern Office :- Definition, Characteristics, importance and functions</li><li>b. Office environment:- Meaning and Importance</li><li>c. Office Location :- Meaning, Principles and factors affecting Office location</li><li>d. Office Layout :- Meaning, Principles and factors affecting Office Layout</li></ol>	<ol style="list-style-type: none"><li>1. Conceptual Clarity on the meaning of a modern office</li><li>2. Developing understanding on the internal and external factors of an office environment</li><li>3. Developing analytical and technical skills to contribute towards planning office location and layout</li></ol>

<b>2</b>	Office Organisation and Management	a. Office Organisation : Definition , Importance, Principles and Types of Organisation b. Office Management:- Definition , Functions c. Scientific Office Management :- Meaning, Aims, Techniques of Scientific Office Management and Steps for installation of Scientific Office Management	1. Conceptual clarity on the meaning of Scientific office management 2. Development of understanding in various techniques for scientific management
<b>3</b>	Office Records Management	a. Office Records Management -Definition, Objectives, Scope of Records Management, Significance, Principles of Records management. b. Digitalization of records:- Advantages and Problems of Digitalization c. Form Design:- Objectives, types of forms, Significance, Principles of form designing d. Office Manual – Definition, Contents Types , benefits and limitations	1. Introduction to concept of digitalization of records 2. Technical skills and critical analysis skills for designing of various office documents for effective records creation and maintenance
<b>4</b>	Office work	Office work :-Meaning and Characteristics, Flow of work :- Significance, Features of Ideal flow of work ,benefits of flow of work ,problems in smooth flow of work , suggestions for even flow of work	1. Analytical skills for process improvement in office work.

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
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1	12	Power Point Presentation	Online Videos	Making a model of office layout in groups	Conceptual Clarity on meaning of Modern Office, internal and external factors of an office environment
2	12	Power Point Presentation			Conceptual clarity on the meaning of Scientific office management and understanding various techniques for scientific management
3	12	Guest Lectures by Experts	Visit to any organization , college, bank etc ( group assignment)	Report on the records management system based on the visit	Technical skills and Critical analysis skills
4	12	PPT , Educational Videos	Visit to any organization , college, bank etc ( group assignment)	Report on the visit and suggestions for improvement in work flow of the organization visited	Development of Technical and Analytical abilities

## References :

### List of Books Recommended :-

1. Modern Office Management – By Mills, Geoffrey
2. Office Management – By Dr. R.K. Chopra , Priyanka Gauri
3. Office Management – By R.S.N. Pillai

4. Office Management – By K.L.Maheshwari , R.K . Maheshwari
5. Modern Office Management : Principles and Techniques – By J.N.Jian , P.P.Singh

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## **Revised syllabi (2019Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

### **Semester: I**

#### **BANKING & FINANCE- I**

#### **(Fundamentals of Banking I)**

**Course Code – 115 - B No. of Credits :- 03**

#### **Objectives -**

- To provide knowledge of fundamentals of Banking •  
To create awareness about various banking concepts
- To conceptualize banking operations.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1.	<b>Evolution of Banking</b>	<ul style="list-style-type: none"> <li>• Meaning, Definition and Origin of 'Bank'</li> <li>• Evolution of Banking in Europe and Asia</li> <li>• Evolution of Banking in India</li> <li>• Structure of Indian Banking System</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of evolution of banking.</li> <li>• Understanding structure of Indian Banking</li> </ul>
2.	<b>Functions of Bank</b>	<p><b>Primary Functions:</b></p> <ul style="list-style-type: none"> <li>○ <b>Accepting Deposits:</b> <ul style="list-style-type: none"> <li>i. Demand Deposits - Current Deposit and Savings Deposits; ii. Time Deposits - Fixed Deposit and Recurring Flexi Deposits (Auto Sweep) ○</li> </ul> </li> <li>○ <b>Granting Loans and Advances-</b> <ul style="list-style-type: none"> <li>i. Short Term Loan- Overdraft Facility, Cash Credit Facility, Purchasing and Discounting of Bills, ii. Term Loan</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Understanding primary and secondary functions of a bank.</li> <li>• Understanding the concepts related to lending and ratios.</li> </ul>

		<p><b>Secondary Functions:</b></p> <ul style="list-style-type: none"> <li>A. Agency Functions- Payment and Collection of a Cheque, Bill and Promissory Note, Execution of standing instructions, Acting as a Trustee and Executor</li> <li>B. General Utility Functions- Safe Custody, Safe Deposit Vaults, Remittance of funds, Pension payments, Acting as a Dealer in Foreign Exchange (FOREX) Market.</li> <li>C. Distribution of Third Party Products, Bancassurance, Mutual Funds, Issuance of Credit Card and Debit Card</li> <li>D. Non Fund Based Credit Facilities- Letter of Credit, Bank Guarantee and Deferred Payment.</li> <li>E. Government Business – Collecting GST, Stamp Duty, Excise Payment, etc.</li> </ul> <ul style="list-style-type: none"> <li>• Concepts of Priority and non- priority sector lending Security Based and Purpose Oriented Lending, Bridge Loans, Reserve Ratios- CRR and SLR. Credit Appraisal and Credit Monitoring</li> </ul>	
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3.	<b>Procedure for Opening and Operating of Deposit Account</b>	<p>Procedure for Opening of Deposit Account: Know Your Customer Norms, (KYC Norms), Application Form, Introduction, Proof of Residence, Specimen Signature, and Nomination Facility: Their Importance. No Frill Account</p> <p>Procedure for Operating Deposit Account: Pay-in-slip, Withdrawal slip, Issue of Pass Book, (Current, Savings or Recurring Deposit), Issue of Cheque Book, Issue of Fixed Deposit Receipt, Premature encashment of a Fixed Deposit and Loan against Fixed Deposit. Recurring Deposit: Premature encashment and loan against Recurring Deposit.</p> <p>a) Closure of Account</p> <p>b) Transfer of Account</p> <p>c) Death Claim Procedure</p> <p><b>Types of Account Holders</b></p> <p>a) Individual Account Holders- Individual Account, Joint Account, Illiterate, Minor, Married Woman, Pardahnashin Woman, Non-Resident Account</p> <p>b) Institutional Account Holders- Sole Proprietorship, Partnership Firm, Joint Stock Company, Hindu Undivided Family, Clubs, Associations, Societies and Trusts.</p>	<ul style="list-style-type: none"> <li>• Understanding the process of opening and operating procedure of bank accounts.</li> <li>• Understanding various types of bank accounts holders</li> </ul>
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4	<b>Methods of Remittance</b>	<p>Demand Draft, Bankers' Cheque</p> <p>Electronic Funds Transfer (EFT) – Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Procedure of fund transfer through NEFT/ RTGS,</p> <p>Society for Worldwide</p> <p>Interbank Financial Telecommunication (SWIFT)</p> <p>Immediate Payment Service (IMPS) - Interbank (Bank to Bank) and Intra Bank (Branch to Branch) Fund Transfer</p>	<ul style="list-style-type: none"> <li>Understanding various methods of remittance.</li> </ul>
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### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1.	10	Lecture, PPT/ Poster Presentation, Group Discussion, Library / Home Assignment	Relevant YouTube videos	NA	<ul style="list-style-type: none"> <li>Knowledge of evolution of banking.</li> <li>Understanding structure of Indian Banking</li> </ul>
2.	14	Lecture, PPT/ Poster Presentation, Group Discussion, Library / Home Assignment	Relevant YouTube videos	Report writing of expert lecture	<ul style="list-style-type: none"> <li>Understanding primary and secondary functions of a bank.</li> <li>Understanding the concepts related to lending and ratios.</li> </ul>



3.	14	Lecture, Expert Lecture, PPT/ Poster Presentation, Group Discussion, Library / Home Assignment,	Relevant YouTube videos	Visit to a bank	<ul style="list-style-type: none"> <li>Understanding the process of opening and operating procedure of bank accounts.</li> <li>Understanding various types of bank accounts holders</li> </ul>
4.	10	Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library / Home Assignment,	Relevant YouTube videos	Visit to a bank	<ul style="list-style-type: none"> <li>Understanding various methods of remittance.</li> </ul>

#### References:

1. Majumdar N. C., 'Fundamentals of Modern Banking', New Central Book Agency (P) Ltd., New Delhi.
2. Arondekar A.M. & Others, 'Principles of Banking', Macmillan India Pvt. Ltd.
3. Srinivasan D. & Others, 'Principles & Practices of Banking', Macmillan India Pvt. Ltd.
4. Agarwal O.P., (4<sup>th</sup> Edition, 2017), 'Banking and Insurance', Himalaya Publishing House.
5. Gopinath M. N., (1<sup>st</sup> Edition, 2008), 'Banking Principles and Operations', Snow White Publications Pvt. Ltd, Mumbai
6. Gordon E. & Natarajan K., 'Banking - Theory, Law and Practice', (21<sup>st</sup> Revised Edition), Himalaya Publishing House.

7. Joshi Vasant & Joshi Vinay, (3<sup>rd</sup> Edition), 'Managing Indian Banks', Sage Publication, New Delhi.
8. Varshney P.N. (12<sup>th</sup> Edition, 2003), 'Banking - Law and Practice', Sultan Chand & Co. New Delhi
9. Kothari V., (26<sup>th</sup> Edition) 'Tanna's Banking Law & Practice in India,' Lexis Nexis Publication.

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## **Revised syllabi (2019 Pattern) for three years F.Y. B. Com. Degree course (CBCS)**

### **Semester- I**

### **Defense Organization and Management in India**

#### **DEFENSE ORGANISATION AND MANAGEMENT IN INDIA-I**

**Course Code – 115 - D No. of Credits :- 03**

#### **Objectives:**

- 1) To understand the role of Armed Forces and Defense structure of Indian Armed Forces.
- 2) To know the vital elements of Indian Defense Organization in India. 3) To know the second line of Defense in India

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>	<b>Skills to be developed</b>
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<b>1.</b>	<b>Development of Defense Organization after Independence</b> 1.1 Reconstruction of Indian Armed Forces since 1947.  1.2 Development of the Army after Independence. 1.3 Development of the Navy after Independence. 1.4 Development of the Air Force after Independence.  1.5 Principles of Defense Organisation.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment	<ul style="list-style-type: none"> <li>• Understanding defence organization after independence.</li> <li>• Understanding the principles of Defense organization</li> </ul>
<b>2.</b>	<b>Elements of Defense Organization in India.</b> 2.1 Powers of the President in relation to the Armed Forces. 2.2 Defense Committee of the Cabinet. 2.3 Ministry of Defense – its organizational & function.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Study Visit	<ul style="list-style-type: none"> <li>• Understanding the elements of defense organization in India.</li> </ul>
	2.4 National Security Council.			
<b>3.</b>	<b>Defense Structure of Indian Armed Forces</b> 3.1 Chief of Staff Committee. 3.2 Organization of Army, Naval & Air Headquarters. 3.3 Organization of Army, Naval & Air Commands.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work,	<ul style="list-style-type: none"> <li>• Understanding the defense structure of Indian Armed Forces</li> </ul>

<b>4.</b>	<b>Para Military Forces of Defense</b> 4.1 Border Security Force. 4.2 Coast Guard. 4.3 Territorial Army. 4.4 Home Guard. 4.5 Civil Defense. 4.6 National Cadet Corps (N.C.C.) 4.7 Central Reserve Police Force. 4.8 State Reserve Police Force.	<b>12</b>	Lecture,PPT, Group Discussion, Library Work, Assignment	<ul style="list-style-type: none"> <li>Understanding the paramilitary force of defense.</li> </ul>
	<b>Total</b>	<b>48</b>		

#### References:

- 1) Ron Mathews, "Defense Production in India" ABC, New Delhi.
- 2) Raju G. C. Thomas (1978), "The Defense of India a Budgetary Perspective of Strategy and Politics", Mac Millan Publication, New Delhi.
- 3) Sam C.Sarhesian – The Military Industrial Complex a Reassessment', Sage Publication, New Delhi.
- 4) Maj. Gen. Pratap Narain [ Retd] (1998), India's Arms Bazar," Shilpa Publication, New Delhi.
- 5) L t. Gen. R. K. Jasbir Singh(1999),Indias Defense Year Books', Nataraj Publication, Dehradun.

6) Chaudhari A.P., '□□□□□□' Nilkantha Publication, Pune

7) J  
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8) Venkateshwaram A. L. 'Defense Organisation in India'

9) C. Lakshmi (1998) 'Trends in India's Defense Expenditure,' ABC, New Delhi.

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# Revised Syllabi (2019 Pattern) for three years B.Com Degree Course (CBCS)

## Semester- I

### Theory and Practice of Co-operation- I

Course Code – 115 - E

No. of Credits :- 03

#### Objectives of the course:

1. To acquaint the students with the concept of co-operative movement.
2. To introduce the scope of Co-operation.
3. To make students build their career in the field of Co-operation and Rural Development.

#### Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Co-operation-	Meaning & Definitions, Objectives, Nature and Scope of Co-operation, Strength and Weakness of Co-operative Movement ,Principles of Cooperative <b>International Co-operative Alliance (ICA)</b> Meaning ,objectives, ICA Board Code of Governance, International Co-operative Alliance (I.C.A) Committee-1937,1966,1995 Problems & Challenges faced by the Cooperative sector	i. To understand the objectives, Nature and scope of co-operation ii. To understand the Co-operative Movement iii. To understand International Co-operative Alliance and ICA Committee 1937,1966,1995

<b>2</b>	<b>History of Cooperative Movement in India</b>	Introduction and Development of Co-operative Movement in Pre Independence period. Strength and weakness of Co-operative Movement , Sir Fedrick Nicholson Report 1904 , Maclagen Committee Report 1912 , Study of eminent supporters and their contribution	i. ii. To understand the development of Cooperative Movement in India To understand Sir Fedrick Nicholson Report and Maclagen Committee Report To understand eminent supporters and their contribution in Cooperative Movement of India
<b>3</b>	<b>Development of Cooperative Movement in India in post Independent Era</b>	Contribution of Co-operative Leaders in post Independent Era up to the present Stage, Gorewala Committee Report 1954 , Vaidyanathan Committee Report 2005 , Development of Co-operative Movement in Maharashtra , Current scenario of Co-operative Movement in India	i. To understand the Contribution of Cooperative Leaders in India ii. To understand the Gorewala Committee Report, Vaidyanathan Committee Report To understand Current scenario of Cooperative Movement in India iii.
<b>4</b>	<b>Government and Cooperative Movement</b>	Role of Central Government , Role of State Government Co-operative Vs Capitalism & Communism	i. ii. To understand the role of Government in Cooperative Movement To understand Co-operative Vs Capitalism & Communism

### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and AV Application</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Debate on The Strength and Weakness of co-operative movement in Maharashtra, Poster presentation	Short Film Show on Co-operative Movement, AV Application (Audio and Visual Application)	Project on Current scenario of Co-operative Movement in Maharashtra	Understanding of basic knowledge of co-operative movement Understanding Scope, Strength and Weakness of co-operative movement. Understanding International Co-operative Alliance

<b>2</b>	12	Organise Semesterinar/workshop for students, Pre reading, Class discussion, Internet resources. case studies, Field visit to Co-operative Sugar Factory, visit to Agriculture Co-operative and Non Agriculture Co-operative society, Survey report	You Tube Video on History of Cooperative Movement in India	Project Report on Co-operative Sugar Factory, Rural Co-operative and Urban Co-operative credit Society	Understanding History and current scenario of Co-operative Movement in India
<b>3</b>	12	Guest Lectures of eminent personalities in co-operative movement and Rural Development , experience sharing, Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies, PPT, Interview of co-operative leader	Presentation on Contribution of Co-operative Leaders in post Independent Era up to the present Stage	Project Report on Development of Co-operative Movement in Maharashtra	Understanding Contribution of Cooperative Leaders in post Independent Era up to the present Stage , Development of Co-operative Movement in Maharashtra
<b>4</b>	12	Pre reading, Class discussion, examples of various co-operative institution through Newspapers and internet resources, Guest Lectures of eminent personalities ,PPT	Group discussion on Co-operative Vs Capitalism & Communism	Project Report on Role of Government in Co-operative Movement	Understanding Role of Government in Co-operative Movement

## References

Sr. No	Title of Book	Author/s	Publication	Place
1	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
2	Co-operation- Principles and Practice-	Dr. D.G. Karve		
3	Theory, History and Practice of Cooperation	Dr. R.D. Beddy		
4	Bhartiya Sahkari Chalval- Tatve va Vyavhar ( Marathi )	Prof. Jagdish Killol; Prof. Arvind Bondre; Prof. A. C. Bhavsar		
5	Sahkari Chalval 1904-2004 (Marathi)	Prof. K. L. F ale		
06	Rural Development in India-Policies and Programme	Abdul Azees NP and S.M. Javed Aktar	Kalpaz Publication	
07	Human Resource Management Practices in Co-operative sector	Principal Dr.Shaikh Aftab Anwar	Idea Publication	New Delhi
08	Report of the High Power Committee on Co-operative May 2009 Ministry of Agriculture Government of India			
09	Journal of Commerce and Management Thought(JCMT)			
10	Journal Co-operative Organization and Management , Journal of Co-operative studies			



## **Revised Syllabi (2019 Pattern) for three years B.Com Degree Course (CBCS)**

### **Managerial Economics I**

#### **Semester - I**

**Course Code – 115 - F No. of Credits :- 03**

#### **Objectives:**

1. To acquaint the students with the concepts and techniques used in micro and macroeconomics.
2. To give the introduction to basic principles of microeconomics and to demonstrate how application of economic theory can improve decision making.
3. To build a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decision taken by a firm.

<b>Unit No.</b>	<b>Unit Title.</b>	<b>Content</b>	<b>Purpose Skills to be developed</b>
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1	Introduction	<p>1.1 Nature, Scope and significance of managerial economics.</p> <p>1.2 Managerial economics and microeconomics.</p> <p>1.3 Managerial economics and macroeconomics.</p> <p>1.4 Main characteristics of managerial economics.</p> <p>1.5 Fundamental economic concepts- opportunity cost, Discounting Principle, Time perspective, incremental reasoning, equi-marginal concept.</p> <p>1.6 Application of economics in managerial decision making.</p> <p>1.7 Role and responsibilities of managerial economist in business.</p>	<p>i) To know the meaning, nature of managerial economics</p> <p>ii) To understand fundamental principles of economics.</p> <p>iii) To know the application of principles of managerial economics in business decision making.</p>
2	Demand Analysis	<p>2.1 Basis for demand - concept of utility</p> <p>2.2 Cardinal Utility approach- Law of marginal utility, maximization of utility, consumer surplus.</p> <p>2.3 Ordinal Utility approach- Indifference Curve, maximization of utility.</p> <p>2.4 Law of demand- determinants of demand.</p> <p>2.5 Elasticity of demand- Price, Income and Cross elasticity of demand.</p> <p>2.6 Managerial application and importance of elasticity of demand.</p>	<p>i. To understand the concept of utility.</p> <p>ii. To understand the law of diminishing marginal utility in law of demand.</p> <p>iii. To understand the concept of elasticity and its importance in managerial decision making process.</p>
3	Demand forecasting	<p>3.1 Demand forecasting-Meaning, Methods of demand forecasting- Expert opinion, surveys and market experiments, Time series analysis, Trend Projection, Barometric forecasting.</p> <p>3.2 Demand forecasting for a new product.(Developing, Testing and launching of new products)</p>	<p>i. To understand the concept of demand forecasting and its utility in demand forecasting of new product.</p> <p>ii. To make the students understand different methods of demand forecasting</p>

4	Production and Cost Analysis	<p>4.1 Law of supply- Determinants of supply.</p> <p>4.2 Theory of production- Meaning and concept of production,</p> <p>4.3 Law of Variable Proportions and Returns to a Scale. 4.4 Cost Analysis- Types of Cost - Economic cost and accounting cost, Private cost and social cost, Actual cost and opportunity cost, Past cost and future cost, Explicit cost and implicit cost, Incremental cost and Sunk cost.</p> <p>4.5 Cost and cost curves under short-run and long run- Fix cost and variable cost, Average cost and marginal cost, Relation between average cost and marginal cost.</p> <p>4.7 Revenue Curves- Concept of average, marginal and total revenue under different market conditions, relation between average and marginal revenue.</p>	<p>i. To understand the law of supply.</p> <p>ii. To know the various concept of costs and revenues.</p>
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### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	14	i. Open book discussion ii. Interactive lectures	i. Online PPTs ii. You tube lectures	i. Study costs in a local project. ii. Application of cost principles	The students will be able to decipher, analyze and apply the theory and practice of Managerial Economics
2	12	i. Open book discussion. ii. Group discussion with examples.	i. Online PPTs ii. You tube lectures	i. Study of types of elasticity of demand. ii. Study of elasticity of demand in managerial decision.	Students will develop an understanding of the need of businessman to locate the various factors affecting demand of the product and plans of marketing and business strategies accordingly.
3	08	i.) Interactive lectures	i. Online PPTs ii. You tube lectures	i. Study of methods of demand forecasting in a local firm.	Students will understand the demand forecasting of existing and new

		ii.) Case studies. . iii.) Teacher driven power point presentation.		ii. Comparative study of advantages of methods of demand forecasting.	product and its importance in managerial decision making.
4	14	i. Case studies. iiInteractive lectures.	i. Online PPTs ii. You tube lectures	i. Study of law of variable proportions in a firm. ii. Study of concept of costs in short run and long run.	Students will understand the analytics of supply and its various uses. Students will follow the relationship between costs, revenue, profit and losses.

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Managerial Economics	Domnik Salvatore-	Oxford University Press	Oxford University Press
2	"Managerial Economics-	Mark Hirschey, .	2. Mark Hirschey, Log "managerial Economics-An Integrative Approach", Cengage Learning.	2. Mark Hirschey, Log "managerial Economics-An Integrative Approach", Cengage Learning.
3	Managerial Economics-	D.M.Mithani,	Himalaya Publishing House	Mumbai
4	Managerial Economics,	P.L.Mehatha,	S.Chand Publishing	Mumbai
5	Managerial Economics, Pearson Education	Craig Peterson, Lewis and Jain,	Pearson Education	Pearson Education
6	Modern Economic Theory	K.K.Dewett,		
7	Managerial Economics, Margham Publications, Madras	Shankaran S.	Margham Publications, Madras	Madras

8	Managerial Economics,	Thomas Christopher R. and Charles, Maurice S.	McGraw Hill Irwin, Boston.	McGraw Hill Irwin, Boston.
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### **Suggested references**

#### **Web reference**

1. <https://nptel.ac.in/courses/110101005/2>
2. <https://nptel.ac.in/downloads/110101005/>
3. <http://cec.nic.in/Pages/Home.aspx>
4. <http://en.wikipedia.org/wiki/Economics>
5. <http://www.investopedia.com/university/economics/#axzz1XwhFTmtm>
6. <http://www.tutor2u.net/blog/index.php/economics/>
7. <http://www.economicshelp.org/>
8. <https://www.intelligenteconomist.com/economics-blogs/>
9. <https://www.coursera.org/courses?query=managerial%20economics>
10. <https://www.edx.org/course/introduction-to-managerial-economics-0>
11. <https://www.mooc-list.com/tags/managerial-economics>

12. <https://online.stmary.edu/mba/courses/managerial-economics>

13. <https://www.tru.ca/distance/courses/econ3041.html>

14. <https://www.euromba.org/managerial-economic>

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**Revised syllabi ( 2019 Pattern ) for three years B.Com. Degree course (CBCS) Semester  
- I**

**Essentials of E- Commerce**

**Course Code – 116 A**

**No. of Credits :- 03**

**Objectives of the course**

1. To acquaint the learner with knowledge on the basics of E-commerce.
2. To develop knowledge on various types of E-commerce business.
3. To develop practical knowledge on effective design of Website and Domain Registration.
4. To Develop knowledge on various modes of online transaction for crating convenience in day to day financial transactions and promoting cashless economy.
5. To introduce the learner to the concept of Electronic Data Inter exchange and its significance.

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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<b>1</b>	<b>Overview of Electronic Commerce(EC)</b>	Concept, Features and Functions of e-commerce practices v/s traditional practices ,scope and limitations of e-commerce , Recent trends in e-commerce , Risks in e-commerce and preventive measures	1. Conceptual understanding of basics of ecommerce
<b>2</b>	<b>Types of e-Commerce Business</b>	Definition and types of e-commerce business : B2B, B2C, C2B, C2C,B2G, C2G, B2A, C2A and P2P, B2B service provider.	1. Awareness on the various forms of ecommerce
<b>3</b>	<b>Infrastructure</b>	Internet and its role in e-commerce, Mobile and its role in e-commerce , procedure of registering an Internet domain , establishing connectivity to Internet ,tools and services of Internet , Requisites of selecting an appropriate domain name ,Website – Essential factors in designing and importance of an effective website	1. Technical knowledge on registration of a domain 2. Practical Knowledge on role of Internet in ecommerce 3. Analytical skills and Creative skills for web page designing

4	<b>E- Payment and Electronic Data Inter exchange</b>	<p>A. <b><u>E- Payment</u></b> : Transactions through Internet , requirements of e-payments systems, functioning of Debit and credit cards, pre and post payment services</p> <p>Overview on Online Payment Portals and apps in India, CC Avenue, Paytm, BHIM, UPI, Phone Pe etc.</p> <p>Concept of Payment Gateway and Payment Processor</p> <p>B. <b><u>Electronic Data Inter exchange</u></b>: Evolution, uses, benefits, Working of EDI, EDI standards (includes variable length EDI standards), Cost Benefit Analysis of EDI, Electronic Trading Networks, EDI Components, File types, EDI Services , EDI Software.</p>	<ol style="list-style-type: none"> <li>1. Practical Oriented Skills on E-commerce</li> <li>2. Conceptual Clarity on Online Payment Process</li> <li>3. Conceptual Clarity on EDI and Electronic</li> </ol>
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### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	Lecture Methods / Guest Lectures	Online Educational Videos		Developing understanding on Ecommerce
2	12	Guest Lectures by subject Experts / Case Study	Online Educational Videos and Success stories	Case study on any one success story	Awareness on various e-commerce platforms
3	12	PPT / Lectures / Guest Lectures	Demonstration by Industry Expert		Technical , Practical , Analytical and Creative Skills



4	14	Live Demonstrations/PPT/Lectures	Online Educational Videos	Actual online transactions of Money transfer and online purchase via online payment for small value orders (can be	Technical and Practical Skills
				undertaken as a group) Payments to vendors via various payment apps apps	

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ /Written Test /PPT	As per University norms	Certificate Web Page Designing
Unit – II	MCQ/Written test /Report Writing	As per University norms	Certificate course on Digital Marketing
Unit – III	Written Test/ Report and /or PPT on any 5 well designed websites	As per University norms	
Unit – IV	Written Test / MCQ	As per University norms	

### References :

#### List of Books Recommended :-

1. The Complete E-Commerce Book - By Janice Reynolds
2. E-Commerce Website optimization – By Dan Corxen- John and Johaan van Tonder
3. E- Commerce – An Indian Perspective – By P.T.Joseph S.J.
4. E- Commerce – Business, Technology, Society – By Kenneth c. Laudomn and Carol Guercio Traver
5. Essentials of E-Commerce Technology – By. V.Rajaraman

6. E Business R(Evolution)- By Daniel Amor
7. E-Commerce Management - By Krishnamurthy
8. E-Commerce: Strategy, Technologies and Applications By David Whiteley

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## Revised Syllabi (2019 Pattern) for three years B.Com Degree Course (CBCS)

### Semester - I

### Insurance and Transport- I

### (Insurance)

**Course Code – 116 - B No. of Credits :- 03**

#### **Objectives:**

1. To acquaint students with the concepts of Insurance.
2. To create awareness regarding basic knowledge about Life Insurance, Fire Insurance and Marine Insurance.
3. To make the students aware of career opportunities in the field of Insurance

Unit No.	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
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<b>1.</b>	<b>Introduction to Insurance</b> 1.1 Meaning and Nature of Insurance 1.2 Importance of Insurance 1.3 Scope of Insurance 1.4 Principles of Insurance 1.5 Risk and Insurance 1.6 Types – Life and General Insurance 1.7 Difference between Life and General Insurance 1.8 Career opportunities in Insurance Sector	<b>16</b>	Lecture, PPT, Group Discussion, Library Work, Assignment Companies	• Understanding the concept of insurance
<b>2.</b>	<b>Life Insurance</b> 2.1 Meaning and Features of Life Insurance 2.2 Nature of Life Insurance 2.3 Origin of Life Insurance 2.4 Importance of Life Insurance 2.5 Principles of Life Insurance 2.6 Types of Life Insurance Policies 2.7 Procedure of Life Insurance Contract	<b>16</b>	Lecture, PPT, Group Discussion, Library Work, Study Visit to Office of the Insurance	• Understanding the concept of life insurance.
<b>3.</b>	<b>Fire Insurance</b> 3.1 Meaning and Features 3.2 Nature of Fire Insurance Contract 3.3 Types of Fire Insurance Policies	<b>08</b>	Lecture,PPT, Group Discussion, Library Work,	• Understanding the concept of fire insurance
<b>4.</b>	<b>Marine Insurance</b> 4.1 Meaning and Features 4.2 Marine Insurance Contract 4.3 Types of Marine Insurance Policies	<b>08</b>	Lecture,PPT, Group Discussion, Library Work, Assignment	• Understanding the concept of marine insurance
	<b>Total</b>	<b>48</b>		

## References:

1. Khan M.Y. (1997), Financial Services, Tata McGraw-Hill Publishing Company Limited New Delhi .
2. Mishra M.N. (2004) Insurance - Principles and Practice, S. Chand and Company Ltd. New Delhi.
3. Gulati Neelam C., Principles of Insurance Management, Excel Books.
4. Haridas R., Life Insurance in India, New Century Publication New Delhi.
5. Godwin Frank, The Principles and Practice of Fire Insurance, Isaac Pitman and Sons Ltd. London.
6. Panda G.S., Principles and Practice of Insurance, Kalyani Publishers Ludhiyana.
7. Kanwal L.S., Text Book of Insurance, Kalyani Publishers Ludhiyana.
8. Mathhew M.J., Insurance, RBSA Publisher Jaipur.
9. □□ □□□□□ □ ,□ □□□□ ,□□ .□□□ □□□□□ !□□□□ □ □

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**Revised syllabi (2019 Pattern) for three years B.com Degree course (CBCS)**

**Semester - I**

## Marketing and Salesmanship- I

### (Fundamentals of Marketing)

Course Code – 116 - C No. of Credits :- 03

#### Objectives of the Course

1. To introduce the basic concepts in Marketing.
2. To give the insight of the basic knowledge of Market Segmentation and Marketing Mix
3. To impart knowledge on Product and Price Mix.
4. To establish link between commerce, business and marketing.
5. To understand the segmentation of markets and Marketing Mix.
6. To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing.

Unit No.	Unit Title	Contents	Purposed Skills To Be Developed
1	Introduction to Market and Marketing	1.1 Meaning and Definition of Market 1.2 Classification of Markets 1.3 Marketing Concept: Traditional and Modern 1.4 Importance of Marketing 1.5 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information. 1.6 Selling vs. Marketing	The basic knowledge of Market and Marketing will be developed amongst students.

2	Market Segmentation and Marketing Mix	<p>2.1 Market Segmentation: -</p> <p>2.1.1 Introduction</p> <p>2.1.2 Meaning and Definition</p> <p>2.1.3 Importance</p> <p>2.1.4 Limitations</p> <p>2.1.5 Bases for Segmentation</p> <p>2.2 Marketing Mix</p> <p>2.2.1 Introduction</p> <p>2.2.2 Meaning &amp; Definition</p> <p>2.2.3 Elements of Marketing Mix- Product, Price, Place and Promotion</p> <p>2.2.4 Importance of Marketing Mix</p>	Students will develop the Marketing Segmentation knowledge along with the basic concept of Marketing Mix.
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3	Product Mix and Price Mix	<p>3.2 Product Mix</p> <p>3.2.1 Meaning and Definition</p> <p>3.2.2 Product Line and Product Mix</p> <p>3.2.3 Product Classification</p> <p>3.2.4 Product Life Cycle</p> <p>3.2.5 Factors Considered for Product Management</p> <p>3.3 Price Mix</p> <p>3.3.1 Meaning and Definition</p> <p>3.3.2 Pricing Objectives</p> <p>3.3.3 Factors Affecting Pricing Decision</p> <p>3.3.4 Pricing Methods</p>	Students will get proper insight of Product and Price Mix.
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4	Place Mix and Promotion Mix	<p>a. Place Mix</p> <p>i. Meaning and Definition of Place Mix</p> <p>ii. Importance</p> <p>iii. Types of Distribution Channels – consumer goods and Industrial Goods</p> <p>iv. Factors Influencing selection of Channels</p> <p>4.2 Promotion Mix</p> <p>4.2.1 Meaning of Promotion Mix</p> <p>4.2.2 Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion</p> <p>4.2.3 Factors Affecting Market Promotion Mix</p> <p>4.2.4 Promotion Techniques or Methods</p>	Students will develop the skills of promoting a product along with gaining knowledge about the distribution channels.
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### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Expected Outcome
1	14	Power Point Presentation, Survey Analysis	Short Film AV Application	Student will get acquainted with the basics of marketing field.



<b>2</b>	<b>07</b>	Power Point Presentation, Survey Analysis, Group Discussion	Short Film AV Application	It will highlight on the core marketing concepts namely 'Marketing Mix'. It will help students to implement this knowledge in practicality by enhancing their skills in the field of market segmentation.
<b>3</b>	<b>14</b>	Conceptual Learning Group Discussion	AV Application	Students will develop the skills of Pricing the product along with gaining knowledge on Product Mix
<b>4</b>	<b>13</b>	Conceptual Learning, Power Point Presentation, Group Discussion	Short Film, AV Application Use of You Tube	It will help the students to apply the various techniques of Promotion and understand the various channels of distribution

## References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Marketing Management	Philip Kotler	Pearson Publication	
<b>2</b>	Marketing Management	Rajan Saxena	McGraw Hill Education	

<b>3</b>	Principles of Marketing	Philip Kotler	Pearson Publication	
<b>4</b>	Sales & Distribution Management	Tapan K Panda	Oxford Publication	
<b>5</b>	Advertising Management	Rajiv Batra	Pearson Publication	
<b>6</b>	Retail Management	Swapna Pradhan	McGraw Hill Publication	
<b>7</b>	Retail Management	Gibson Vedamani	Jayco Publication	
<b>8</b>	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	
<b>9</b>	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication	

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## **Revised syllabi (2019 Pattern) for three years B.com Degree course (CBCS)**

### **Semester - I**

#### **Consumer Protection and Business Ethics - I**

**Course Code – 116 - D No. of Credits :- 03**

### **Objectives of the Program**

1. To develop general awareness of consumerism among the students.
2. To understand the consumers rights, responsibility and role of United Nations.
3. To have a comprehensive understanding about the existing law on consumer protection in India.
4. To create awareness among the students about dispute redresses machinery and basic procedures for handling consumer dispute.
5. To understand the issues relating to e-commerce, e-Banking emerging issues and internet regulations.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Consumer Protection - An Overview</b>	Consumerism- Meaning, Evolution, Rational, Need and Importance of Consumerism, Consumer protection- objectives, scope and importance, Consumer rights and Standardization United Nations guideline on consumer protection- Objectives, scope of application , general principles and framework for consumer protection	understand the concept of consumerism Equip the students with knowledge the evolution, need and importance, of consumerism Understand the role of United Nations to protect consumer's interest.
2	<b>Consumer Education and Awareness</b>	Consumer education-Need and importance, Consumer Responsibility Role of consumer Association and Councils in consumer education and Awareness- Voluntary organization, Consumer protection councils, Media, Educational Institute and Government Skills required for career in Consumer studies field	Handling the emerging issues about consumer protection Acquaint knowledge and skills for career opportunity.

5.	<b>Consumer Protection Law in India *</b>	Consumer Protection Movement in India <b>Consumer Protection Act 1986-</b> Overview features, important definitions-consumers, Goods, services, Defect , Deficiency, unfair trade practices, Dispute, Complaint Objectives, Consumer Disputes Redressal Agencies. (Composition, Jurisdiction, Powers and Functions.) Procedure of filling complaint and Procedure to deal with complain.	Compressive understanding about the existing consumer protection Act 1986. Law for consumer Apply the protection
6.	<b>E -Commerce and consumer Protection</b>	E Commerce- scope and limitations, Need and importance of E commerce , Prospects and challenges of Ecommerce and its effect on consumer Need and importance of E-Education consumer Protection in E-Banking Recent Emerging Issues in E-Commerce	Understand the concept of E commerce and Consumer Protection Acquaint students about various issues of E commerce. Able to appreciate the emerging questions and policy issues

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Documentary , PPT, Narration, Quiz, Survey Analysis Article review	Short film about consumer movement, Role of UN	Report Review	Acquaint knowledge and maturity to understand the consumers interest

2	12	Project making, Street play, jingles, slogan Competition,	Use of You tube, Review of Movie	New Emerging Issues in consumer protection	To get training to face emerging issues. To seek career opportunity in this field.
3	12	Case study, Poster making, Interview of lawyer , Mute court	Case Analysis, Mute court ,E filing of the case	Recent Laws and silent feature	To Acquaint knowledge and application of laws
4	12	Virtual Learning, Group Discussion,	Film on cyber security, Internet precautions	Project on E COMMERCE and Consumer protection	To defend and safety in e commerce. To learn e skills

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Grahak Darshan	Mr. Bindu Madhav Joshi	Akhil Bharti Grahak Panchayat	Pune
2	Grahak Sanrakshan Adhiniyam	Ad Ghare S S	Mukund Publication	Pune
3	E- Commerce : An Indian Perspective	Dr.P. T. Joshep	PHI Publication	New Delhi
4	E Banking in India	Dr R K Uppal	New Century Publication	New Delhi
5	Consumer education and empowerment	Dr. S. S. Singh, Dr.Sapna Chadah	Abhijit Publication	New Delhi

6	GrahakRaja Jaga Ho	Prof. G. V. Kayandepatil	Chaitanya Publication	Nashik
7	United Nations Guidelines on Consumer Protection	unctad.org	UNCTAD	UNCTAD Geneva Switzerland
8	The Consumer Protection Act, 1986	Act	Govt of India	Delhi
9	The law of E Commerce	Dr A Alghamdi	Auther House	Mumbai

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## **Revised syllabi (2019 Pattern) for three years B.com Degree course (CBCS)**

### **Semester - I**

#### **Business Environment & Entrepreneurship - I**

**Course Code – 116 - E No. of Credits :- 03**

#### **Objectives of the course:**

- 1) To understand the concept of Business Environment and its aspects
- 2) To make students aware about the Business Environment issues and problems of Growth
- 3) To examine personality competencies most common to majority of successful entrepreneurs and to show how these competencies can be developed or acquired
- 4) To understand the difference between Entrepreneurial and non-Entrepreneurial behaviour

- 5) To provide knowledge of the significance of Entrepreneurship in economy
- 6) To familiarize the students with the contribution of selected institutes working to promote Entrepreneurship
- 7) To generate entrepreneurial inspiration through the study of successful Entrepreneurs

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Business Environment</b>	Concept- Importance - Inter relationship, between environment and entrepreneur, Aspects of Environment- Natural- Economic - Political - Social - Technical - Cultural - Educational - Legal & Cross-cultural – Geographical etc.	Understanding the concept of Business Environment and its aspects Skill-correlating aspects of business environment and entrepreneur
2	<b>Environment Issues</b>	Pollution-Concept and types –Causes of pollutionRemedies of Pollution, Remedies of pollutionprotecting the natural environment- Conservation of natural resources - Opportunities in Environment	Making students aware about business environment issues and problems of growth Skills-capable of understanding and analysing environment issues and finding out solutions to resolve these issues
3	<b>Problems of growth</b>	Unemployment- Concept-Types-Causes- Remedies, Poverty- Concept- Causes- Remedies , Regional Imbalance- Concept-Effects –Solutions , Social injustice- Concept, Effects, Solutions ,Black Money –Meaning – Sources –Effects- Measures, Lack of technical knowledge and information- Problems-Remedies	Understanding the problem of growth Skill-Application of mind to resolve the problem of growth
4	<b>The Entrepreneur</b>	Evolution of the term entrepreneur –Definition - Competencies of an Entrepreneur – Distinction between a) entrepreneur and manager- b)Entrepreneur and Enterprise, Intrapreneur- Concept and importance –Distinction between Entrepreneur and Intraprenuer	Understanding the concept of entrepreneur, competencies of a successful entrepreneur, realising the difference between various concepts Skill-knowing the entrepreneurial competencies and imbibing the same by students

## Teaching Methodology- F.Y.B.Com Semester-I, Paper-I

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Case Study-Role play	Related videos and PPT	Distribute aspects of business environment in group and ask them to prepare in brief report on it- Field Assignment	Understanding of various aspects business environment useful for would be entrepreneurs
2	12	Conducting survey and collecting information about various types of pollution	Film shows with the help of environment related organizations	Undertake survey of pollution level, its ill effects and remedies	Understanding of various aspects of pollution and its ill effects
3	12	Collecting necessary information through various resources	Related videos and PPT	Compilation of facts, figures and remedies	Understanding of Problems and their causes and remedies
4	12	Case Study	Biographical CDs of successful entrepreneurs	Interview of various types of entrepreneurs e.g. First Generation entrepreneur, Women entrepreneur, Social entrepreneur and collect entrepreneurial competencies, Collection of success stories	Understanding the concept of entrepreneur, competencies of a successful entrepreneur
				of persons organisation in the area, arranging guest lecture by eminent entrepreneurs on various aspects of entrepreneur and entrepreneurship	

## References



<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	New Delhi
3	Dynamics of Entrepreneurship Development and Management	Desai Vasant	Himalaya Publishing House	New Delhi
4	Entrepreneurial Development	Khanka S.S.	S. Chand	New Delhi
5	Entrepreneurial Development	Gupta, Shrinivasan	S. Chand	New Delhi
6	Udyog	--	Udyog Sanchalaya	Mumbai
7	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand	New Delhi

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**Revised syllabi (2019 Pattern) for three years B.com Degree course (CBCS)**

## Semester – I

### Foundation Course in Commerce

Course Code – 116 – F

No. of Credits :- 03

#### Objectives of the course

1. To acquaint the student with knowledge of forms of business organizations and new business models.
2. To understand the latest government regulations and policies with relation to business in India .
3. To introduce the students to the various entrepreneurial development programmes in India .
4. To update the students with the latest developments in Service sector in India.

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Forms of Business Organization	A. Organization – Meaning , Importance B. Sole Proprietorship , Partnership , LLP , Joint Stock Companies, Joint Ventures , Cooperative, Government form of Business Organization( Departmental, Corporation , Government company), Non Government Organizations – Meaning , Definition , Structure , Advantages and Disadvantages	Conceptual Understanding on the various forms of Business Organization,

2	<b>Types of Business Models</b>	Franchise, Brick and Mortar, e- Commerce, Bricks and Clicks ,Nickel and Dime, Freemium , Subscription ,Aggregator, Online Market Place , Data Licensing/ Data Selling , Digital Advertising ,Affiliate Marketing, Drop Shipping , Agency Based, Peer to Peer Catalyst/Platform, Block Chain	1. Overview of the emerging types of business models
3	<b>Industrial Policies and Recent Programmes for Start ups in India</b>	<ol style="list-style-type: none"> <li>1. Overview of recent Industrial Policies in India – New Industrial Policy 1991, EXIM Policy , India New Foreign Trade Policy 2015 – 2020 , FDI Policy</li> <li>2. Overview of : <ol style="list-style-type: none"> <li>a. Start up India</li> <li>b. Atal Innovation Mission (AIM)</li> <li>c. Make in India</li> <li>d. Digital India</li> <li>e. Support To Training And Employment Programme For Women (STEP)</li> <li>f. <b>Trade-Related Entrepreneurship Assistance And Development (TREAD)</b></li> <li>g. <b>Pradhan Mantri Kaushal Vikas Yojana (PMKVY)</b></li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>4. Overview of the various policies supporting business in India</li> <li>5. Awareness on the recent programmes to promote and support for business</li> </ol>

<b>4</b>	<b>Emerging Trends in Service Sector</b>	Overview of Recent trends – <ol style="list-style-type: none"> <li>1. Banking Sector - Internet and Mobile Banking</li> <li>2. Indian Post Payments Bank</li> <li>3. Insurance Sector –Malhotra Committee Report</li> <li>4. Logistics</li> <li>5. BPO, KPO , TPO , and LPO</li> <li>6. New trends in Tourism- Religious, Rural, &amp; Medical tourism</li> </ol>	4. Awareness of Recent Trends in the Service Sector
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### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	PPT , Project Charts	Educational Videos	Individual assignment report	Developing understanding on various forms of business organizations

2	08	Guest Lectures by subject Experts / Industry Expert , Internet Assignments , Case Study Discussion on Real Life success stories	Educational Videos, Videos on Real Life success stories	Case analysis and Discussions, Business Games	Conceptual Clarity and Awareness on Latest Changes
3	14	PPT and Internet Research	<a href="https://www.india.gov.in/mygovernment/schemes">https://www.india.gov.in/mygovernment/schemes</a>	Report Writing , Presentation	Understanding on various Government Policies and Promotion of Entrepreneurial spirit among learners
4	14	Demonstration Method of Online Banking and Mobile Banking , Guest Lectures from experts of respective areas	Educational Videos	Field Visit Internet Research Report	Hands on Training to understand online Baking Awareness on emerging trends and knowledge enhancement

## Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ / PPT / Written Test	As per University norms	
Unit – II	Chart Presentation / MCQ/ Written Test	As per University norms	Undertaking a small course under <b>Pradhan Mantri Kaushal Vikas Yojana (PMKVY)</b>
Unit – III	Written Test / Open Book Examination	As per University norms	Certificate Course on Soft Skills for Business
Unit – IV	PPT/ MCQ/Written Test/ Field Visit and Report	As per University norms	

## References :

List of Books Recommended :- 1. Financial Management – I. M. Pandey.

2. Financial Management – Theory & practical – Prasanna Chandra
3. Financial Management – S. C. Kuchhal
4. Public Sector in India – Laxmi Nariyan
5. Indian Economy – Rudder Datt
6. Indian Economy – KPM Sundaram
7. Law & practice of banking – S. R. Davar
8. The Business Model Book – Adam J Bock , Gerard George
9. Business Model Innovation – Alexander Osterwalder , Yves Pigneur
10. <https://www.india.gov.in/my-government/schemes>

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**Savitribai Phule Pune University**

*(Formerly University of Pune)*

**Three-Year B. Sc. Degree Course in  
WINE TECHNOLOGY**

**Syllabus**

**(To be implemented from Academic Year 2019-20)**

**F.Y. B. Sc.  
(WINE TECHNOLOGY)**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year 2019-2020**



**Preamble:**

Beer, Wine and Alcohol Technology, being one of the youngest branch of Life Science, has expanded and established as applied science. Global and local focus has slowly shifted to not only current “Century of Knowledge” but also on to technology development and application in life sciences. Although, wine has traditionally been consumed throughout history with evidence dating back to Harappa civilization, commercial wine production is a pretty recent phenomenon, with the first commercial grape wine plant being set up only in the 1980s. Since then, three major players – Chateau Indage, Grover Vineyards and Sula Vineyards – emerged in the domestic winemaking scene and the last few decades saw vineyards cropping up all over the country.

Then came the tide of globalization and India, bowing to WTO’s demands, had to reduce tariffs on imported liquor with the consequence that the market was suddenly flooded with incredibly refined Italian and French wines of unmatched quality – much to the delight of the wine lovers and to the woe of the Indian winemakers.

Coming back to the present times, finding a foothold in an area that has been eternally dominated by European players (read: France, Italy, and Spain, in that order) has been quite an uphill task for Indian winemakers. However, the recent growth numbers – the wine market is currently growing at a rate of 25-30 per cent – have given them some cause to celebrate. A larger market translates to more demand, which in turn means that Indian wines can, now, share a shelf with their French and Italian counterparts. Moreover, Indians wines are considerably cheaper than their Western counterparts; thus, enabling it to achieve a particular target audience of its own.

Back home, statistics reveal that India’s rich and prosperous are finally warming up to this delicious drink; India has a wine market of roughly 1.2 million cases, while experts predict that consumption will grow at a CAGR of around 30% during 2009-2013. Lastly, right marketing strategies and increased awareness will go a long way to ensure that this historically significant drink finally conquers Indian hearts.

**Introduction:**

The syllabi till today had been sufficient to cater to the needs of students for building up their careers in industry and research. However, with the changing scenario at local and global level, we feel that the syllabus orientation should be altered to keep pace with developments in the education and industrial sector. The need of the hour is to design appropriate syllabi that emphasize on teaching of technological as well as the economical aspects of Wine, Alcohol and Brewing industry. Theory supplemented with extensive practical skill sets will help a graduate student to avail the opportunities in the applied fields (research, industry or institutions), without any additional training. Thus, the university / college itself will be developing the trained and skilled manpower.

**Objectives to be achieved:**

- To introduce the concepts in various allied subjects
- To enrich students’ knowledge
- To help the students to build interdisciplinary approach
- To inculcate sense of scientific responsibilities and social and environment awareness
- To help student’s build-up a progressive and successful career

**Eligibility:** Candidates applying for B.Sc. for wine technology should be H.S.C. in science disciplines OR 10 +2 years diploma course in Agriculture or Diploma in Fruit Processing and Wine Technology or Horticulture.

Admissions will be given as per the selection procedure / policies adopted by the respective college keeping in accordance with conditions laid down by the University of Pune.

Reservation and relaxation will be as per the Government rules.

Medium of Instruction: English

<b>SPECIAL FEATURES</b>
<ol style="list-style-type: none"> <li>1. More weightage will be given to the process development and scale-up system along with marketing.</li> <li>2. Evaluation of waste for production of valuable products will be given prime importance</li> <li>3. Energy Production and Conservation will be considered during the tenure of the courses.</li> <li>4. Industry attached Educational system, is more feasible concept</li> </ol>
<b>Career Opportunity</b>
<b>1. Government sector in India</b>
-Agriculture departments
-Agriculture Institute
-Excise Department
-Bureau of Indian Standards
-Import Export Departments
<b>2. International and national Brewing, Wine and Alcohol Industry</b>
-Vineyard management and marketing services
-Research techniques
-Technical assistance
-Winery laboratory technicians
-Wine marketing services
-Quality control in Brewing and wine industry.
<b>3. Self employment</b>
-Own Winery, Brewery
-Winery consultant
-Wine taster, Wine maker

### Course Structure:

- CGPA will be calculated based on core 132 credits only
- Each theory credit is equivalent to 15 clock hours of teaching (12hrs classroom+3hrs of tutorials-active learning method) and each practical credit is equivalent to 30 clock hours of teaching in a semester.
- For the purpose of computation of workload, the following mechanism may be adopted as per
- UGC guidelines:
  - 1 Credit = 1 Theory period of one-hour duration per week
  - 1 Credit = 1 Tutorial period of one-hour duration per week
  - 1 Credit = 1 Practical period of two-hour duration per week
- Each theory Lecture time for FY, SY, TY is of 1 hour = 60 min
- Each practical session time for FY is of 3 hour = 180 min
- Each practical session time for SY & TY is of 4 hour = 240 min

**Award of Credits:**

- Each course having 4 credits shall be evaluated out of 100 marks and student should secure at least 40 marks to earn full credits of that course.
- Each course having 2 credits shall be evaluated out of 50 marks and student should secure at least 20 marks to earn full credits of that course.
- GPA shall be calculated based on the marks obtained in the respective subject provided that student should have obtained credits for that course.

**Evaluation Pattern:**

- Each course carrying 100 marks shall be evaluated with Continuous Assessment (CA) and University Evaluation (UE) mechanism.
- Continuous assessment shall be of 30 marks while University Evaluation shall be of 70 marks. To pass in a course, a student has to secure minimum 40 marks provided that he should secure minimum 28 marks in University Evaluation (UE).
- Each course carrying 50 marks shall be evaluated with Continuous Assessment (CA) and University Evaluation (UE) mechanism.
- Continuous assessment shall be of 15 marks while University Evaluation shall be of 35 marks. To pass in a course, a student has to secure minimum 20 marks provided that he/she should
- Secure minimum 14 marks in University Evaluation (UE).
- For Internal examination minimum two tests per paper of which one has to be written test 10 marks
- Methods of assessment for Internal exams: Seminars, Viva-voce, Projects, Surveys, Field visits, Tutorials, Assignment, Group Discussion, etc (on approval of the head of the centre)

**ATKT Rules:**

- Minimum number of credits required to take admission to Second Year of B. Sc.: 22
- Minimum number of credits required to take admission to Third Year of B.Sc.: 44
- Completion of Degree Course:
- A student who earns 140 credits, shall be considered to have completed the requirements of the B. Sc. degree program and CGPA will be calculated for such student

**Title of the Course:**  
**B.Sc. (Wine Technology)**  
**Structure of the course: Semester: I**

**Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-101	Basic Microbiology Paper I	2 Credits	30	50 (35 External +15 Internal)
WT-102	Industrial Microbiology Paper I	2 Credits	30	50 (35 External +15 Internal)
WT-103	Introduction to Botany	2 Credits	30	50 (35 External +15 Internal)
WT-104	Plant Development and Anatomy	2 Credits	30	50 (35 External +15 Internal)
WT-105	Basic Biochemistry Paper I	2 Credits	30	50 (35 External +15 Internal)
WT-106	Metabolic Pathways Paper I	2 Credits	30	50 (35 External +15 Internal)
WT-107	Wine Technology	2 Credits	30	50 (35 External +15 Internal)
WT-108	Sensory Evaluation of wine paper I	2 Credits	30	50 (35 External +15 Internal)

**Practicals**

WT-109	Practicals in Microbiology	1.5 Credits	14 P	50 (35 External +15Internal)
WT-110	Practicals in Botany	1.5 Credits	14 P	50 (35 External +15 Internal)
WT-111	Practicals in Biochemistry	1.5 Credits	14 P	50 (35 External +15 Internal)
WT-112	Practicals in Wine Technology	1.5 Credits	14 P	50 (35 External +15 Internal)
<b>Total Credits (Theory + Practical)</b>		<b>22 Credits</b>		

**Title of the Course:**  
**B.Sc. (Wine Technology)**  
**Structure of the course: Semester: II**

**Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-201	Basic Microbiology Paper II	2 Credits	30	50 (35 External +15 Internal)
WT-202	Industrial Microbiology Paper II	2 Credits	30	50 (35 External +15 Internal)
WT-203	Plant Physiology	2 Credits	30	50 (35 External +15 Internal)
WT-204	Applied Botany	2 Credits	30	50 (35 External +15 Internal)
WT-205	Basic Biochemistry Paper II	2 Credits	30	50 (35 External +15 Internal)
WT-206	Metabolic Pathways Paper II	2 Credits	30	50 (35 External +15 Internal)
WT-207	Introduction to Beer, Wine and Alcohol Technology	2 Credits	30	50 (35 External +15 Internal)
WT-208	Sensory evaluation of wine paper-II	2 Credits	30	50 (35 External +15 Internal)

**Practicals**

WT-209	Practicals in Microbiology	1.5 Credits	14 P	50 (35 External +15 Internal)
WT-210	Practicals in Botany	1.5 Credits	14 P	50 (35 External +15 Internal)
WT-211	Practicals in Biochemistry	1.5 Credits	14 P	50 (35 External +15 Internal)
WT-212	Practicals in Wine Technology	1.5 Credits	14 P	50 (35 External +15 Internal)
<b>Total Credits (Theory + Practical)</b>		<b>22 Credits</b>		

**Course Code :WT-101 Basic Microbiology Paper-I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>1.1 Introduction, History, Branches and Scope of Microbiology:</b> - Contribution of Scientists in the field of Microbiology- Antony Von Leuwenhoek, Edward Jenner, Lazaro Spallanzani, Louis Pasteur, Joseph Lister, Robert Koch, Alexander Fleming and Iwanovsky. Branches and Scope of Microbiology.  <b>1.2 Importance, occurrence and types of microorganisms:</b> - Classification of microorganisms, Difference between prokaryotic and eukaryotic cells, types of bacteria, fungi, viruses, protozoa and algae.	10
Unit -2.	<b>Microbial Physiology:</b> - <b>2.1</b> Cell – Biology – Detailed study of bacterial cell organelles, cell wall, cell membrane, capsule, endospore, flagella, types of flagella, mechanism of flagellar movement. <b>2.2</b> Cell inclusions (Gas vesicles, carboxysomes, PHB granules, metachromatic granules, glycogen bodies, starch granules, magnetosomes, sulfur granules, chlorosomes)	10
Unit – 3.	<b>Microbiology of yeast:</b> 3.1 Yeast – Characteristics features of yeast in comparison with other microorganisms 3.2 Yeast morphology and taxonomy, yeast cell structure and functions of various cellular components. 3.3 Role of yeast in various fermentations: - Examples of various fermentations using yeast with special reference to Glycerol, baker's yeast, etc.	10

**Course Code :WT-102 Industrial Microbiology Paper-I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>Unit-1 Industrial Microbiology</b> 1.1 Definition & Scope of Industrial Microbiology. 1.2 Historical development in fermentation industry. 1.3 Microbiology in industry.	10
Unit -2.	<b>Unit-2 Sterilization technique.</b> 2.1 Concept of asepsis, disinfection & sterilization 2.2 Sterilization by heat – use of dry & moist heat. Pasteurization methods and its types. 2.3 Sterilization by radiation, U.V. light & $\gamma$ radiation. 2.4 Filtration: Bacteriological filters, types & uses, air sterilization. 2.5 Disinfectant types, action & applications, fumigation	12

Unit -3.	<b>Pure culture techniques: -</b> 3.1 Design & preparation of media – Nutritional requirements ingredients of media. 3.2 Types of media. 3.3 Preservation of pure culture, slant culture preservation, Lyophilization.	08
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**Course Code :WT-103 Introduction to Botany (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit 1	<b>Introduction to Botany</b> 1.1 Botany - Definition and Multidisciplinary nature of Botany 1.2 Plant as a living system-General & Unique features of plants as living organisms, Plant diversity – concept, 1.3 Morphology of vegetative plant organs, Structure of typical plant and different parts of plant (Root, Stem & Leaf) 1.4 Reproductive development: Shift from vegetative to reproductive phase 1.5 Inflorescence: Definition, Types of inflorescence and Significance of inflorescence 1.6 Morphology - of reproductive plant organs Flower: Definition and symmetry, Parts of flower: Pedicel, Thalamus, Floral whorls: calyx, corolla, androecium and gynoecium 1.7 Fruit & its types	17
Unit 2	<b>Plant Cell Biology &amp; Genetics</b> 2.1 Unique features of a plant cell 2.2 Cell cycle, cell division, mitosis and meiosis stages and their significance 2.3 Programmed Cell Death- ageing, senescence and necrosis 2.4 Overview of Mendel's laws of Inheritance with reference to monohybrid and dihybrid ratio, Codominance & Incomplete dominance 2.5 Linkage & Crossing Over	13

**Course Code :WT-104 Plant Development and Anatomy (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit 1	<b>Plant Development</b> 1.1 Unique features of plant, Shift from vegetative to reproductive phase & factors affecting 1.2 Microsporogenesis, development of male gametophyte and male gamete 1.3 Megasporesogenesis, development of female gametophyte and female gamete 1.4 Double fertilization and triple fusion & Development of endosperm 1.5 Embryogenesis- Monocot & Dicot embryogenesis 1.6 Plant growth regulators and their role in growth and development ( <i>in vivo</i> & <i>in vitro</i> response)	15
Unit 2	<b>Plant Anatomy</b> 2.1 Definition, concept, scope and objectives. 2.2 Meristem & Meristematic tissue system: Types of meristematic tissues based on their position & function. 2.3 Structure & function of simple tissues: parenchyma, collenchyma, Sclerenchyma. 2.4 Complex tissue: Structure and function of xylem and phloem & Concept of Mechanical Tissue system 2.5 Epidermal & Secretory tissue system 2.6 Anatomy of Monocot & Dicot (root, stem & leaf)	15

**Course Code :WT-105 Basic Biochemistry Paper-I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit-1	1.1 Introduction to Biochemistry. 1.2 Concept & scope of Biochemistry. 1.3 Application of biochemistry in wine science.	02
Unit-2	<b>Water:</b> 2.1 Types of bond, Covalent and non-covalent interactions in biomolecules with suitable examples. 2.2 Properties of water, Hydrogen bonding, ionization of water, interaction of biological molecules in water, osmosis. 2.3 Buffers - Biological buffers-concept, types and their importance.	08



Unit-3	<b>Carbohydrates:</b> 3.1 Classification of carbohydrates –Monosaccharides, Oligosaccharides and Polysaccharide. 3.2 Monosaccharides: Structure & properties of Monosaccharides, ketoses and aldoses, D and L configuration, epimers, anomers, chemical and physical properties; glycosidic bonds, reducing and non-reducing sugars. 3.3 Oligosaccharides: Sucrose, Lactose and Maltose. 3.4 Polysaccharides and its classification. 3.5 Functions of Carbohydrate	10
Unit-4	<b>Lipids:</b> 4.1 Classification of lipids: Simple & complex lipids, fatty acids. 4.2 Structure, chemical and physical properties, 4.3 Complex lipids: Phospholipids and Glycolipids. 4.4 Function of lipids.	09

**Course Code :WT-106 Metabolic Pathways Paper-I (2 Credit course)Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	Bioenergetics: 1.1 Concept of bioenergetics: Concept of free energy, Laws of thermodynamics and their relevance to metabolism. 1.2 Exothermic reactions and Endothermic reactions. 1.4 Concept of high energy bond & high energy compounds. 1.5 Substrate level & oxidative phosphorylation.	08
Unit -2.	2.1 Metabolism: Definitions & Concepts: Catabolism, anabolism, anapleurotic reactions.	04
Unit -3.	Carbohydrate metabolism: 3.1 Glycolysis (E.M.P.) and fates of pyruvate. 3.2 T.C.A. cycle. 3.3 Fermentation.	09
Unit -4.	4.1 Electron transport System. 4.2 Fatty acid degradation- $\beta$ - oxidation in relation to energy production.	09

**Course Code :WT-107 Basic Wine Technology (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit-1	1.1 Wine making: Introduction to winemaking, important terminologies of wine. 1.2 Viticulture: Introduction to viticulture, important terminologies. 1.3 Wine history ("old" and "new" world wine).	10

	1.4 Terrior: Concept of Terrior and importance of Terrior.	
Unit-2	2.1 Classification of wine: Generic classification, varietal classification, Vinification classification and classification on the basis of chemical Constituents. 2.2 Flow chart of white wine-production and recommended varieties. 2.3 Flow chart of Red wine-production and recommended varieties. 2.4 Flow chart of Sparkling wine-production and recommended varieties. 2.5 Production of wine from fruits other than grapes (e.g. apple).	10
Unit-3	3.1 Grapevine - Classification, function of various parts of grapevine. 3.2 Common wine grape varieties –red and white grape varieties 3.3 Chemical Constituents of Wines. 3.4 Introduction to barrel: Distribution, species and advantages of oak.	10

**Course Code :WT-108 Sensory Evaluation of Wine Paper-I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit-1	1.1 Sensory evaluation and terminologies 1.2 The basic tastes of wine: bitterness, acidity, salt, sweetness, and alcohol on the tongue. 1.3 Sensory perception -study of tongue anatomy with reference to sensory response. 1.4 Factors influencing taste perception.	10
Unit-2	2.1 The art of tasting wine – color, aroma and taste of wine. 2.2 Neurophysiological mechanism of tasting. 2.3 Sensory evaluation and scorecard: Rose worthy scorecard, Davis scorecard and Sparkling wine score-card. 2.4 Introduction to aroma wheel.	10
Unit-3	3.1 Design of tasting room, timing of tasting wine. 3.2 Taste the wine on the basis of three important senses i.e. vision, smell and palate structure. 3.3 Selection & different types of glass, serving temperature of wine. 3.4 Serving wine: Opening the bottle, selection of bottle for different wine style.	10

**Course Code -WT 109: Practicals Based on Microbiology (1.5 Credit Course) Total practicals -14**

<b>Sr. No</b>	<b>Experiment Title</b>	<b>No. of Practicals</b>
1	Safety Measures and Good Laboratory Practices in Microbiology laboratory.	1
2	Introduction, operation, precautions and use of common microbiology laboratory instruments: Incubator, Hot Air Oven, Autoclave, Colorimeter, pH Meter, Chemical Balance, Laminar air flow hood, Centrifuge.	2
3	Introduction and use of common laboratory glass wares: Test tubes, Culture tubes, suspension tubes, screw capped tubes, Petri plates, Pasture pipettes, Erlenmeyer flask, volumetric flask, glass spreader, Durhams tube, Cragie's tube and inoculating needles (wire loop, stab needles).	1
4	Learning basic techniques in Microbiology: Wrapping of glassware, Cotton plugging, cleaning and washing of glassware, Inoculation of bacterial culture, Biological waste disposal. Aseptic transfer techniques (slant to slant, broth to broth, broth to agar and Agar to Agar) .	1
5	Study of Microscope- Compound Microscope & its parts. Use of oil immersion objective.	1
6	Basic staining techniques: i) Monochrome staining ii) Negative staining.	2
7	Staining of Endospore	1
8	Staining of Capsule	1
9	Hanging drop preparation for observation of motility.	1
10	Preparation of liquid medium -nutrients broth, Sabouraud broth and PDB	1
11	Preparation of nutrient agar medium, agar slant and PDA	1
12.	Wet Mount slide preparation and its observation – Fungi. Slide culture technique	1

**Course Code - WT 110 : Practicals based on Botany (1.5 Credit Course) Total practicals -14**

Sr. No.	Experiment Title	No. of Practical's
1.	Study of typical plant and plant parts	01
2.	Observation of different types of inflorescence in plants.	01
3.	Observation of parts of flower	01
4.	Study of different types of fruits	01
5.	Study of plant cell types using squash techniques and Maceration	02
6.	Study of Programmed Cell Death in plants	01
7.	Study of meristematic tissue system	01
8.	Study of complex and permanent tissue system.	02
9.	Study of trichomes & secretory tissue system	01
10.	Observation of typical monocot root and stem	01
11.	Observation of typical dicot root and stem	01
12.	Study of embryological evidences in plants & Observation of embryo in monocot & dicot seeds	02

**Course Code: WT-111 Practical Based on Biochemistry(1.5 Credit course) Total practical-14**

Sr. No	Experiment Title	No of Practicals
1	Safety Measures and practices in chemistry laboratory.	1
2	Molarity, molality, normality, ppm, ppb.	1
3	Laboratory Equipments: Working Principle and Handling a) Distillation unit b) Colorimeter & spectrophotometer c) pH meter d) Balance e) Centrifuge	2
4	Preparation of Buffers of desire pH and Molarity – Acetate buffer and phosphate buffer.	1
5	Determination of alkalinity of water.	1
6	Titration of Strong acid with the strong base.	1
7	Titration of Weak acid with strong base.	1
8	Determination of Ascorbic acid.	1
9	Estimation of reducing sugar by DNSA method.	1
10	Paper chromatography of sugars.	1
11	TLC of amino acids/ Sugars	2
12	Determination of $\lambda$ max	1

**Course Code: WT-112 Practical based on Wine Technology (1.5 Credit course) Total practical-14**

<b>Sr. No</b>	<b>Experiment Title</b>	<b>No of Practicals</b>
1	Introduction to Wine technology Laboratory and common Wine technology laboratory instruments e.g. Refractometer, Hydrometer Colorimeter, pH Meter, Distillation Unit, Chemical Balance etc	2
2	Identification of grape and wine varieties.	2
3	A small survey on “ <i>Wine as an alcoholic drink</i> ”: Report writing.	2
4	To study threshold detection of acid taste.	1
5	To study threshold detection of sweet taste.	1
6	To study threshold detection of bitter taste.	1
7	To study threshold detection of bitter taste.	1
8	Study of aroma wheel.	1
9	Types of wine glasses.	1
10	Study of a 50 KL winery.	2

**Recommended Textbooks and References for Microbiology:**

1. Casida L. E. (Jr) (1993) Industrial Microbiology, 5th Reprint
2. Patel A. H. (2005) Industrial Microbiology.
3. Michael J. Pelzer, E.E.S. Chan, Noel R. Krieg (1993) Microbiology
4. P. Gunasekaran (2005) Laboratory Manual in Microbiology
5. Lansing M. Prescott John P. Harley & Donald A. Klein (2005) Microbiology
6. Rojer A. Stanier (1989) General Microbiology
7. Pawar C. B. & H. F. Dagainawala (1982) General Microbiology Vol.-2
8. Stanbury, P. F., Whitaker A. & Hall S. T. (2008) Principles of Fermentation Technology
9. Panda U. N. (2005) Handbook of Microbiology and parasitology
10. Anuradha De. (2009) Practical and applied microbiology
11. Prescott Hurley Kline's (2008) Microbiology
12. Sathe S. T. Pharande S. R. (2010) Introduction to Microbiology

**Recommended Textbooks and References for Botany:**

1. Naik, V.N (1991). Taxonomy of Angiosperm. Tata McGraw-Hill Publishing Company Ltd., New Delhi
2. Lawrence, G.H.M. (1967). Taxonomy of Vascular plants. Oxford & IBH Publishing Co. Calcutta
3. Majumdar, R.B. (1963). An Introduction to Spermatophyta. Merit Publishers, Calcutta
4. Singh, V. & Jain, D.K. (1996). Taxonomy of Angiosperms. Rastogi Publ., Meerut, India
5. Ariens, E.J., Simonis, A.M. and Offermeiers, J. (1976). Introduction to General Toxicology, Academic Press, New York
6. Pandey, K., Shukla, J.P. and Trivedi, S.P. Fundamentals of Toxicology, New Central Book Agency, Kolkata
7. Datta, S.C. (1980). Plant Physiology, Central Book Depot, Allahabad

**Recommended Textbooks and References for Biochemistry:**

1. Keith Wilson (2005) Practical Biochemistry Biology Principles & Techniques
2. Deb A. C. (1999) Concepts of biochemistry (Theory & Practical)
3. Lehninger Albert L. (1984) Biochemistry
4. David L. Nelson & Michael M. (2005) Lehninger principles of Biochemistry
5. Sadasivam S. & Manickam A. (2010) Biochemical Methods
6. Gurdeep P. Chaiwal & Sham K. Anand (2007) Industrial methods of chemical Analysis
- Deb A. C. (2004) Fundamentals of biochemistry

**Recommended Textbooks and References for Wine technology:**

- 1) Ronald S. Jackson (2002) Wine Testing a professional handbook
- 2) Ron s. Jackson (2000) Wine science principles practices & perception
- 3) Vine, Richard p (1997) Wine Appreciation
- 4) Emile Peynaud (1997) The taste of wine
- 5) Brue W. Zoecklein, Kenneth Fugelsang, Barry H. Gump Fred S. Nury (1999) Wine Analysis and production
- 6) C. S. Ough (1992) Wine making Basics
- 7) Roger B. Boulton (1996) Principles and practices of wine making
- 8) Emile Peynaud (1984) Knowing & making wine
- 9) Patrice Iland & Peter Gago (1997) Australian wine from the grape vine to the glass

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**Semester –II****Course Code :WT-201 Basic Microbiology Paper-II (2 Credit course) Total Hours=30**

<b>Unit No.</b>	<b>Topics</b>	<b>No of Hours</b>
Unit -1.	<b>Microscopy:</b> 1.1 Principles of Microscopy- resolving power, resolution, contrast, numerical aperture, working distance and magnification. Rayleigh criteria, Working. 1.2 Principles and applications of a) Bright field microscope & b) Dark field microscope. 1.3 Electron Microscopy – TEM, SEM.	10
Unit -2.	<b>Microbial Growth:</b> 2.1 Growth curve, introduction to kinetics of growth, generation time, growth rate. 2.2 Reproduction in microorganisms: sexual reproduction and asexual reproduction. 2.3 Measurement of Bacterial growth- Methods of enumeration: Microscopic methods (Direct microscopic count, counting cells), Plate counts (Total viable count), Turbidometric methods.	12
Unit – 3.	<b>Staining Techniques:</b> 3.1 Definitions of Stain; Types of stains (Basic and Acidic). 3.2 Properties and role of Fixatives, Mordants, Decolourisers and Accentuators. 3.3 Monochrome staining, Negative (Relief) staining and Differential staining - Gram staining .	8

**Course Code: WT-202 Industrial Microbiology Paper-II (2 Credit course) Total Hours=30**

<b>Unit No.</b>	<b>Topics</b>	<b>No of Hours</b>
Unit -1.	<b>Unit-1. Fermentation Media</b> 1.1 Components of typical fermentation medium. 1.2 Role of nutrients in microbial growth. 1.3 Crude sources of N & C. 1.4 Antifoam agents. 1.5 Stock cultures and its maintenance. 1.6 Industrial microbiological products as Primary and secondary metabolites.	15

Unit -2.	<b>Unit-4 Fermentation Process</b> 2.1 Concept of fermentation and types of fermentation. 2.2 Primary and secondary screening. 2.3 Strain improvement 2.4 Inoculum preparation – outline. 2.5 Culture collection centres and their objectives and working. 2.6 Concepts of upstream & downstream processing.	15
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**Course Code :WT-203 Plant Physiology (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hour
<b>Unit 1</b>	<b>Plant Physiology: Plant water relations &amp; Primary Metabolism</b> 1.1 Physiology –Definition, concept 1.2 Permeability, Diffusion, Osmosis – Definition, significance, types, mechanism, laws and factors affecting, Osmotic pressure (OP), turgor pressure (TP) and wall pressure (WP), relation between OP, DPD (Suction pressure) and TP 1.3 Absorption of water: Ascent of sap –Cohesion-tension theory 1.4 Transpiration & Guttation – Definition, concept (structure of stomata & Hydathodes) & Significance 1.5 Overview of Photosynthesis & Respiration: Definition and concept, Structure of Chloroplast, Photochemical and biosynthetic phases, Photosynthesis in plants, significance of photosynthesis and Photorespiration, structure of mitochondria 1.6 Translocation –Definition, concept, pathway of translocation, Sourcesink relationship.	<b>17</b>
<b>Unit 2</b>	<b>Stress Physiology, Physiology of Flowering, Seed Germination, and Fruit ripening</b> 2.1 Plant & its interaction with surrounding (Biotic & Abiotic components) 2.2 Response of plants to biotic stresses and abiotic stresses 2.3 General classification & major pathways of secondary metabolites & its role 2.3 Introduction to physiology of flowering: a) photoperiodism and b) vernalization 2.4 Metabolic changes during seed germination & fruit ripening	<b>13</b>



**Course Code: WT-204 Applied Botany (2 Credit course) Total Hours=30**

<b>Unit No.</b>	<b>Topics</b>	<b>No of Hours</b>
<b>Unit 1</b>	<b>Methods of Plant Propagation</b>	<b>11</b>
	1.1 Propagation:-Definition, scope and objectives, Types of Plant propagation; Sexual propagation and asexual plant propagation & its advantages and disadvantages	
	1.2 Sexual Propagation: Seed development and viability, seed dormancy, growing seedlings in indoor containers and field nurseries, seedling transplanting; advantages and disadvantages of seed propagation.	
	1.3 Vegetative propagation- organs used in propagation- Natural- bulbs, corns, tubers, rhizomes (storage organs), stolons and runners. 1.4 Artificial propagation-Cutting, layering (air and ground), grafting and budding; advantages and disadvantages of artificial propagation.	
<b>Unit 2</b>	<b>Plant Tissue Culture</b>  2.1 Concepts of Cell theory & Cellular totipotency, Landmarks in plant tissue culture.  2.2 Organization of plant tissue culture laboratory – General laboratory & Inoculation room, Culture room, different work areas, equipments & instruments required 2.3 Media preparation & Aseptic techniques – Nutritional requirements of explant, Preparation of media & its sterilization, Washing, packing & sterilization of glass wares, surface sterilization, Aseptic work station, precautions to maintain aseptic conditions.  2.4 ‘Explant’ for plant tissue culture, Concept of differentiation, dedifferentiation and redifferentiation, Callus formation, organogenesis & embryogenesis  2.5 Organ culture technique – Introduction, principle, factors affecting w.r.t. root tip culture, leaf culture, shoot tip & meristem culture & its applications  2.6 Concept of Haploid production & its applications  2.7 Concept of embryo and endosperm culture & its applications  2.7 Micropropagation and Somaclonal variations	<b>19</b>

**Course Code :WT-205 Basic Biochemistry Paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hours
Unit-1	<b>Proteins:</b> 1.1 Amino acids and their Classification. 1.2 Protein structure: Primary structure, Secondary structure, Tertiary and Quarternary structure, bonds in protein molecules. 1.3 Protein denaturation and renaturation. 1.4 Functions of proteins,	12
Unit-2	<b>Enzymes-</b> 2.1 Definition, general properties, enzyme activation and inhibition. 2.2 Models for enzyme catalysis. 2.3 Enzyme classification.	10
Unit-3	<b>3.1 Nucleic acids-</b> Definition, general structure of DNA and RNA.	04
Unit-4	<b>4.1 Vitamins:</b> Classification, Biochemical functions of fat soluble and water soluble Vitamins.	04

**Course Code: WT-206 Metabolic Pathways Paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>Protein metabolism:</b> A) Transamination and oxidative deamination. B) Metabolic fates of amino acids. C) Urea cycle.	8
Unit -2.	<b>Nucleic acid-</b> Metabolism: Introduction to de novo & salvage synthesis.	4
Unit -3.	<b>Fermentation:</b> a) Biochemistry of ethanol Fermentation. b) Concept of Primary & secondary metabolites with examples. c) Overview of anaerobic fermentations by bacteria eg. Lactic acid.	10
Unit – 4.	<b>Metabolic Regulation</b> a) Concept of homeostasis. b) Regulation at Enzyme level – feed back inhibition and its types.	8

**Course Code: WT-207 Basic of Beer, Wine and Alcohol Technology (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hours
Unit-1	1.1 Traditional and Commercial winemaking practices: A comparative study. 1.2 Raw materials and equipment use in wine production: crusher, press fermenter, pump and additives used in wines. 1.3 Automation in wine industry: Importance of automation operation in wine industries. 1.4 New concept in wine production – organic wine and biodynamic wine.	10
Unit-2	2.1 Introduction and History of Brewing 2.2 Basic concept of alcoholic beverages - Vodka, Gin, Brandy, Whiskey, Rum, Beer, Fruit wines, Carbonated drinks. 2.2 Alcoholic beverage and health: Effects on the human health. 2.3 Status of Indian brewing, winemaking and alcohol.	10
Unit-3	3.1 Anatomical and chemical constituents of oak and liberation of oak flavors from the barrel in beer and alcohol; cask in wine. 3.2 Work with barrels (stacking, maintenance). 3.3 Oak chips versus oak barrels. 3.4 Pre-fermentation actions (use of enzyme, skin contact, maceration). 3.5 Role of sulphur-di-oxide in vilification.	10

**Course Code: WT-208 Sensory Evaluation of Wine paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hours
Unit-1	1.1 Concept of wine clarity. 1.2 Wine aroma - primary, secondary, tertiary aroma. 1.3 off odors in wine – sulfur odor, oxidation, geranium, vegetative, corky. 1.4 New trends I n the world of wine: Advantages and disadvantage of different closure (Screw cap, cork, Zork, synthetic cork, vino seal and crown caps) used for wine bottles.	10
Unit-2	2.1 Intorudction to tasting sheet: White wine. 2.2 Introduction to tasting sheet: red wine. 2.3 Introduction to tasting sheet: sparkling wine. 2.4 Matching wine with food: Theory of food combination such as sweet, sour, salty and spicy food with wine.	10
Unit-3	3.1 Pre- tasting organization – testing area, number of samples replicates, temperature, cork removal, decanting, dispensers, glasses ,number of tasters . 3.2 Tasting situations – wine competitions, trade tasting, wine appreciation courses, home tasting. 3.3 Tasting exercises – Duo –trio test, blind tasting, triangular taste. 3.4 Study of effervescence, ISO standard glass, Tears.	10

**Course Code:-WT 209 Practicals based on Microbiology (1.5 Credit Course) Total practicals: 14**

<b>Sr. No</b>	<b>Experiment Title</b>	<b>No of Practicals</b>
1	Isolation of bacteria and yeast from natural sources.	1
2	Observation of the growth of cultures and reporting of colony and cultural characteristics (Nutrient agar, Sabouraud's agar)	1
3	Isolation of microorganism by streak plate method	1
4	Isolation of microorganism by spread plate method	1
5	Isolation of microorganism by pour plate method.	1
6	Yeast for enumeration of yeast by Neubauer's chamber.	1
7	Special staining techniques: Gram staining for differentiation of bacteria.	2
8	Effect of pH on Microbial Growth.	1
9	Effect of salts on microbial growth.	1
10	Effect of Temperature on Microbial Growth	1
11	Aseptic Transfer Techniques	1
12	Microscopic observation of fungi.	1
13	Preservation of cultures on slants.	1

**Course Code:-WT 210 Practicals based on Botany (1.5 Credit Course) Total practicals: 14**

<b>Sr. No.</b>	<b>Experiment Title</b>	<b>Number of Practical's</b>
<b>1.</b>	Study of osmosis and turgor pressure	<b>01</b>
<b>2.</b>	Determination of Diffusion Pressure Deficit using potato tubers.	<b>01</b>
<b>3.</b>	Study of translocation in plants.	<b>01</b>
<b>4.</b>	Determination of rate of respiration	<b>01</b>
<b>5.</b>	Study of stomata and transpiration in plants	<b>01</b>

<b>6.</b>	Testing presence of phenols in the plant tissue by ferric chloride test.	<b>01</b>
<b>7.</b>	Separation of leaf pigments by strip chromatography	<b>01</b>
<b>8.</b>	Preparation of nursery beds and rising of plants by different propagation methods	<b>01</b>
<b>9.</b>	PTC Laboratory: organization of facility and equipment, Aseptic manipulation – washing, capping, packing & sterilization, laminar flow operation and safety precautions	<b>02</b>
<b>10.</b>	Stock solutions & media preparation	<b>01</b>
<b>11.</b>	Effect of plant growth regulators on in vitro response of explants.	<b>02</b>
<b>12.</b>	Initiation of shoot tip & axillary bud culture, anther culture	<b>02</b>

**Course Code :WT-211 Practical based on Biochemistry (1.5 Credit course) Total practical = 14**

<b>Sr. No</b>	<b>Experiment Title</b>	<b>No of Practicals</b>
1	Qualitative test for carbohydrate.	1
2	Qualitative test for Lipid/ Proteins	1
3	pH measurement- Use of pH indicator.	1
4	pH measurement- Use of pH meter	1
5	Total Carbohydrate estimation by phenol sulphuric acid method	1
6	Paper chromatography of amino acids.	1
7	Protein estimation- Folin Lowry method.	1
8	Protein estimation- Biuret method.	1
9	Enzyme assay (amylase).	2
10	Extraction of lipids in organic solvents. (chloroform, methanol)	2
11	Determination of chlorine content in water.	1
12	TLC of lipids	1

**Course Code: WT-212 Practical based on Wine Technology (1.5 Credit course) Total practical = 14**

<b>Sr. No</b>	<b>Experiment Title</b>	<b>No of Practicals</b>
1	Scoring of wine using different tasting sheet.	1
2	Sensory evaluation of white wine and red wine.	2
3	Filed visit and report writing Vineyard /Winery.	2
4	Matching wine with food.	1
5	Effect of age on the appearance of white and red wine.	1
6	Interaction of sweet and acid taste.	1
7	Interaction of sweet, acid and bitter taste.	2
8	Effect of the serving temperature on wines.	1
9	Effect of pH on the sensory evaluation of wine.	1
10	The sense of feel.	1
11	Identification of off odors in wine.	1

**Recommended Textbooks and References for Microbiology:**

1. 1.Casida L. E. (Jr) (1993) Industrial Microbiology, 5th Reprint
2. Patel A. H. (2005) Industrial Microbiology.
3. Michael J. Pelzer, E.E.S. Chan, Noel R. Krieg (1993) Microbiology
4. 4.P. Gunasekaran (2005) Laboratory Manual in Microbiology
5. Lansing M. Prescott John P. Harley & Donald A. Klein (2005) Microbiology
6. Rojer A. Stanier (1989) General Microbiology
7. Pawar C. B. & H. F. Dagainawala (1982) General Microbiology Vol.-2
8. Stanbury, P. F., Whitaker A. & Hall S. T. (2008) Principles of Fermentation Technology
9. 9 Panda U. N. (2005) Handbook of Microbiology and parasitology
10. Anuradha De. (2009) Practical and applied microbiology
11. Prescott Hurley Kline's (2008) Microbiology
12. Sathe S. T. Pharande S. R. (2010) Introduction to Microbiology

**Recommended Textbooks and References for Botany:**

01. Bhojwani, S.S., & Bhatnagar, S.P. An embryology of Angiosperm
02. Maheshwari, P. An Introduction to embryology of Angiosperm
03. Pandey, S.N. & Ajanta Chadha. Plant Anatomy and Embryology. Vikas Publishing House Pvt. Ltd., New Delhi  
Chandurkar, P.J. (1983). Plant Anatomy. Oxford & IBH Publishing Co, Calcutta
04. Khan, M.R., Ahire, S.V., Gadekar, S.S., Parale, A.P. and Auti, S.G. (2014) Plant Anatomy& Embryology and  
Plant Biotechnology, Success Publication.
05. Eames, A.J. & Macdaniels, L.H. (1947) An Intriduction to Plant Anatomy. McGraw-Hill, N.Y. and London
06. Esau, K. (1977). Anatomy of seed plants, John Wiley & Sons, Inc. London
07. Fahn, A. (1997). Plant Anatomy. Pergamon Press, Oxford
08. Pandey, B.P. (1979). Plant Anatomy. S Chand & Company Ltd. New Delhi
09. Roy Pijush (2012). Plant Anatomy. New Central Book Agency (P.) Ltd. Pune
10. Vasishta, P.C. (1981). Plant Anatomy. Pradeep Publications to embryology
11. Gokhale, S.B. and Kokate, C.K. (1987). Pharmacognosy
12. Wallis, T.E. (1985). A Text book of Pharmacognosy, CBS Publishers & Distributors, New Delhi
13. Sadhu, M.K. (1989). Plant Propagation. Wiley Eastern Ltd. New Delhi.
14. De, K.K. (2004). An Introduction to Plant Tissue Culture. New Central Book Agency (P.) Ltd. Kolkata
15. Devlin, R.M. (1969). Plant Physiology, Affiliated East-West Press Pvt.Ltd. New Delhi
16. Razdan, M.K. (1996). An Introduction to Plant Tissue Culture. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi

**Recommended Textbooks and References for Biochemistry:**

1. Keith Wilson (2005) Practical Biochemistry Biology Principles & Techniques
2. Deb A. C. (1999) Concepts of biochemistry (Theory & Practical)
3. Lehninger Albert L. (1984) Biochemistry
4. David L. Nelson & Michael M. (2005) Lehninger principles of Biochemistry
5. Sadasivam S. & Manickam A. (2010) Biochemical Methods
6. Gurdeep P. Chaiwal & Sham K. Anand (2007) Industrial methods of chemical Analysis  
Deb A. C. (2004) Fundamentals of biochemistry

**Recommended Textbooks and References for Wine technology:**

1. Ronald S. Jackson (2002) Wine Testing a professional handbook
2. Ron S. Jackson (2000) Wine science principles practices & perception
3. Vine, Richard P (1997) Wine Appreciation
4. Emile Peynaud (1997) The taste of wine
5. Bruce W. Ziecklein, Kenneth Fugelsang, Barry H. Gump Fred S. Nury (1999) Wine Analysis and production
6. C. S. Ough (1992) Wine making Basics
7. Roger B. Boulton (1996) Principles and practices of wine making
8. Emile Peynaud (1984) Knowing & making wine
9. Patrice Iland & Peter Gago (1997) Australian wine from the grape vine to the glass



**Syllabus for F.Y.B.Com**  
**Semester-II, Paper-II**  
**Subject Name: - Financial Accounting- II**

**Course Code - 122**

**Objectives of the course**

This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

Depth of the program – fundamental Knowledge

**Objective of the Program**

1. To impart knowledge of various software used in accounting
2. To impart knowledge about final accounts of charitable trusts
3. To impart knowledge about valuation of intangible assets
4. To impart knowledge about accounting for leases

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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<b>1</b>	<b>Software used in Accounting</b>	<ol style="list-style-type: none"> <li>1. Types of Accounting Software</li> <li>2. Use of Accounting Software</li> <li>3. Installation of Accounting Software</li> <li>4. Advantages and disadvantages of Accounting Software</li> </ol> <p>Voucher entry and Report Generation including GST transactions</p>	<input type="checkbox"/> Students are expected to acquaint themselves with Computerised accounting, its application and utility.
<b>2</b>	<b>Final Accounts of Charitable Trust (Clubs, Hospitals, Libraries etc.)</b>	<ol style="list-style-type: none"> <li>1. Meaning and Characteristics</li> <li>2. Accounting Records</li> <li>3. Income and Expenditure Account</li> <li>4. Receipt and Payment Account</li> <li>5. Balance Sheet and Adjustments</li> </ol>	<ul style="list-style-type: none"> <li>• Understanding the accounting process of accounting of charitable trusts</li> <li>• Recording basic accounting transactions and prepare annual financial statements; and</li> <li>• Analyzing , interpreting and communicating the information contained in basic financial statements and explain the limitations of such statements</li> </ul>
<b>3</b>	<b>Valuation of Intangibles</b>	<ol style="list-style-type: none"> <li>1. 2. Valuation of Goodwill (Problem) and</li> <li>3. Valuation of Brands</li> </ol> <p>Valuation of Patents, Copyright Trademark etc.</p>	<input type="checkbox"/> Learning the concept of intangible assets and the methods of their valuation.

<b>4</b>	<b>Accounting for Leases</b>	1. Types of Lease (Finance Lease and 2. Operating Lease) and Finance Lease (Hire Purchase 3. 4. installment) (Theory) 5. 6. Operating Lease 7. 8. Royalty, Journal Minimum Rent, Short Workings, Recoupment Of Short Working, Lapse of Short Working the Entries and Ledger Accounts in Books of Landlord and Lessee	□ Understanding the process and methods of leasing.
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Teaching methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Hands-on experience of using accounting software on computers	Videos available on YouTube	Voucher entries in tally	Students will be able to acquire in-depth knowledge
2	12	Visit to charitable trust for collection of relevant information	Videos available on YouTube	Visit report	Students will be able to acquire in-depth knowledge
3	12	Case studies on intangible assets and its valuation	Videos available on YouTube	Report writing	Students will be able to acquire in-depth knowledge

4	12	Case studies and expert lectures.	Videos available on YouTube	NA	Students will be able to acquire in-depth knowledge
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Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Advanced Accounts	M.C. Shukla, T.S. Grewal, S.C. Gupta	S. Chand Publication	New Delhi.
2.	Financial Accounting for B.Com	CA (Dr.) P.C. Tulsian S.C. Gupta	S. Chand Publication	New Delhi.
3.	Financial Accounting	Dr. Kishor Jagtap	Tech- Max Publications,	Pune
4.	Introduction to Accountancy	S.R.N Pillai & Bhagavathi	S.Chand & CompanyLtd	New Delhi
5.	Corporate Accounting	Raj Kumar Sah	Cengage Publications	Noida, Uttar Pradesh
6.	Principles of Accountancy	Principles of Accountancy	S.Chand & CompanyLtd	New Delhi
7.	Advanced Accounting	S. N. Maheshwari		
8.	GST Law and Analysis with Conceptual Procedures	Bimal Jain and Isha Bansal (Set of 4 Volumes)	Pooja Law Publishing Company	New Delhi
9.	Guidance Note on GST by ICAI	--	The Institute of Chartered Accountants of India	New Delhi

**Practical for Semester – II**

<b>Topic</b>	<b>Mode of Practical</b>
Introduction to Computerised accounting, Accounting software, Features, advantages and disadvantages	Library Assignment
Company creation	Computer Laboratory
Groups and ledgers creation	Computer Laboratory
Voucher entries including GST and Report Generation	Computer Laboratory

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**Revised syllabi (2019 Pattern) for Three Years B. Com. Degree course (CBCS)**

**First Year B. Com**  
**Semester-II Course Code - 123**  
**Business Economics (Micro) - II**

**Objectives:**

1. To understand the basic concepts of micro economics.
2. To understand the tools and theories of economics for solving the problem of decision making by consumers and producers.
3. To understand the problem of scarcity and choices.

## Depth of the program – Fundamental Knowledge

### Objectives of the Program

1. To impart knowledge of business economics
2. To clarify micro economic concepts
3. To analyze and interpret charts and graphs
4. To understand basic theories, concepts of micro economics and their application

Unit No.	Unit Title	Contents	Purpose skills to be developed
1	<b>Cost and Revenue</b>	1.1 Concepts and Types of Cost- Economic Cost and Accounting Cost, Private Cost and Social Cost, Actual Cost and Opportunity Cost, Explicit Cost and Implicit Cost, Incremental Cost and Sunk Cost, Fixed Cost and Variable Cost 1.2 Relation between Total Cost, Average Cost and Marginal Cost 1.3 Cost Curves in Short run and Long run 1.4 Concept of Total Revenue, Average Revenue and Marginal Revenue	<ul style="list-style-type: none"><li>• To understand the concept and types of cost</li><li>• To make the students know about short run and long run cost concepts</li><li>• To impart knowledge about types of revenue</li></ul> <p>Skills: Interpretation of cost curves, integrate cost and revenue concepts, draw inferences</p>
2	<b>Pricing Under Perfect Market Conditions</b>	2.1 Pure Competition: Meaning and Features 2.2 Features of Perfect Competition 2.3 Price Determination in Perfect Competition 2.4 Equilibrium of Firm and Industry in Short Run and Long Run	<ul style="list-style-type: none"><li>• To help the students understand the concept of pure and perfect competition</li><li>• To impart knowledge about equilibrium of firm and industry in short and long run.</li></ul> <p>Skills: Understanding, writing skills, critical thinking</p>

3.	<b>Pricing Under Imperfect Market Conditions</b>	1.1 Meaning of Imperfect Competition 1.2 Monopoly: Features and Equilibrium, Price Discrimination  3.3 Monopolistic Competition- Features and Equilibrium.  3.4 Oligopoly: Concept and Features  3.5 Duopoly: Concept and Features  3.6 Comparison of Perfect and Imperfect Competition	<ul style="list-style-type: none"> <li>To develop ability to understand the market structures under imperfect competition</li> <li>Ability to compare perfect and imperfect competition</li> </ul> Skills: Understand complex relations, problem solving skill, analytical skill
4	<b>Factor Pricing</b>	4.1 Marginal Productivity Theory of Distribution  4.2 Rent- Meaning, Ricardian Theory of Rent, Modern Theory of Rent, Concept of Quasi Rent  4.3 Wages- 4.3.1 Meaning and Types of Wages- a) Minimum Wages b) Money Wages c) Real Wages d) Subsistence Wages e) Fair Wages  4.3.2 Backward Bending Supply Curve of Labour	<ul style="list-style-type: none"> <li>To understand the theory of marginal productivity</li> <li>To understand the concept and theories in factor pricing</li> </ul> Skills: Critical thinking, logical thinking, apply information processing skills

		4.3.3 Role of Collective Bargaining in Wage Determination  4.4 Interest-Meaning, Loanable Fund Theory, Liquidity Preference Theory  4.5 Profit- Meaning, Risk and Uncertainty Theory of Profit, Dynamic Theory of Profit, Innovation Theory of Profit	
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### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	8	<ul style="list-style-type: none"> <li>• Open book discussion,</li> <li>• Case studies</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	Types of cost in industries  Comparison of cost and revenues in industries  Trends of cost and revenue in industries	<ul style="list-style-type: none"> <li>• Will understand the concept and types of cost</li> <li>• Students will know about short run and long run cost concepts</li> <li>• Students will have knowledge about types of revenue</li> </ul>
2	8	Digital lectures  Interactive lectures	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	Application of perfect competition markets in the markets like that of agricultural products, dairy products etc	<ul style="list-style-type: none"> <li>• Students will understand the concept of pure and perfect competition</li> <li>• Students will know about the equilibrium of firm and industry in short and long run.</li> </ul>



3	14	<ul style="list-style-type: none"> <li>• Game oriented classes</li> <li>• Dramatization</li> <li>• Group discussion</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Study of price and output trends in oligopoly markets</li> <li>• Price and non price competition in monopolistic competition</li> </ul>	<ul style="list-style-type: none"> <li>• Will develop ability to understand the market structures under imperfect competition</li> <li>• Will be able to compare perfect and imperfect competition</li> </ul>
4	18	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven power point presentation</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Application of backward bending supply curve of labor in the market</li> <li>• Study of application of theories of factor pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand the theory of marginal productivity.</li> <li>• Will understand the concept and theories in factor pricing</li> </ul>

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	<b>Advanced Economic Theory, Microeconomic Analysis</b>	<b>Ahuja H.L</b>	<b>S.Chand and Company</b>	<b>New Delhi</b>
2.	<b>Price Theory and Applications</b>	<b>Jack Hirshlifer</b>	<b>Prentice Hall of India, Pvt. Ltd</b>	<b>New Delhi</b>
3.	<b>Microeconomics,</b>	<b>Paul A. Samuelson and William D. Nordhaus</b>	<b>McGrawhill International Ed</b>	<b>New York</b>
4.	<b>First Principles of Economics,</b>	<b>Richard G. Lipsey, Colin Harbury:</b>	<b>Gerorge Weidenfeld and Nicolon Ltd,</b>	<b>London</b>
5.	<b>Consumer Behaviour and Managerial Decision Making,</b>	<b>Frank R. Kardes: Pearson,</b>	<b>Prentice Hall,</b>	<b>New Delhi</b>
6.	<b>, Microeconomics</b>	<b>R. Glenn Hubbard, Anthony Patrick O.</b>	<b>Pearson, Prentice Hall,</b>	<b>New Delhi</b>

		<b>Brien</b>		
<b>7.</b>	<b>Microeconomics: Principles, Application and Tools</b>	<b>O’Sullivan, Sheffrin, Perez</b>	<b>Pearson, Prentice Hall,</b>	<b>New Delhi</b>
<b>8.</b>	<b>Principles of Economics</b>	<b>Karl E. Case, Ray C.Fair,</b>	<b>Pearson, Prentice Hall</b>	<b>New Delhi</b>

**Suggested References**  
**Web Reference**

Sr. No	Lectures	Films	PPTs	Articles
1	<a href="https://www.youtube.com/watch?v=oA8kL7OD74o">https://www.youtube.com/watch?v=oA8kL7OD74o</a>	<a href="https://www.economicsonline.co.uk/Business_economics/Perfect_competition.html">https://www.economicsonline.co.uk/Business_economics/Perfect_competition.html</a>	<a href="https://www.slideshare.net/zeeshan.younas35/perfect-and-imperfect-market-competition-76374490">https://www.slideshare.net/zeeshan.younas35/perfect-and-imperfect-market-competition-76374490</a>	<a href="http://www.scielo.br/scielo.php?script=sci_arttext&amp;pid=S1413-70542016000300337">http://www.scielo.br/scielo.php?script=sci_arttext&amp;pid=S1413-70542016000300337</a>
2	<a href="https://www.economicshelp.org/blog/311/markets/monopolisticcompetition/">https://www.economicshelp.org/blog/311/markets/monopolisticcompetition/</a>	<a href="https://www.youtube.com/watch?v=TTJ4kFX6uRM">https://www.youtube.com/watch?v=TTJ4kFX6uRM</a>	<a href="https://slideplayer.com/slide/6410262/">https://slideplayer.com/slide/6410262/</a>	<a href="http://www.economicdiscussion.net/price/factor-pricing-concept-and-theories/3875">http://www.economicdiscussion.net/price/factor-pricing-concept-and-theories/3875</a>
3	<a href="http://www.economicdiscussion.net/price/factor-pricing-concept-andtheories/3875">http://www.economicdiscussion.net/price/factor-pricing-concept-andtheories/3875</a>	<a href="https://www.youtube.com/watch?v=66fKCrIe_8">https://www.youtube.com/watch?v=66fKCrIe_8</a> <a href="https://www.youtube.com/watch?v=qXmGnQ0WzPM">https://www.youtube.com/watch?v=qXmGnQ0WzPM</a>	<a href="http://delhi.gov.in/wps/wcm/connect/40fd320047adb2d2aa2fff3f47d42062/economics-Rands.pps?MOD=AJPERES&amp;lmod=-277090329">http://delhi.gov.in/wps/wcm/connect/40fd320047adb2d2aa2fff3f47d42062/economics-Rands.pps?MOD=AJPERES&amp;lmod=-277090329</a>	<a href="https://www.investopedia.com/ask/answers/032515/what-difference-between-perfectand-imperfect-competition.asp">https://www.investopedia.com/ask/answers/032515/what-difference-between-perfectand-imperfect-competition.asp</a>

## Syllabus for B. Com. Semester: - II

**Subject Name: - Business Mathematics and Statistics - II**

**Course code: - 124 (A)**

**Depth of the program** – Basic Knowledge of Mathematics and Statistics

### Objective of the Program

1. To introduce the basic concepts in Finance and Business Mathematics and Statistics
2. To familiar the students with applications of Statistics and Mathematics in Business
3. To acquaint students with some basic concepts in Statistics.
4. To learn some elementary statistical methods for analysis of data.
5. The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Matrices and Determinants (up to order 3 only)</b>	Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Consistency of homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables), Applications in Business and Economics, Examples and Problems.	<ol style="list-style-type: none"><li>1. To understand the concept of matrices and determinants.</li><li>2. To understand the application of determinant in solving linear equations</li><li>3. To understand applications of matrices and determinants in business and economics.</li></ol>
2	<b>Linear Programming Problems (LPP) (for two variables only)</b>	Definition and terms in a LPP, formulation of LPP, Solution by Graphical method, Examples and Problems	<ol style="list-style-type: none"><li>1. To understand the concept of LPP and its application in business and decision making.</li><li>2. To understand graphical method to solve business optimization problems with two variables.</li></ol>

3	<b>Correlation and Regression</b>	<p>Concept and types of correlation, Scatter diagram, Interpretation with respect to magnitude and direction of relationship.</p> <p>Karl Pearson's coefficient of correlation for ungrouped data.</p> <p>Spearman's rank correlation coefficient. (with tie and without tie)</p> <p>Concept of regression, Lines of regression for ungrouped data, predictions using lines of regression. Regression coefficients and their properties (without proof). Examples and problems.</p>	<ol style="list-style-type: none"> <li>1. To use correlation for knowing the relationship between two variables.</li> <li>2. To use regression for prediction</li> </ol>
4	<b>Index numbers</b>	<p>Concept of index number, price index number, price relatives. Problems in construction of index number. Construction of price index number: Weighted index Number, Laspeyre's, Paasche's and Fisher's method. Cost of living / Consumer price index number: Definition, problems in construction of index number. Methods of construction: Family budget and aggregate expenditure. Inflation, Uses of index numbers, commonly used index numbers. Examples and problems.</p>	<ol style="list-style-type: none"> <li>1. To know different types index numbers and problems in their construction.</li> <li>2. To know the applications of various index numbers.</li> </ol>

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Expected Outcome
1	12	ICT	Students will be able to apply the theory of matrices to solve business and economic problems.
2	12	ICT	Students will be able represent business and economic optimization problems involving two variables as LPP and solve those problems using graphical method
3	16	ICT	<p>Students will able to predict the type of relationship between bivariate data.</p> <p>Students will be able predict the value of unknown from give bivariate data.</p>
4	08	ICT	<p>Students will be able compute different index numbers.</p> <p>Students will be able to compute cost of living.</p>

**References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1.</b>	<b>Practical Business Mathematics</b>	<b>S. A. Bari</b>	<b>New Literature Publishing Company</b>	<b>New Delhi</b>
<b>2.</b>	<b>Mathematics for Commerce</b>	<b>K. Selvakumar</b>	<b>Notion Press</b>	<b>Chennai</b>
<b>3.</b>	<b>Business Mathematics with Applications</b>	<b>Dinesh Khattar &amp; S. R. Arora</b>	<b>S. Chand Publishing</b>	<b>New Delhi</b>
<b>4.</b>	<b>Business Mathematics and Statistics</b>	<b>N.G. Das &amp; Dr. J.K. Das</b>	<b>McFraw Hill</b>	<b>New Delhi</b>
<b>5.</b>	<b>Fundamentals of Business Mathematics</b>	<b>M. K. Bhowal</b>	<b>Asian Books Pvt. Ltd</b>	<b>New Delhi</b>
<b>6.</b>	<b>Operations Research</b>	<b>P. K. Gupta &amp; D. S. Hira</b>	<b>S. Chand Publishing</b>	<b>New Delhi</b>
<b>7.</b>	<b>Mathematics for Economics and Finance: Methods and Modeling</b>	<b>Martin Anthony and Norman Biggs</b>	<b>Cambridge University Press</b>	<b>Cambridge</b>
<b>8.</b>	<b>Financial Mathematics and Its Applications</b>	<b>Ahmad Nazri Wahidudin</b>	<b>Ventus Publishing ApS</b>	<b>Denmark</b>
<b>9.</b>	<b>Fundamentals of Mathematical Statistics</b>	<b>Gupta S. C. and Kapoor V. K.,</b>	<b>Sultan Chand and Sons</b>	<b>23, Daryaganj, New Delhi 110002</b>

10.	Statistical Methods	Gupta S. P.:	Sultan Chand and Sons	23, Daryaganj, New Delhi 110002
11.	Applied Statistics	Mukhopadhyaya Parimal	New Central Book Agency Pvt. Ltd.	Calcutta.
12.	Fundamentals of Statistics	Goon A. M., Gupta, M. K. and Dasgupta, B.	World Press	Calcutta.
13.	Fundamentals of Applied Statistics	Gupta S. C. and Kapoor V. K.:	Sultan Chand and Sons	23, Daryaganj, New Delhi 110002

**Suggested references**  
**Web reference for Semester I & II**

1. [www.freestatistics.tk](http://www.freestatistics.tk)(National Statistical Agencies)
2. [www.psychstat.smsu.edu/sbk00.htm](http://www.psychstat.smsu.edu/sbk00.htm)(Onlinebook)
3. [www.bmj.bmjournals.com/collections/statsbk/index.shtml](http://www.bmj.bmjournals.com/collections/statsbk/index.shtml)
4. [www.statweb.calpoly.edu/bchance/stat-stuff.html](http://www.statweb.calpoly.edu/bchance/stat-stuff.html)
5. [www.amstat.org/publications/jse/jse-data-archive.html](http://www.amstat.org/publications/jse/jse-data-archive.html)(International journal on teaching and learning of statistics)
6. [www.amstat.org/publications/chance](http://www.amstat.org/publications/chance)(Chancemagazine)
7. [www.statsci.org/datasets.html](http://www.statsci.org/datasets.html)(Datasets)
8. [www.math.uah.edu/stat](http://www.math.uah.edu/stat)(Virtual laboratories in Statistics)
9. [www.amstat.org/publications/stats](http://www.amstat.org/publications/stats)(STATS : the magazine for students of Statistics)
10. [www.stat.ucla.edu/cases](http://www.stat.ucla.edu/cases)(Case studies in Statistics).
11. [www.statsoft.com](http://www.statsoft.com)
12. [www.statistics.com](http://www.statistics.com)
13. [www.indiastat.com](http://www.indiastat.com)
14. [www.unstat.un.org](http://www.unstat.un.org)
15. [www.stat.stanford.edu](http://www.stat.stanford.edu)
16. [www.statpages.net](http://www.statpages.net)
17. [www.wto.org](http://www.wto.org)
18. [www.censusindia.gov.in](http://www.censusindia.gov.in)
19. [www.mospi.nic.in](http://www.mospi.nic.in)
20. [www.statisticsofindia.in](http://www.statisticsofindia.in)

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## **Computer Concepts & Applications - II**

**Semester – II**

**Course Code -124 (B)**

### **Unit 1 Introduction to E-commerce Tools [12]**

#### **Process of E-Commerce**

Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used in E-Commerce Systems

#### **E-Commerce Activities:**

Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Opportunity Development for ECommerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E-Commerce Website.

### **Unit 2 Introductions to E-Marketing [14]**

#### **E-Marketing:**

Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.

### **E-Customer Relationship Management:**

Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer's information repository, Campaign management, Event triggers, business logic and rules repository, Forecasting and planning tools, Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.

### **Supply Chain Management:**

Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

## **Unit 3 Electronic Payment System**

**[14]**

**Electronic Data Interchange** (Introduction to EDI, EDI Architecture Financial EDI, Overview of the technology involved in EDI

### **Introduction to EPS**

Application of Online payment system ,Introduction to EFT (Electronic Fund Transfer) Types of EFT ( NEFT, RTGS), EPayment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.

Introduction to Digital Signature and Digital Certificates, Stages of SET

Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card

## **Unit 4 Introduction to M-Commerce**

**[8]**

Definition, Need and Scope, Advantages and disadvantages of M-commerce, M-Commerce and its applications.,

Types of M-Commerce. Products and Services of M-Commerce,

Mobile payment application. Difference between E-commerce and M-Commerce.



### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
Unit – I	12	Use ICT or presentation on E-commerce Tools	U-tube Tutorial on Ecommerce Tools	-	Familiar with E-commerce Tools
Unit – II	12	Use ICT or presentation on E-Marketing	U-tube Tutorial EMarketing	One case study on E-commerce Website	Familiar with E-Marketing
Unit – III	12	Use ICT or presentation on Electronic Payment System	U-tube Tutorial Electronic Payment System	Handle One Epayment Transition application Bhim, Pay...etc	Familiar with Electronic Payment System
Unit – IV	12	Use ICT or presentation on M-Commerce	U-tube Tutorial MCommerce	-	Familiar with MCommerce

### Reference Books

- [1]. Computer Fundamentals by: Anita Goel, Pearson Education India ISBN: 9788131742136

- [2]. Connecting with Computer Science, by Greg Anderson, David Ferro, Robert Hilton, Course Technology, Cengage Learning, ISBN:9781439080351
- [3]. Fundamentals of Computer : For undergraduate courses in commerce and management, ITL Education Solutions Limited, Pearson Education, ISBN:9788131733349
- [4]. Introduction to Computer Science, 2/e, ITL Education Solutions Limited, Pearson Education, ISBN:9788131760307
- [5]. Frontiers of Electronic Commerce, Ravi Kalakota, Andrew B. Whinston, Pearson Education, ISBN:9788177583922
- [6]. Internet: The Complete Reference, Margaret Levine Young, Tata McGraw Hill Education Private Limited, ISBN: 9780070486997
- [7]. On the Way to the Web: The Secret History of the Internet and Its Founders, A. Banks, Apress Publication, ISBN: 9781430208693
- [8]. Computers and Commerce: A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remington, Arthur L. Norberg, MIT Press (MA), ISBN:9780262140904
- [9]. Essential of E-commerce technology By V.Rajaraman, Prentice Hall India Learning Private Limited ISBN 9788120339378
- [10]. E-commerce Fundamental and Application By Henry Chan ,Wiley ISBN:-978126514694
- [11]. Information Technology By Dr. Kishor Jagtap, Tech-Max Publications, Pune

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**Revised syllabi (2019 Pattern) for three years B.Com. Degree course (CBCS)**

**Semester : - II**

**Subject : - Organizational Skill Development- II**

**Course Code - 125 (A)**

**Objectives of the course**

1. To imbibe among the students the qualities of a good manager and develop the necessary skill sets
2. To develop the technical skills of the students to keep up with the technological advancements and digitalization
3. To develop the communication skills of students and introducing them to the latest tools in communication
4. To develop writing, presentation, interpersonal skills of the students for effective formal corporate reporting.
5. To educate the students on the recent trends in communication technology and tools of office automation

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Co ntents</b>	<b>Purpose Skills to be developed</b>
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1	Office Manager	<ul style="list-style-type: none"> <li>a. Qualities of office manager, skills of office manager - Interpersonal skills, Presentation skills, thinking and Negotiation skills ,Duties and Responsibilities of office manager</li> <li>b. Goal Setting:- Concept, Importance of goals, SMART( Specific, Measurable, Achievable, Realistic and Time Bound)</li> <li>c. Time Management :- Meaning, Techniques, Principles and Significance</li> </ul>	<ul style="list-style-type: none"> <li>1. Developing the necessary set of managerial skills</li> <li>2. Developing Goal setting and Time management skills in all areas of life</li> </ul>
2	Management Reporting (Office Reports)	<ul style="list-style-type: none"> <li>a. Meaning, Purpose or Objectives and Classification of Report, Principles of preparation of report, qualities of good report, steps in report presentation, evaluating the report, follow up of reports</li> <li>Office Communication :- Meaning, Significance,</li> <li>b. Barriers and Recent trends in Communication such as</li> </ul>	<ul style="list-style-type: none"> <li>1. Enhancing the communication skills</li> <li>2. Developing report writing skills for formal reporting</li> <li>3. Usability of latest Communication Media</li> </ul>
		E-mail, Video Conferencing, Tele- Conferencing, Internet, Intranet , WWW, etc.,	
3	Work Measurement and standardization of office work	<ul style="list-style-type: none"> <li>a. Definition, Objects, Importance, steps in work measurement, techniques of work measurement - Time study and Motion study</li> <li>b. Standardization of office work:- Meaning, objects, areas of standardization, types of standards, methods of setting standards, advantages and limitations of standardization</li> </ul>	<ul style="list-style-type: none"> <li>1. Conceptual Clarity on the concept of need and importance of work measurement</li> <li>2. Developing Technical and analytical skills for performance measurement.</li> <li>3. Skills to develop ideal standards at work place.</li> </ul>
4	Office Automation	Objects of Mechanization, Advantages of Mechanization, Factors in selecting office machines, Leasing versus Purchasing Office equipment , Types of modern Office Machines	<ul style="list-style-type: none"> <li>1. Enhancement of Technical knowledge and developing technical skills to adapt to the technical advancements</li> <li>2. Critical thinking skills and technical skills to overcome the problem of choice among options</li> </ul>

**Teaching Methodology**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Power Point Presentation  SMART Goal Setting activity for oneself for 3 yrs  Role plays	TV shows on Management	Self SMART Goal Setting Report in Detail for 3 years	Conceptual Clarity Goal Setting and Goal Measurement, Enhancing the Time Management Skills
2	12	Power Point Presentation  Online Videos ,Use of Latest communication Media Live in Class Rooms	Use of Latest Communication Technology and Communication Applications	Report writing on Recent trends in Communication	Enhancing Communication Skills ,Usability of latest communication media
3	12	Guest Lectures by Experts			Development Technical and analytical skills
4	12	PPT , Educational Videos	Online Videos	Report on various office automation tools	Development of Technical skills

**References :**

List of Books Recommended :

1. Modern Office Management – By Mills, Geoffrey
2. Office Management – By Dr. R.K. Chopra , Priyanka Gauri
3. Office Management – By R.S.N. Pillai
4. Office Management – By K.L.Maheshwari , R.K . Maheshwari
5. Modern Office Management : Principles and Techniques – By J.N.Jian , P.P.Singh

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**F.Y B.Com.**  
**Optional Paper**

**Subject Name: Banking and Finance**

**Course Code: 125(B)**

**SEMESTER II: FUNDAMENTALS OF BANKING – II**

**Objectives:**

- To develop the working capability of students in banking sector
- To Make the Students aware of Banking Business and practices.
- To enlighten the students regarding the new concepts introduced in the banking system.

**Credit: 04**

**No. of Lectures: 48**

Unit No.	Topics	No. of Lectures	Teaching Method
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<b>1.</b>	<b>Lending Principles and Balance Sheet of a Bank</b>  Safety, Liquidity, Profitability, Diversification of risks and other Principles of Lending, Conflict between Liquidity, Profitability and Safety  Customer assessment through CIBIL and other similar agencies  Balance sheet of a bank.	<b>10</b>	Lecture, Expert Lecture, PPT/ Poster Presentation, Group Discussion, Library / Home, Assignment, Visit to a bank
<b>2.</b>	<b>Negotiable Instruments</b> Definition, meaning and characteristics of Negotiable instruments Definition, meaning and characteristics of Promissory Note, Bill of Exchange and Cheque. Types of Cheques- Bearer, Order and Crossed Types of Crossing- General and Special. Dishonour of Cheque	<b>12</b>	Lecture, PPT/ Poster Presentation, Group Discussion, Library /Home Assignment, Visit to a bank
<b>3.</b>	<b>Endorsement</b> Definition and meaning of Endorsement Types of Endorsement- Blank, Full or Special, Restrictive, Partial, Conditional, Sans Recourse, Facultative. Effects of Endorsement.	<b>08</b>	Lecture, PPT/ Poster Presentation, Group Discussion, Library /Home Assignment, Visit to a bank

4.	<b>Technology in Banking</b> Role and Uses of Technology in Banking Automated Teller Machine (ATM) – onsite and offsite ATM, Cash Deposit machine, Cheque Deposit machine, Passbook Printing Machine, Note and Coin counting device, Fake currency detector, Credit card, Debit card –Personal Identification Number ( PIN ) – Use and Safety, Mobile Banking – Mobile Banking Applications - BHIM ( Bharat Interface for Money ) / UPI ( Unified Payments Interface ), Net Banking , Core Banking Online enquiry and update facility, Home Banking- Corporate and Personal. Precautions in using Technology in Banking Current Trends in Banking Technology	18	Lecture, Expert Lecture, PPT/ Poster Presentation, Group Discussion, Library / Home Assignment, Visit to a bank
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#### References:

1. Majumdar N. C., 'Fundamentals of Modern Banking', New Central Book Agency (P) Ltd., New Delhi.
2. Arondekar A.M. & Others, 'Principles of Banking', Macmillan India Pvt. Ltd.
3. Srinivasan D. & Others, 'Principles & Practices of Banking', Macmillan India Pvt. Ltd.
4. Agarwal O.P, (4<sup>th</sup> Edition, 2017), 'Banking and Insurance', Himalaya Publication House.
5. Gopinath M. N., (1<sup>st</sup> Edition, 2008) 'Banking Principles and Operations', Snow White Publications Pvt. Ltd, Mumbai.
6. Gordon E. & Natarajan K., (21<sup>st</sup> Revised Edition), 'Banking – Theory, Law and Practice' ,Himalaya Publication House.
7. Kaptan S S & Choubey N S, "E-Indian Banking in Electronic Era", Sarup & Sons, New Delhi 2003.
8. Padmalatha Suresh, Justin Paul, "Management of Banking and Financial Services" Second Edition, 2013, Published By Dorling Kindersley (Pearson)



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**F.Y.B.com**

**Optional Paper**

**Subject name: Defense Organization and Management in India**

**COURSE CODE: 125 (D)**

**SEMESTER- II: DEFENCE ORGANISATION AND MANAGEMENT IN INDIA-II**

**Objectives:**

- 1) To understand the Indian intelligence services.
- 2) To know the Evolution of War techniques and Economic warfare.
- 3) To understand Indian internal security.

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>
<b>1.</b>	<b>Indian Intelligence Services</b> 1.1 History & Types of Intelligence. 1.2 Process & Principals of Intelligence. 1.3 Devices for Collecting Intelligence. 1.4 Role of Intelligence. 1.5 Counter Intelligence. 1.6 Indian Intelligence Organization.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment

<b>2.</b>	<b>Evolution of War Techniques</b> 2.1 Definition of war 2.2 Concept of war    2.3 Causes of war 2.4 Function of war 2.5 Elements of war 2.6 Resources of war	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Study Visit
<b>3.</b>	<b>Economic Warfare</b> 3.1 Meaning 3.2 War time Economy 3.3 Economic Mobilization 3.4 Remedy 3.5 War Economy & War Effects 3.6 Cost of War.	<b>12</b>	Lecture,PPT, Group Discussion, Library Work,
<b>4.</b>	<b>Economic Constraints on Indian Internal Security</b> 4.1 Economic Diversification in various states of India 4.2 Economic Influence on State & Centre Relations 4.3 Unemployment and Poverty. 4.4 Economic losses due to Natural Calamities.	<b>12</b>	Lecture,PPT, Group Discussion, Library Work, Assignment
	<b>Total</b>	<b>48</b>	

### References:

- 1) C. Lakshmi (1998), Trends in India's' Defense Expenditure," ABC, New Delhi'.

- 2) Venkateshwaram A. L., 'Defense Organisation in India', Sage Publication, New Delhi.
- 3) Chaudhari A. P. 'Hkkjrh; ;qn/k ra=kphmRdkarh,' Prashant Publication, Jalgaon
- 4) Col.(Retd) S. Sandeep, 'Funding for Defense and Development' Sumit enterprises, New Delhi.
- 5) Sali M.L., 'Military Geography' Manas Publication, New Delhi.
- 6) Chaudhari A.P., 'qn/kfoKku&laj{k.k o lkefjd'kkL=' Diamond Publication, Pune.
- 7) Raju G. C. Thomas (1978) – The Defense of India a Budgetary Perspective of Strategy and Politics,” Mac Millan Publication, New Delhi.
- 8) Lt. Gen. R. K. Jasbir Singh (1999), 'India's Defense Year Books,' Nataraj Publication, Dehradun. 9) Jadhav V.Y, Hkkjrkph jk"V<sup>ah</sup>; lqj{kk, ” Snehvardhan Publication , Pune

## **Revised Syllabi (2019 Pattern) for three years B.Com Degree Course (CBCS)**

### **Option paper: - Theory and Practice of Co-operation**

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

#### **Course Code - 125 (E)**

#### **Subject: - -: Theory and Practice of Co-operation- II**

#### **Objectives:**

1. To acquaint the students with types of co-operatives.
2. To study the role of Government in Co-operative movement.
3. To Analysis the impact of LPG on Co-operation movement.
4. To study the means of Co-operative education and Training.

#### **Depth of Programme: - Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Types of Cooperative	Rural Co-operative and Urban Co-operative Agriculture Co-operative and Non Agriculture Cooperative Credit Co-operative and Non Credit Co-operative Weaker Sections Co-operatives Federation of Co-operatives	i. To understand the Rural Co-operative ii. and Urban C-operative institution To understand the Credit Co-operative and Non credit Co-operative Society
2	Co-operative Management	Co-operative Management , Nature and function, The Role of General Body, Management committee Chairman and Managing Director/Secretary, Professional Management Co-operatives ,Role of leadership in Co-operative Management	i. To understand Co-operative ii. Management iii. To understand Role of leadership in Co-operative Management To understand Professional Management Co-operatives
3	Impact of Liberalization ,Privatization and Globalization on Co-operative movement	Impact of Liberalization, Impact of Privatization , Impact of Globalization , Opportunities for Cooperative movement in global era	To understand the Impact of Liberalization, Privatization and Globalization on Cooperative movement
4	Co-operative Education and Training:.	Co-operative Education and Training, Objectives of Co-operative Education and Training, Role of National Co-operative union of India (NCUI) ,National Council for Co-operative Training (NCCT), Institutional arrangement for co-operative training, State Co-operative Union, Co-operative training, Education and Consultancy in Maharashtra, Regional Institute of Co-operative Management, Vaikunth Mehta National Institute of Co-operative Management Pune, Maharashtra	To understand the Objectives of Co-operative Education and Training, Training arrangement in India To understand Institutional arrangement for cooperative training

## Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and AV Application	Project	Expected Outcome
<b>1</b>	12	Documentary, Pre reading, Class discussion, examples from newspapers and internet resources, Article Review, PPT	Short Film Show on Types of Cooperative, AV Application (Audio and Visual Application)	Project Report on Credit Cooperative and Non Credit Cooperative	Understanding of basic knowledge of Types of Co-operative Society
<b>2</b>	12	Guest Lectures of eminent personalities, experience sharing, Pre reading, Class discussion, PPT, study visit to Co-operative department offices and Co-operative society	You Tube Video on Co-operative Management	Project on Nature and function of Cooperative management	Understanding Co-operative Management
<b>3</b>	12	Organise Seminar/workshop for students, Pre reading, Class discussion, Internet resources, case studies, Survey report	Use of You tube , review of particular topic	Project Report on the Impact of Liberalization ,Privatization and Globalization on Co-operative movement	Understanding the Impact of Liberalization ,Privatization and Globalization on Co-operative movement

<b>4</b>	12	Pre reading, Class discussion, examples through Newspapers and internet resources, Guest Lectures of eminent personalities ,PPT	Group discussion on Problems and suggestions of education and training programmes of Co-operative Education	Review of education and training programmes of Co-operative Education	Understanding Co-operative Education and Training .  understanding Institutional arrangement for co-operative training
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### Method of Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit-I	Class participation, Assignment, Library Work, Unit Test, Group Discussion	Written Examination	Seminar/Workshop on Types of Co-operative Society
Unit-II	Class participation, Assignment, Library Work, Unit Test, Power point presentation	Written Examination	study visit to Co-operative Institution
Unit-III	Class participation, Assignment, Library Work, Unit Test, Group Discussion, PPT	Written Examination	Guest Lectures of eminent personalities
Unit-IV	Class participation, Assignment, Library Work, Unit Test, Class room Discussion	Written Examination	study visit to Co-operative training Institution

### References

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
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1	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
2	Co-operation- Principles and Practice-	Dr. D.G. Karve		
3	Theory, History and Practice of Cooperation	Dr. R.D. Beddy		
4	Bhartiya Sahkari Chalval- Tatve va Vyavhar ( Marathi )	Prof. Jagdish Killol; Prof. Arvind Bondre; Prof. A. C. Bhavsar		
5	Sahkari Chalval 1904-2004 (Marathi)	Prof. K. L. F ale		
6	New Dimensions of Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
7	Rural Development in India-Policies and Programme	Abdul Azees NP and S.M. Javed Aktar	Kalpaz Publication	
8	Human Resource Management Practices in Co-operative sector	Principal Dr.Shaikh Aftab Anwar	Idea Publication	New Delhi
9	Journal of Commerce and Management Thought(JCMT)			
10	Journal Co-operative Organization and Management , Journal of Co-operative studies			

### **F.Y.B.Com.**

#### **Semester - II**

#### **Optional Paper**

#### **Subject Name- Managerial Economics- II**

#### **Course Code - 125 (F)**

#### **Objectives:**

1. To aware the students about various pricing practices.
2. The Students learn about the role of profit in business.
3. The Students should realize the importance of the different methods of capital budgeting as tool of project management.



4. To help the students in applying the knowledge so acquired in policy planning and managerial decision making

Unit No	Unit Title	Content	Purpose Skills to be developed
1	Forms of Business Organization	<p>1.1 Sole Proprietorship - Meaning, features, Merits and Demerits.</p> <p>1.2 Partnership - meaning, features, merits and demerits.</p> <p>1.3 Joint Stock Company- Meaning, features, merits and demerits, Distinction between public company and private company.</p>	<p>1. To know the fundamental business organization</p> <p>2.To understand the comparative merits and demerits of these organization.</p>
2	Public Enterprises and MNCs	<p>2.1 Public Enterprise- Meaning, features, merits and demerits, Types of Public Enterprises.</p> <p>2.2 Public Private Partnership.</p> <p>2.3 Multinational Corporations- Meaning, features, merits and demerits.</p> <p>2.4 Role MNCs in India.</p>	<p>1. To understand the need for public enterprises.</p> <p>2. To know the types of PEs.</p> <p>3. To be familiar with the features and role of MNCs in an economy.</p>
3	Pricing Practices-	<p>3.1 Factor affecting pricing decision</p> <p>3.2 Components in Pricing of the product</p> <p>3.3 Marginal Cost Pricing, mark-up pricing, transfer pricing, product line pricing, price skimming and penetration.</p> <p>3.4 Profit Management, Nature and measurement of profit, The hypothesis of profit maximization and its alternative.</p>	<p>1. To know the various pricing practices</p> <p>2. To know the importance of profit management in pricing practices.</p>

4	Capital Budgeting and Investment Analysis	<p>4.1 Meaning of Capital Budgeting, Need and nature of capital budgeting.</p> <p>4.2 Demand for Capital and Supply of Capital (sources of capital)</p> <p>4.3 Capital Rationing</p> <p>4.4 Methods of Capital Budgeting- Net Present Value (NPV), Internal Rate of Return (IRR), Payback period method, Average Rate of Return.</p> <p>4.5 Apprizing the profitability of project.</p>	<p>1. To know the importance capital in a business.</p> <p>2. To understand various technical concept related with investment decision.</p>
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## Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	i. Open book discussion ii. Case studies iii. Group discussion	i. You tube lectures on different types of business organization. .	i. Study of comparative merits and demerit of different business organisation	Students will learn about the intricacies of the various Business Organizations, their features and their comparative merits and demerits.  In addition to that the student knows the features and role of MNCs in India.
2	10	i. Case Studies ii. Group discussion iii. Pair learning	i. You tube lectures on PEs and MNCs. ii. Films	i. Study of role of MNCs. ii. Study of problem of PEs.	Student should know types of public enterprises and their comparative advantages and disadvantages. In addition to that students should features and role of MNCs in India.
3	14	i. Case Studies ii. Group discussion iii. Game oriented Classes.	i. Films. ii. You tube lectures	i. Study of pricing policy followed by a firm in your area.	Awareness of students about various pricing practices
4	14	i. Case Studies ii. Open book discussion iii. Group discussion.	i. You tube lectures ii. Films	i. Study of method of capital budgeting.	Students should realize the importance of the different methods of Capital Budgeting and investment as a tool of profit management

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Managerial Economics- Economic Tools for Todays Decision Makers,	Keat Paul G. and Philip K.Y. Young	Prentice Hall	Prentice Hall, New Jersey
2.	Managerial Economics,	D.N.Dwivedi D.N	Vikas Publishing House	Delhi
3.	Managerial Economics in a Global Economy	Salvatore D.	8th Edition, Oxford University Press.	
4.	Managerial Economics,	Sumitra Paul,	Macmillan 2008	
5.	P.L.Mehatha, Managerial	Managerial Economics	8th Ed. S.Chand Publishing	Economics, 8th Ed. S.Chand Publishing
6.	D.M.Mithani,	Managerial Economics-2008	Himalaya Publishing House	Mumbai
7.	Shankaran S.	Managerial Economics	Margham Publications,	Madras
8.	Thomas Christopher R. and Charles, Maurice S.,	Managerial Economics	McGraw Hill Irwin,	Boston

### **Suggested references Web reference**

<https://nptel.ac.in/courses/110101005/2>

<https://nptel.ac.in/downloads/110101005/>

<http://cec.nic.in/Pages/Home.aspx>

<http://en.wikipedia.org/wiki/Economics>

<http://www.investopedia.com/university/economics/#axzz1XwhFTmtm>

<http://www.tutor2u.net/blog/index.php/economics/>

<http://www.economicshelp.org/>

<https://www.intelligenteconomist.com/economics-blogs/>

<https://www.coursera.org/courses?query=managerial%20economics>

<https://www.edx.org/course/introduction-to-managerial-economics-0>

<https://www.mooc-list.com/tags/managerial-economics>

<https://online.stmary.edu/mba/courses/managerial-economics>

<https://www.tru.ca/distance/courses/econ3041.html>

<https://www.euromba.org/managerial-economics/>

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**Revised Syllabi (2019 Pattern) for three year B. Com. Degree Course (CBCS)**  
**Semester – II**  
**Essentials of E- Commerce**

**Course Code :- 126 A No. of Credits : 03**

**Objectives of the course :-**

1. To acquaint learners with electronic data interchange and its standards
2. To develop knowledge about e-commerce process and payment solution
3. To develop practical knowledge about security of e- commerce transactions
4. To help students understand traditional v/s electronic retailing

**Depth of the programme : Fundamental Knowledge**

Unit No.	Unit Title	Contents	Skills to be developed
1	Electronic data interchange	Concept – types- merits-limitations of paper Brand Business, Area groups of business, Essential documents for EDE gawky electronic data interchange simile, Steps to start EDI, EDI standards, Types of EDI files, EDI & internet, Merits of EDI, Bottlenecks & limitations	1. Conceptual understanding of Electronic Data Interchange, documentation and merits of EDI.
2	Commerce Process & Payment solution	Concept of payment solution – need, internet access solution- Areas of solution – solution provider , online commerce solution – essentials of good solution technology, standards for e-commerce, e-service, esolution, e-business solution. Shopping cart – shopping cart software, Merchant account – Features –digital receipts for online payment, Payment system & devices, Cyber cash, features –utility, Credit card, smart card, features, utility, trades & securities, Internet currency	1. Awareness about payment solutions, various payment methods and modern modes of digital payments.

Unit No.	Unit Title	Contents	Skills to be developed
3	E-commerce – security	Need of E-Commerce security, cybercrimes- resources of privacy- tampering – proxy server system, Encryption – types of security – security precautions – cryptogram – data encryption standards & certificate authority, Ensuring electronic security – e-locking services, Security caution in e-commerce – public key – infrastructure firewall – secure socket layer secure electronic transactions	1. Understanding of ECommerce security, precautions while using ECommerce and methods & Process of E-Commerce security.
4	Business oriented E-Commerce	Features of B2B e-commerce, Business models, Eprocedure, Virtual Market, Collaborative supply chain management, Intercompany integration, B2B e-commerce communication	1. Technical knowledge about virtual market and other business to business e-commerce communication.

### Teaching Methodology:

Topic No.	Total Lectures	Teaching Methods	Film Shows and AV Applications
1	10	Lecture method ,Computer Laboratory demonstrations, Power Point Presentations	Online educational videos on related topics
2	12	Lecture method ,Computer Laboratory demonstrations, Power Point Presentations	Online educational videos on related topics
3	12	Lecture method ,Computer Laboratory demonstrations, Power Point Presentations	Online educational videos on related topics

4	14	Lecture method ,Computer Laboratory demonstrations, Power Point Presentations	Online educational videos on related topics
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#### References:

1. E-Commerce – Henry chan willey, India
2. E-Commerce- P.T. Joseph P. H. I.
3. Understanding e-commerce, J. K. Shim A. A. Quareshi infinity books
4. E-commerce- P. W. Mann MJP publishers
5. E-commerce- C. S. Rayudu, Himalaya publishing house 6. E-commerce-K. K. Bajaj-D. Nag T. M. G. H.

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**F.Y. B.Com.**

**Optional Paper**

**Subject Name : Insurance and Transport - II Course Code:  
126 (B)**

**SEMESTER II - TRANSPORT**

**Objectives :**

1. To acquaint students with the concepts of transport.
2. To create awareness regarding basic knowledge about transportation system in India.
3. To make the students aware of career opportunities in the field of transport.

**No. of Lectures : 48**

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>
<b>1.</b>	<b>Introduction to Transport</b> 1.1 Meaning 1.2 Importance of Transport 1.3 Types of Transport 1.4 Benefits of Transport 1.5 Problems of Transport Development in India 1.6 Measures to solve Transport Problems 1.7 Career opportunities in Transport Sector	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment

<b>2.</b>	<b>Road Transport</b> 2.1 Meaning and Characteristics of Road Transport 2.2 Importance of Road Transport in India 2.3 Development of Road Transport in India since 1951 2.4 Problems and Issues in Road Development 2.5 Measures for Improvement in Road Transport	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment
<b>3.</b>	<b>Railway Transport</b> 3.1 Meaning and Features of Railway transport 3.2 Significance of Railway transport 3.2 Monorail and Metrorail 3.3 Gauge of a railway track-Meaning and Classification 3.4 Advantages and Limitations of Railway transport 3.5 Progress of Railway Transport in India since 1951 3.6 Problems of Indian Railways 3.7 Measures to solve problems of Indian Railways	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment
<b>4.</b>	<b>Water and Air Transport</b> <b>4.1 Water Transport:</b> 4.1.1 Meaning and Significance of Water Transport 4.1.2 Inland Water Transport and Coastal or Marine Transport 4.1.3 Indian Shipping Growth and Problems 4.1.4 Prospects of Water Transport in India	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment

	4.1.4 Limitations of Water Transport <b>4.2 Air Transport:</b> 4.2.1 Meaning and Features of Air Transport 4.2.2 Importance of Air Transport 4.2.5 Progress of Air Transport in India 4.2.4 Problems and Prospects of Air Transport		
	<b>Total</b>	<b>48</b>	

### References:

1. Misra S.K. and Puri V.K (2014) Indian Economy, Himalaya Publishing House, Mumbai.
2. India 2015, Ministry of Information and Broadcasting, Government of India.
3. Datt Gaurav and Mahajan Ashwani (2014) Datt and Sundharam Indian Economy, S. Chand and Company Ltd. New Delhi.
4. Agarwal A.N. (2001) Indian Economy, Problems of Development and Planning, WishwaPrakashan, New Delhi.
5. Shukla M.B. (2012) Indian Economy, Taxmann Publications(P)Ltd., New Delhi.
6. Government of India, Economic Survey various Issues
7. Reserve Bank of India, Annual Report various issues
8. [http://www.indianrailways.gov.in/railwayboard/uploads/directorate/stat\\_econ/IRSP\\_2016-17/Facts\\_Figure/Fact\\_Figures%20English%202016-17.pdf](http://www.indianrailways.gov.in/railwayboard/uploads/directorate/stat_econ/IRSP_2016-17/Facts_Figure/Fact_Figures%20English%202016-17.pdf)
9. <http://www.ncert.nic.in/NCERTS/l/legy210.pdf>
10. [http://planningcommission.nic.in/reports/genrep/NTDPC\\_Vol\\_01.pdf](http://planningcommission.nic.in/reports/genrep/NTDPC_Vol_01.pdf)
11. [http://www.nwda.gov.in/upload/uploadfiles/files/NWDA\\_Annual\\_Report\\_English\\_2016-17-low.pdf](http://www.nwda.gov.in/upload/uploadfiles/files/NWDA_Annual_Report_English_2016-17-low.pdf)
12. [https://www.epw.in/system/files/pdf/1956\\_8/16/progress\\_of\\_indian\\_railways.pdf](https://www.epw.in/system/files/pdf/1956_8/16/progress_of_indian_railways.pdf)
13. [https://www.cs.mcgill.ca/~rwest/wikispeedia/wpcd/wp/r/Rail\\_transport\\_in\\_India.htmhttps://www.cs.mcgill.ca/~rwest/wikispeedia/wpcd/wp/r/Rail\\_transport\\_in\\_Indi](https://www.cs.mcgill.ca/~rwest/wikispeedia/wpcd/wp/r/Rail_transport_in_India.htmhttps://www.cs.mcgill.ca/~rwest/wikispeedia/wpcd/wp/r/Rail_transport_in_Indi)

**FY B Com Semester : II**

**Course Code - 126 (C)**

**Subject : Marketing and Salesmanship- Fundamental of Marketing- II**

### **1. Objective of the Course**

1. To introduce the concept of Salesmanship.
2. To give insight about various techniques required for the salesman.
3. To inculcate the importance of Rural Marketing.
4. To acquaint the students with recent trends in marketing and social media marketing.

**Depth of the Program - Fundamental Knowledge**

### **Objectives of the Program**

1. To help the students to prepare themselves for opportunities in marketing field.
2. To study elaborately the process of salesmanship.
3. To know about Rural Marketing which is an important sector in modern competitive Indian Scenario.
4. To educate the students about the sources and relevance of Recent trends in Marketing.

UNIT NO.	UNIT TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
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<b>1</b>	<b>Salesmanship</b>	<b>1.1</b> Meaning and Definition of Salesmanship <b>1.2</b> Features of Salesmanship <b>1.3</b> Scope of Salesmanship <b>1.4</b> Modern Concept of Salesmanship <b>1.5</b> Utility of Salesmanship <b>1.6</b> Elements of Salesmanship <b>1.7</b> Salesmanship : Arts or Science	Students will get the knowledge of Salesmanship and various approaches.
		<b>1.8</b> Salesmanship – a Profession <b>1.9</b> Qualities of Salesman	
<b>2</b>	<b>Process of Selling</b>	<b>2.1</b> Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action <b>2.2</b> Stages in Process of Selling – <ul style="list-style-type: none"> <li>(i) Pre-Sale Preparations</li> <li>(ii) Prospecting</li> <li>(iii) Pre-Approach</li> <li>(iv) Approach</li> <li>(v) Sales Presentation</li> <li>(vi) Handling of Objections</li> <li>(vii) Close</li> <li>(viii) After Sales Follow-up</li> </ul>	Techniques of salesmanship skills will be developed.
<b>3</b>	<b>Rural Marketing</b>	<b>3.1</b> Rural Marketing <ul style="list-style-type: none"> <li>3.1.1 Introduction</li> <li>3.1.2 Definition of Rural Marketing</li> <li>3.1.3 Features of Rural Marketing</li> <li>3.1.4 Importance of Rural Marketing</li> <li>3.1.5 Present Scenario of Rural Market</li> <li>3.1.6 Challenges and Opportunities in Rural Marketing</li> </ul>	Awareness and importance of Rural Marketing amongst students.

<b>4</b>	<b>Recent Trends in Marketing</b>	<b>4.1</b> Digital Marketing <b>4.2</b> Green Marketing <b>4.3</b> Niche Marketing <b>4.4</b> E-marketing <b>4.5</b> Social Media Marketing- Challenges and Opportunities	Skills of Modern Marketing will be developed.
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### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	<b>14</b>	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Short Film AV Application		Students will get knowledge of the basics of salesmanship which is a vital aspect of marketing.
<b>2</b>	<b>14</b>	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Short Film AV Application		It will help the students to implement this knowledge in practicality by enhancing their skills in the field of marketing by using various techniques of salesmanship.
<b>3</b>	<b>12</b>	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	AV Application		It will help the students to gain insights about Rural Marketing and its uniqueness.

<b>4</b>	<b>08</b>	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Short Film, AV Application Use of You Tube		It will help the students to gain the insights about recent trends in marketing field.
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### **Methods of Evaluation**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit - I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	Marketing Management Course
Unit - II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	Sales Marketing Management
Unit - III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	Rural Marketing Online Course
Unit - IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	Online Marketing Course

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler	Pearson Publication	
2	Marketing Management	Rajan Saxena	McGraw Hill Education	
3	Principles of Marketing	Philip Kotler & Gary Armstrong	Pearson Publication	
4	Sales & Distribution Management	Tapan K Panda	Oxford Publication	
5	Advertising Management	Rajiv Batra	Pearson Publication	
6	Retail Management	Swapna Pradhan	McGraw Hill Publication	
7	Retail Management	Gibson Vedamani	Jayco Publication	
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	
9	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication	

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**Syllabus for B. Com. Semester –II**

**Subject Name: - Business Ethics - II**

**Course code:- 126 (D)**

**Depth of the program – Fundamental Knowledge**

**Objective of the Program**

1. To enhance students' general awareness of ethical dilemmas at work.
2. To understand differing perceptions of interests in business-related situations
3. To introduce the concept of Corporate Social Responsibility, corporate Governance and explore its relevance to ethical business activity
4. To examine whether ethics set any boundaries on Accounting, marketing, IT, Social Media and workplace.
5. To prepare students to play a constructive role in improving the sustainable development with which they may become involved.

Unit No	Unit Title	Contents	Purpose Skills to be developed
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1	<b>Business Ethics</b>	<p>Business ethics–Meaning, definitions, scope , objectives, need and Principles.</p> <p>Human values and moral –meaning, formation and importance.</p> <p>Professional Ethics-meaning and significance, management and ethics Gandhian approach in Ethics.</p> <p>Global Trends in Ethics.</p>	<p>1. Equip the students with a skills to resolve the business problems with ethical norms.</p> <p>2. Recognize the inherent conflict of interest in many business decisions.</p>
2	<b>Corporate Social Responsibility</b>	<p>CSR – concept, scope, forms of CSR, dimensions of CSR, legal and ethical foundation for CSR, steps to attain CSR,</p> <p>International Approach to CSR</p> <p>CSR Activities in- a. Social welfare,</p> <p>b. Healthcare,</p> <p>c. Education and</p> <p>d. Infrastructure</p>	<p>Understanding the scope CSR and it's scope</p> <p>2. To know the global trends</p>

3.	<b>Corporate Governance and Business ethics</b>	<p>Corporate Governance- concept, objectives, features, core principles of good corporate governance, advantages, system of corporate governance and</p> <p>SEBI's guideline</p> <p>Whistle Blowing- Meaning causes and types.</p> <p>Current issues of Business ethics in- a. Accounting,</p> <p>b. Social Media,</p> <p>c. IT,</p> <p>d. Marketing and Advertisement</p> <p>e. Harassments and discrimination at workplace</p>	Acquaint the students with corporate governance and global business ethics.
4.	<b>Sustainable Development and Ethics</b>	<p>Sustainable Development- concept, need principles and importance, Goals of sustainable development and challenges to achieve SD.</p> <p>Achievements of Sustainable Development in India- clean water, clean energy, no poverty, zero hunger, Good Health, quality education, climate action and Industry innovations infrastructure.</p> <p>Ethics and sustainable development,</p>	Identify various facts of sustainable development Apply the knowledge of sustainable development for people education

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Article Review, Group Discussion, Quiz	Documentary	-	Acquaint knowledge and maturity to understand the Business Ethics
2	12	Survey report. Poster presentation, Guest lecture	Short film	-	Application of CSR in various sector
3	12	Interview, Game, PPT, Narrating	Documentary	-	To analyze corporate governance in India
4	12	Project making, Street play, jingles m	Short Film	Project	To understand and achieve sustainable development

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evolution	Written Exam	Related Short Term Course/ Seminar/Workshop
Unit – II	Continuous Evolution	Written Exam	Related Short Term Course/ Seminar/Workshop

Unit – III	Continuous Evolution	Written Exam	Related Short Term Course/ Seminar/Workshop
Unit – IV	Continuous Evolution	Written Exam	Related Short Term Course/ Seminar/Workshop

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Ethics in Management	S.A. Sherlekar ,	Himalaya Publication	New Delhi

2.	<b>Business Ethics and corporate Governance</b>	<b>S S Khanka</b>	<b>S. Chand Publication</b>	<b>Mumbai</b>
3.	<b>Business Ethics and Corporate Governance</b>	<b>S. K. Bhatia</b>	<b>Deep and Deep sons</b>	<b>New Delhi</b>
4.	<b>Corporate Governance : Principle, Policies and Practices</b>	<b>Bob Tricker</b>	<b>Oxford University Press</b>	<b>New Delhi</b>
5.	<b>Management by Values</b>	<b>S.K.Chakraborti ,</b>	<b>Oxford University Press</b>	<b>Mumbai</b>
6.	<b>Business Ethics And Corporate Governance</b>	<b>A. C. Fernando</b>	<b>Dorling Kindersly</b>	<b>Mumbai</b>
7.	<b>E Commerce - A Study in Business Ethics</b>	<b>Rituparna Raj</b>	<b>Himalaya Publication</b>	<b>New Delhi</b>
8.	<b>E-Commerce and It' Applications</b>	<b>Dr. U. S. Pandey, Rahul Srivastava and Saurabh Shukla.</b>	<b>S. Chand &amp; Company,</b>	<b>New Delhi</b>
9.	<b>The sustainable development goals</b>	<b>United Nations</b>	<b>United Nations Publication</b>	<b>UN</b>
10.	<b>Atlas of Sustainable Development Goals 2017: from World Development Indicators</b>	<b>World Bank</b>	<b>World Bank Publication</b>	<b>-</b>

11.	<b>Business Ethics And Corporate Governance</b>	<b>A. C. Fernando</b>	<b>Dorling Kindersly</b>	<b>Mumbai</b>
12.	<b>The age of sustainable development goals</b>	<b>Jeffery D Saches and Ki Moon Ban</b>	<b>Columbia University Press</b>	<b>- -</b>

#### **Suggested References -Web Reference**

<b>Sr. No</b>	
1	<a href="http://www.mca.gov.in/MinistryV2/csrdatasummary.html">http://www.mca.gov.in/MinistryV2/csrdatasummary.html</a>
2	<a href="http://Csr.gov.in">Csr.gov.in</a>
3	<a href="https://www.acclimited.com/sustainable/corporate-social-responsibility">https://www.acclimited.com/sustainable/corporate-social-responsibility</a>
4	<a href="https://www.youtube.com/watch?v=FN0kRR985l8">https://www.youtube.com/watch?v=FN0kRR985l8</a>
5	<a href="https://sustainabledevelopment.un.org/?menu=1300">https://sustainabledevelopment.un.org/?menu=1300</a>
6	<a href="https://www.toppr.com/guides/business-communication-and-ethics/businessethics/meaning-and-ethical-principles-in-business/">https://www.toppr.com/guides/business-communication-and-ethics/businessethics/meaning-and-ethical-principles-in-business/</a>

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## Syllabus for F.Y.B.Com

Semester-II, Paper-II Subject Name: -  
Business Environment & Entrepreneurship - II Course Code:-126 (E)

Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Entrepreneurial Behaviour</b>	Nature- Comparison between entrepreneurial and non-entrepreneurial, Personality-Habits of Entrepreneurs – Dynamics of Motivation	Understanding the difference between entrepreneurial and non-entrepreneurial, personality, Habits of Entrepreneurs Skill-developing entrepreneurial personality and developing habits of entrepreneurs in students
2	<b>Entrepreneurship</b>	Concept- Need and Importance of Entrepreneurship - Economic Development and Industrialization - Role of Entrepreneurship in economy- Entrepreneur as a catalyst	Providing knowledge and significance of entrepreneurship Skill-Realising role of entrepreneurship in economy



<b>3</b>	<b>Institutions working for promoting entrepreneurship</b>	1) Entrepreneurship Development Institute of India (EDII) 2) Maharashtra Centre for Entrepreneurship Development (MCED) 3) District Industries Centre ( DIC) 4) Maharashtra Chamber of Commerce, Industries and Agriculture(MCCIA) 5) Role of local NGO in promoting Entrepreneurship	Gaining knowledge of various institutions promoting entrepreneurship Skill-Acquaintance with these institutions
<b>4</b>	<b>Study of entrepreneurs</b>	1) Hanumant Gaikwad ( BVG) 2) Kiran Mazumdar Shaw 3) Suwasini Kirloskar 4) Any successful Entrepreneur from your area	Getting inspiration from the entrepreneurs Skill- by Developing entrepreneurial personality getting inspiration from the entrepreneurs

### Teaching Methodology- F.Y.B.Com Semester-II, Paper-II

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and A.V. Application</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	12	Study of entrepreneurial and non-entrepreneurial personalities with the help of properly designed questionnaire	Related videos and PPT, Film 'Entrepreneurship' produced by Asian Centre for Research and Training (Pune)	A group of 3 to 5 students to interview entrepreneurial and non-entrepreneurial personalities and note the difference among them, also study habits of entrepreneurs, Shadow Training, Work experience, Entrepreneurship and Management Games	Understanding the difference between entrepreneurial and non-entrepreneurial personalities and thereby getting inspiration to make students personality entrepreneurial

2	12	Study of contribution of entrepreneurship in economic development (Study of selected advanced nations)	Film 'Entrepreneurship' produced by Asian Centre for Research and Training (Pune)	Form a group of 3 to 5 students to search role of entrepreneurship in economy, visit to exhibitions to get insight of entrepreneurship	Understanding the significance of entrepreneurship in economy thereby getting inspiration to become entrepreneur
3	12	Visit website of related institutions working for promoting entrepreneurship	Acquire CDs of related institutions working for promoting entrepreneurship	Visit to offices/regional offices of related institutions working for promoting entrepreneurship	Knowing the functions of related institutions
4	12	Study of Biographies of entrepreneurs and presenting in students group	Films on lives of Entrepreneurs	A group of students to interview entrepreneurs	Inspiration from study of Biographies to become entrepreneurs

### Method of Evaluation: F.Y.B.Com Semester-II, Paper-II

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, Case Studies	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Study of Entrepreneurial and Non-entrepreneurial Behaviour
Unit-II	Seminar, Class participation Assignment, Library Work, Unit Test	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Entrepreneurship Development
Unit-III	Seminar, Class participation Assignment, Library Work, Unit Test	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Introduction to institutions working for promoting entrepreneurship
Unit-IV	Seminar, Class participation Assignment, Library Work, Unit Test, Field Work	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Inspiring Entrepreneurship

## References

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	New Delhi
3	Dynamics of Entrepreneurship Development and Management	Desai Vasant	Himalaya Publishing House	New Delhi
4	Entrepreneurial Development	Khanka S.S.	S. Chand	New Delhi
5	Entrepreneurial Development	Gupta, Shrinivasan	S. Chand	New Delhi
6	Udyog	--	Udyog Sanchalaya	Mumbai
7	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand	New Delhi

## Revised syllabi (2019 Pattern) for three years B.Com. Degree course (CBCS)

Semester : - II ( F.Y.B.Com)

Course Code - 126 (F)

Subject : - Foundation Course in Commerce

### 1. Preamble

It is essential for every student of commerce to have understating on the recent improvements and innovations in commerce. The Current commerce industry has seen a major shift from Physical to Digital , with significant emphasis on the service sector form the previous era of manufacturing , from Business to Entrepreneurship.

The students of Commerce need to develop an understanding on the importance of Management and Administration in the early years to develop the skills required for a successful future

### Objectives of the course

1. To introduce the students to the Concept of Entrepreneurship
2. To improve the understanding of the students on E- Commerce
3. To improve the knowledge of students on recent trends in Retail Sector
4. To introduce the students to the concept of Management and Administration

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Entrepreneurship</b>	Entrepreneurship : Introduction , difference between Business and Entrepreneurship , Qualities of an Entrepreneur  Role of Entrepreneur in Social and Economical Development of the Country Types of Entrepreneurs	1. Conceptual Understanding on Entrepreneurship , 2. Motivate the students develop Entrepreneurship Skills 3. Develop Innovative entrepreneurial ideas
2	<b>E-Commerce</b>	Introduction- Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.  Types of E-Commerce: B2B, B2C, C2B, C2C,B2G, C2G, B2A, C2A and P2P, B2B service provider.	1. Understanding e- Commerce and its future prospectus 2. Awareness on the various forms of e-commerce

<b>3</b>	<b>Retailing</b>	Introduction, Concept of Organized and Unorganized Retailing, Trends in Retailing, Innovations in Retailing in India , Growth of Organized Retailing in India, Measures adopted by Unorganized Retailers for Survival, FDI in Retail in India. Digital Retailing and Overview	1. Introduction to the Recent trend in Retailing 2. To develop conceptual understating on Digital Retailing
<b>4</b>	<b>Management and Administration</b>	a) Management: Concept and Features b) Administration: Concept and Features c) Difference between and Management and Administration d) Scope of Management	1. Conceptual understating on Management and Administration

### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	PPT , Success Stories , Organizing Entrepreneurship Fairs al College Level , Guest Lectures by Successful Entrepreneurs	Interview videos and Documentaries and Motivation Videos of Eminent Entrepreneurs	Project on Innovative entrepreneurial Ideas	Developing Entrepreneurial Spirit among the students

2	12	Guest Lectures by subject Experts / Industry Expert , Internet Assignments , Case Study Discussion on Real Life success stories	Educational Videos, Videos on Real Life success stories	Case analysis and Discussions,	Conceptual Clarity and Awareness on Latest trends in e-commerce
3	12	PPT and Internet Research , Field visit to Organized and Unorganized Retail Sector.	Online Videos, Live demonstration on Online Retail e.g. Amazon, Big Basket etc.	Interview of Retailers and Managers in Organized and Unorganized Retail Sector /  Project on a Retail Outlet in Organized and Unorganized	Understanding on the recent changes and innovations in the Retail Sector
4	12	PPT , Guest Lectures	Educational Videos	Project Report	Conceptual understanding on Management and Administration  Understanding on Difference between Management and Administration

#### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ / PPT / Written Test	As per University norms	Entrepreneurship Development Workshop with Certification
Unit – II	Chart Presentation / MCQ/ Written Test	As per University norms	Certificate Course E- Commerce

Unit – III	Written Test / Open Book Examination	As per University norms	Diploma Course on Retail Management
Unit – IV	PPT/ MCQ/Written Test/ Field Visit and Report	As per University norms	Workshop on Leadership Development

## References :

### List of Books Recommended :-

- Introduction To E – Commerce, Dhawan, Nidhi, International Book House
- E- Commerce - Rajaraman
- Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J. P . International Book House
- Business Organization and Principles of Management by Dutta Chowdury, Central Education
- Retailing Management, Levy Michael., Weitz Barton A,Tata Mcgraw Hill □ Strategic Management, David,Fred R., Phi Leraning □ Government Policies on FDI in Retail.
- Retail Management - S.C. Bhatia Atlantic Publishers & Dist, 2008
- Retail Survival of the Fittest: 7 Ways to Future-Proof Your Retail Store by Francesca Nicasio
- Retail Management : Rajnish Tuli , Nidhi Varma Srivastava , Paperback
- Entrepreneurial Development by Khanka S.S , S.Chand
- Innovation and Entrepreneurship by Peter F. Drucker
- The Oxford Handbook of Entrepreneurship Edited by Anuradha Basu, Mark Casson, Nigel Wadeson, and Bernard Yeun

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# SAVITRIBAI PHULE PUNE UNIVERSITY

## Revised Syllabus of

### Master of Commerce (M.Com.) Semester Pattern with Credit System with effect from June 2019

The M. Com. Syllabus for regular students is being revised from the academic year 2019-20. The course structure is as below:-

#### 1. Objectives :

- To equip and train Post Graduate students to accept the challenges of business world by providing opportunities for study and analysis of advanced commercial and business methods and processes.
- To develop independent logical thinking and facilitate personality development.
- To equip the students to seek suitable careers in management and entrepreneurship.
- To acquaint students with significance of research in business.
- To impart skills regarding methods of data collection and their interpretations.
- To develop communication and analytical skills among students.

#### 2. Duration :

The M.Com. Course will be of Two Years duration consisting of two part. I.e. Part I and Part II. Each part is having Two Semesters.

Thus, the M.Com. Course is of Four Semesters. For each Semester, there will be Four Papers of 100 marks each. M.Com. Degree will be of 1600 marks in aggregate.

#### 3. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

#### 4. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

#### 5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 64 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16



2	Semester II	16
3	Semester III	16
4	Semester IV	16
	<b>Grand Total</b>	<b>64</b>

Four extra credits for project work at 4<sup>th</sup> Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which **40 marks will be for Internal Assessment** (attendance, home assignments, class tests, long term papers, classroom presentation and **60 marks for University Examination**. Thus M.Com. degree examination, four Semesters shall be of 1600 marks.

**In addition to the above, students are required to secure following ten credits. These credits are compulsory in nature.**

Semester	Human Rights	Introduction to cyber security / information security	Skill development	Total Credits
I	1 credit	1 credit	--	2 credits
II	1 credit	1 credit	--	2 credits
III	--	1 credit	2 credits	3 credits
IV	--	1 credit	2 credits	3 credits
<b>Total Credits</b>	<b>2 credits</b>	<b>4 credits</b>	<b>4 credits</b>	<b>10 credits</b>

Syllabus and other details regarding 'Human Rights' has been displayed on the home page of the university website.

Syllabus and other details regarding '**Introduction to cyber security / information security**' has been displayed on the 'syllabi' page of the university website.

**6. The Scheme of Papers:** The following will be the Scheme of papers:

## The List of Courses

## Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
							Internal	Univ.	Total
Semester I	Core Compulsory	101	Management Accounting	04	04	03	40	60	100
		102	Strategic Management	04	04	03	40	60	100
	Core Elective/ Optional Subjects/ Special Subjects	To cho ose any o ne Group of the following							
		Group A (Advanc ed Accounting & Taxation)							
		103	Advanced Accounting	04	04	03	40	60	100
		104	Income Tax	04	04	03	40	60	100
		Group B (Com mercial Laws & Practices)							
		105	Information system and E-Commerce Practices	04	04	03	40	60	100
		106	Intellectual Property Laws	04	04	03	40	60	100
		Group C (A dvanced Cost Accounting & Cost system)							
		107	Advanced Cost Accounting	04	04	03	40	60	100
		108	Costing Technique Examination s and Responsibility Accounting	04	04	03	40	60	100
		Group D (Co-operation & R ural Development)							
		109	Co-operative Movement in India	04	04	03	40	60	100
		110	Rural Development	04	04	03	40	60	100
		Group E (Busines s Practices & Enviro nment)							
		111	Organized Traders and Markets	04	04	03	40	60	100
		112	Business Environment and Policy	04	04	03	40	60	100
		Gro up F (Bus iness Ad ministration)							

	113	Production and Operation Management	04	04	03	40	60	100
	114	Financial Management	04	04	03	40	60	100
	Group G (Advanced Banking & Finance)							
	115	Legal Framework of Banking	04	04	03	40	60	100
	116	Central Banking	04	04	03	40	60	100
	Group H (Advanced Marketing)							
	117	Marketing Techniques	04	04	03	40	60	100
	118	Consumer Behaviour	04	04	03	40	60	100

## Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
							Internal	Univ.	Total
Semester II	Core Compulsory	201	Financial Analysis and Control/  Principals of Financial Accounting	04	04	03	40	60	100
		202	A. Industrial Economics B. Business Statistics	04	04	03	40	60	100
	Core Elective/ Optional Subjects/ Special Subjects	To choos e any one Group of the follow ing							
		Group A (A dvanced Accounti ng & Taxation)							
		203	Specialized Areas in Accounting	04	04	03	40	60	100
		204	Business Tax Assessment & Planning	04	04	03	40	60	100
		Group B ( Commer cial Laws & Practi ces)							
		205	E- Security & Cyber Laws	04	04	03	40	60	100
		206	Laws Regulating to Copyrights & Design	04	04	03	40	60	100
		Group C (Adva nced Cost Accounting & Co st system)							
		207	Application Cost Accounting	04	04	03	40	60	100
		208	Cost Control & Cost System	04	04	03	40	60	100
		Group D (C o-operation & Rural Development)							
		209	International Cooperative Movement	04	04	03	40	60	100
		210	Management of Cooperative Business	04	04	03	40	60	100
Group E (B usiness P ractices & Environment)									

	211	Modern Business Practices	04	04	03	40	60	100
	212	Business Environment Analysis	04	04	03	40	60	100
	<b>Group F (Business Administration)</b>							
	213	Business Ethics & Professional Value	04	04	03	40	60	100
	214	Elements of Knowledge Management	04	04	03	40	60	100
	<b>Group G (Advanced Banking &amp; Finance)</b>							
	215	Banking Law & Practices	04	04	03	40	60	100
	216	Monetary Policy	04	04	03	40	60	100
	<b>Group H (Advanced Marketing)</b>							
	217	Customer Relationship Management & Retailing	04	04	03	40	60	100
	218	Services Marketing	04	04	03	40	60	100

### Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
							Internal	Univ.	Total
	Core	301	Business Finance	04	04	03	40	60	100
Semester III	Compulsory	302	Research Methodology for Business	04	04	03	40	60	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		<b>Group A ( Advanced Accounting &amp; Taxation)</b>							
		303	Advanced Auditing	04	04	03	40	60	100
		304	Specialized Auditing	04	04	03	40	60	100
		<b>Group B ( Commercial Laws &amp; Practices)</b>							
		305	Laws Relating to International Business	04	04	03	40	60	100
		306	WTO – Norms & Practices	04	04	03	40	60	100
		<b>Group C (Advanced Cost Accounting &amp; Cost system)</b>							
		307	Cost Audit	04	04	03	40	60	100
		308	Management Audit	04	04	03	40	60	100

		<b>Group D (C o-o-pera tion &amp; Rural Development)</b>					
309	Co-operative Credit System	04	04	03	40	60	100
310	Co-operative Banking System	04	04	03	40	60	100
		<b>Group E ( Business Practices &amp; Environment)</b>					
311	Entrepreneurial Behaviour	04	04	03	40	60	100
312	Entrepreneurship	04	04	03	40	60	100
		<b>Grou p F (Business Administration)</b>					
313	Human Resource Management	04	04	03	40	60	100
314	Organizational Behaviour	04	04	03	40	60	100
		<b>Group G (Advan ced Banking &amp; Finance)</b>					
315	Foreign Exchange	04	04	03	40	60	100
316	International Finance	04	04	03	40	60	100
		<b>Gro up H (Advanced Marketing)</b>					
317	International Marketing	04	04	03	40	60	100
318	Marketing Research	04	04	03	40	60	100

### Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
	Core Compulsory	401	Capital Market and Financial Services	04	04	03	40	60	100
		402	Industrial Economic Environment <b>(OR)</b> Operations Research	04	04	03	40	60	100
		<i>To choo se any one Group of the following</i>							
		<b>Group A ( Advanced Accounti ng &amp; Taxation)</b>							
		403	Recent Advances in Accounting, Taxation, Taxation and Auditing	04	04	03	40	60	100

<b>Semester IV</b>	<b>Core Elective/ Optional Subjects/ Special Subjects</b>	404	Project Work/ Case Studies	04	04	03	40	60	100
		<b>Group B (Comme rcial Laws &amp; Practices)</b>							
		405	Recent Advances in Commercial Laws and Practices	04	04	03	40	60	100
		406	Project Work/Case Studies	04	04	03	40	60	100
		<b>Group C (Adv anced Co st Accounting &amp; Cost system)</b>							
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	40	60	100
		408	Project Work/Case Studies	04	04	03	40	60	100
		<b>Group D ( Co-operation &amp; Rur al Development)</b>							
		409	Recent Advances in Co-operative and Rural Development	04	04	03	40	60	100
		410	Project Work/Case Studies	04	04	03	40	60	100
		<b>Group E ( Business Practices &amp; Environment)</b>							
		411	Recent Advances in Business Practices and Environment	04	04	03	40	60	100
		412	Project Work/Case Studies	04	04	03	40	60	100
		<b>Grou p F (Business Administration)</b>							
		413	Recent Advances in Business Administration	04	04	03	40	60	100
		414	Project Work/Case Studies	04	04	03	40	60	100
		<b>Group G (Advanced Banking &amp; Finance)</b>							
		415	Recent Advances in Banking and Finance	04	04	03	40	60	100
		416	Project Work/Case Studies	04	04	03	40	60	100
		<b>Gro up H (Ad vanced Marketing)</b>							
		417	Recent Advances in Marketing	04	04	03	40	60	100
		418	Project Work/Case Studies	04	04	03	40	60	100

## 7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2019-20 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

**For each paper of 100 marks, there will be an Internal Assessment (1A) of 40 marks and the University Examination (UE) of 60 marks/ 3 hours duration at the end of each semester.** A candidate who will secure at least 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

**The Internal Assessment for each paper will be 40 marks,** which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

The candidates shall be permitted to proceed from the first semester up to final semester irrespective of their failure in any of the semester examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (Subsequent) semester subjects.

## 8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks
Synopsis with working bibliography (Internal Assessment)	40 marks
A full project Report (Minimum 50-80 pages)	40 marks
Viva Voce	20 marks
Total	100 marks

As the Research Project is based on the self-study done by the candidate and evaluated for 100 marks altogether, having four credits. The project may be evaluated by two examiners

one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

#### **9. Standard of passing:**

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

#### **10. Classification of successful candidates:**

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION ) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passes in all the courses will be declared to have passed the M.Com. degree with the following honors.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10.00)	- First Class with Distinction

#### **11. Scheme of Credits:**

**Sixty (60) hours of teaching will lead to four credits** (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall offer 16 credits or more.

#### **12. Grade Points Scheme:**

The term grading system indicates a 10 – points scale of evaluation of the performance of students in terms of marks obtained in the Internal and External Examination, grade points and letter grade. The total performance within a semester and continuous performance starting from the first semester are indicated respectively by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking.

The 10-point scale would be used to convert marks out of 100 to grades and grade points according to the following table:



Marks as Percentage	Grade	Grade Point
[75.0, 100]	O	10.0
[70.0, 74.9]	A+	9.0
[65.0, 69.9]	A	8.0
[60.0, 64.9]	B+	7.0
[55.0, 59.9]	B	6.0
[50.0, 54.9]	C+	5.5
[45.0, 49.9]	C	5.0
[40.0, 44.9]	D	4.5
[00.0, 39.9]	F	0.0

### 13. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL

ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA if CGPA /SGPA is in } [4.00, 6.00] \\ 05 \times \text{CGPA} + 30 \text{ if CGPA /SGPA is in } [6.00, 9.00] \\ 25 \times \text{CGPA} - 150 \text{ if CGPA /SGPA is in } [9.00, 10.00] \end{cases}$$

The above formula computes to the following table:

Range in % of Marks	Range of CGRADE POINT AVERAGE	Letter Grade	Division
[75.0, 100]	[9.00, 10.00]	O	First Class with Distinction
[70.0, 74.9]	[8.00, 8.99]	A+	
[65.0, 67.9]	[7.00, 7.99]	A	First Class
[60.0, 64.9]	[6.00,6.99]	B+	
[55.0, 59.9]	[5.50, 5.99]	B	Higher Second Class
[50.0, 54.9]	[5.00,5.49]	C+	Second Class
[45.0, 49.9]	[4.50, 4.99]	C	Pass Class
[40.0, 44.9]	[4.00, 4.49]	D	
[00.0, 39.9]	[0.00, 3.99]	F	Fail

Thus the percentage of Marks can be obtained by using the following table:

<b>CGRADE POINT AVERAGE</b>	<b>% of Marks</b>	<b>CGRADE POINT AVERAGE</b>	<b>% of Marks</b>	<b>CGRADE POINT AVERAGE</b>	<b>% of Marks</b>	<b>CGRADE POINT AVERAGE</b>	<b>% of Marks</b>
<b>4.0</b>	40.0	<b>5.5</b>	55.0	<b>7.0</b>	65.0	<b>8.5</b>	72.5
<b>4.1</b>	41.0	<b>5.6</b>	56.0	<b>7.1</b>	65.0	<b>8.6</b>	73.0
<b>4.2</b>	42.0	<b>5.7</b>	57.0	<b>7.2</b>	66.0	<b>8.7</b>	73.5
<b>4.3</b>	43.0	<b>5.8</b>	58.0	<b>7.3</b>	66.0	<b>8.8</b>	74.0
<b>4.4</b>	44.0	<b>5.9</b>	59.0	<b>7.4</b>	67.0	<b>8.9</b>	74.5
<b>4.5</b>	45.0	<b>6.0</b>	60.0	<b>7.5</b>	67.0	<b>9.0</b>	75.0
<b>4.6</b>	46.0	<b>6.1</b>	60.0	<b>7.6</b>	68.0	<b>9.1</b>	77.5
<b>4.7</b>	47.0	<b>6.2</b>	61.0	<b>7.7</b>	68.0	<b>9.2</b>	80.0
<b>4.8</b>	48.0	<b>6.3</b>	61.0	<b>7.8</b>	69.0	<b>9.3</b>	82.5
<b>4.9</b>	49.0	<b>6.4</b>	62.0	<b>7.9</b>	69.5	<b>9.4</b>	85.5
<b>5.0</b>	50.0	<b>6.5</b>	62.0	<b>8.0</b>	70.0	<b>9.5</b>	87.5
<b>5.1</b>	51.0	<b>6.6</b>	63.0	<b>8.1</b>	70.0	<b>9.6</b>	90.0
<b>5.2</b>	52.0	<b>6.7</b>	63.0	<b>8.2</b>	71.5	<b>9.7</b>	92.5
<b>5.3</b>	53.0	<b>6.8</b>	64.0	<b>8.3</b>	71.0	<b>9.8</b>	95.0
<b>5.4</b>	54.0	<b>6.9</b>	64.0	<b>8.4</b>	72.0	<b>9.9</b>	97.5
						<b>10.0</b>	100.0

#### 14. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

<b>Particulars</b>	<b>Periods</b>
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
<b>Total</b>	<b>60</b>

#### 15. Standard of Passing.

Regular students: - A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.

#### 16. Award of Class.

- The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, and IV together.

The Award of class shall be as under:-

Marks Obtained	Class
70% and above	First Class with Distinction.
60% and above but less than 70%	First Class.
55% and above but less than 60%	Higher Second Class.
50% and above but less than 55%	Second Class.
40% and above but less than 50%	Pass Class.
Less than 40%	Fail.

- b. Improvement: - A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. Examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

### 17. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- a. Management Accounting
- b. Financial Analysis & Control
- c. Business Statistics,
- d. Advanced Accounting and Taxation
- e. Advanced Cost Accounting and Cost Systems.

### 18. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics:** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development:** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.

**E. Research Methodology and Project Work:** M.Com. M.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.

**F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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**Revised syllabi (2019 Pattern) for two years M. Com. Course (CBCS)**

**Semester: I**

**Subject: Management Accounting**

**Course Code: 101**

**Depth of the programme:** Basic Knowledge with recent advancement and its applicability

**Objectives of the Programmme:**

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enhance the abilities of learners to analyze the financial statements.
3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
4. To make the students develop competence with their usage in managerial decision making and control.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Accounting for Emerging Sectors</b>	<ol style="list-style-type: none"><li>1. Limitations of conventional Financial Accounting</li><li>2. Emergence of Management Accounting and Cost Accounting</li><li>3. Advantages of Management Accounting and Cost Accounting</li><li>4. Distinction between Management Accounting and Cost Accounting</li><li>5. Management Accounting as a decision making tool</li></ol>	To understand the concept of Financial Accounting and its limitations, emergence of Management Accounting and Cost Accounting, its advantages and distinction between Management Accounting and Cost Accounting.

<b>2</b>	<b>Application of Management Accounting Techniques</b>	<ol style="list-style-type: none"> <li>1. Marginal Costing and Cost-Volume Profit (CVP) Analysis, Key Factors</li> <li>2. Decision Making through Managerial Cost Accounting (Make or Buy Decision) Purchasing and Leasing</li> <li>3. Techniques and Managerial Cost Accounting</li> <li>4. Standardization of Accounting System <ol style="list-style-type: none"> <li>a. Fixed and Variable Cost Analysis</li> <li>b. Application of Fixed and Variable Cost Analysis technique in decision making process</li> </ol> </li> </ol>	To understand the concept of Marginal Costing, its applications, different techniques of managerial cost accounting and Fixed and Variable Cost Analysis in decision making process.
<b>3.</b>	<b>Budgets as a tool for Decision Making</b>	<ol style="list-style-type: none"> <li>1. Budget Manual</li> <li>2. Budget Committee and Budgetary Control</li> <li>3. Preparation of Budget</li> <li>4. Master Budget</li> <li>5. Purchase and Sales Budgets</li> <li>6. Fixed and Flexible Budget</li> <li>7. Cash Budget</li> </ol>	To understand the concept of budget and budgetary control, types of budgets and preparation of functional budgets in an organization.
<b>4.</b>	<b>Working Capital Management</b>	<ol style="list-style-type: none"> <li>1. Concept and definition of working capital,</li> <li>2. Determination of Working capital, Assessment of Working</li> <li>3. Capital needs - Study of components of working capital such as cash management</li> <li>4. Accounts receivable management and inventory management.</li> </ol>	To understand the concept of Working Capital Management, determination of working capital, components of working capital and accounts receivable and inventory management.

## References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
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1.	Management Accounting	P.C. Tulsian	Tata McGraw Hill Publishing Company	New Delhi
2.	Management Accounting	A.Mukharji & M. Hanif	Tata McGraw Hill Publishing Company	New Delhi
3.	Management Accounting	S. N. Maheshwari & S.K. Maheshawari	Vikas Publishing House Pvt. Ltd.	New Delhi
4.	Advanced Accounting	M. C. Shukla & S.P. Gerwal	S. Chand and Co. Ltd.	New Delhi
5.	Advanced Accountancy	S.P. Jain & K.N. Narang	Kalyani Publishers	New Delhi
6.	Advanced Accountancy	R.L. Gupta & M. Radhaswamy	S. Chand and Co. Ltd.	New Delhi
7.	Advanced Accounting	Dr. Sadashiv Sirgave	Success Publications	Pune
8.	Principles of Management Accounting	S. N. Maheshwari	Vikas Publishing House Pvt. Ltd.	New Delhi
9.	Management Accounting	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
10.	Advanced Management Accounting	Ravi Kishore	Taxman	New Delhi
11.	Management Accounting	Dr. Arun Gaikwad	Success Publications	Pune
12.	Management Accounting	Dr. Yashodhan Mithare	Success Publications	Pune

## Suggested references

### Web reference

Sr. No	Lectures	PPTs	Articles
1	Introduction to Cost & Management Accounting: CA Raj K. Agarwal (On youtube)	Management Accounting: An Introduction to concept and Methods: Igor Baranov	How do managers react to a Peer's situation? The influence of environmental similarity on budgetary reporting: James N. Cannon ( <a href="https://www.sciencedirect.com/science/article/pii/S1044500518300659">https://www.sciencedirect.com/science/article/pii/S1044500518300659</a> )
2	Decision Making	Management	The role of cognitive frames in combined decisions about risk and effort: Karla Oblak, Mina Liden and others ( <a href="https://www.sciencedirect.com/science/article/pii/S1044500517300239">https://www.sciencedirect.com/science/article/pii/S1044500517300239</a> )
	in Cost and Management Accounting: CA Naresh Agarwal (On youtube)	Accounting: James T. Mocky and Others	
3	Budget and Budgetary Control: CA Naresh Agarwal (On youtube)	Managerial Accounting: Maher, Stickney and Weil	Identity conflict and the paradox of embedded agency in the management accounting profession: Adding a new piece to the theoretical jigsaw: Kate E. Horton ( <a href="https://www.sciencedirect.com/science/article/pii/S1044500516300245">https://www.sciencedirect.com/science/article/pii/S1044500516300245</a> )



4	Working Capital Management: Shivansh Sharama (On youtube)	Study Material PPT: ICMAI,	Regulation and adaptation of management accounting innovations: The case of economic value added in Thai state-owned enterprises: Pimsiri Chiwamit and others ( <a href="https://www.sciencedirect.com/science/article/pii/S1044500517300100">https://www.sciencedirect.com/science/article/pii/S1044500517300100</a> )
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**\*\*\*\*\* Revised syllabi (2019 Pattern) for two years M.Com. Degree course (CBCS)**

**Semester : - I (M.Com Part – I)**

**Subject : - Strategic Management**

**Course Code - 102**

### **Objectives of the course**

- To introduce the students to the emerging changes in the modern business environment
- To develop the analytical , technical and managerial skills of students in the various areas of Business Administration
- To empower to students with necessary skill to become effective future managers and leaders
- To develop Technical skills among the students for designing and developing effective Functional strategies for growth and sustainability of business

### **Depth of the program – Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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<b>1</b>	<b>Introduction to Strategic Management</b>	Strategy - Concept and its evolution Strategic Management Characteristics , dimensions and Approaches to strategic Decision Making Strategic Management Process Components of Strategic Management Model – Policies , Role of Top Management Strategic implications of Social and Ethical Issues	Understanding of the concept of Strategic management To understand the process of Strategic Management
<b>2</b>	<b>Strategy Formulation , Strategic Analysis and</b>	Organizational Goals, Mission and Social Responsibility	Understanding the External and Internal Business Environment for effective Strategy

	<b>Strategic Planning</b>	<p>Analysis of Business Environment</p> <p>Internal analysis for Strategic Advantage – Strategic Planning – meaning, steps, alternatives, advantages and Disadvantages.</p> <p>Designing an effective Strategic Plan</p>	<p>formulation</p> <p>Development of Strategic analytical skills</p> <p>Skills to design an effective Strategic Plan</p>
<b>3</b>	<b>Strategic Choices and Strategy Implementation</b>	<p>Generating Strategic Alternatives for Stability, Growth and Sustainable Strategies Evaluation of Strategic Alternatives for developing Product portfolio Models and selection of Suitable Corporate Strategy</p> <p>Implementation issues</p> <p>Planning and allocation of resources</p> <p>Organizational Structures – factors affecting the choice , Degree of Flexibility and</p> <p>Autonomy</p>	<p>Development of Applicability skills for effective plan implementation</p> <p>Developing Technical skills for evaluation of alternatives and analytical skills for choice among alternatives</p>

<b>4</b>	<b>Functional Strategy and Strategic Review</b>	Knowledge and Formulation of Functional Strategy for Marketing Environment Sustainability CSR ( Corporate Social Responsibility) Human Resource Finance Logistics Evaluation of Strategic Performance – Criteria and Problems Concept of Corporate Restructuring ,Business Process Reengineering , Benchmarking , TQM and Six Sigma Chankyaniti - A Case study approach	Development of Technical and Analytical abilities for formulation of sound functional Strategy in various areas of business  Development of Analytical and Managerial Abilities for critical evaluation
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### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Power Point Presentation	PPT  Online Videos	Report writing	Conceptual Clarity on Strategic management

2	12	PPT and Case Study	Case Study of any Organization	Report writing	Development effective Strategy formulation and analytical ability and Skills to design Strategic Plan
3	12	Guest Lectures by Experts from corporate	--	--	Development of Applicability skills and  Technical skills
4	12	PPT , Educational Videos	Online Videos	--	Development of Technical and Analytical abilities

### **References :**

#### List of Books Recommended :-

1. Strategic Management : the Indian Context – By R.Srivivasan
2. Strategic Management – By Dinesh Madan
3. Concepts in Strategic Management and Business Policy – By Thomas L. Wheelen, J. David Hunger, Alan Hoffman, Charles E. Bamford
4. Strategic Management – By Fred R. David , Forest R. David
5. Strategic Management – By Dr.C.B.Gupta
6. Introduction to Strategic Management – Dr. Arun Ingale, Success Publications.

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Syllabus for M. Com. Semester –I**

**Grope – A (Advanced Accounting and Taxation)**

**Subject Name :- Advanced Accounting & Taxation Special Paper I**

**Subject Title - Advanced Accounting**  
**Course Code :- 103**

Depth of the program – Advanced Knowledge  
**the course**

**Objectives of**

1. To lay a theoretical foundation of Accounting & Accounting Standards.
2. To gain ability to solve problems relating to Corporate Accounting.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>	<b>Total Lectures</b>
1	<b>Basic Concepts:</b>	Conceptual framework of Accounting - Accounting environment - Concept of accounting theory - Role of accounting theory - Classification of accounting theory - Approaches to accounting theory - Accounting Standards - Generally Accepted Accounting Principles - Selection of Accounting Principles - Professional Development of Accounting in India. Introduction to IFRS & IND-AS.	Getting familiar with the Advanced Concepts	10
2	<b>Consolidated Financial Statements:</b>	Consolidated Accounts of Holding and two Consolidated Profit & Loss Accounts - subsidiary Companies Consolidation - Inter Company transactions - Issue of Bonus Shares - Revaluation of Fixed Assets - Debentures and Preference Shares of subsidiary Company- Dividend - (Holding company with two subsidiaries Only to be studied). AS.21.	Understanding the Consolidation of Financial Statements of Holding Companies & two Subsidiary Companies	18

3.	<b>Liquidation of Company:</b>	Preparation of Statement of affairs including deficiency /surplus account.	To Prepare Statement of Affairs of the Companies in Liquidation	10
4.	<b>Valuation of Shares And Goodwill:</b>	<p><b>A. Valuation of Shares</b> - Need for valuation - Methods of valuation of shares- Net Asserts method, Dividend yield method, Earning yield method, Return on Capital method, Price/Earning method and Fair value method &amp; DCF Method (Discounted Cash Flow Method).</p> <p><b>B. Valuation of Goodwill</b> - Need for valuation - Methods of valuing Goodwill - Number of Years purchase of average profits method, Capitalization method - Annuity method - Super profits method.</p>	In the today's competitive Corporate World to understand the needs and methods of valuation of Goodwill & Shares	10
		<b>Total Lectures</b>		<b>48</b>

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Advanced Accounts	Shukla and Grewal	S. Chand & Co Ltd. New Delhi	Delhi
2.	Advanced Accounts	Jain and Narang	Kalyani Publishers, Ludhiana	Ludhiana
3.	Accountancy, Volume-I and II	Sr. K. Paul	New Central Book Agency, Kolkata	Kolkata
4.	Accounting Theory	Dr. L. S. Porwal	Tata McGraw Hill	

<b>5.</b>	Accounting Text & Cases	Robert Anthony, D.F.Hawkins & K.A. Merchant	Tata McGraw Hill	
<b>6.</b>	Corporate Accounting	Dr.S.N. Maheshwari:	Viakas Publishing House Pvt. Ltd. New Delhi	New Delhi
<b>7.</b>	Advanced Accounting	Dr. Sadashiv Shirgave	Success Publications	Pune

**\*\*\*\*\* Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Syllabus for M. Com. (Semester – I)**

**Grope – A (Advanced Accounting and Taxation)**

**Subject Name: - Advanced Accounting & Taxation Special Paper II**

**Subject Title - Income Tax**

**Course Code: - 104**

### **Objective of the Program**

- i. To gain knowledge of the provisions of Income - tax including Rules pertaining there to, relating to the following topics. ii.  
To develop ability to calculate taxable Income of ‘Individual’, ‘Hindu Undivided Family’ and ‘Company’ assesses.

### **Depth of the program – Advanced Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
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1	<b>Concepts and Definition</b>	History of Income Tax in India - Introduction, Features, Difference between direct and Indirect Taxes - Fundamental Concepts and definitions under Income Tax Act, 1961 - Rates of taxes - Basis of charge - Residential status and scope of total income -Income Exempt from tax - Capital & Revenue  ( Theory )	To provide the basic knowledge of Income Tax Act. 1961
2	<b>Heads of Income</b>	a) <b>Income From Salary :</b>  Chargeability -Allowances and Taxability - Perquisites - Valuation of perquisites - Provident Funds -	To understand the concepts of Heads of Income and to compute the income under each head.

		<p>Deduction from salaries</p> <p><b>b) Income from House Property:</b></p> <p>Annual Value-Self occupied property and let out property -deemed to be let out property - Permissible deductions.</p> <p><b>c) Income From Business Or Profession :</b></p> <p>Meaning of Business, Profession and Vocation-deductions expressly allowanced Depreciation -Specific disallowances - Method of accounting - Maintenance of Books of Account - Audit of Accounts</p> <p><b>d)Capital Gains:</b></p> <p>Meaning, Types and Exemptions</p> <p><b>e) Income from Other Sources:</b> Chargeability - Deductions - Amounts not deductible.</p> <p><b>(Theory &amp; Advanced Problems)</b></p>	
3.	<b>Deductions Under Chapter VIA</b>	<p>Permissible deductions U/s.80 of the Income Tax Act.</p> <p>Rebate U/s. 87A</p> <p>Relief U/s. 89</p> <p><b>( Theory )</b></p>	To understand the concept of deductions and provisions of Sec. 80C to 80U

4.	<b>Computation Of Gross Total Income And Assessment Af Companies</b>	Computation of Total Taxable income of an Individual and Hindu Undivided Family and Assessment of Companies.  ( <b>Advanced Problems</b> )	To Compute the taxable income of an Individual , Hindu Undivided Family and Companies.
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### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
<b>Unit – I</b>	Assignments, Tutorials, Group Discussions and Power Point Presentations	Orals, Project VIVA, Theory Examinations	Preparation and Submission of compulsory project by collecting data from minimum 10 assesses of an individual or HUF or minimum one company
<b>Unit – II</b>	Assignments, Tutorials, Group Discussions and Power Point Presentations	Orals, Project VIVA, Theory Examinations	
<b>Unit – III</b>	Assignments, Tutorials, Group Discussions and Power Point Presentations	Orals, Project VIVA, Theory Examinations	
<b>Unit – IV</b>	Assignments, Tutorials, Group Discussions and Power Point Presentations	Orals, Project VIVA, Theory Examinations	

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
8.	Direct Taxes, Law and Practice,	Dr. Vinod Singhania:	Taxman Publication,	New Delhi
9.	Direct Taxes	Dr. Bhagawati Prasad:		
10.	Direct Taxes,	Girish Ahuja and Ravi Gupta:	Bharat Law House,	New Delhi.
11.	Direct Taxes	Gaur V.P. & Narang D.B.	Kalyani Publications	New Delhi
12.	Income Tax ( Law & Practice )	Dr. H.C. Mehrotra & Dr. S.P.Goyal	Sahitya Bhavan Publication	Agra
13.	Income Tax ( Problems & Solutions )	Dr. H.C. Mehrotra & Dr. S.P.Goyal	Sahitya Bhavan Publication	Agra
14.	Income Tax Act.	Dr. Vinod Singhania:	Taxman Publication,	New Delhi
15.	Income Tax Rules	Dr. Vinod Singhania:	Taxman Publication,	New Delhi

## Notes:

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered & studied.
2. The breakup of questions in the Examination will be as under:

- a. Theory questions will carry 30% marks.
- b. Problems will carry 70% marks.

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I (Special Paper I)**

**Group – B (Commercial Laws & Practices)**

**Subject Name - Commercial Laws & Practices Paper - I**

**Subject Title: - Information System and E-Commerce Practices**

**Course Code - 105**

**Objectives of the course**

- a. To equip and train the students to accept the challenges of emerging Business World with advanced information Systems and emerging ECommerce by practices.
- b. To analyze the advanced Commercial and business methods and processes in E-Commerce transactions.
- b. To develop independent logical thinking and facilitate personality development with the help of new information systems.
- c. To equip the students for seeking suitable emerging careers in management, entrepreneurship and E-Commerce activities. d. To study methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical and interpretation skills.

**Depth of the Programme:** – Basic Knowledge with recent advancements and its applicability

**Objective of the Programme:**

- 1. To equip and train the students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.

2. To develop independent logical thinking and facilitate personality development of the business persons.
3. To equip the students for seeking suitable careers in management and entrepreneurship and E-Commerce transactions..
4. To study methods of Data collection and their interpretations in the field of E-Commerce practices.
5. To develop among students Communication, Study and Analytical skills with critical thinking.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
1	<b>Introduction to Information Systems</b>	System Concepts, Information Systems Architecture, Definition of a system, Basic Components of a system, Elements and types of a systems, General Model of a system, The model of a Business system. Information systems supporting major business functions. Four major types of systems – Transaction Processing Systems, Management Information systems, Decision Support Systems and Executive Support systems	To understand the fundamentals/ Concept of Information systems and their components, hardware, software, communications networks, and data resources that collects data, transforms it, and disseminates information in a business environment.

2	<b>Introduction to E-Commerce</b>	Meaning and Definition of E-commerce, Benefits of E-Commerce to Businesses, Consumers and Society, Limitations of ECommerce, Drivers of E-Commerce. Categories of e-Commerce- B2B, B2C, C2C, B2G and G2B. B2B applications, B2C applications and C2C applications.	To understand the concept in relation to business application like Document automation in supply chain and logistics, Enterprise content management, Conversational commerce: e-commerce via chat.
3.	<b>Inter organizational Information Systems and Internet</b>	Internet, Intranet and Extranet, Introduction, Role, benefits and structure of Inter organizational systems. Introduction to Electronic Data Interchange (EDI), Definition, benefits of EDI. EDI transactions and EDI Applications. Electronic Fund transfer. Introduction to Internet, Definition of Internet, Components of Internet, Services offered by Internet. Introduction to Intranet, Definition, advantages and disadvantages of intranet. Introduction to extranet and definition and applications of Extranet.	To understand the inter-organizational information system for managing interorganizational activities of virtual organizations, extended enterprises, and transenterprise systems.
4.	<b>E-Commerce Supporting functions</b>	Purchase and sale Procedures, Supply Chain management, Value Chains in E-Commerce. Electronic Payment Systems, Authentication of payment, Mode of Payments E-Commerce Security. Security Requirements. Security Mechanisms-Encryption, Digital Signature, ECertificate, Secure electronic transaction protocol. Problems in Taxing of E-Commerce	To equip the students with various ECommerce functions, electronic payment systems and security mechanism to be followed while completing E-Transactions. Making students aware of significance of digital signatures and security mechanism.

**\*All Acts are to be studied with recent amendments**

**Teaching methodology:**

Topic No.	Total Lectures	Expected Outcome
1.	12	To understand Transaction Processing Systems, Management Information systems, Decision Support Systems and Executive Support systems
2	12	To understand the concept of E-Commerce in relation to various business applications such as Document automation in supply chain and logistics, Enterprise content management, Conversational commerce etc.
3	12	To get knowledge of the inter-organizational information system for managing interorganizational activities of virtual organizations, extended enterprises, and transenterprise systems.
4	12	To understand various e-Commerce functions along with electronic payment systems-Security measures and mechanism of Digital signature.

#### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation (Written tests etc.)	Written Examinations	Certificate Course in E-Commerce
Unit – II	Continuous Evaluation [Class Presentations (PPT) etc.]	Written Examinations	Certificate Course in E-Banking
Unit – III	Continuous Evaluation (Seminar /Group discussions etc.)	Written Examinations	Diploma in Digital Marketing
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examinations	Certificate Course in E-Security



## References

Sr. No.	Title of the Book	Author/s	Publication
1.	E-commerce	Devid Whiteley	McGraw Hill
2.	E-commerce	P.Joseph	PHI
3.	E-commerce – The cutting edge of business	K.Bajaj and Nog	TMH
4.	Text book on Intellectual property rights	N.K. Acharya	Asia Law House,
5.	Guide to Cyber Laws	Rohnay D. Ryder	Wadhwa, Nagpur
6.	Cyber Laws	Justice Yatindra Singh	Universal Law Publishing Co.

Suggested references Web reference

Sr. no	PPTs	Others
1	<p><u>PPT – Presentation On Electronic Security PowerPoint presentation ...</u></p> <p><u><a href="https://www.powershow.com/.../Presentation_On_Electronic_Security_powerpoint_pp...">https://www.powershow.com/.../Presentation On Electronic Security powerpoint pp...</a></u></p>	<p><u><a href="https://economictimes.indiatimes.com/industry/services/retail/indian-e-commerce-market-to-touch-usd-84-billion-in-2021-report/articleshow/68169239.cms">https://economictimes.indiatimes.com/industry/services/retail/indian-e-commerce-market-to-touch-usd-84-billion-in-2021-report/articleshow/68169239.cms</a></u></p>
2	<p><u>Seminar ppt on digital signature - SlideShare</u></p> <p><u><a href="https://www.slideshare.net/jolly9293/seminar-ppt-on_digital_signature">https://www.slideshare.net/jolly9293/seminar-ppt-on_digital signature</a></u></p>	<p><u><a href="https://www.ibef.org/industry/ecommerce.aspx">https://www.ibef.org/industry/ecommerce.aspx</a></u></p>
3	<p><b>E-Security:</b><u><a href="https://slideplayer.com/slide/5139575/">https://slideplayer.com/slide/5139575/</a></u></p>	<p><u><a href="https://www.thebalancesmb.com/electronic-data-interchange-edi-2221329">https://www.thebalancesmb.com/electronic-data-interchange-edi-2221329</a></u></p>
4	<p>—</p>	<p><u>UP: What Is Electronic Data Interchange?</u></p> <p><u><a href="https://www.up.com/suppliers/order_inv/edi/what_is_edi/">https://www.up.com/suppliers/order inv/edi/what is edi/</a></u></p>

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I (Special Paper II)**

**Group – B (Commercial Laws & Practices)**

**Subject Name - Commercial Laws & Practices Paper - II**

**Subject Title: - Intellectual Property Laws: Patents, Trade Marks & Biodiversity**

**Course Code - 106**

## 1. Objectives of the Course:

- a. To equip the students to deal with the challenges of Contemporary Business World with recent knowledge.
- b. To develop independent logical thinking and problem solving skills.
- c. To sensitise the students regarding suitable careers in management and regulation of IPRs.
- d. To acquaint the students with the methods of Data collection and their interpretations.
- e. To develop among students Analytical and interpretation skills.

**Depth of the program:** Fundamental Knowledge, Principles and provisions of relevant Statutes and understanding of its applicability

## Objectives of the Program:

1. To equip and train the students to accept the challenges of existing business environment.
2. To develop independent logical thinking and facilitate students to enhance their personality.
3. To equip the students for seeking suitable careers in management and entrepreneurship in the field of IPRs.
4. To study methods of Data collection and its interpretations.
5. To develop among students Communication and critical thinking skills.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Intellectual Property	Intellectual Property Rights (IPR): Origin and Concept, Commercial and cultural dimensions, types of IPR,  International Conventions and Organizations;  WTO, WIPO, GATT, TRIPS Paris Convention, PCT, Budapest Treaty	• Acquainting students with historical aspects of IPR and International Conventions and organizations

			regarding IPRs.
2	<b>Patents</b>	<p><b>Patents:</b> Definition, concept, types, patentable &amp; non- patentable inventions, Applications for patents, complete procedure for obtaining patents. (Chapters 1 to 8 of Patents Act,1970 as amended), Patents of Additions, surrender &amp; revocation of patents. Working of Patents, Compulsory licenses and revocation, use of patents for government purposes and acquisition of patents, Infringement of patents - acts of Infringement and defenses, remedies for Infringement - suits, appeals.</p> <p>Offenses and penalties [Chapters 16 to 20 of Patents Act,1970 as amended]</p> <p>Patents Offices, establishment, Controller of Patents: functions and powers, Patent Agents, International arrangement [Chapters 14 &amp; 21, 22 of the Act ], Issues and concerns in patent regime</p> <p>Important Judgments To Be Studied:</p> <p>1) <i>Bajaj Auto Limited v. TVS Motor Company Limited</i> JT 2009 (12) SC 103</p> <p>2) <i>Novartis v. Union of India</i> (2013) 6 SCC 1</p> <p>3) <i>Dr Snehlata C. Gupte v. Union of India &amp; Ors</i>[W.P. (C) No 3516 and 3517 of 2007] Delhi HC</p> <p>4) <i>Bayer Corporation v. Union of India</i> 162(2009) DLT 371</p>	<ul style="list-style-type: none"> <li>Acquiring conceptual and procedural know-how of Patents, Patents office and Remedial measures in case of infringements of patents.</li> </ul>

3	<b>Trade Marks</b>	<p><b>Trade Marks:</b> Definition, concept, types, Registration of Trade Marks - Procedure, duration, effect.</p> <p>Appellate Board - Establishment, Composition, qualifications, procedure and powers, disposal of appeals.</p> <p>Assignments and Transmission of Trade Marks, Provisions relating to collective &amp; certification Trade Marks, textile goods, Infringement of Trade Marks and remedies, Offenses and Penalties.</p> <p>Important Judgments To Be Studied :</p> <p>1) <i>The Coca-Cola Company v. Bisleri International Pvt. Ltd</i> Manu/DE/2698/2009</p> <p>2) <i>Clinique Laboratories LLC and Anr. v. Gufic Limited and Anr.</i> MANU/DE/0797/2009</p> <p>3) <i>Yahoo!, Inc. v. Akash Arora &amp; Anr</i> [1999 (19) PTC 201 (Del)]</p> <p>4) <i>Cadila Health Care v. Cadila Pharmaceutica Ltd.</i> [2001 PTC (SC) 561]</p>	<ul style="list-style-type: none"> <li>Acquiring conceptual and procedural knowledge of Trade mark and its registration. Appellate Board, Remedial measures in case of infringements of Trade mark.</li> </ul>
4	<b>Biodiversity Act, 2002</b>	<p>Important relevant definitions of the terms like Biodiversity, Biological Resources, Benefit Claims, Commercial Utilization, Fair &amp; Equitable Benefit Sharing, Sustainable Use—Regulation of Access to Biodiversity [ Ss 3 to 7], Functions &amp; Powers of National Biodiversity Authority &amp; State Biodiversity Board [ Ss 18 to 25]</p>	<ul style="list-style-type: none"> <li>Identifying need and Significance Biodiversity along with its regulatory framework .</li> </ul>

**\*All Acts are to be studied with recent amendments Method of Evaluation:**

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
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Unit – I	Continuous Evaluation (Written Test etc.)	Written Examination	Diploma in IPR
Unit – II	Continuous Evaluation [Class Presentation (PPT)etc.]	Written Examination	Diploma in Patents
Unit – III	Continuous Evaluation (Seminar/Workshops etc)	Written Examination	Diploma in Trade Marks
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examination	Online Courses of WIPO,Moocs etc

#### References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Intellectual Property Law	P. Narayan	Eastern Law House.	New Delhi
2.	Text book on Intellectual Property Rights	N.K. Acharya	Asia Law House	Hyderabad
3.	Law Relating to Intellectual Property	Dr. B.L. Waderha	Universal Law Publishing Co.	New Delhi
4.	Intellectual Property Rights, (2011)	Dr. Sreenivasulu N. S.	Regal Publications	New Delhi
5.	Intellectual Property Law in India (2006)	Justice P. S. Narayana	Goigia Law Agency	Hyderabad

<b>6.</b>	Law of Intellectual Property	Dr. S. R. Mynei	Asia Law House	Hyderabad
<b>7.</b>	Intellectual Property Rights – Heritage, Science & Society Under International Treaties	A.Subbian	Deep & Deep Publications Pvt. Ltd	New Delhi
<b>8.</b>	Intellectual Property Laws	Bextly & Sherman,	Asia Law House	Hyderabad

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – C (Advanced Cost Accounting and Cost Systems)**

**Subject Name - Advanced Cost Accounting and Cost Systems Special Paper I**

**Subject Title: - Advanced Cost Accounting**

**Course Code: 107**

**Objectives:**

1. To prepare learners to understand the Scope of Cost Accounting in any business activity.
2. To learn the Cost Accounting treatment in relation to Material Cost Accounting, employee cost and overheads.
3. To develop the learners to establish the interface between Cost Accounting Standards and the various elements of Cost.
4. To enable students to learn application of different methods of costing in Manufacturing and Service industries.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills to be developed</b>
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1.	Nature and Scope of Cost Accounting	<p>a) Introduction, Meaning, Definitions and Objectives of Cost Accounting, Cost Centres and Cost unit.</p> <p>b) Elements of Cost: Material, Labour and Overheads.</p> <p><b>Material:</b> Concept, Procurement of Material, Concept of Landed cost of Material in major currencies with special reference to Dollar, Euro, and Pound only</p> <p>c) Preparation of Cost Sheet</p> <p>d.) Storage and Inventory Control Techniques - Perpetual Inventory system, ABC Analysis, Inventory Turnover ratios, Just In Time, Economic Order Quantity. Fixation of inventory Levels.</p> <p>e) Study of CAS 1 (Classification of Cost ) and CAS 6 (Material Cost)</p>	<ol style="list-style-type: none"> <li>1. Ability to understand the classification of costs.</li> <li>2. Trace the cost to cost centers</li> <li>3. To be able to prepare cost sheet in various situations</li> <li>4. To understand the inventory related treatments in Cost Accounting</li> </ol>
2.	Employee	a. Meaning, Definitions and Significance of Labour Cost	1. To understand the concept of Employee Cost and its relevance in the total cost of
	Cost	<p>b. Classification of Labour Cost</p> <p>c. Methods of Remuneration-Performance Based Remuneration</p> <p>d. Labour Cost –</p> <ul style="list-style-type: none"> <li>• Idle time-causes and Accounting treatment</li> <li>• Overtime premium-Accounting Treatment &amp; its Control</li> <li>• Treatment of special Labour Cost –Fringe benefits, Bonus, Employees Welfare Costs</li> </ul> <p>e. Labour Turnover – concept, causes, Measurement &amp; Cost of Labour Turnover.</p> <p>f.Study of CAS – 7 relating to Employees Cost</p>	<p>product or services.</p> <ol style="list-style-type: none"> <li>2. To develop Performance Linked Employee Remuneration Systems.</li> <li>3. To relate the CAS 7 to Employee Cost Concepts</li> </ol>

3.	Overheads Accounting	a. Meaning & Classification of Overheads, b.Allocation, Apportionment & reapportionment ( Repeated distribution Methods & Simultaneous Equations Method) of Overheads  c.Absorption of Overheads-Methods, Over and under absorption of overheads d.CAS – 3 ( Overheads)	1. To understand the stages in the process of Accounting of Overheads.  2. To study CAS 3 in relation to Overheads.
4	Methods of Costing	a. Job Costing and Contract Costing.  b. Process Costing  c. Operating Costing in Transport, Hospitals & Hotel undertakings.	To develop ability to ascertain cost in different industries.

### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1	12	Use of Published Annual Reports of listed companies to classify various cost elements.	You Tube clippings of cost elements of various industries.	Visit to small industries to develop understanding about various cost inputs	Development of overall outlook of Cost Accounting

2	12	Find out the ratio to employee cost to turnover as evidenced from the published data.	View TV Channels- Sony BBC Earth where the process of manufacturing in various industries is shooted.	Visit to such industries where employee cost is prominent in the total cost of product/service	Understanding the related weightage of employee cost in the total cost of product/service
3	12	Ascertain various items of Overheads from Annual Reports	Classroom Discussion	Visit small units and make a list of overheads of the respective units.	Understand the significance of overheads in the total cost of product/service
4	12	Invite the tour operators, Accountant of Hotels & Hospitals in the class room to provide the practical exposure to ascertain the cost thereof.  Study of process costing by visiting Bakeries, Papad Rolling Units, Chapati Making on mass scale for supplying to industrial canteens	You Tube clippings of various industries	Visit to Transport, Hospital & Hotel undertakings to find out the methodology applied in cost ascertainment	Understand formats of cost sheets as per Industry Specifications

### References

Sr. No	Title of the Book	Author	Publisher	Place
01	Cost Accounting-Principles & Practices	Jawahar Lal & Seema Shrivastawa	Tata Mcgraw Hill	New Delhi
02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi

03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Advanced Cost Accounting	Jain and Narang	Kalyani Publication	New Delhi
05.	Horngren's Cost Accounting-A Managerial Emphasis	Srikant M Datar & Madhav V Rajan	Pearson	Noida Up
06	Cost Accounting-Principles & Practices	Dr.M.N. Arora	Vikas Publishing House	New Delhi
07	Cost Accounting	Dr. Eknath Khedkar	Success Publications	Pune
08	Principles and Practices of Cost Accounting	Dr. Sunita Pokharna	Success Publications	Pune

#### Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units.	Guest Lectures by Field Persons such as working executives from industries and of Practicing Cost and Management Accountants. .	You Tube films showing working of different industries.  Discovery Turbo Channel	Cost & Its Classification vmouonline  •Classification & Types of cost,method of costing part 1  Commerce Guru	Articles from the Professional Journals such as , The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	<a href="https://icmai.in">https://icmai.in</a>

**Notes: The breakup of marks in the Examination will be as follows:**

- 30 % of marks for Theory & 70 % of marks for Practical.Problems

- Areas of practical problems:
    1. Preparation of Cost Sheet
    2. Inventory turnover ratios
    3. EOQ
    4. Labour Turnover
    5. Primary and Secondary Distribution of Overheads – Repeated Distribution and Simultaneous Equation Method
    6. Methods of Absorption.
    7. Contract Costing, Process Costing and Operating Costing.
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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – C (Advanced Cost Accounting and Cost Systems)**

**Subject Name – Advanced Cost Accounting and Cost Systems Special Paper II**

**Subject Title: - Costing Techniques and Responsibility Accounting**

**Course Code: 108**

**Objectives:**

- 1 To enhance the abilities of learners to develop the concept of Cost and Management Accounting and its significance in the business
- 2 To enable the learners to understand, develop and apply the techniques of costing in the decision making in the corporate world.
- 3 To equip the students with knowledge and skill to design and implement Cost Control through Costing Techniques.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Co ntents</b>	<b>Skills to be developed</b>
1.	Budgetary Control	<ol style="list-style-type: none"><li>a. Concept of Budget and pre-requisites of preparing budget.</li><li>b. Types of Budgets</li><li>c. Process of preparing Budgets – Flexible Budget, Cash Budget Production Cost ,Quantity Budget &amp; Sales Budget</li><li>d. Limiting Factors in preparing Budgets</li><li>e. ZBB (Zero Based Budget)</li></ol>	Students are expected to understand the role of Budget in the process of Cost Control and Decision Making.
2.	Standard Costing	<ol style="list-style-type: none"><li>a. Concept of Standard Cost</li><li>b. Setting of Standards</li><li>c. Variance Analysis – Material, Labour, Overhead, Sales and Profit Variances.</li></ol>	Skills in computation and analysis of various variances

3.	Uniform Costing and Inter-firm Comparison	a) Reasons for differences in Cost and Costing Practices. b)The application , Advantages and Limitations of Uniform Costing. c)Inter- firm comparison –Meaning, Advantages and Disadvantages	Understand the concepts of Uniform Costing and Inter
			firm Comparison
4	Responsibility Accounting and Reporting	a)Definition, Meaning, Principles, controllable and Non-controllable Costs. b)Centers of control, Cost Centers, Revenue Center, Investment Center, Profit Center c)Performance Measurement of Business Centers. d)Reporting to different levels of Management	Understand the relevance of Cost Accounting Data as a part of monitoring various segments of business.

### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1	15	Start with discussion on Family Budget and extend the principles to Business Budgets	Browse You	Preparation of Cash Budget	Understand Budget Preparation Process
2	15	Invite experts from industries and discuss the process of setting the standards.		Analysis of variances	Understand the impact of adverse and favourable variances on cost of a product/service.

3	06	Classroom Discussion	Tubes on these topics	Compare Cost Ratios of different companies in the same sector( e.g Tyre – SEAT, MRF)	Understand the industry specific cost ratios.
4	12	Responsibility Accounting and Reporting		Performance measurement of Business Centres	To understand the importance of various tools to evaluate the business centers.

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested AD-On Course
Unit I	Multiple Choice Questions, Written Test, Internal Examination, PPT based presentation etc.	SPPU	Visit to industries and make a report on the visit.
Unit II			
Unit III			
Unit IV			

### References

Sr. No	Title of the Book	Author	Publisher	Place
01	Cost Accounting- Principles & Practices	Jawahar Lal & Seema Shrivastawa	Tata Mcgraw Hill	New Delhi



02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi
03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Advanced Cost Accounting	Jain and Narang	Kalyani Publication	New Delhi
05.	Horngren's Cost Accounting-A	Srikant M Datar & Madhav V Rajan	Pearson	Noida Up
	Managerial Emphasis			
06	Cost Accounting- Principles & Practices	Dr.M.N. Arora	Vikas Publishing House ,	New Delhi
07	Cost Accounting	Dr. Eknath Khedkar	Success Publications	Pune
08	Principles and Practices of Cost Accounting	Dr. Sunita Pokharna	Success Publications	Pune

**Web References:**

Sr. No	Lectures	Films	PPTs	Articles	Others
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For all the units.	Guest Lectures by Field Persons such as working executives from industries and of Practicing Cost and Management Accountants. .	You Tube films showing working of different industries.  Discovery Turbo Channel	Responsibility Accounting  Dr. Shuchi Singhal vmouonline,  Standard Costing Revision  CA Praveen Khatod  Budgetary Control and Responsibility Accounting,  Cori Crews	Articles from the Professional Journal like The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	<a href="https://icmai.in">https://icmai.in</a>
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Notes: The breakup of marks in the Examination will be as follows:

- 30 % of marks for Theory & 70 % of marks for Practical Problems .
- Area of practical problems:
  1. Cash Budget
  2. Flexible Budget
  3. Material, Labour , Overhead and Sales Variances
  4. Performance Measurement of Business Centers
  5. Responsibility Accounting

### **Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – D (Co-operation & Rural Development)**

**Subject Name - Co-operation & Rural Development Special Paper I**

**Subject Title: - Co-operative Movement in Indian**

**Course Code: 109**

**Objectives of the course:**

1. To acquaint the students with the Co-operative Movement of India
2. To aware the role of State and Central Govt. in development of co-operative sector.
3. To give basic knowledge about formation of Co-operative society and its administration.

**Depth of Programme: - Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Co-operative Movement in India:</b>	Evolution of Co-operative Movement in India- Pre and Post Independence, Recent scenario in Co-operative Movement in India , Problems and Challenges of Cooperative movement in India	<ul style="list-style-type: none"><li>• • To understand the Evolution of Co-operative Movement in India</li><li>To understand the Recent scenario in Cooperative Movement in India</li><li>• To understand the Problems and Challenges of Co-operative movement in India</li></ul>
2	<b>Study of Cooperative legislations in India</b>	Study of Maharashtra State Co-operative Societies Act 1960 and rules 1961 with updated amendments regarding :- a. Registration b. Members and their Rights. c. Properties and Funds Management. e. Audit Enquiry Inspection & Supervision.	<ul style="list-style-type: none"><li>• To understand the Maharashtra State Cooperative Societies Act 1960</li><li>• To understand the registration process of Cooperative Society</li><li>• To understand the Members and their Rights of Co-operative Society</li></ul>
		f. Settlement of Disputes. E.g. Liquidation h. Appeal Revision & Reviews I. 97 <sup>th</sup> Amendment in co-operative act.	<ul style="list-style-type: none"><li>• • To understand the Management of Co-operative Society</li><li>To understand 97<sup>th</sup> Amendment in co-operative act.</li></ul>

<b>3</b>	<b>Structure of Co-operatives Department</b>	(a) State Level (b) Divisional Level (c) District Level (d) Rights, Duties and Responsibilities of Registrar of Co-operative Societies	<ul style="list-style-type: none"> <li>• To understand structure of co-operative department.</li> <li>• To understand the Rights, Duties and Responsibilities of Registrar of Co-operative Societies</li> </ul>
<b>4</b>	<b>Support of Various Committees and Institutional to Cooperative Movement</b>	(a) All India Rural Credit Survey Committee (AIRCS), Rural Credit Review , Report Committee on Inauguration of Co-operative Credit CRAFTICAD , Report of Vaidyanthan Committee, Report of Narsimham Committee (b) NABARD & NCDC support to Co-operatives, Cooperative courses	<ul style="list-style-type: none"> <li>• To understand the Support of various committees and institutional to co-operative movement</li> <li>• To study the Role of NABARD &amp; NCDC support to Co-operatives</li> </ul>

### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and AV Application</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Case studies of Co-operative Societies for understand Recent scenario in Co-operative Movement, Debate on Challenges of Co-operative movement in India	Short Film Show on Co-operative Movement, A.V. Application (Audio and Visual Application)	Project on Co-operative Movement in India- Pre and Post Independence	Understanding of basic knowledge of Co-operative Movement in India Understanding the Problems and Challenges of Co-operative movement in India
<b>2</b>	12	Guest Lectures of eminent personalities in co-operative sector, experience sharing, Pre reading, Class discussion, examples from real life	You Tube Video on Indian Cooperative Movement	Project Report on Amendment of Co-operative Societies Act. Project Report on 97 <sup>th</sup> Amendment in co-operative act.	Understanding of Study of Co-operative legislations in Maharashtra.

					Learning functioning of
		through newspapers and internet resources, case studies, PPT			Co-operative Society.
3	12	Organise workshop for students, Pre reading, Class discussion, examples from real life through newspapers and internet resources. case studies, Field visit to Co-operative Societies, PPT	Presentation on structure of cooperative department and Rights, Duties and Responsibilities of Registrar of Co-operative Societies	Project on Rights, Duties and Responsibilities of Registrar of Co-operative Societies	Understanding the structure of co-operative department.
4	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources, Guest Lectures of eminent personalities	Presentation on Support of various committees and institutional to cooperative movement	Project on Role of NABARD & NCDC support to Co-operatives	Understanding the role of various committees and institutional for support to co-operative movement

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Seminar on Co-operative Movement in India:
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Study visit to Co-operative Society

Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	To Organize guest lecture of Co-operative department officer
Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Workshop on Support of various committees and institutional to co-operative movement

### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
2	New Dimensions of Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
3	Cases in Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
6	Consumer Co-operation in India	G.S. Kamat		
7	Co-operation	Prof L.P. Wakale and Dr. G.H.Barhate	Sheth Publishing	Mumbai
8	Journal of Commerce and Management Thought(JCMT)			
9	Journal Co-operative Organization and Management , Journal of Co-operative studies			

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – D (Co-operation & Rural Development)**

**Subject Name - Co-operation & Rural Development Special Paper II**

**Subject Title: - Rural Development**

**Course Code: 110**

**Objectives of the course:**

1. To acquaint the students with the Rural Development
2. To study the problems of rural development
3. To study the solution for rural development

**Depth of Programme: - Fundamental and deep Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
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<b>1</b>	<b>Introduction - Rural development</b>	concept of rural development, Importance of Rural development in Maharashtra, Need of Rural development in Maharashtra, The problems and challenges of rural development in India	<ul style="list-style-type: none"> <li>• • To understand the Importance of Rural development</li> <li>To understand the Need of Rural development in Maharashtra</li> <li>• To understand the Problems and Challenges of rural development in India</li> </ul>
<b>2</b>	<b>Rural development in Maharashtra</b>	<p>Introduction ,Current scenario of Rural development of Maharashtra, Government schemes and programme for Rural development in Maharashtra</p> <p>The problems of rural development in Maharashtra, The Role of government for Rural development in Maharashtra</p>	<ul style="list-style-type: none"> <li>• To understand the Current scenario of Rural development of Maharashtra</li> <li>• To understand the Government schemes and programme for Rural development in Maharashtra</li> <li>• To understand the Role of government for Rural development in Maharashtra</li> </ul>
<b>3</b>	<b>Rural development in India</b>	<p>Introduction ,Current scenario of Rural development of India, Central Government schemes and programme for Rural development in India,</p> <p>The problems and Challenges for rural development in India ,The Role of government for Rural development</p>	<ul style="list-style-type: none"> <li>i. To understand the Current scenario of Rural development of India</li> <li>ii. To understand the Government schemes and programme for Rural development in India</li> <li>iii. To understand the Role of government for Rural development in India</li> </ul>



<b>4</b>	<b>Rural Development Planning and Management</b>	Concepts, Principles and Approaches: Concept of development: Indicators of development; Conceptual framework, Strategies; Rural development in India: A retrospective; Policies, Programs: Techniques of planning: Detail steps in district and block level planning: Area Development Planning: Definition, purpose, Area development plans, The Role of Management function for Rural development	<ul style="list-style-type: none"> <li>To understand the Principles and Approaches of rural development</li> <li>To study the Rural development in India</li> <li>To understand the Role of Management function for Rural development</li> </ul>
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### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and AV Application	Project	Expected Outcome
<b>1</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Debate on The problems and challenges of rural development in Maharashtra, Poster presentation	Short Film Show on Rural Development e.g. Hivre Bazar Village video	Project on Importance of Rural development in Maharashtra	Understanding of basic knowledge of Rural development in Maharashtra Understanding The problems and challenges of rural development in Maharashtra
<b>2</b>	12	Guest Lectures of eminent personalities in Rural Development , experience sharing, Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies, PPT, Survey report	You Tube Video on rural development in Maharashtra and India	Project Report on Government schemes and programme for Rural development in Maharashtra	Understanding rural development in Maharashtra and India. Understanding the problems of rural development in Maharashtra

<b>3</b>	12	Organise workshop for students, Pre reading, Class discussion, examples of Various developed Villages, Internet resources. case studies, Field visit ,street play	Presentation on Central Government schemes and programme for Rural development in India	Project on Current scenario of Rural development of India, The Role of government for Rural development	Understanding the problems and Challenges for rural development in India and the Role of government for Rural development
<b>4</b>	12	Pre reading, Class discussion, examples of Villages through Newspapers and internet resources, Guest Lectures of eminent personalities ,PPT	Group discussion on Rural Development Planning and Management	Project on Conceptual framework and Strategies for Rural development	Understanding Rural Development Planning and Management

### Method of Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit-I	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination ,G.D	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Seminar/Workshop on Rural development
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Awareness Programme on the problems of rural development in Maharashtra

Unit-III	Class participation, Assignment, Library Work, Unit Test, Mid-Semester Examination, Presentation	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Group discussion on Central Government schemes and programme for Rural development in India ,Field visit
Unit-IV	Class participation, Case Studies, Assignment, field visit , Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Visit to Panchat Committee/ Z.P office for understanding the scheme of Rural Development

### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
2	Human Resource Management Practices in Co-operative sector	Principal Dr. Shaikh Aftab Anwar	Idea Publication	New Delhi
3	Rural development –Principles –Policies and Management	Katar Singh	Sage Publication	New Delhi
4	Rural Society and development	Sambhaji Desai	Prashant Publication	
5	Rural Development in India-Policies and Programme	Abdul Azees NP and S.M. Javed Aktar	Kalpaz Publication	
6	Journal of Rural Development			
7	Journal of commerce and Management			

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – E (Business Practices & Environment)**

**Subject Name - Business Practices & Environment Special Paper I**

**Subject Title: - Organized Trades and Markets**

**Course Code: 111 Objectives**

**of the course:**

- 1) To understand the concepts of organized trade and markets, community markets, regulated markets and business. 2)  
To understand service sector and its role.
- 3) To know about FDI
- 4) To understand cooperative marketing.

**Depth of Programme: - Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Organized Trade &amp; Markets :</b>	Introduction , Meaning and importance - Features of Organized Commodity Markets and Regulated Markets Business-concept - Objectives - Nature and scope of Business in the modern context – Study of various policies with illustrations – Product Buying, Selling Price and Credit Policies.	<ul style="list-style-type: none"><li>• • To understand the nature and scope of modern business To understand the relevance and working of different types of organised markets, reasons for regulating them and challenges associated with the same.</li><li>• To understand various types of business policies in modern context</li></ul>
2	<b>Service Sector:</b>	Meaning, Characteristics, Types of services, Role, Importance and development of Service Sector in India - Business Practices with reference to ECommerce.	<ul style="list-style-type: none"><li>• • To understand the nature, role and importance, progress and contribution of service sector in India To understand the concept of E-Commerce and its need in today's business world</li></ul>
3	<b>State in Trade</b>	FDI – Meaning, importance & objectives, Role of FDI in retail trade with illustrations. Arguments for and against FDI. Concept of State Trading -	<ul style="list-style-type: none"><li>• • To gain the fundamental knowledge about FDI and its role in retail trade To evaluate the performance of FDI in</li></ul>

		Arguments for and against State Trading - Role of State, Trading Corporation (STC) - State and privatization of trading Activities. Mall administration & organization – Super Markets.	<ul style="list-style-type: none"> <li>development of business sector in India</li> <li>To understand the role of State and Trading Corporations in modern trading activities</li> </ul>
<b>4</b>	<b>Co-operative Marketing</b>	Objectives; Need - Features – Structure - Functions – Advantages and Role of co-operative marketing with illustrations in rural areas - Direct Marketing for farmers, Self Help Group ,Rural Development Policy, Central Mall, D Mart, Reliance Mart, Innovative Marketing practices	<ul style="list-style-type: none"> <li>To understand the fundamental knowledge regarding nature and role of cooperative marketing in rural areas</li> <li>To study the need of direct marketing, Self Help Group in context of rural areas</li> <li>To gain fundamental knowledge about Innovative marketing practice and Mall Culture</li> </ul>

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
<b>1</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Case studies of prominent Businessmen in India and World	Film Show on Types of Markets Film on Nature of Business and Business Policies	Project on Business Policies Project on Organised Commodity market and Regulated markets	Understanding of basic knowledge of Modern Business and how to start a new business Understanding various markets and its relation in framing business policies
<b>2</b>	12	Guest Lectures of eminent personalities in service sector, experience sharing, Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies	You Tube Video on Service Sector and E-Commerce	Project Report on Role and Development of Service Sector in India Project Report on Advantages of ECommerce in modern business context.	Learning the concept of ECommerce and its practical application in business world Learning functioning of Service Sector and its growth in India

3	12	Debate on Burning and real life economical issues such as FDI, Role of State etc., Pre reading, Class discussion, examples from real life	Presentation on FDI and its positive and negative aspects	Project on FDI with illustration and case studies	Evaluate the performance of FDI in development of business sector in India Understanding the role of
		through newspapers and internet resources.			trading corporations in India
4	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies, Field visit to Malls	Presentation on Cooperative Marketing, Direct Marketing Mall Culture	Project on Help Self Groups Mall Project report on Culture, Case studies	Understanding the procedure of Co-operative Marketing, Direct Marketing and functioning of Malls

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Functioning of Commodity Market and Stock Market
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	E-Commerce
Unit-III	Class participation, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Mall Administration and Organisation

Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	i. Co-operative Marketing ii. Agro Tourism
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### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Principles of Practice of Marketing	C.B.Mamoria	KitabMahal	New Delhi
2	Commodity Marketing	P.L.Gadgil	Shubhada Sarswat,DistributiveTrade	Pune
3	Business Environment Text & Cases	Francis Cherunilam	Himalaya Publishing House Pvt.Ltd.	Mumbai
4	Regulated Markets	W.R.Natu	Asia Publishing House	Mumbai
5	Financial Derivatives & Risk Management	O. P.Agarwal	Himalaya Publishing House Pvt.Ltd.	Mumbai
6	Principles of business organization	Acharya, Govekar, A.R.Sheth & Co	Bombay A.R. Sheth and Co.	Mumbai

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – E (Business Practices & Environment)**

**Subject Name - Business Practices & Environment Special Paper II**

**Subject Title: -Business Environment and Policy**

**Course Code: 112**

**Objectives of the course:**

- 1) To understand the term business environment and its aspects
- 2) To study the problems of growth of economy and remedies to solve problems
- 3) To know the term pollution and its problems and types
- 4) To understand the term globalization and its effects and challenges

**Depth of Programme: - Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Business Environment</b>	Meaning, Nature, Importance Aspects of Environment -Business Environment with reference to India.	• • To understand the nature and Importance, Aspects of Business Environment



			To understand the Business Environment with reference to India
<b>2</b>	<b>Problems of growth of Economy</b>	Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. - Remedies to solve these problems, Opportunities in Environment.	<ul style="list-style-type: none"> <li>• To understand the Unemployment, Poverty, Regional Imbalance</li> <li>• To understand the Lack of technical Knowledge and information</li> </ul>
<b>3</b>	<b>Pollution</b>	Meaning, Problems of pollution - Types of pollution- Water, Air and Noise- Regulatory mechanism & laws, sources and effects, various policies of Government, Go Green Movement	<ul style="list-style-type: none"> <li>• To Understand the Problems of various types of Pollution</li> <li>• To understand the Regulatory Mechanism and Laws</li> <li>• To understand the various policies of Government to go Green Movement.</li> </ul>
<b>4</b>	<b>Globalization &amp; its impact</b>	Meaning, objectives, importance & scope of Globalization Effect & challenges of Globalization, Review, Impact and implication Globalization	<ul style="list-style-type: none"> <li>• To understand the fundamental knowledge regarding objectives, importance and scope of Globalisation.</li> <li>• To study the Effects and Challenges of Globalisation.</li> <li>• To gain fundamental knowledge about Impact and implication of Globalisation.</li> </ul>

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and T.V. Application	Project	Expected Outcome
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1	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Case studies of Business Environment.	Film Show on Aspects of Environment.	Project on Business Environment with reference to India	Understanding of basic knowledge of nature, Importance and Aspects of Environment
2	12	Guest Lectures of eminent personalities in Business Economy, experience sharing, Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies	You Tube Video on Unemployment, Poverty, and Regional Imbalance	Project Report on problems and Remedies of Unemployment, Poverty, and Regional Imbalance.	Learning the concept of Unemployment, Poverty, and Regional Imbalance and to find out Remedies of these problems.
3	12	Debate on Burning and real life issues of Pollution such as Water, Air, and Noise pollutions, Pre reading, Class discussion, examples from real life through newspapers and internet resources	Presentation on problems, Regulatory mechanism and laws of Pollution.	Project on various policies of Government for Go Green Movement.	Evaluate the performance of application of Govt.Policies
4	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies, Field visit	Presentation on Effects and challenges of Globalisation	Project on Review of Impact and implication of Globalisation.	Understanding the importance, scope, effects and challenges of Globalisation.

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Business Environment in India
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions	Remedies to solve the problems of Growth of Economy

		20% Short Notes	
Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Policies of Government for Pollution and GO Green Movement
Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Review Impact and implication of Globalisation.

### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Global Economy and Business Environment	Francis Cheranilan	Himalaya publishing house	Mumbai
2	Commodity Marketing	P.L.Gadgil	Shubhada Sarswat,DistributiveTrade	Pune
3	Business Environment Text & Cases	Francis Cherunilam	Himalaya Publishing House Pvt.Ltd.	Mumbai
4	Business Environment Chllaaghan	, Elliaon Edward Arnold	Asia Publishing House	Mumbai

**Semester: - I**

**Group – F (Business Administration)**

**Subject Name - Business Administration Special Paper I**

**Subject Title: - Production & Operation Management**

**Course Code - 113**

**Objectives of the course**

- To understand and develop deep insight of Production & Operation Management.
- To understand & identity business problems involving operational function, planning and control, design development and quality management.
- Demonstrate awareness and importance of application, operation and supply chain management.
- To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.
- To increase the knowledge and perspective to gain from emerging trends in production and operation management.

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Production and Operation Management : An Overview</b>	a. <u>Production and Operation Management</u> : Meaning ,importance , Functions , Types of Production Systems – Mass Production /Flow Line , Continuous, Intermittent , Batch Production , Job Lots etc. b. Service Systems – Recent trends in production and service systems c. Plant Layout – Objectives , basic principles and types d.	<ul style="list-style-type: none"><li>• Acquaint the students knowledge about Production and Operation Management.</li><li>• Recognize the inherent conflict of interest in many business decisions relating to safety consideration and environmental aspects.</li></ul>

		Safety Considerations and environmental aspects	
<b>2</b>	<b>Supply Chain Management</b>	<ul style="list-style-type: none"> <li>a. Supply chain Management : Introduction , Scope, Components, Process of Supply Chain Management.</li> <li>b. Tools and Techniques of Supply Chain Management , Performance Measurement and implementation.</li> <li>c. Career opportunities in Supply Chain Management</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding the scope and Process of Supply Chain Management</li> <li>• Knowledge on various career opportunities in</li> </ul>
<b>3</b>	<b>Production Planning and Control</b>	<ul style="list-style-type: none"> <li>a. Production Planning : Meaning , Objectives , Importance and its components</li> <li>b. Production Control : Meaning , Objectives, Significance and factors affecting Production Control.</li> <li>c. Product Design and Development – Concept , Process and factors affecting product development</li> </ul>	<ul style="list-style-type: none"> <li>• Acquaint the students with knowledge of Production Planning and Control.</li> <li>• Motivate the students to develop and innovate ideas for Product Design and Development</li> </ul>

4	<b>Total Quality Management and Emerging Issues</b>	<ul style="list-style-type: none"> <li>a. Total Quality Management – Meaning , Dimensions , Objectives and importance</li> <li>b. Emerging Issues in Production and Operations Management – <ul style="list-style-type: none"> <li>i. Mobile Accessibility</li> <li>ii. Atomization of Operational Processes</li> <li>iii. Employee empowerment</li> <li>iv. Outsourcing</li> <li>v. Waste Management</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recognize the importance of Total Quality Management</li> <li>• Identification of emerging issues in Production and operation Management</li> </ul>
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### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Article Review , Group Discussion , Quiz	Documentary	Report on the Review of Article	Conceptual Clarity
2	12	Survey Report , Poster Presentation , Guest Lecture	Documentary	Survey Report / Poster Presentation	Awareness on Career opportunities in Supply Chain Management  Introduction to Alternative Career opportunities
3	12	Interview , Game , PPT , Narrating	Documentary	Report Writing	Development of Innovative abilities and Application oriented skills
4	12	Project making , street Play , Jingles making	Documentary	Project	Awareness on the recent and emerging areas  Change in overall perception towards quality enhancement

### **Method of Evaluation**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Continuous Evaluation	Written exam	Related Short Term Course/ Seminar/ Workshop
Unit – II	Continuous Evaluation	Written exam	Related Short Term Course/ Seminar/ Workshop
Unit – III	Continuous Evaluation	Written exam	Related Short Term Course/ Seminar/ Workshop
Unit – IV	Continuous Evaluation	Written exam	Related Short Term Course/ Seminar/ Workshop

### **References :**

#### List of Books Recommended :-

1. Production and Operation Management – By B.S.Goel (Pragati Prakashan)
2. Production and Operation Management – By S.N. Chary (Tata Mcgraw Hill)
3. Modern Production and Operation Management – By Elword Buffa
4. Production Planning and Inventory Control – By Magee Budman (Tata Mcgraw Hill)
5. Essentials of Business Administration – By K.A. Shantappa



6. A Key of Production Management – By Kalyani Publication

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – F (Business Administration)**

**Subject Name - Business Administration Special Paper II**

**Subject Title: - Financial Management**

**Course Code - 114**

**Objectives of the course**

- To acquaint the student with knowledge of various Financial Management terminologies ( Investment ,Credit Planning , Working Capital Management
- To understand the concepts relating to Financing & Financial Statement Analysis
- To utilize the information gathered to reach an optimum conclusion by a process of reasoning
- To enable the students to use their learning to evaluate , make decisions and provide recommendations

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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<b>1</b>	<b>Introduction</b>	Meaning and objectives of Financial Management ,  Financial systems in India – RBI , SEBI.  New trends in Financial Management	<ul style="list-style-type: none"> <li>• Understanding Financial Management</li> <li>• Recognizing the Financial System of India.</li> </ul>
<b>2</b>	<b>Financial Statements &amp; Financial Analysis</b>	Concept of Financial Statements – Income and Balance Statements  Financial Analysis – Types and Techniques	<ul style="list-style-type: none"> <li>• Understanding Financial Statements</li> <li>• Analyzing the Financial Statements</li> </ul>
<b>3</b>	<b>Investment Decisions</b>	Capital Expenditure, Capital Budgeting, techniques of Capital Budgeting. Investment	<ul style="list-style-type: none"> <li>• To enable the students to make Investment Decisions</li> </ul>
		Decision Methods – Payback , Net Present Value , A.R.R and I.R.R	<ul style="list-style-type: none"> <li>• To study the Capital Budgeting Techniques</li> </ul>
<b>4</b>	<b>Working Capital &amp; Credit Management</b>	Meaning and Nature of Working Capital and Factors affecting Working Capital  Formulation of Credit Policy , Collection Policy , Accounts Receivable Management, Factoring and Lease Financing	<ul style="list-style-type: none"> <li>• To understand the meaning and nature of Working Capital</li> <li>• To enable the students to formulate Credit and Collection policy</li> </ul>

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Project	Expected Outcome
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1	08	Lecture Methods	Individual assignment report	Developing understanding on Financial Management
2	14	Lectures Method Guest Lectures by subject Experts	Case analysis and Discussions	Developing Financial Statement analysis skills
3	14	Case analysis Internet Research	Article Review Survey analysis	Developing Decision making Skills
4	12	Survey analysis , Assignments , Field Visits	Field Visit Article Review	Developing skills for effective Credit and Working Capital Management

Suggested Add on Course
Add on course on share market
Basic Statistical Analysis Certificate Course
Short term course on Capital Budgeting Techniques
Certificate course on Working Capital Management

## References :

List of Books Recommended :-

7. Financial Management – By M.Y.Khan and P.K. Jain (Tata Mcgraw Hill)
8. Financial Management – By I.M.Pandey ( Vikas Publishing House)
9. Financial Management – By Prasanna Chnadra (Tata Mcgraw Hill)
10. Financial Management – By P.V. Kulkarni (Himalaya Publishing House)
11. Financial Management – By Prasanna Chnadra (Tata Mcgraw Hill)
12. The Indian Financial System – By Bharati Pathak (Dorling Kindersley Pvt. Ltd.)
13. Financial Policy and Management Accountant – By Bhabatosh Banerjee(PHI Learning Pvt. Ltd.)
14. Introduction to Lease Financing – By Rajas Parchure , N. Ashok(Time Research Foundation)
15. Credit Management – By Herbert Edwards (Coles Publishing Co. Ltd.)
16. Financial Management – Dr. Parag Kalkar, Success Publications.

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – G (Advanced Banking & Finance)**

**Subject Name - Advanced Banking & Finance Paper I**

**Subject Title:- Legal Framework of Banking**

**Course Code – 115**

**Objectives:**

1. To acquaint the students with legal framework in which the Indian banking is working today.
2. To make the students aware about the latest developments in the field of banking law.

3. To enable the students to understand modern banking practices.
4. To enable the students to establish a link between the legal provisions and the practical aspects of banking.

Unit No.	Topic	No. of Periods	Teaching Method
01	<b>Banking Regulation Act 1949</b> Provisions relating to- Definition of bank (Sec. 5B and 5C), Business of Banking Companies (Sec.6), Restrictions on business of banking companies (Sec.8, 19 and 20), Capital Structure(Sec.12), Powers of the RBI (Sec.21, 22and 36 to 36AD), Applicability of the Act to Cooperative Banks (Sec.56), amendments of BRA1949 up to 2012, Banking Regulation (Amendment) Bill 2017	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet
02	<b>The Negotiable Instrument Act 1881</b> Provisions relating to: Definition of negotiable Instrument (Sec- 13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec - 14), Endorsement (Sec -15), Dishonour of Negotiable Instruments (Sec -91-92),	12	Lecture, PPT, Group Discussion, Library Work,
	Noting and Protest (Sec -99-104-A), Penalties in case of dishonour of certain cheques for insufficiency of funds in the account (Sec. 138 to 147), Negotiable Instruments (Amendment and Miscellaneous Provisions) Act, 2002: Electronic Cheques/Truncated Cheques  Negotiable Instruments (Amendment) Act, 2018- Empowers the Appellate Court to order payment pending the appeal against conviction (Sec.148)		Assignment, Use of internet

03	<p><b>A. The Reserve Bank of India Act, 1934</b></p> <p>Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19), Central Banking functions ((Sec -20 to 45),Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) ,Penalties (Sec 58 B to 58 -G), RBI Act ( As Amended By Finance Act 2018)- Monetary Policy Committee (Sec.45 ZA to 45 ZO)</p> <p><b>B. RBI and Regulation of Digital Financial Services in India, 2012 to 2016.</b></p>	12	<p>Lecture,</p> <p>PPT,</p> <p>Group Discussion, Library Work,</p> <p>Assignment,</p> <p>Use of internet</p>
04	<p><b>Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002</b></p> <p>Provisions relating to: Preliminary (Section 1 and 2) Regulation of securitisation and reconstruction of financial assets and financial institutions (Section 3 to 12 A) Enforcement of security interest (Section 13 to 19) Central registry (Section 20 to 26) Offences and penalties (Section 27 to 30) Miscellaneous (Section 31 to 41) Relevant amendments between 2004 and 2008 and Amendments in SARFAESI Act in 2016: (Taking possession over collateral: Audit and inspection)</p>	12	<p>Lecture,</p> <p>PPT,</p> <p>Group Discussion, Library Work,</p> <p>Assignment,</p> <p>Use of internet</p>
		Total- 48	

## References,

1. Gordon & Natarajan: Banking Theory Law and Practice, Himalya Publishing House
2. Srivastava S. P.; Banking Theory & Practice, Anmol Publications

3. PrakhasM., Bhargabhi R: Banking law & Operation, Vision Book House.
4. Tannan : Banking Law and Practice in India, Indian Law House
5. Sheldon H.P: Practice and Law of Banking.
6. VenkataramanaK., Banking Operations, SHBP.
7. Kothari N. M: Law and Practice of Banking.
8. GulatiNeelam C: Principles of Banking Management.
9. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication
10. Varshaney P.N.: - Banking Law & Practice
11. Justine Paul and Pamalata Suresh; Management of Banking & Financial Services; Second Edition- Published by Dorling Kindersley (Pearson)
12. Compendium on the Insolvency and Bankruptcy Code- 2016
13. Principles and Practices of Banking- By Indian Institute of Banking & Finance- Macmillan Publication 14. [www.rbi.org.in](http://www.rbi.org.in)
15. Legal and Regulatory Aspects of Banking– Published by Indian Institute of Banking & Finance.
16. All relevant & recent Bare Acts.
17. Banking Law and Practices- Mr. Prakash Misal, Success Publications.

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – G (Advanced Banking & Finance)**  
**Subject Name - Advanced Banking & Finance Special Paper II**  
**Subject Title:- Central Banking**

**Course Code – 116**

**Objectives:**

1. To acquaint the students with RBI's various functions.
2. To make the students aware about the latest developments in the field of Para banking and NBFCs in India.
3. To enable the students to understand the role of central banking especially in India.
4. To enable the students to acquire sound knowledge of working and techniques of central bank.

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Periods</b>	<b>Teaching Method</b>
<b>01</b>	<b>Changing Role and Need of Central Banking</b> Origin and evolution of Central banking Role of Central Bank in emerging Economies  Need and Rationale of Central Bank.  Autonomy of Central Banks Evolution of Reserve Bank of India (R.B.I.)	08	Lecture,  PPT,  Group Discussion, Library Work,  Assignment, Use of Internet
02	<b>Functions and Regulations of Reserve Bank of India</b>  <b>2 I. Functions of RBI-</b>  <b>A. The Reserve Bank as currency authority:</b>	14	Lecture,  PPT,  Group



	<p>Issue of currency notes, Asset banking for note- issue, Distribution of currency, Currency chests,</p> <p>Recent developments in currency management.</p> <p><b>B. The Reserve Bank as banker to Government:</b> Maintenance of Government accounts,</p> <p>Banker to the Central Government and the State governments, Management of public debt</p> <p><b>C. RBI as a Banker's Bank:</b> Controller of Credit, Lender of Last Resort</p> <p><b>D. RBI as a Custodian/Manager of Foreign Reserves E. Promotional Functions of RBI</b></p> <p><b>2 II. Regulation and Supervision of Reserve Bank over Commercial banks.</b></p> <p>Regulation and supervision over commercial banks:</p> <p>Licensing of banks, Opening of new banks, Branch Licensing, Foreign banks, Cash reserves and liquid assets, Prudential norms, Capital and reserves, Control over methods of operation, New Banking Licensing Policy</p>		<p>Discussion, Library Work, Assignment, Use of internet</p>
03	<p><b>Para banking activities</b> Control over management, Annual accounts and audit, Subsidiaries of commercial banks,</p> <p>~Credit Information Bureau of India Ltd. (CIBIL) Bank Assurance, Portfolio Management Services, Pension Fund Managers,</p> <p>Mutual Fund Business, Underwriting of Bonds of PSUs,</p> <p>Investment in Venture Capital Funds etc.</p>	14	<p>Lecture, PPT, Group Discussion, Library Work</p> <p>Book Assignment, Use of internet</p>

04	<b>Non Banking Financial Companies (NBFCs)</b> Meaning and types of NBFCs	12	Lecture, PPT,
	Role of NBFCs Problems of NBFC Measures for supervision over NBFCs. Revised Regulatory framework for NBFCs		Group Discussion, Library Work,  Assignment, use of Internet
		<b>Total- 48</b>	

### References,

- 1.Venugopal Reddy Y.; Monetary & Financial Sector Reforms in India
2. Jhingan M.L., Vrinda; Money, Banking, International Trade And Public Finance- Publications Ltd.
- 3.Fabozzi Frank J.; Foundation of Financial Markets and Institutions- Dorling Kindersley Pvt. Ltd. 4.Sharma Hemant; Encyclopaedia of Banking and Finance – Cyber Tech Publication, New Delhi
5. Financial Markets and Institutions in India- Dr. Sunil Shete, Success Publications.
6. Indian and Global Economy - Dr. M. U. Mulani, Success Publications
6. rsaaLrajaoMd` 32016´ : BaartIya Aqa-vyavasqaa , sa@saosa piblakoSana , puNao.
7. Govt. of India- Economic Survey
8. R.B.I.: Functions and Working – R.B.I. Publication.
9. R.B.I. Bulletins.
10. R.B.I. Annual Reports.
11. Reports on Trend & Progress of Banking in India- R.B.I. Publication
12. www.rbi.org.in

**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – H (Advanced Marketing)**

**Subject Name - Advanced Marketing Special Paper I**

**Subject Title:-** Marketing Techniques

**Course Code -: 117**

**Objectives of the course**

1. To expose the students to various approaches to the study of marketing
2. To create awareness about environmental factors which are affecting marketing environment
3. To provide in-depth knowledge about marketing mix
4. To acquaint students with the importance of public relation in the field marketing
5. To help students understand stake-holders role in marketing mix

Depth of the program – Detailed Knowledge  
the Program

Objective of

- a. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.

- b. To develop students' independent logical thinking and facilitate personality development.
- c. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Marketing Introduction & Marketing Environment	<b>Marketing</b> : Meaning ,Definition,Elements, Objectives, Importance, Advantages and limitations, Evolution and Scope Approaches to the study of Marketing <b>Marketing Environment</b> : Meaning and Definition, Internal and external Environmental factors influencing the marketing environment	To impart the students about Marketing & marketing environment

02	Product Mix and Price Mix	<p><b>Marketing Mix :</b> Meaning, Definition, Elements,</p> <p><b>Product Mix:</b></p> <p>Concept of Product, Product Lines, Product line length, depth, width. Product Mix Width. Product Simplification diversification and elimination</p> <p><b>Product Management:</b> New product development and Product Life Cycle</p> <p><b>Brand Management:</b> concept definition and history of brand/branding</p> <p>Brand Creation, Rebranding, Brand Positioning, Brand Equity Brand Contract, Brand Factory</p> <p><b>Labelling: Meaning and importance</b></p> <p><b>Price Mix:</b></p> <p>Price—Meaning, Definition and Elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Various Pricing Strategies.</p>	To impart to the students about Product mix and place mix techniques.
03	<b>Place Mix and Promotion Mix</b>	<p><b>Place</b> – Types of Distribution Channels , Advantages &amp; Limitations, factors affecting selection of channel. <b>Promotion Mix :</b></p> <p>Meaning, Elements of Promotion Mix,</p>	To impart to the students about place mix and promotion mix technique
		<p><b>Advertising</b> – Concept, Classification, functions , benefits of advertising, Economic, Social &amp; ethical issues, evaluating advertising effectiveness, Recent trends in advertising,</p> <p><b>Personal Selling</b> – concept and importance, theories of selling, process of personal selling. Selling Methods, Limitations of personal selling.</p> <p><b>Publicity:</b> Meaning, difference between advertising and publicity</p> <p><b>Sales Promotion:</b> Meaning, Objectives and importance. Tools or techniques, Evaluation of sales promotion.</p>	

04	<b>Public Relations, People Process and Physical Evidence</b>	<b>Public Relations—</b> Concept, History, Tools of public relations, Role of Public Relation Officer <b>E- Marketing Promotion</b> – E mails, different types of Web advertising, blog spots, Online Sponsorships. Social Media Marketing, <b>People, Process and Physical Evidence --</b> People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging	To impart the students to develop public relation skill in marketing
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### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
01	12	Guest Lecture, Presentation of the students and Lectures available on Youtube	Videos on Youtube	N.A	Students will understand various approaches to study marketing and also get sufficient knowledge about the factors which influencing marketing environment.
02	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will get in-depth knowledge about Product Mix and Price Mix
03	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will understand about Place Mix and Promotion Mix

04	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will aware about various tools of Public Relation and also e-marketing promotion
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### Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination

### References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1.</b>	<b>Marketing Management</b>	<b>Arun Kumar, Rachana Sharma.</b>	<b>Atlantic Publishers &amp; Distributors</b>	<b>New Delhi</b>
<b>2.</b>	<b>Marketing Management</b>	<b>Amar Jyoti</b>	<b>Gennext Publishers</b>	<b>New Delhi</b>
<b>3.</b>	<b>Marketing Management</b>	<b>Ranjan Saxena</b>	<b>Tata Mc-Graw Hill Publishers</b>	<b>New Delhi</b>
<b>4.</b>	<b>International Marketing Mix Management</b>	<b>Tobias Richter</b>	<b>Noyos</b>	<b>Berlin</b>
<b>5.</b>	<b>Marketing Management</b>	<b>Russell Winer</b>	<b>Pearson Education</b>	<b>Delhi</b>
<b>6.</b>	<b>Public Relation in Marketing Mix</b>	<b>Jordan Goldman,</b>	<b>NTC Business Books</b>	<b>New York</b>
<b>7.</b>	<b>Public Relation for Marketing Management</b>	<b>Frank Jefkins</b>	<b>The MACMILLAN Press Ltd</b>	<b>London</b>
<b>8.</b>	<b>Marketing Management</b>	<b>Prin. Dr. Babasaheb Sangale</b>	<b>Success Publications</b>	<b>Pune</b>

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**Revised syllabus (2019 Pattern) for M. Com. Course (CBCS)**

**Semester: - I**

**Group – H (Advanced Marketing)**

**Subject Name - Advanced Marketing Special Paper II**

**Subject Title:- Consumer Behaviour**

**Course Code -: 118**

**Objectives of the course**

1. To help students understand the various models of Consumer Behaviour
2. To facilitate students 'awareness about consumer motivation & how to overcome motivational problem
3. To provide in-depth knowledge about consumer personality
4. To acquaint the students with the culture and Social Influences on Consumer Behaviour

Depth of the program – Detailed Knowledge

Objective of the Program

- d. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.
- e. To develop students' independent logical thinking and facilitate personality development.
- f. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

<b>Unit No</b>	<b>Unit Title</b>	<b>Content</b>	<b>Skills to be developed</b>
01	Consumer Behavior	Meaning and Definition of Consumer Behaviour. Need and Advantages to Study Consumer Behaviour. Models of Consumer Behaviour—Economic, Learning, Sociological and Psychological Models and other relevant Models.	To identify various consumer behavioural traits and patterns.
02	Consumer Motivation.	Introduction , needs , objectives and Scope of Consumer Motivation. Overcoming Problems of Motivational Conflict. Defense Mechanism. Motive arousal, Motivational theories	To discern the motivational gaps among consumers and to use the right type of motivational techniques to fill / reduce the gap.
03	Consumer Personality: Learning Memory and Involvement	Consumer attitudes, beliefs, feelings and Behaviour Consumer Learning attitudes and components of learning Memory system , memory process, concept of involvement , dimensions of involvement	To identify the consumer personality, with regard to attitude, learning , memory and involvement
04	Cultural and Social Influences on Consumer Behaviour	Characteristics of Culture, values, sub cultures, cross cultural and multi-cultural influences on Consumer Behaviour. Social Class and Group influences on Consumer Behaviour with regard to money and other status symbols, conformity to group norms behavior and Influence, family life influences, standard of life and living Influences.	To specifically Identify differences in Consumer Behaviour based on Cultural and Social Influences.

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
01	12	Guest Lecture, Presentation of the students and Lectures available on Youtube	Videos on Youtube	N.A	Students will understand various approaches to study marketing and also get sufficient knowledge about the factors which influencing marketing environment.
02	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will get in-depth knowledge about Product Mix and Price Mix
03	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will understand about Place Mix and Promotion Mix
04	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will aware about various tools of Public Relation and also e-marketing promotion

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination

### References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	<b>Consumer Behaviour</b>	<b>Leon G Schiffman, Joseph Wisenblit and S. Ramesh Kumar</b>	<b>Pearson</b>	<b>USA</b>
<b>2</b>	<b>Consumer Behaviour – Insights from Indian Market</b>	<b>RamanujMajumdar</b>	<b>PHI Learning Pvt Ltd</b>	<b>New Delhi</b>
<b>3</b>	<b>Consumer Behaviour—The Indian</b>	<b>S. Ramesh Kumar</b>	<b>Pearson</b>	<b>USA</b>
	<b>Context ( Concept and Cases)</b>			
<b>4</b>	<b>Consumer Behaviour</b>	<b>Rodger D Blackwell, Paul W Miniard, James F Engel and Zillur Rahman</b>	<b>Cengage Learning India Pvt Ltd</b>	<b>Delhi</b>
<b>5</b>	<b>International Marketing Mix Management</b>	<b>Tobias Richter</b>	<b>Noyos</b>	<b>Berlin</b>
<b>6</b>	<b>Marketing Management</b>	<b>Russell Winer</b>	<b>Pearson Education</b>	<b>Delhi</b>
<b>7</b>	<b>Public Relation in Marketing Mix</b>	<b>Jordan Goldman,</b>	<b>NTC Business Books</b>	<b>New York</b>
<b>8</b>	<b>Public Relation for Marketing Management</b>	<b>Frank Jefkins</b>	<b>The MACMILLAN Press Ltd</b>	<b>London</b>

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Unit No	Topic	No. of Lectures	Teaching Method	Course Outcome
1	<b>Business Finance</b> 1.1 Meaning, objectives, scope and importance 1.2 Time Value of Money: Need, Importance, Future value, Present value through discounted cash flow technique	10	Lecture, PPT, Group Discussion, Library Work, Assignment	Students will be able to understand the role and importance of corporate finance, and learn the calculation value of money.
2	<b>Strategic Financial Planning:</b> 2.1 Meaning - objectives, assumptions, 2.2 Steps in financial planning 2.3 Estimating financial requirements of firm - limitations of financial planning 2.4 Capitalization - over capitalization, undercapitalization, 2.5 Theories of capitalization, 2.6 Estimating financial needs and Sources of finance.	12	Lecture, PPT, Group Discussion, Library Work, Assignment,	Students will be able to understand the financial planning, theories of capitalization and estimation of finance need of firm.
3	<b>Corporate Securities and Sources of Long term Finance:</b> 3.1 Ownership securities - equity shares: characteristics, advantage and disadvantages, preference shares: characteristics, advantage and disadvantages, Companies Act (Amendment) 2013 3.2 Creditor's securities- debentures: characteristics, classification, procedure of issuing debentures and Bonds. 3.3 Company Deposit 3.4 The dividend decision: Background of dividend policy, Theories of dividend, Trend in dividend distribution in India, Measures of dividend policy, dividend yield and dividend Payout	14	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to learn the sources of finance to be tapped for running business successfully.









4	<b>Short Term Finance and Working Capital Management</b> 4.1 Characteristics of short term finance – short term needs, 4.2 sources of short term finance, role of working capital, best management practices of working capital 4.3 Financing of working capital – trade creditors, bank credit, bank financing of account receivables, working capital - advantages and disadvantages.	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to apply best practice in working capital management.	1. Aswath Damodaram: Corporate Finance: Theory and Practice, Wiley International
2.	<b>Total</b>	<b>48</b>			Bhole L.M. and Mahakud Jitendra,

‘Financial Institutions and Markets’, Tata McGraw-Hill Education, Delhi.

3. Kuchal S.C., ‘Corporate Finance’, Chaitanya Publishing House, Allahabad

4. Kulkarni P.V., ‘Business Finance’, Himalaya Publishing House

5. Prasana Chandra, ‘Financial Management: Theory and Practice’

6. William L. Maggiuson, Scott B. Smart, Lawrence J. Gitman, ‘Principles of corporate finance’, Cengage Learning Private Limited, Delhi.



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**CORE COMPULSARY SUBJECT**

**Subject: RESEARCH METHODOLOGY FOR BUSINESS**

**Course Code: 302**

**Total Credits: 04**



**1. Objectives:**

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- a. To acquaint the students with the areas of Business Research Activities
- b. To enhance capabilities of students to conduct the research in the field of business and social sciences
- c. To enable students in developing the most appropriate methodology for their research studies
- d. To make them familiar with the art of using different research methods and techniques

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Introduction to Business Research</b>	Introduction. Definition, Objectives, Significance & Types of Research, Criteria of research, Features of a Good Research, Steps in Scientific Research Process, Research Methods versus Methodology <b>Ethics and Modern practices in Research:</b> Ethical Issues in Research – Plagiarism, Role of Computer in Research, Application of Statistical software-. Introduction to SPSS	<ol style="list-style-type: none"> <li>i. To understand the nature, scope and Types of Research</li> <li>ii. To understand the basics of good research and research process</li> <li>iii. To understand various ethical issues and modern practices in research</li> </ol>
2	<b>Formulation of the Research Problem, Development of the Research Hypotheses, Research Design &amp; Sampling</b>	<b>Research Problem:</b> Defining the Research Problem, Techniques involved in Defining Research Problem <b>Review of Literature</b> <b>Hypotheses:</b> Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis <b>Research Design:</b> Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design <b>Sampling:</b> Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling: Probability &	<ol style="list-style-type: none"> <li>i. To understand the concept and techniques of Research Problem</li> <li>ii. To understand various aspects and methods of testing of Hypotheses</li> <li>iii. To study the nature of Research design and Sampling</li> </ol>



		Non-probability, Sampling Errors	
3	<b>Data Collection, Measurement &amp; Scaling, Processing of Data: Sources of Data Collection:</b>	<p><b>Primary Data:</b> Methods of Data Collection, Merits &amp; Demerits</p> <p><b>Secondary Data:</b> Internal &amp; External Sources of Data Collection</p> <p>Factors influencing choice of method of data collection</p> <p>Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire ,Schedule</p> <p><b>Measurement&amp; Scaling:</b> Meaning &amp; Types of Measurement Scale, Classification of Scales</p> <p><b>Processing of Data:</b> Editing, Coding, Classification &amp; Tabulation.</p> <p><b>Analysis &amp; Interpretation of Data:</b> Types of Analysis- Univariate, Bivariate and Multivariate Analysis of Data</p>	<p>i. To gain the fundamental knowledge about Methods of Data Collection and formulating questionnaire</p> <p>ii. To understand the concept, type and classification of Measurement and Scaling</p> <p>iii. To understand the process of Analysis and Interpretation of data</p>
4	<b>Research Report and Mode of Citation &amp; Bibliography:</b>	<p><b>Research Report:</b> Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report</p> <p><b>Mode of Citation &amp; Bibliography:</b> Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citing, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries</p>	<p>i. ii. To understand types and structure of Research Report To study various aspects of mode of citation and bibliography</p>

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Expected Outcome
1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Understanding of basic knowledge of Business Research, Research Process, ethical issues and modern practices in research.



<b>2</b>	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application ,Short film show	Learning the formulation of Research Problem, Hypotheses, Research Design and Sampling
<b>3</b>	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Gaining knowledge of Sources of Data Collection Measurement & Scaling, Processing of Data
<b>4</b>	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop , case study	Relevant You Tub Videos.PPT ,online Video, AV Application	Understanding the procedure of Research Report and mode of citation and bibliography



Sr. No	Title of Book	Author/s	Publication	Place
1	Research Methodology-Methods & Techniques	C. R. Kothari	New Age International Publishers	New Delhi
2	Research Methodology	Dipak Kumar Bhattacharyya	Excel Books	New Delhi
3	Research Methodology-Methods & Techniques	Anil Kumar Gupta	Value Education of India	New Delhi
4	Research Methodology-Concepts and Cases	Deepak Chawla & Neena Sondhi	Vikas Publishing House Pvt. Ltd	New Delhi
5	Research Methods	Ram Ahuja	Rawat Publications,	Jaipur
6	Methodology & Techniques of Social Research,	P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas	Himalaya Publishing House	Mumbai
7	Legal Research and Writing Methods	Anwarul Yaqin	LexisNexis Butterworths	Nagpur
8	Business Research Methods,	Donald R. Cooper & Pamela S. Schindler	Tata McGraw- Hill Edition	New Delhi
9	Investigating the Social World-The Process and Practice of Research	Russell K. Schutt	Sage Publication	New Delhi
10	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	New York



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**SPECIAL ELECTIVE SUBJECT - GROUP A (ADVANCED ACCOUNTING & TAXATION)**









1. To enable the students to acquire knowledge of Auditing.
2. To Make appropriate application and uses of Auditing.

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Introduction and Standard on Auditing</b>	Auditing concepts. Basic principles governing an audit - Audit Programme - Vouching - Verification and Valuation. Overview of Standard setting process - Role of Auditing and Assurance Standard and Auditing and Assurance Standard Board in India. Brief study of Standards on Auditing issued by the ICAI.	<ul style="list-style-type: none"> <li>• Conceptual Understanding To</li> <li>• provide basic knowledge of auditing</li> <li>• Create awareness of Auditing and assurance standard</li> </ul>
2	<b>Audit of Limited Companies</b>	Preliminaries to the audit of limited company - Audit of share capital transactions - Debentures and other transactions - Audit report with special reference to CARO 2003 - Profit and divisible profit - Dividends - Investigation.	<ul style="list-style-type: none"> <li>• • To provide basics of audit of limited company</li> <li>Conceptual Understanding</li> </ul>
3.	<b>Audit Committee and Corporate Governance</b>	Corporate Governance: Introduction-Verification of Compliance of Corporate Governance. Audit Committee: Constitution - Powers of Audit Committee - CEO/CFO Certification to Board - Report on Corporate Governance.	<ul style="list-style-type: none"> <li>• • Conceptual Understanding of Corporate Governance</li> <li>Conceptual Understanding of Audit Committee</li> </ul>
4.	<b>Audit under Computerized Information</b>	Special aspects of CIS Audit Environment - Need for review of internal control - Use of Computers for Audit purposes -	<ul style="list-style-type: none"> <li>• • Conceptual Understanding CIS</li> <li>Use of computer in audit program</li> </ul>

	<b>System (CIS) Environment</b>	Audit tools - Test packs - Computerized audit programme.	
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**Teaching methodology**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	PPT, Seminars, Presentations, test, practical approach of auditing	PPT /Online Video	Project can be given on Auditing Standard	To develop the knowledge about auditing standard.
2	12	PPT, Seminars, Presentations, test, practical approach of auditing	PPT /Online Video	Make a Power point presentation Printout of the same, paste in Journal.	To know about the practice of Company Auditor
3	12	Case study, PPT	PPT /Online Video	Project can be given on corporate governance audit	Develop knowledge about Corporate Governance and audit committee
4	12	PPT, Seminars, Presentations,	PPT /Online Video	Collection of information about audit under CIS	Use of computer in audit



Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Written Tests, Case Study , Home Assignment 40%	Written Exam 60%	Application of GST and Personal Tax planning
Unit – II	Written Tests, Group Discussion, Visit Report, Home Assignment 40%	Written Exam 60%	Online auditing course
Unit – III	Written Tests, PPT , Visit report, Assignment 40%	Written Exam 60%	NA
Unit – IV	Written Tests, Online Quiz, Home Assignment 40%	Written Exam 60%	NA



<b>Sr.No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Practical Auditing.	Spicer and Peglar	S. Chand Publication	Delhi
2	Contemporary Auditing	Kamal Gupta	S. Chand Publication	Delhi
3	Auditing	R.C. Saxena	S. Chand Publication	Delhi
4	Auditing	Basu	Pearson Publications	Delhi
5	Auditing: Principles	Jagadish Prasad	S. Chand Publication	Delhi
6	Fundamentals of Auditing	S.K.Basu	Pearson Publications	New Delhi
7	Modern Internal Auditing	Anil Roy Chaudhary	Kamal Law House	Kolkatta
8	A Handbook of Practical Auditing	B.N. Tondon, S.sudharaman, S.Sudhaprabhu	S.Chand publications	New Delhi



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**SPECIAL ELECTIVE SUBJECT - GROUP A (ADVANCED ACCOUNTING & TAXATION)**







1. To understand the concept, need, importance, utility of Auditing in special field.
2. To develop the skills of students to face the modern world of Auditing.
3. To create awareness among the students to face the modern world of Auditing. **Depth of Knowledge:** Advanced Knowledge

Sr.No.	Title of the Unit	Content	Purpose skills to be developed
1	Audit Under Tax Laws	Tax Audit U/s 44 AB of Income Tax Act, 1961 Form 3 CA, 3 CB and 3 CD - Audit under GST Law - Steps to be taken by Auditor - Audit under GST Law – GST Audit Procedure	To understand need and importance of audit . To understand various concepts of Audit under GST
2	Internal Audit	Nature, Scope and Purpose of Internal Audit - Review of Internal Control - Areas of Internal Audit - Purchase, sale, cash, bank transactions - Internal Audit Report.	To understand need and importance of internal audit in an organisation
3	Audit of Banks	Salient features of enactments affecting Banks - Bank Audit, its approach Steps in Bank Audit - Checking of Assets and Liabilities - Scrutiny of Profit & Loss items - Audit Report of Banks - Long Form Audit Report	To know the need and importance of the audit in banks. To understand Process of audit in banks.
4	Audit of Co-operative Societies	Provisions of Maharashtra State Co-operative Societies Act 2013 and Multistate Co-operative Societies Act 2002. Special features of Audit of Cooperative Societies. Audit of) Co-operative Consumers Stores, 2) Salary earners Co-operative Society 3) Co-operative Housing Societies, 4) Urban Cooperative Credit Society. Audit Report of Cooperative Societies	To understand need and Importance of Auditing in cooperative sector.

#### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
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1	12	Guest lecture by eminent person from actual field work to get firsthand experience	PPT /Online Video	Project can be given on process of audit	Student must able to understand new concept of auditing
2	12	PPT Presentation on internal audit	PPT /Online Video	Make a Power point presentation Printout of the same, paste in Journal.	Student must able to understand process of internal audit
3	12	Visit to any bank for understanding concept of auditing in banks	PPT /Online Video	Project can be given on process of bank audit	Student must able to understand auditing in banks
4	12	Guest Lecture / visit to cooperative society	PPT /Online Video	Collection of information from internet/ actual field visit	Students should know the application of auditing in cooperative sector in country like India



Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Written Tests, Case Study , Home Assignment 40%	Written Exam 60%	Application of GST and Personal Tax planning
Unit – II	Written Tests, Group Discussion, Visit Report, Home Assignment 40%	Written Exam 60%	Online auditing course
Unit – III	Written Tests, PPT , Visit report, Assignment 40%	Written Exam 60%	NA
Unit – IV	Written Tests, Online Quiz, Home Assignment 40%	Written Exam 60%	NA

#### References:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Contemporary Auditing (Sixth Edition)	Kamal Gupta	Tata McGraw-Hill Publishing Co.	New Delhi
2	Auditing	R.C.Saxena Mrs. N. Padmalata	Himalaya publication	New Delhi
3	Fundamentals of Auditing	S.K.Basu	Pearson Publications	New Delhi
4	Modern Internal Auditing	Anil Roy Chaudhary	Kamal Law House	Kolkatta
5	A Handbook of Practical Auditing	B.N. Tondon, S.sudharaman, S.Sudhaprabhu	S.Chand publications	New Delhi
6	Guidance note on Tax Audit U/s 44 AB of the Income Tax Act.	The Institute of Chartered Accountants of India		New Delhi
7	GST Audit & Annual returns	Aditya Singhaniya	Taxman	New Delhi
8	GST Audit	CA Ashok Batra	Wolters Kluwer India pvt.Ltd	Pune











## **SPECIAL ELECTIVE SUBJECT - GROUP B (Commercial Laws & Practices)**

**Subject: Laws Relating to International Business**

**Course Code: 305**

**Total Credits: 04**

### **1. Preamble**

Since liberalization the global business is changing its nature. Globalized world has been witnessing enhancement in the business transactions with increasing interdependence and interactions among the states. Trans-border businesses are expected to be carried out with the objective of mutual benefits to the transacting nations. Manufacturing as well as service sector is expected to see sea change in its functioning. In such situation, the international business environment is supposed to be just and judicious. It should be encouraging as well as sound legal framework will be the need of the day. System should be capable of regulating the business transactions effectively and efficient dispute resolution mechanism should be in place. The present subject is aimed to sensitize the learners on all such legal aspects regulating international business and dispute resolution mechanism and make them equipped when they venture into international business.

### **2. Objectives of the Program:**

1. To equip the students with the knowledge of Contemporary Business World across the globe.
2. To acquaint the students with basic principles of International Trade, Business and Dispute resolution mechanism.
3. To make students aware about International Business Environment and about transnational corporations.
4. To study the impact of international business environment on foreign market operations and India's response to these developments.
5. To develop independent problem solving skills and sensitize the students regarding suitable careers in international business.

**Depth of the program:** Fundamental Knowledge, Principles and provisions of relevant policy, conventions and understanding of its applicability

**Lectures:** Each unit shall have equal weightage (i.e.12 Lectures)

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>International Law:</b>	<p><b>International Law:</b></p> <p>Meaning, Scope, Objectives, Nature and Development of International Law,</p> <p>Sources and Evidences of International Law,</p> <p>Codification of International Law,</p> <p>India and International Law,</p> <p>Distinction between Public International Law and Private International Law</p> <p><b>International Business:</b> Meaning, Objectives and Nature and Scope, Drivers of International Business, Benefits of International Business, Difference between Domestic and International Business, Globalisation in India and International Trade, Modes of entering into International markets.</p>	<ul style="list-style-type: none"> <li>• Acquainting students with the Concept of International Law, international business.</li> <li>• To understand the process of Globalisation in India and nature of international markets.</li> </ul>

2	<b>International Trade:</b>	<p><b>International Trade:</b></p> <p>Origin and nature of International Trade,</p> <p>International Business Environment: Concept, Nature, Internal and external environment.</p> <p>Economic Environment, Technological Environment, Political and legal Environment, Global Environment, Physical Environment.</p> <p><b>Trans-National Corporations:</b> Their rights, duties and Responsibilities under International Law</p> <p>Advantages and Disadvantages or Problems of International Trade, Free Trade (Laissez – faire policy), Protectionism, Tariff barriers, Impact of tariff, Non-Tariff barriers (NTB), Balance of Payments in International Trade (Provisions of the GATT, 1994), Role of National and International</p>	<p>• Acquiring conceptual and practical aspect of International trade, nature of Transnational Corporations and role of National and International law in International Trade and relevant International conventions.</p>
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		<p>Law in International Trade, Role of the United Nations in International Trade Law through the United Nations Commission for International Trade Law (UNCITRACL):</p> <ul style="list-style-type: none"> <li>(i) International Sale of Goods and related transactions</li> <li>(ii) International Transport of Goods</li> <li>(iii) Construction Contracts</li> <li>(iv) International Payments</li> </ul> <p>Brussels convention, 1968</p>	
3.	<b>International Business Law: Environmental issues and India's Foreign Trade</b>	<b>International Business Law: Environmental issues and India's Foreign Trade -</b> <ul style="list-style-type: none"> <li>(i) Environment Protection - Norms of International Environment Law – United Nations Conference – Stockholm, Nairobi Conference 1980 - Kyoto Protocol - Carbon Credit - Clean Development Mechanism - India's Response: Environment Impact Assessment Under Indian Environment Protection Act.</li> <li>(ii) India's Foreign Trade Policy: Objectives, Strategies and its Legal Dimensions, Provisions regarding Imports-Exports, Foreign Direct Investment (FDI) Policy in India, Export Promotion measures.</li> </ul>	<p>Acquiring conceptual and procedural knowledge of International Environmental law, Environment Impact Assessment, F.D.I. and Export Promotion measures, India's Foreign Trade Policy ,</p>

4	<b>International Commercial Dispute Resolution Mechanism:</b>	<b>International Commercial Dispute Resolution Mechanism:</b> <ul style="list-style-type: none"> <li>• International Commercial Arbitration &amp; Conciliation under UNCITRAL - Model Law</li> <li>• International Court of Justice and its Jurisdiction</li> <li>• Enforcement of Foreign Awards in India under UNCITRAL - Model Law</li> </ul>	Identifying the Concept and Significance of International Commercial Dispute Resolution Mechanism:
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		<ul style="list-style-type: none"> <li>• International Court of Justice and its Jurisdiction</li> <li>• Enforcement of Foreign Awards in India.</li> </ul>	
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**\*All Acts / Rules / Conventions are to be studied with recent amendments**

#### **Method of Evaluation:**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Continuous Evaluation (Written Test etc.)	Written Examination	Diploma in International Law
Unit – II	Continuous Evaluation [Class Presentation (PPT) etc.]	Written Examination	Diploma in International Business
Unit – III	Continuous Evaluation (Seminar/Workshops etc)	Written Examination	Diploma in Import and Export
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examination	Online Courses of International Commercial Dispute Resolution, MOOCS etc

#### **References:**

- 1) Arun kumar Jain, "International Business - Competing in the Global Market", Place-Charles Hill, Tata McGraw Hill, New Delhi.
- 2) M.L.Jhingan, "International Economics", Vrinda Publications, Delhi.
- 3) Malcolm N. Shaw, "International Law", Cambridge University Press, New Delhi, (2007).
- 4) V. K. Bhalla, S. Shiva Ramu, "International Business, Environment and Management", Anmol Publication Pvt. Ltd., New Delhi. (2010).
- 5) Dr. Ram Singh, "International trade operations", Excel Books, New Delhi, (2009).
- 6) Francis Cherunilam, "International Trade and Export Management", Himalaya Publishing House, Mumbai, (2000).

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- 7) Dr. S. P. Gupta, "International Law and Human Rights", Allahabad Law Agency, Haryana, (2009).
  - 8) Dr. S. R. Myneni, "International Trade Law", Allahabad Law Agency, Haryana (2008).
  - 9) Indira Carr, "International Trade Law", Routledge, Abingdon, Oxon, (2014).
  - 10) Macmillan, "International Banking Legal & Regulatory Aspects", Macmillan India Ltd., Daryaganj, New Delhi, (2007).
  - 11) Judith Evans, "Law of International Trade", Old Baile Press, London, (2001).

- 12) Rajendra P. Maheshwari, "International Business", International Book House Pvt. Ltd., New Delhi, (2011).
- 13) Dr. S. K. Kapoor, "International Law and Human Rights", Central Law Agency, Allhabad, (2004).
- 14) K. C. Johsi, "International Law & Human Rights", Eastern Book Company, Lucknow, (2006).
- 15) Study Material, Professional Programme on International Business-Laws and Practices (Module-3)- Website:www.icsi.edu **Suggested Web**

**references:**

**1. Larry Dimatteo,"International Business Laws and Legal Environment", Tailer and Francis,Routledge,(2016) (<https://www.ebooks.com/en-ag/95642011/international-business-law-and-the-legal-environment/larry-a-dimatteo/>)**

Sr. no	PPTs
1	Ref.: <a href="https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf">https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf</a>
2	<a href="https://www.slideshare.net/anuj4535/international-bussiness-law">h bDimatteo,"International Business Law and Legal Envhttps://www.slideshare.net/anuj4535/international-bussiness-law</a>
3	<a href="https://www.slideshare.net/bearister2746/basics-of-international-business-law">https://www.slideshare.net/bearister2746/basics-of-international-business-law</a>
4	<a href="https://www.slideserve.com/rocio/international-business-law">https://www.slideserve.com/rocio/international-business-law</a>

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## **SPECIAL ELECTIVE SUBJECT - GROUP B (Commercial Laws & Practices)**

**Subject: WTO – Norms & Practices**

**Course Code: 306**

**Total Credits: 04**

### **Preamble:**

Globalisation has made remarkable change in the Global business Scenario. The legal system regulating international business transactions are also expanding. World Trade organization and General Agreement Tariffs and Trade (GATT) are instrumental in regulating the global business transactions. Effective Disputes settlement mechanism ensures the parties adequate legal protection required in such transactions. Hence understanding the structure and functioning of WTO and GATT becomes imperative for the rising generations of the global business world.

**Objectives of the Program:** To understand purpose and scope of GATT & WTO and to study their legal framework and disputes settlement mechanism with basic insight into substantive law of these institutions.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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Depth the	1	<b>Introduction to WTO: Historical Background</b>	<b>Introduction to WTO: Historical Background</b>  International Economic Relations before and after Second World War,  Havana charter for International Trade Organizations (ITO),  GATT to WTO – A Historical Overview: Protectionism, Formation of GATT, Objectives and Relevance of GATT at present, GATT Tariff  Negotiations (from Geneva to Doha and beyond)	<ul style="list-style-type: none"> <li>• Acquainting students with the Concept of International Law, international business.</li> <li>• To understand the process of Globalisation in India and nature of international markets.</li> </ul>	of
	2	<b>World Trade</b>	<b>World Trade Organization (WTO):</b>	Acquiring conceptual and practical	

**program:** Fundamental Knowledge, Principles and provisions of relevant policy, conventions and understanding of its applicability **Lectures:** Each unit shall have equal weightage (i.e.12 Lectures)



	<b>Organization (WTO):</b>	Basic Principles of the WTO Trading System, the Objectives, Functions and structure of WTO – Decision making - The WTO Agreement – Membership, Accession and withdrawals, current status of individual accession, WTO and Global Economic Policy making, Achievements of WTO.	aspect of International trade, nature of Transnational Corporations and role of National and International law in International Trade and relevant International convention.
3.	<b>Legal Framework of General Agreement on Tariffs and Trade (GATT) 1994:</b>	<b>Legal Framework of General Agreement on Tariffs and Trade (GATT) 1994:</b>  Preamble – General - Most favored Nation Treatment – (Art. – I) Schedules of concessions (Art. – II) National Treatment on International Taxation and Regulations (Art. – III), Special provisions relating to cinematograph films (Art.-IV), Freedom of Transit (Art.-V)  Anti-dumping Agreement (Art. – VI) WTO Agreement on Agriculture – WTO Agreement on Textile and Clothing – WTO General Agreement on Trade in Service (GATS) –  (i) WTO – International Trade and Human Rights – Trade and Environmental issues in the WTO – Developing Countries and  WTO - India's Responses to WTO	Acquiring conceptual and procedural knowledge of  International Environmental law, Environment Impact Assessment, F.D.I. and Export Promotion measures, India's Foreign Trade Policy ,

4	<b>The WTO Disputes Settlement Mechanism:</b>	<b>The WTO Disputes Settlement Mechanism:</b>  Elements of disputes settlement - Dispute Settlement Body - Procedure of disputes settlement - Appeals - Good offices, conciliation and mediation - The establishment of panels - Terms of reference of Panels, composition, functions and responsibility of panels – Adoption of Panel Reports – Implementation of Rulings.	To understand the Concept of Dispute Settlement Body along with its Procedure for disputes settlement and Implementation of Rulings.
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**\*All Acts / Rules / Conventions are to be studied with recent amendments**

**Method of Evaluation:**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Continuous Evaluation (Written Test etc.)	Written Examination	Diploma in International institutions in International Trade
Unit – II	Continuous Evaluation [Class Presentation (PPT)etc.]	Written Examination	Diploma in Regulatory Framework of World Trade Organisation.
Unit – III	Continuous Evaluation (Seminar/Workshops etc)	Written Examination	Diploma in International Trade and Human Rights
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examination	Online Course on General Agreements on Trade and Services,MOOCS etc

## References:

- 1) R. K. Rangachari, WTO, Its Benefits, Misunderstandings, Agreements, Policies for the developing countries, Palak Publication, Mumbai.
- 2) Francis Cherunilam, International Trade and export Management, Himalaya Publishing House.
- 3) Autar Krishen Kaul, "Guide to the WTO & GATT", Satyam Law International, New Delhi, 4<sup>th</sup> edition (2013).
- 4) Hema Garg, "WTO and Regionalism in World Trade", New Century Publications, New Delhi, (2004) 5) Arun Goyal, Noor Mohd, "WTO in the New Millennium", Academy of Business Studies, New Delhi.
- 6) K. D. Raja, "WTO Agreement on Anti-Dumping A GATT / WTO and Indian Jurisprudence", Kluwer Law International, New Delhi. (2008).
- 7) Jayanta Bagchi, "World Trade Organisation – An Indian Perspective" Eastern Law House, New Delhi (2008).
- 8) Vibha Mathur, "WTO and India" New Century Publications, New Delhi, (2005).
- 9) Amrita Shahabadi, "World Trade Organisation", APH Publishing Corporation, New Delhi, (2007)
- 10) Anne O. Krueger, "The WTO – as an International Organisation", Oxford University Press, New Delhi (1998).
- 11) T. K. Bhaumik, "The WTO – A Discordant Orchestra" Sage Publications, New Delhi, (2006)
- 12) Bernard Hoekman, Aaditya Mattoo & Philip English, "Development, Trade, and the WTO" The World Bank, Washington, D.C., Atlantic Publishers & Distributors, New Delhi (2005)
- 13) Dr. S. R. Myneni, "World Trade Organisation", Asia Law House, Hyderabad (2012).
- 14) Palle Krishna Rao, "WTO Text & Cases", Excel Books, New Delhi (2005).
- 15) Peter Van Den Bossche, "The Law and Policy of the WTO: Text, Cases and Materials", Cambridge University Press, 4<sup>th</sup> Edn. (2018)
- 16) Michael Trebilcock, Robert Howse, etc., "The Regulation of International trade" Routledge, (2003)
- 17) Daniel Bethlehem, Donald McRae etc. (Editors), "The Oxford Handbook of International Law", Oxford University Press, U.K., (2009)

## Suggested web references:

**Articles/Books:**

1. Overview of the WTO Agreements, (www.meti.go.jp › report › downloadfiles › 2010WTO)
2. The World Trade Organization 20 Years On: Global Governance by Judiciary, (Article by [Robert Howse](#) ),  
*European Journal of International Law*, Volume 27, Issue 1, February 2016, Pages 9–77, <https://doi.org/10.1093/ejil/chw011>
3. <https://fas.org/sgp/crs/row/R45417.pdf> (Book: World Trade Organization: Overview and Future Direction Updated December 6, 2019)
4. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=86068](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=86068) ('The Future of the WTO' by [Kym Anderson](#) }

Sr. no	PPTs
1	Ref.: <a href="https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf">https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf</a>
2	<a href="https://www.slideshare.net/amnindersekhon/world-trade-organisation-63725377">https://www.slideshare.net/amnindersekhon/world-trade-organisation-63725377</a>
3	<a href="https://www.slideshare.net/jyothiish/world-trade-organisation-55507960">https://www.slideshare.net/jyothiish/world-trade-organisation-55507960</a>
4	<a href="https://slideplayer.com/slide/4486931/">https://slideplayer.com/slide/4486931/</a> (GATT Law and WTO: Basic Principles)

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**SPECIAL ELECTIVE SUBJECT - GROUP C (Advanced Cost Accounting & Cost system)****Subject: Cost Audit****Course Code: 307****Total Credits: 04**

### Level of Knowledge – Advanced

#### Objectives:

1. To provide adequate knowledge to the students on Cost Audit Practices.

Unit No	Unit Title	Contents	Skill to be developed
1	<b>Introduction To Cost Audit</b>	<b>Cost Audit</b> <ul style="list-style-type: none"><li>• Meaning, Definitions, Objectives, Scope, applicability, Advantages &amp; Limitations of Cost Audit</li><li>• Differences between Financial Audit and Cost Audit.</li><li>• Concepts of Efficiency Audit, Proprietary Audit, Social Audit &amp; System Audit.</li><li>• Study Of Companies (Cost Records And Audit) Audit Rules As Per The Latest Amendments</li></ul>	In depth Understanding of basic concepts of cost audit and its applicability in various areas
2.	<b>Cost Auditor</b>	<b>Cost Auditor</b> <ul style="list-style-type: none"><li>• Qualifications, Disqualifications, Appointment, Remuneration ,Removal, Rights, Duties, Responsibilities &amp; Liabilities of Cost Auditor under Company Act 2013, Cost &amp; Works Accountants Act. 1959 &amp; other Statues as amended from time to time.</li><li>• Status and Relationship of Cost Auditor with financial Auditor</li></ul>	In Depth Knowledge On Rights ,Duties, Responsibilities And Liabilities Of Cost Auditor

2. To role	3.	<b>Cost Audit – Planning &amp; Execution</b>	<b>Cost Audit – Planning &amp; Execution</b> a. <b>Planning of Cost audit:</b> Familiarization with the Industry, The production process, system & the Cost Audit Programme, b. <b>Execution of Cost audit</b> Verification of Cost Records, Evaluation of Internal Control	Knowledge to Conduct The Cost Audit Traditionally And Electronically	acquaint students to understand the and
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responsibilities of Cost Auditor

3. To familiarise the students how Cost Audit Report is prepared.



		System, Audit Notes, Working Papers, Cost Audit in (EDP) Electronic Data Processing Environment & Challenges before Cost Auditor in EDP Environment.	
4.	<b>Cost Audit Report</b>	<b>Cost Audit Report</b> <ul style="list-style-type: none"> <li>Detailed Contents of the Report, Distinction between 'Notes' &amp; 'Qualification' in the Cost Audit Report, Auditor's Observation &amp; Conclusions.</li> <li>Preparation &amp; Submission of Cost Audit Report</li> <li>Extensible Reporting Language (XBRL) &amp; its Salient features.</li> </ul>	Knowledge On Preparation Of Cost Audit Report.

### Teaching Methodology

Sr No	No Of Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1.	12	PPT	You tube lectures.	Group discussion	Understand importance of cost audit
2.	12	Guest Lecture by professionals.		PPT	Understand the role and responsibility of cost auditor
3.	12	Group discussion		Visit to Costing Department or visit to Cost Auditor.	Able to prepare plan for cost audit
4.	12	Study Published cost audit reports of various companies. Available on Google.			Able to understand how to draft Cost Audit Report.

## Methods of Evaluation

Subject		Internal Evaluation		External Evaluation	Suggested AD-On Course	References
For all Units		Multiple Choice		SPPU	Visit to industries and make a report on	
		Questions, Written Test, Internal Examination, PPT based presentation group discussion assignment. Open book test poster presentations.			the visit. Chapter 4	
Sr. No	Title of the Book	Author	Publisher		Place	
1	Cost and Management audit hand Book	Study Material ICAI Kolkatta	Institute Of Cost Accountant Of India Kolkata		Kolkata	
2	Cost and management Audit	Abhishek Gautamchand Jain	Himalaya Publishing House		New Delhi	
3	Cost Audit Practice manual	CA Shrinivas Anand G.	Taxman's		New Delhi	
4	Cost Audit and Management audit	Suxena And Vashist	Sultan Chand		New Delhi	
5	Cost Audit and Management audit	A.R.Ramanathan	Tata McGraw-Hill		Noida	
6	Cost audit	J.P. Berry	The Institute of Chartered Accountant of India		New Delhi	
9.	Efficiency auditing	Walley	Springer Nature Palgrave Macmillan		UK United Kingdom	

Sr. No	Lectures	Films	PPTs	Articles	Others
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			You Tube lecture videos are available on all these		<a href="https://icmai.in">https://icmai.in</a> <a href="http://www.globalcma.in">www.globalcma.in</a>
	Guest Lectures by Field Persons such as working executives from industries and of Practicing Cost and Management Accountants.	You Tube films showing working of different industries. Discovery Turbo Channel	topics.	Articles from the Professional Journal like The Management Accountant, The Chartered Accountant, The Chartered Secretary	

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**Web References**  
**Note:** 100 % of marks are allotted to Theory only.

**SPECIAL ELECTIVE SUBJECT - GROUP C (Advanced Cost Accounting & Cost system)**

**Subject: Management Audit**

**Course Code: 308**

**Total Credits: 04**

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**Objectives:**

<b>Unit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skill to developed</b>
1	<b>Management Audit</b>	<ul style="list-style-type: none"><li>• Introduction – Definitions - Concept &amp; Essentials of Management Audit</li><li>• Difference between Financial Audit &amp; Management Audit.</li><li>• Objectives, Importance &amp; Scope of Management Audit.</li><li>• Benefits of Management Audit</li><li>• Relationship with different types of Audits</li><li>• Conflicts between Profit versus Value Maximisation Principle</li><li>• Role of Management Accountant in Decision Making</li></ul>	In depth Understanding of fundamentals of Management audit.

1. To	2.	<b>Procedure of Management Audit</b>	<ul style="list-style-type: none"> <li>• Preparation of conducting Management Audit ,Management Audit programme,</li> <li>• Reporting under Management Audit</li> </ul>	Knowledge on Management Audit procedures	acquaint the students with the
	3	<b>Areas of Management Audit</b>	<ul style="list-style-type: none"> <li>• Corporate Service Audit,</li> <li>• Corporate Development Audit</li> <li>• Social Cost-Benefit analysis</li> <li>• Evaluation of.....               <ol style="list-style-type: none"> <li>1. Consumer Services.</li> <li>2. Research and Development.</li> <li>3. Corporate culture.</li> <li>4. Human Resource Development.</li> </ol> </li> </ul>	Knowledge on different areas of Management audit	
	4	<b>Operational Audit</b>	<ul style="list-style-type: none"> <li>• Meaning &amp; Concept of Operational Audit. Objectives, plan for Operational Audit.</li> <li>• Program for Operational Audit. Differences between Operational Audit and</li> </ul>	Detailed Understanding of operational Audit	

knowledge of the techniques and methods of planning and execution of Management Audit.

2. To familiarise the students with the knowledge of corporate image.
3. To provide knowledge to students on operational audit.

		Management Audit • Approaches, Methods, Evaluation, Recommendations and Reporting under Operational Audit.	
5	<b>Evaluation of Corporate Image.</b>	• • Meaning & Concept of Corporate Image. • Sources of Corporate Image • Evaluation of Corporate image. Impact of Corporate image on Business	In depth Understanding of corporate Image.

### Teaching Methodology

Unit	No Of Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1.	12	PPT	You tube lectures	PPT	Understanding importance of management Audit
2.	08	Guest Lecture By Professionals.		Group Discussion	Understanding The Procedure Of Management Audit
3.	10	Group Discussion		Case Studies	Understanding Corporate Image In Management Audit
4.	10	Study Published Management Audit Reports Of Various Companies. Available On Google.		Assignment	Able To Understand Different Areas Of Management Audit
5.	08	Study Of Operational Audit In Depth From CMA Cost And Management Audit.		Poster Presentation	Help To Understand Operational Audit.

### Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested AD-On Course
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<b>For all units</b>	Multiple Choice Questions, Written Test, Internal Examination, PPT based presentation etc.	SPPU	Visit to industries and make a report on the visit.
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## References

<b>Sr. No</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher</b>	<b>Place</b>
1	Cost And Management Audit	Abhishek Gautamchand Jain	Himalaya Publishing House	New Delhi
2	Cost Audit Practice Manual	CA Shrinivas Anand G.	Taxman's	New Delhi
3	Cost Audit And Management Audit	Suxena And Vashist	Sultan Chand & Company	New Delhi
4	Cost Audit And Management Audit	A.R.Ramanathan	Tata McGraw-Hill	Noida
5	Operational Auditing: Principles And Techniques For A Changing World (Internal Audit And IT Audit Book	Herman Merdoc	Kindle Publication	Amazon
6	Cost and Management audit hand Book	Study material ICAI Kolkatta	Institute of Cost Accountant of India Kolkatta	Kolkatta
7.	The Corporate Image: Strategies of Effective Identity Programmes	Nicholas	Kogan Page; 2nd edition	Amazon

**Note: 100% Marks are assigned to theory only**

<b>Web References Lectures</b>	<b>Films</b>	<b>PPTs</b>	<b>Articles</b>	<b>Others</b>
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Lectures by field persons such as working executives from industries and practicing Cost & Management Accountants	You Tube films showing working of different industries. Discovery Turbo Channel	You tube lectures on all topics	Articles from the professional Journal like The Management Accountant, The Chartered Accountant, The Chartered Secretary	<a href="https://icmai.in">https://icmai.in</a> <a href="http://www.globalcma.in">www.globalcma.in</a>
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## **SPECIAL ELECTIVE SUBJECT - Group D (Co-operation & Rural Development)**

**Subject: Co-operative Credit System**

**Course Code: 309**

**Total Credits: 04**

### **Objectives of the course**

- To acquaint and create awareness among the student with the concept of co-operative credit system
- To study the organizational set-up of co-operatives system



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c. To create awareness about the problems of rural credit system

Unit No.	Unit Title	Contents	Skills to be developed
3.	<b>Agricultural &amp; non- Agricultural Co-operatives</b>	1.1 Functioning of Agricultural Credit Cooperatives- PACS 1.2 District Central Co-operative Bank-DCC Banks	1. To create awareness among the students about agricultural & non agricultural co-operative societies functioning in India
Unit No.	Unit Title	Contents	Skills to be developed

1	<b>Introduction to Rural Credit System</b>	1.1 Definition of Credit 1.2 Importance of Agricultural credit 1.3 Features of credit 1.4 Types of Credit 1.4.1 Short Term credit 1.4.2 Medium Term Credit 1.4.3 Long Term Credit 1.5 Need of Institutional Credit & limitations of Credit System.	1. To understand the meaning and importance of agriculture credit 2. To know the types of credit 3. To understand the need for credit institutions 4. To know the limitations of institutional credit system
2	<b>Structure of Credit Cooperatives</b>	2.1 Federal Credit Co-operatives 2.2 Integration of Short Term, Medium Term and Long Term Credit, its advantages and disadvantages	1. To understand the structure of co-op. credit system. 2. To understand the advantages & disadvantages of integration of short term, medium term & long term credit

		1.3 State Co-operative Banks 1.4 Working of Urban Co-operative societies 1.5 Salary Earners Co-operative Credit Societies 1.6 Other Non Agricultural Credit Societies	
4.	<b>Rural Co-operative Banking System</b>	<b>4.1</b> Need and objectives of rural co-operative banks 4.2 Formations 4.3 Functions of rural co-operative banks 4.4 Sources of finance 4.5 Performance of rural co-operative banks <b>4.6</b> Problems and prospects of rural co-operative banks	1. To understand the need & objectives of rural banking system. 2. To know the procedure of formation of co-op. banks 3. To understand the functions of co-op. banking sector

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Class room discussion	----	-----	Conceptual clearance about agricultural credit and its need
2	12	Class room discution and group disscussion	-----	Report on the group discussion	Better understanding about short term, medium term and long term agricultural credit
3	12	Visit to Agricultural and non-agricultural credit societies.	-----	Report on the visit made	Enhanced understanding about conditions of agricultural and non-agricultural credit societies
4	12	Class room lecture, discussion and visit rural co-operative bank	-----	Report on the visit made	Better understanding about rural co-operative bank

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**SPECIAL ELECTIVE SUBJECT - Group D (Co-operation & Rural Development)**

**Subject: Co-operative Banking System**

**Course Code: 310**

**Total Credits: 04**

**Objectives:**

1. To understand the operational process of disbursement of loans and advances
2. To understand the supervisory role of Maharashtra State Co-operative Bank
3. To make student familiar with the role of NABARD and RBI

Unit No.	Unit Title	Content	Purpose/Skills to be developed
1	Advancing of Credit	<b>Need of advances:</b> 1.1 Criteria for advances 1.2 Procedures, Types and Disbursement of Crop Loan system, Kisan Card, etc. 1.3 Advances to priority sector schemes 1.4 Overdues follow up 1.5 NPA Concept and norms	<ol style="list-style-type: none"><li>1. To understand the need of advances in co-operative sector.</li><li>2. To understand the criteria for advancing the loans</li><li>3. Disbursement of crop loan, kisan card etc.</li><li>4. To understand the process of advancing credit to priority sector.</li><li>5. To understand the concept of NPA in relation to agriculture sector.</li><li>6. To study the system of recovery of</li></ol>

			NPA	4. To make them aware of the cooperative movement and inculcate co-operational attitude among them
2	<b>Maharashtra State Cooperative Bank (Apex Bank)</b>	<b>Maharashtra State Cooperative Bank:</b> 2.1 Objectives of M.S..Cooperative Bank 2.2 Functions and Working 2.3 Role of M.S. Cooperative Bank in the development of State Co-operative movement 2.4 Progress, Problems and Prospects of M.S.Cooperative Bank	1. To understand objectives & functions of M.S. Co-operative bank. 2. To study the role of M.S. Co-operative bank in development of state cooperative movement. 3. To understand the problems in functioning of M.S.Co-op. Bank 4. To study future prospectus & reinforcement of MS Co-op. Bank	

<b>3</b>	<b>National Bank for Agricultural and Rural Development (NABARD)</b>	<b>National Bank for Agricultural and Rural Development (NABARD)</b> 3.1 Historical background, Organization and Functions 3.2 Role of NABARD in Agricultural finance and rural Development in India. 3.3 Procedure and norms of finance and refinance 3.4 Performance and evaluation of NABARD 3.5 Need to enhance the scope of NABARD	1. To study objectives, functions of NABARD 2. To understand organizational set up of NABARD 3. To evaluate the role of NABARD in agricultural finance & rural development in India 4. To understand the finance & refinance activities of NABARD	<b>Teaching Methodology</b>
<b>4</b>	<b>Institutional Support to Co-operative Credit</b>	Institutional Support to Co-operative Credit 4.1 Role of RBI in Co-operative credit 4.2 RBI funding to Co-operative credit 4.3 National Federation of State Co-operative Banks 4.4 National Co-operative Agriculture & Rural Development Banks Federation Ltd.	1. To understand the role of RBI in coop.credit 2. To understand the role of national federation of state co-op. Banks To 3. understand the role of National federation of agricultural & rural development banks	

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Group discussion	--	Report on group discussion	Awareness & understanding about advances
2	12	Class room discussion	---	-----	Awareness & understanding about M.S.Co-operative banks functioning, role, and its problems
3	12	Class room presentations & group discussion	AV available on Internet	Report on group discussion, presentations and visuals	Clear concept of <b>NABARD</b>
4	12	Group discussion and class room presentations	-----	Report on group discussion, presentations	Awareness about RBI role for support of state cooperative banks

**Recommended Books:-**

1. Krishnaswami O.R.- Co-operative audit, National Council for Co-operative training, New Delhi.
2. N.L.Ghorpade- Co-operation and Rural Development
3. Dutt and Somsundaram- Indian Economy
4. Samiuddin- Co-operative farming & its impact on Rural Industrialization, Aligarh
5. Samiuddin- Scope & Problems of Co-operative in India, Aligarh
6. Kamat G.S- New Dimension of Co-operative Management, Himalaya Publishing
7. Khandelwal M.C. – Co-operative Audit, Patiyala Pustak Bhandar, Jaipur
8. S.L.Goyal- Principles, Problems, and Prospects of co-operative administration, Sterling publishing pvt.Ltd,Jalandhar
9. K.K.Taimani- Co-operative organizations and Management
10. G.S.Kamat- New dimensions of Co-operative Management
11. G.S.Kamat- Cases in co-operative Management

**Journals:**

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of Co-operative Perspective, Pune.
3. The Indian Journal of Commerce, New Delhi.
4. Journal of Sahakari Maharashtra, Pune

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### SPECIAL ELECTIVE SUBJECT - GROUP E (BUSINESS PRACTICES & ENVIRONMENT)

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneurship and Entrepreneurship Training	<b>Entrepreneurship and Entrepreneurship Training:</b> Meaning and features of Entrepreneurship, Entrepreneurial Qualities, Assessing Potential Entrepreneurship- Tools and Techniques Used For Behavioral Tests. <b>Entrepreneurship Training:</b> Objectives, Needs and Significance, Training Components, Training Methodologies.	i. To understand what is entrepreneurship and what are its features, qualities. ii. iii. To know the tools and techniques in behavioural test. To study the objectives, requirements to become entrepreneur and the types of training methodologies to become successful entrepreneur.



2	<b>Development of Achievement Motivation</b>	<b>Development of Achievement Motivation:</b> Sources of Development of Achievement- Skills required for effective Entrepreneurship Development- Entrepreneurship Problems- Beliefs and Attitude- Limitations.	i. ii. To understand the sources of development of achievement and what are the skills required to become effective entrepreneur. To study the problems faces by the entrepreneur with its beliefs and attitudes along with its limitations.
3	<b>Promoting Entrepreneurship</b>	<b>Promoting Entrepreneurship:</b> Need and Importance of Trainer- Motivator, Skills and Qualifications of Trainer. Motivator- Need and Significance to Boost Training Support.	i. ii. To understand the meaning of promoting entrepreneurship. To study the need and importance of trainer, his qualifications. iii. To understand the concept of boost training support with its components to enhance the effectiveness in entrepreneurship.

**Subject: Entrepreneurial Behavior**

**Course Code: 311**

**Total Credits: 04**

#### **Objectives of the Course:**

- To develop understanding of entrepreneurial environment amongst the students.
- To motivate students to be in the modern values of entrepreneurship.
- To motivate students to enhance their entrepreneurship competencies.

4	<b>Business Opportunity Guidance</b>	<b>Business Opportunity Guidance:</b> Importance and Relevance of Business Opportunity- Process of identifying and assessing business opportunity- Selection of business opportunity- new trends in the service sector- scope for entrepreneurship in the service sector- market survey tools and techniques.	<p>i. ii. To understand what is opportunity in business, how to identify the opportunity and how to achieve the goals and objectives.</p> <p>To understand the importance of business opportunity process from its origin like from identification of business opportunity, its assessment, execution.</p> <p>iii. To study the scope and opportunities of entrepreneurship in specifically service sector with the help of market survey and the requirement of the society in availing various types of services.</p>
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Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Pre reading, Class discussion, examples from real life through newspapers that how to become successful entrepreneur.	You Tube Video and PPTs on the explanation of requirements to become entrepreneur and entrepreneurship and its training.	Small projects to be assigned to students in individual or group to practically understand to study entrepreneur and entrepreneurship and its training.	Understanding of basic knowledge of entrepreneur and entrepreneurship with entrepreneurship training with the help of real life examples.
2	12	Study on the literature, newspapers, case studies of development of motivation, to study the required skills with problems and limitations of entrepreneurship with examples.	You Tube Video on development of motivation of entrepreneurship with case studies.	Project Report on the motivation in entrepreneurship, skills required, problems faced by the entrepreneurship, shortcomings, environmental factors etc.	Understanding of knowledge on development in entrepreneurship, problems faced by them and to develop a roadmap that how to overcome on these problems to become successful entrepreneur.
3	12	Guest Lectures on Promoting entrepreneurship to motivate the students.	You Tube Videos and PPTs on promoting entrepreneurship, skills of trainer etc.	Detailed Project Report on needs, importance of trainer and boost training support to enhance entrepreneurship.	Developing understanding in students about the need and importance of trainer in entrepreneurship to develop





					qualities and capacities to face contingencies in upcoming entrepreneurs.
4	12	Study on various Government schemes on the creation and development of new entrepreneurs in the country.	PPT Presentations and YouTube videos on workings various Government Schemes, facilities, training to the entrepreneurs.	Projects assigned to the students to study of various Government entrepreneurship schemes by visiting District Industrial Center (DIC), MITCON.	Practical understanding to students to get knowledge on the various schemes run by the Government to the new, young entrepreneurs in various sectors by providing various facilities like training, funding, subsidy, plant visit, project finance their procedure of execution, importance or viability of the project.

#### References:-

1. S.S. Nadkarni- Developing New Entrepreneurs –EDII Ahmedabad.
2. N. P. Singh- Entrepreneurs V/s Entrepreneurship- Asian Society for ED.
3. Desi Vasant- Dynamics of Entrepreneurial Development and Management- HPH.
4. Khairka S.S. - Entrepreneurial Development- S. Chand & Co. New Delhi.
5. Moharana Drant Desai- Entrepreneurship Development- RBSA Publishers, Jaipur.
6. Paul Jose, Kumar N. Paul T.M. - Entrepreneurship Development. HPH, New Delhi.
7. Saini J. S., Rathore B. S. - Entrepreneurship Theory and Practice.

## SPECIAL ELECTIVE SUBJECT - Group E (Business Practices & Environment)

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Challenges in Entrepreneurship Development</b>	<b>Challenges in Entrepreneurship Development:</b> Dot com entrepreneurship, Role of Government in entrepreneurship development- Research and Development Technology for commercialization- Science technology and entrepreneurship development.	i. To understand the challenges in entrepreneurship. ii. iii. To know the role of Government in entrepreneurship development. To study the R&D technology for development of entrepreneurship.
2	<b>Specialized Institutions Involved in Entrepreneurship Development</b>	<b>Specialized Institutions Involved in Entrepreneurship Development:</b> District Industrial Centre (DIC), Maharashtra State Financial Corporation (MSFC), Small Industries Development Bank of India (SIDBI), Industrial Finance Corporation of India (IFCI), Small Industries Service Institute (SISIs), Industrial Development Bank of India (IDBI), Maharashtra Industrial Development Corporation (MIDC), Maharashtra Centre for Entrepreneurship Development (MCED), Maharashtra Industrial Technical Consultancy Organization (MITCON).	i. ii. To understand thoroughly the role of specialized institutions in the entrepreneurship development. After study of each specialized institutions the students will be able to understand the functions or guidelines of Government w.r.t. specialized institutions.

3	<b>Creativity and Innovation</b>	<b>Creativity and Innovation:</b> Meaning and Importance- Role of developing new business markets, Creativity in problem solving.	i. ii. To understand the concept of creativity and innovation. To know the role creativity and innovation of developing new business. iii. To understand how the creativity and innovation help to grow or develop entrepreneurship in various sectors according to availability of
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**Subject: Entrepreneurship**

**Course Code: 312**

**Total Credits: 04**

### Objectives of the Course:

- a) To expose the students in the various aspects of entrepreneurship.
- b) To enable the students to do SWOC analysis of entrepreneurship as careers options.

			resources, market etc.
			iv. To study the problems solving skills through creativity and innovation.
4	<b>Business Plan</b>	<b>Business Plan-</b> Meaning, Importance, Contents of business plan, Preparation of business plan.	i. To understand what is business plan in detail with its importance in entrepreneurship. ii. To understand the contents of business plan in preparation considering its SWOT analysis.

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Guest Lectures should be arranged to discuss on the various challenges in entrepreneurship development. Role of Government.	You Tube Video and PPTs on the explanation of various challenges to be faced in entrepreneurship development. Role of Government.	Detailed report / project assigned to students to find the challenges of entrepreneurship development in various sectors or industries. Role of Government in entrepreneurship development.	Understanding of entrepreneurship development. Challenges faced by the entrepreneurs in the Globalization era. The role of Government in entrepreneurship development. How the information and technology helps in entrepreneurship development.
2	12	Guest Lectures, Study on the Government Reports, newspapers, to study the role of specialized institutions in entrepreneurship development.	You Tube Video on PPTs on the explanation of specialized institutions role involved in entrepreneurship development.	Project Report on the study of each specialized institution to study the role or functions of each institution in the entrepreneurship development.	Understanding the knowledge on each specialized institutions formed by the Government. And how these institutions help the new entrepreneurs or startups and existing entrepreneurs to develop their business.
3	12	Creative thinking, Imagination, preparation of new business model, marketing strategies, research and development, exhibitions to be arranged under the guidance of experts in the respective field/ area.	You Tube Videos and PPTs on promoting business, creativity and innovation, idea generation, identification of market, etc.	Projects or demonstrations assigned to the students to study on creative thinking and innovation.	By arranging and developing creative thinking and innovation, imagination, new business models, R & D , strategy development skill, exhibitions will help the students to think out of the box and it will helps to the birth of new entrepreneur/ start up or development of entrepreneurship.







4	12	Guest lectures should be arranged to discuss with the students, how to prepare business plan, priority in business plan, requirement of resources, allocation of resources etc.	You Tube Videos and PPTs on new business plan includes contents and preparation of business plan.	Projects assigned to the students to prepare hypothetical business plan with the limited resources, ask them to show how to utilize resources at optimum level.	Practical understanding to students on preparation of business plan with hypothetical situation to create interest and think 360 degree level of business.
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#### References:-

1. S.S. Nadkarni- Developing New Entrepreneurs –EDII Ahmedabad.
2. N. P. Singh- Entrepreneurs V/s Entrepreneurship- Asian Society for ED.
3. Desi Vasant- Dynamics of Entrepreneurial Development and Management- HPH.
4. Khairka S.S. - Entrepreneurial Development- S. Chand & Co. New Delhi.
5. Moharana Drant Desai- Entrepreneurship Development- RBSA Publishers, Jaipur.
6. Paul Jose, Kumar N. Paul T.M. - Entrepreneurship Development. HPH, New Delhi.
7. Saini J. S., Rathore B. S. - Entrepreneurship Theory and Practice.

## SPECIAL ELECTIVE SUBJECT - Group F (Business Administration)

**Subject: Human Resource Management**

**Course Code: 313**

**Total Credits: 04**

### Objectives:

1. To understand the basic concepts of Human Resource Management and changing role of HRM in business.
2. To impart adequate knowledge and analytical skills in the field of HRM, HRP and development, Recruitment and Selection Process.
3. To understand the concepts of Training and Development, Performance Appraisal and Merit Rating.

Unit No.	Unit Title	Contents	Purpose skills to be developed	Lectures Allotted
1	<b>Human Resource ManagementAn Overview</b>	<p>1.1 Introduction to Human Resource Management: Meaning &amp; Definition, Concept, Approaches, Functions.</p> <p>1.2 Challenges of Human Resource Management in changing business scenario.</p> <p>1.3 Human Resource Environment: Technology and Structure, Network Organization's, Workforce Diversity,</p> <p>1.4 HRM- Dual Career Employees, Employee Contract/ Leasing</p> <p>Global Competition,WTO and Labour Standards</p>	<p>To understand the meaning, definition and concepts of HRM and get the knowledge about the approaches, functions and challenges of HRM in changing scenario of the business.</p> <p>Get well acquainted with human resource environment -technology and structure, network organisations, workforce diversity</p> <p>To understand the, dual career employees, employee Contract/ leasing,Global Competition, , WTO and Labour Standards.</p>	12

<b>2</b>	<b>Human Resource Planning and Development</b>	2.1 <b>Objectives, Need and Estimation</b> 2.2 Recruitment: Definition, Sources and Policy 2.3 Selection: Definition, Process and assessment, Interview and Inductio.	To understand the objectives of HRP and development.  To make students able to find the need and estimation of HRP and development.  Get well acquainted with the concept of	<b>12</b>
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4. To expose the students to the concept, significance and uses of the concepts like Retirement/ Retrenchment Strategies and Recent Trends in HRM
5. To know the concept of Competency mapping
6. To understand the E-HR and recent trends in Human Resource management.

**Depth of the program – Fundamental Knowledge**

		<p>2.4 Retention of Manpower, Succession Planning.</p> <p>2.5.Kinds of Retirement: Resignation, Discharge, Dismissal, Suspension, Lay off.</p>	<p>recruitment and selection process with the retention of manpower and succession planning</p>	
<b>3</b>	<b>Training and Development, Performance Appraisal and Merit Rating</b>	<p>3.1 Training : Meaning Purpose, Importance, Benefits Training Process and Methodology</p> <p>3.2 Methods of Training, Evaluation and Feedback</p> <p>3.3. Competency mapping,: meaning, benefits of competency mapping, 9 box tool of HR, Model,</p> <p>3.4 Performance Appraisal : Definition, Methods, Result Based Performance, Appraisal Errors, Ethics in Performance Appraisal, 360 Degree Feedback.</p> <p>3.5 Merit Rating – Promotions, Transfers, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation</p>	<ul style="list-style-type: none"> <li>• To understand the meaning and Purpose of Training, Importance, Benefits, Training process and methodology and Develop ability to compare training and aids, evaluation of training programmes</li> <li>• To understand the meaning and benefits of Competency mapping and also know the model.</li> </ul> <p>To make the students know about the concept of and methods of performance appraisal and result based performance.</p> <p>To be understand the difference between errors and ethics in performance appraisal and 360 degree feedback.</p> <p>To be well acquainted with Merit Rating, promotions, transfers, job description, job evaluation, job enlargement, job enrichment, job rotation.</p>	<b>12</b>



<b>4</b>	<b>Recent Trends in HRM</b>	<p>4. 1E- HR- meaning, organization, Benefits and cost of E-HR and Future of E-HR, Digitized rewards and recognition, Online skill assessments, Biometric time tracking and security</p> <p>4.3 Recent Trends in HRM after covid 19 : Workplace Diversity, Flexi time, Work from Home, Virtual Work, Artificial Intelligence, Productivity of HR process,</p>	<ul style="list-style-type: none"> <li>▪ To understand the meaning and concept of retirement, resignation, discharge, dismissals, suspension of an employee and Layoff.</li> <li>▪ To know the concept of E-HR, there benefits, Cost effect and what is future of E-HR</li> <li>▪ Get knowledge about the new trends in HRM development of technology HRM also change work culture, workplace, talent management, motivational approaches, learning Management System, d, Flexitime, Work from Home, Virtual Work, Artificial Intelligence (Workforce), Productivity of HR process, digitized rewards and reconition, online skill assessment, Bio metric time tracking and security etc.</li> </ul>	<b>12</b>
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<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
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<b>1</b>	<b>12</b>	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment,	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels.  <a href="https://youtu.be/6VTZb4Hn5vA">https://youtu.be/6VTZb4Hn5vA</a>	<ul style="list-style-type: none"> <li>▪ Evaluate the place of Human Resource Management in the Indian context.</li> <li>▪ Project on analysis of one company and its policy regarding female employees in the workforce.</li> </ul>	<b>After completing this topic , the student will be able to understand</b> <ul style="list-style-type: none"> <li>▪ The Definition and meaning of Human Resource Management, its Concept, Approaches, Functions</li> <li>▪ Can identify that the HRM is profession or not.</li> <li>▪ Able to cope with the concept Human Resource Environment.</li> </ul>
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### Teaching Methodology:

		Case study, Jigsaw reading, Practical based learning			<ul style="list-style-type: none"> <li>▪ Place of female employee in the organisation.</li> <li>▪ Identify the changing Role of Human Resource Management.</li> </ul>
<b>2</b>	<b>12</b>	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>▪ Project on recruitment and selection process of one company.</li> <li>▪ Fieldwork on retention of manpower and succession planning.</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ The Objectives of Human Resource Planning and Development.</li> <li>▪ Need and Estimation for Human Resource Planning and Development.</li> <li>▪ Can understand the recruitment and selection process.</li> <li>▪ Understand the concept of Retention of Manpower, Succession Planning.</li> </ul>

3	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>▪ Evaluate the roll of Training and Development and performance appraisal.</li> <li>▪ Project work on training methods adopted by companies.</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ Understand the Basic Concept and Purpose of Training, Importance, Benefits, Training process and methodology.</li> <li>▪ Able to differentiate the various methods of Training and Aids, Evaluation of Training Programmes.</li> <li>▪ Identify the changing Role of performance appraisal and result-based performance with the new concepts like errors, 360 Degree Feedback.</li> <li>▪ Able to identify the concept of merit rating, job Evaluation, Job Enlargement, Job Enrichment, Job</li> </ul>
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					Rotation.
4	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>▪ Case study of one company, which follows the policy of Retirement, Resignation, Discharge, Dismissal, Suspension and Lay off.</li> <li>▪ Project on the new trends in HRM e.g. Work from Home, Artificial Intelligence (Workforce).</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ Kinds of Retirement, Resignation, Discharge, Dismissal, Suspension, Lay off.</li> <li>▪ Identify the recent trends in HRM</li> <li>▪</li> </ul>

#### Methods of Evaluation:

Unit	Internal Evaluation	External Evaluation	Suggested Add on Courses
I	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
II	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
III	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
IV	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop

#### RECOMMENDED BOOKS

- 1) Human Resource Management - Garry Dessler
- 2) Human Resource Management - R S Dwiwedi
- 3) Human Resource Management - V P Michael

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- 4) Human Resource Management - Mirza and Saiyadin
  - 5) Managing Human Resource - Arun Monappa
  - 6) Strategic Human Resource Management - Charles R. Green

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- 7) Strategic Human Resource Management – Kandula
  - 8) Strategic Human Resource Management - Jeffery B. Mello
  - 9) Personnel & Human Resource Management - Robert Mat & Jhon Jackson
  - 10) Dynamics of Personnel Administration - Dr. Rudrabasavraj
  - 11) Personnel & Human Resource Management- A. M. Saxena
  - 12) Manushyabal Vyavasthapan Va Audyogik Sambandha- Dr. Madhavi Mitra.

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13) Human resource Management in Modern India (Concept and Cases)= Dr. Sorab Sadri and Jayashi Sadri, Himalaya Publication



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**14) Web reference**

<https://www.youtube.com/user/cecedusat> <https://www.swayamprabha.gov.in>

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<http://cec.nic.in/cec> <https://mhrd.gov.in/e-content>



**SPECIAL ELECTIVE SUBJECT - Group F (Business Administration)****Subject: Organizational Behaviour****Course Code: 314****Total Credits: 04****Objectives:**

1. To make the students understand various concepts of organization behaviour
2. To provide in depth knowledge about process of formation of group behaviour in an organization set up
3. To know the motivational process and emotional intelligence.
4. To understand the concept of stress and conflict and effects of work culture

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose skills to be developed</b>	<b>Lectures Allotted</b>
<b>1</b>	<b>Introduction to Organizational Behaviour</b>	1.1 Definition and Objectives of Organizational Behaviour. 1.2 Conceptual Study of Organizational Behaviour. 1.3 Role of Information Technology in Organization. 1.4 Impact of Globalization on Organizational Behavior 1.5 Five Model of Organizational Behavior	To understand the meaning, definition and concepts of OB and get the knowledge about the study and dimensions of OB  To understand the well acquainted organizational environment - technology and structure, network organizations, and global impact on OB.	<b>12</b>
<b>2</b>	<b>Organizational Designs , Culture  Personality &amp; Attitudes</b>	2.1 Horizontal Network and Virtual Designs. 2.2 Definition and Characteristics of Organizational Culture. 2.3 Creating and Maintaining Culture. 2.4 Meaning of Personality,,Attributes of Personality	To understand Networks and designs followed in OB  To know the detail knowledge about Organizational Culture  To understand the well acquainted	<b>12</b>



		<p>2.5 Dimensions of Attitude, Attitude Change</p> <p>2.6 Job Satisfaction, Outcomes of Job Satisfaction</p>	<p>with the concept Personality and its dimensions.</p> <p>To understand Concept, Changes and Outcomes from Job Satisfaction</p>	
<b>3</b>	<b>Motivational processes &amp; Emotional Intelligence</b>	<p>3.1 Meaning of Motivation, Types of Motives motivational Process,</p> <p>3.2 Vroom's Expectancy Theory of motivation</p> <p>3.3 Emotional Intelligence- meaning, Characteristics</p> <p>3.4 Importance of Emotional Intelligence in the Workplace</p>	<p>To understand the meaning and Types of Motives</p> <p>To make the students know about the theory of Vroom's Expectancy</p> <p>To be understand the Concept and characteristics of Emotional Intelligence</p> <p>To be well acquainted with Emotional intelligence in the Workplace</p>	<b>12</b>
<b>4</b>	<b>Stress And Conflict, Groups &amp; Teams</b>	<p>4.1 Meaning &amp; Causes of Stress, The Effects of Stress</p> <p>4.2 Managing Stress</p> <p>4.3 Concept of Conflict, Types of conflict, Work-life Balance. Extra Organizational, Organizational Group and Individual</p> <p>4.4 <b>Concept of Groups, Types of Groups</b></p> <p>4.5 Concept of Team, Types of Teams and Team Building</p> <p>4.6 Aspects of cross functional team</p>	<ul style="list-style-type: none"> <li>▪ To understand the meaning and Causes of Stress</li> <li>▪ Get detail knowledge about the Conflict</li> <li>▪ To be understand Concept and Types of Group and Team building</li> </ul>	<b>12</b>

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, EContent, HRD Ministry TV channels.E-content developed by teacher <a href="https://www.youtube.com/watch?v=oLjddOh1jZU">https://www.youtube.com/watch?v=oLjddOh1jZU</a>	<ul style="list-style-type: none"> <li>▪ Evaluate the of place the Organizational Behaviour in Indian context.</li> <li>▪ Project on analysis the effects of covid 19 on OB</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ The Definition and meaning of organizational Behaviour</li> <li>▪ Able to cope with the role of technology in organization .</li> <li>▪ Describe the theoretical and conceptual framework of Organizational Behavior</li> <li>▪ Analyze the impact of globalization on OB</li> </ul>



2	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case		<ul style="list-style-type: none"> <li>▪ Case study of company for know the characteristics of organizational culture.</li> <li>▪ Project on various Dimensions of attitude.</li> <li>▪ Research on job satisfaction of Govt./Semi Govt./Private</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ The explain the horizontal and virtual designs</li> <li>▪ Understand the characteristics organizational culture.</li> <li>▪ Identify the process of impression management, define the concept of Personality.</li> <li>▪ Explain the attributes of</li> </ul>

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		study, Jigsaw reading, Practical based learning		sector employee.	personality and various dimensions of attitude.
3	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	<a href="https://www.youtube.com/watch?v=I66gRKVdSRg&amp;t=28s">https://www.youtube.com/watch?v=I66gRKVdSRg&amp;t=28s</a> <a href="https://www.youtube.com/watch?v=7uQs1NxluKE">https://www.youtube.com/watch?v=7uQs1NxluKE</a>	3.5 Survey on employees Motivation factors 3.6 Case study of one company for motivational theory 3.7 Current trends in Emotional Intelligence	<b>After completing this topic , the student will be able to understand</b> <ul style="list-style-type: none"> <li>▪ .The defines the concept of motivation.</li> <li>▪ Capacity to describe the types of motives.</li> <li>▪ Capacity to analyse motivational process.</li> <li>▪ Describe the theory of motivation.</li> <li>▪ The definition of Emotional Intelligence, and explain the characteristics and Importance</li> </ul>

<b>4</b>	<b>12</b>	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, EContent, HRD Ministry TV channels <a href="https://www.youtube.com/watch?v=xEHQcxaLr2s">https://www.youtube.com/watch?v=xEHQcxaLr2s</a> <a href="https://www.youtube.com/watch?v=4ChIwT_Euo">https://www.youtube.com/watch?v=4ChIwT_Euo</a>	<ul style="list-style-type: none"> <li>▪ Case study of corporate sector in about conflict and conflict management</li> <li>▪ Project on the effects of stress and conflict.</li> <li>▪ Prepare PPT on Team Building concept</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ The definition of stress, describe the causes of stress.</li> <li>▪ Describe the effects of stress.</li> <li>▪ The definition of Conflict and describe the types of conflict.</li> <li>▪ The definition of Group and team.</li> <li>▪ Explain the types of Teams and Team building.</li> </ul>

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**Methods of Evaluation:**

Unit	Internal Evaluation	External Evaluation		Suggested Add on Courses	
I	Continuous Evaluation	Written exam as per University Guidelines and Schedule		Related Short Term Course/ Seminar/ Workshop	
II	Continuous Evaluation	Written exam as per University Guidelines and Schedule		Related Short Term Course/ Seminar/ Workshop	
III	Continuous Evaluation	Written exam as per University Guidelines and Schedule		Related Short Term Course/ Seminar/ Workshop	
IV	Continuous Evaluation	Written exam as per University Guidelines and Schedule		Related Short Term Course/ Seminar/ Workshop	
study, Jigsaw reading, Practical based learning					

### RECOMMENDED BOOKS

1. Organizational Behaviour -Freud Luthans
2. Human Behaviour at Work -J W Newstorm
3. Organisation Behaviour : Text and Cases -Games K, Aswathappa
4. Organisational Behaviour -Dr Mrs Oka & Mrs Kulkarni
5. Introducing Organisational Behaviour- J.Mike Smith (View at google .co.in)

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<b>SPECIAL ELECTIVE SUBJECT - Group G (Advanced Banking &amp; Finance)</b>		
<b>Subject: Foreign Exchange</b>	<b>Course Code: 315</b>	<b>Total Credits: 04</b>

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**Objectives:**

1. To provide an understanding of various aspects of foreign exchange market.
2. To acquaint the students with financing of foreign trade.
3. To give an understanding about exchange rate mechanism and factors affecting exchange rates.
4. To make students aware of recent development in foreign exchange market.

**Skills to be developed:**

1. To make aware about role of foreign exchange market.
2. To expose them to various ways of financing of foreign trade.
3. Students shall learn and acquire knowledge about working of foreign exchange market in India.
4. Students will acquire skills about role of EXIM bank in financing foreign trade



Unit No.	Topic	No. of Lectures	Teaching Method	Course Outcome
1	<b>Foreign Exchange Market:</b> 1.1 Meaning of foreign exchange 1.2 Features of foreign exchange market. 1.3 Participants of foreign exchange market. 1.4 Spot market: features 1.5 Forward market: features 1.6 Forward market Hedging 1.7 Swap rates 1.8 Currency futures 1.9 Currency Options 1.10 Risk in Foreign Exchange Market	10	Lecture, PPT, Group Discussion, Library Work, Assignment,	Students will be able to understand the role of foreign exchange market and types of trade performed in it.

2	<b>Foreign Exchange Market in India:</b> 2.1 Structure and Growth of Indian foreign Exchange Market 2.2 Foreign Exchange Management Act, 2000: Origin & Scope 2.3 Authorized money changers and Authorized Dealers in Foreign Exchange. 2.4 Dealing Rooms – Concept & Importance 2.5 Types of Accounts: of Non-Resident Indians 2.6 Meaning of Non-Resident 2.7 Non-Resident (External) Account (NRE) 2.8 Non-Resident (Ordinary) Account (NRO) 2.9 Foreign currency (Non-Resident) Account (FC NR) 2.10 Resident Foreign Currency Account	16	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to know the role of intermediaries in foreign exchange market, types of accounts of NRI in banks.
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	(RFC) 2.11 Non-Resident Non-Repatriable Account (NRNR) 2.12 Role of Reserve Bank of India in Foreign Exchange Market. 2.13 Factors Influencing foreign exchange rate 2.14 Trade in major world currencies			
3	<b>Financing of Foreign Trade:</b> 3.1 Objectives of Foreign Trade Documentation. 3.2 Documents: <ul style="list-style-type: none"> <li>• Letter to Credit (L/C)</li> <li>• Parties to L/C; operation of L/C</li> <li>• Types of L/C: Revocable &amp; Irrevocable</li> <li>• Transferable, Back to back credits</li> <li>• Revolving L/C</li> <li>• Anticipatory L/C • Draft, Types of draft.</li> <li>• Mate's Receipt. Bill of lading, Invoice. Insurance policy,</li> <li>• Certificate of origin, consular's invoice, bill of exchange</li> </ul>	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to understand finance trade and documents required while raising forex finance for business.

4	<b>Methods of Financing Foreign Trade:</b>  <b>4.1 Bank Credit –</b> <ul style="list-style-type: none"> <li>• Pre-shipment credit</li> <li>• Post-shipment credit</li> <li>• Medium-term credit</li> <li>• Credit under duty draw back scheme • Export-Import Bank of India (EXIM Bank): Objectives, Functions, Performance and Role,</li> <li>• Export Credit Guarantee Corporation</li> </ul>	10	Lecture,  PPT,  Group Discussion, Library Work,  Assignment,  Use of internet	Students will be able to acquaint with the methods of financing of foreign trade and role of EXIM bank.
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	(ECGC) of India. <ul style="list-style-type: none"> <li>Financing of Agro Export and documentations and finance and insurance required for it.</li> </ul>			
	<b>Total</b>	<b>48</b>		

### Recommended Books:

1. International Financial Management - V. Sharan
2. Financial Institution and Markets-a Global Perspective-Hazel J. Johnson
3. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
4. Financial Markets and Institutions- L.M. Bhole
5. International Financial Management-Eun/Resnick
6. International Financial Management, Markets, Institutions-James C. Baker-
7. Reserve Bank of India Bulletin- RBI, Mumbai.
8. Annual Reports of IMF, World Bank, Asian Development Bank.
9. Reports on Trends & progress of banking in India –RBI.

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**SPECIAL ELECTIVE SUBJECT - Group G (Advanced Banking & Finance)**  
**Subject: International Finance      Course Code: 316      Total Credits: 04**

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**Objectives**

1. To offer exposure of international banking.
2. To Provide understanding of International Financial market.
2. To acquaint the students with International monetary system.
3. To give understanding of operations of international Financial Institutions.

**Skills to be developed:**

1. To make aware about structure and working of foreign banking.
2. To expose them to various instruments of foreign debt and equity market.
3. Students shall learn and acquire knowledge about new foreign exchange rate regime with latest trends.
4. Students will acquire skills about role of international financial institutions.

Unit No.	Topic	No. of Lectures	Teaching Method	Course Outcome
1	<b>International Banking:</b> <b>1.1 International Banking</b> Reasons For International Banking, Types of International Banking offices: Correspondent Bank Foreign Offices Subsidiary and Affiliate Banks Offshore banking Centers, <b>1.2 Money Transfer Mechanism:</b> Forex division of banks, Pay pal, Swift, Western union money transfer, KYC norms. <b>1.3 Role of RBI in controlling and supervision of foreign banking:</b> promotion of Indian banks to work in abroad. <b>1.4 International Money Market:</b> Euro-markets- Development of Euro-dollar Market. Instruments - Euro Notes, Euro commercial Paper, Mediumterm Euro Notes.	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to learn the working of international banking and money market and role of RBI in this regard.

2	<b>International Debt and Equity Markets: 2.1 International Debt Market Instruments:</b> Procedure for Issue of Foreign Bonds, Euro Bond, Global Bonds Convertible Bonds, Floating rate Notes International Equity Market Instruments:  <b>2.2 Procedure for Issue of –</b> American Depositary Receipts (ADR), Global Depository Receipts (GDR), External Commercial Borrowing (ECB).	12	Lecture,  PPT,  Group Discussion,  Library Work,  Assignment,  Use of internet	Students will be able to expose to international debt and equity market.
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3	<b>New Exchange Rate Regime:</b> <b>3.1 Floating Rate System:</b> Independent Float and Managed Float. <b>3.2 Currency Pegging:</b> Pegging to single Currency; Pegging to basket of Currencies 'Pegging to SDRS (Special Drawing Rights); Crawling Peg. Convertible and Non-Convertible Currency.	14	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to understand the working of exchange rate regime with latest trends.	<b>Recommended Books:</b>  1. International Financial Management - V. Sharan  2. Financial Institution and Markets - a Global Perspective - Hazel J. Johnson  3. Foreign Exchange; International Finance-Risk Management- A.V. Rajwade  4. Financial Markets and Institutions- L.M. Bhole  5. International Financial Management- Eun/Resnick  6. International Financial
4	<b>International Financial Institutions</b> <b>4.1</b> Origin, Objectives, Structure and Operations of: <b>A)</b> Bank for International Settlements (BIS) <b>B)</b> International Monetary Fund (IMF) <b>C)</b> World Bank Group: International Bank for Reconstruction and Development (IBRD); International Finance Corporation (IFC); <b>D)</b> BRICS bank: role, progress, and its future	10	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able learn the role of international financial institutions in financing the infrastructure projects, health and education sector in developing countries.  Student may understand the importance of BRICS groups and its bank.	
	<b>Total</b>	<b>48</b>			

Management, Markets, Institutions-James C. Baker-

7. Reserve Bank of India Bulletin- RBI, Mumbai.
8. Annual Reports of IMF, World Bank, ADB.

## **SPECIAL ELECTIVE SUBJECT - Group H (Advanced Marketing)**

**Subject: International Marketing**

**Course Code: 317**

**Total Credits: 04**

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### **Preamble**

After introduction of new economic policy the intensity of competition in the market has increased substantially. Competition is becoming tougher day by day. Therefore every business house is giving more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

In this situation, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

### **Objectives of the course**

- The Course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
  - They would be far more equipped to design and participate in designing an international marketing strategy.
  - The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international market
- Depth of the program – Detailed Knowledge      Objective of the Program
- a. To equip and train Post Graduate students to accept the challenges in the field of international marketing by providing opportunities to study the concept and scope of international marketing.
  - b. To develop students' independent logical thinking and facilitate personality development.
  - c. To impart the students to understand the various concepts regarding international marketing.



d. To impart the knowledge regarding procedural aspects of export documentation

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Introduction	<b>International Marketing</b> :Concept, scope and Objectives Reason of entry in International Marketing. Indian Presence in the International Market Challenges and opportunities in International Marketing	To impart the students about the concept of International Marketing
02	International	-An overview of the World Economy and Current Environment of Global Marketing.	To impart to the students about International Marketing
	Marketing Environment	-Stages of International Marketing Development and Environment  -Macro Factors (Economic, Political, Legal, Socio Cultural and Technological Factors) affecting international Marketing.	Environment
03	International Marketing Mix and Segmentation	-International Product Policy, Planning and Mix -International Pricing Policies, Planning and Mix -International Promotion and Advertising Policies, Planning Mix -International Distribution Systems and Logistics Management -Problems of International Market Segmentation	To impart to the students about International marketing mix and Segmentation

04	Procedural Aspect of Export Documentation and arranging finance for exports	-Recent Import and Export Policies and Procedures -Import and Export Documentation -Financial and Fiscal incentives provided by the government and	To impart the students about Procedural Aspect of Export Documentation
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e. To impart the

knowledge regarding World Economy and Current Environment of Global Marketing.

		-Foreign Exchange facilities by the RBI and EXIM Bank, Institutional support from government	
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Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
01	12	Guest Lecture, Presentation of the students and Lectures available on Youtube	Videos on Youtube	N.A	Students will understand various approaches to study marketing and also get sufficient knowledge about the international Marketing.
02	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will get in-depth knowledge about International Marketing Environment
03	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will understand about International Marketing Mix and Segmentation
04	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will aware about Procedural Aspect of Export Documentation

Subject	Internal Evaluation	External	Suggested Add on
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Method				Evaluation		Course
Sr. No.	Unit	Title of the Book	Author/s	Publication	Place	
	I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment		Written Examination		N.A.
1.	Unit II	Marketing Management	Arun Kumar, Rachana Sharma.	Atlantic Publishers & Distributors	New Delhi	N.A.
2.	Unit III	Marketing Management	Amar Jyoti	Gennext Publishers	New Delhi	N.A.
3.		Marketing Management	Ranjan Saxena	Tata Mc-Graw Hill Publishers	New Delhi	
4.	Unit	The Marketing Mix- Master of 4Ps of marketing	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination		N.A.
5.		International Marketing Mix Management	Tobias Richter	Noyos		Berlin
6.		Marketing Management	Russell Winer	Pearson Education		Delhi
7.		Public Relation in Marketing Mix	Jordan Goldman,	NTC Business Books		New York
8.		Public Relation for Marketing Management	Frank Jefkins	The MACMILLAN Press Ltd		London
9.		International Marketing	P.K. Vasudeva,	Excel Books		
10.		Marketing Management	Rajan Saxena	Mc Graw Hill Education Pvt Ltd		New Delhi

#### Evaluation References

<b>11.</b>	<b>Marketing Management ( A south Asian Perspective)</b>	<b>Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha,</b>	<b>Pearson.</b>	<b>New Delhi</b>
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## **SPECIAL ELECTIVE SUBJECT - Group H (Advanced Marketing)**

**Subject: Marketing Research**

**Course Code: 318**

**Total Credits: 04**

### **Preamble**

After introduction of new economic policy the intensity of competition in the market has increased substantially. Competition is becoming tougher day by day. Therefore every business house is giving more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

In this situation, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

### **Objectives of the course**

- The Course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
- They would be far more equipped to design and participate in designing an international marketing strategy.
- The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international market

### **Depth of the program – Detailed Knowledge**

### **Objective of the Program**

- f. To equip and train Post Graduate students to accept the challenges in the field of international marketing by providing opportunities to study the concept and scope of international marketing.
- g. To develop students' independent logical thinking and facilitate personality development.
- h. To impart the students to understand the various concepts regarding international marketing.
- i. To impart the knowledge regarding procedural aspects of export documentation
- j. To impart the knowledge regarding World Economy and Current Environment of Global Marketing.

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Introduction to Marketing Research	<p><b>Marketing Research-</b> Meaning, Factors involved in Marketing Research, Types of Marketing Surveys, Role of Marketing Research in Marketing, Implications of marketing research on marketing mix(7 P's), Ethics in Marketing Research, Career in Marketing Research.</p> <p><b>Research Process-</b> Formulating the Problem, finding basic research issues, Developing Hypotheses, Characteristics of a</p>	To impart the students about the concept of Marketing Research & it's process.
02	Application of Marketing Research	<p><b>- Marketing Research Department's Goals- Pragmatic, Selective, and Evaluative,</b></p> <p><b>Marketing Decision Support System (MDSS) - Scope &amp; Significance, Characteristics, Components, Role in Decision Making.</b></p> <p><b>Applications of Marketing Research : Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Industrial versus consumer marketing research.</b></p>	To impart to the students about application of Marketing Research
03	Market Information	<p><b>Market Information: Meaning and Importance, Sources of Collecting Marketing Information, Secondary Data Sources, Standardized Sources of Collecting Data- Home Audit, Mail Diary, Shop and retail audits, Readership surveys and viewer ship surveys.</b></p>	To impart to the students about how to collect market Information





04	Use of Internet in Marketing Research	<b>Web Based Marketing Research: Meaning, Advantages &amp; Disadvantages</b> <b>Primary &amp; Secondary Data Collection through Internet, Reach analysis, Marketing Research in Social Media, Online Brand Perception Research, Online Targeted Advertising</b>	To impart the students about use of internet in marketing research
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Teaching methodology

Top ic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Proj ect	Expected Outcome
01	16	Guest Lecture, Presentation of the students and Lectures available on Youtube	Videos on Youtube	N.A	Students will understand the students about the concept of Marketing Research & it's process
02	16	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will get in-depth knowledge about application of Marketing Research
03	08	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will understand how to collect market Information
04	08	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will aware about use of internet in marketing research

Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.

Sr. No.	Title of the Book	Author/ s	Publication	Place
1.	Marketing Management	Arun Kumar, Rachana Sharma.	Atlantic Publishers & Distributors	New Delhi
2.	Marketing Management	Amar Jyoti	Gennext Publishers	New Delhi
3.	Marketing Management	Ranjan Saxena	Tata Mc-Graw Hill Publishers	New Delhi
4.	The Marketing Mix- Master of 4Ps of marketing		50munutes.com	
5.	International Marketing Mix Management	Tobias Richter	Noyos	Berlin
6.	Marketing Management	Russell Winer	Pearson Education	Delhi
7.	Public Relation in Marketing Mix	Jordan Goldman,	NTC Business Books	New York
8.	Public Relation for Marketing Management	Frank Jefkins	The MACMILLAN Press Ltd	London
9.	International Marketing	P.K. Vasudeva,	Excel Books	

<b>10.</b>	<b>Marketing Management</b>	<b>Rajan Saxena</b>	<b>Mc Graw Hill Education Pvt Ltd</b>	<b>New Delhi</b>
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.	
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.	
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.	

#### References

<b>11.</b>	<b>Marketing Management ( A south Asian Perspective)</b>	<b>Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha,</b>	<b>Pearson.</b>	<b>New Delhi</b>
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# **SAVITRIBAI PHULE PUNE UNIVERSITY**

**Faculty of Commerce & Management**

**Master of Commerce (Semester IV)**

**(Choice Based Credit System)**

**Revised Syllabus (2019 Pattern)**

**(w.e.f. Academic Year-2020-2021)**

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## **CORE COMPULSARY SUBJECT**

**Subject: Capital Market and Financial Services**

**Course Code: 401**

**Total Credits: 04**

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### **Objectives:**

1. To acquaint the students with working of capital market.
2. To make the students aware about the latest developments in the field of capital market in India.
3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.
4. To give exposure of financial services offered by various agencies and financial adviser to students.

### **Skills to be developed:**

1. To make aware about working of capital market in India.
2. To expose them to various instruments of capital market.
3. Students shall learn and acquire the knowledge of financial services offered by agencies. Students will acquire skills about recent development in regulatory body SEBI

Unit No.	Topic	No. of Lectures	Teaching Method	Course Outcome
1	<b>Capital market:</b> 1.1 Meaning, Functions, Structure, Characteristics of Capital Market 1.2 Participants of capital market - Capital market instruments, Equity share, Preferences shares, Debenture, Bonds, 1.3 Innovative debt instruments: Junk bonds, Naked bonds, Deep discount bonds, Forward contracts, Futures contract - Options contract, 1.4 Trends in capital market in India.	10	Lecture, PPT, Group Discussion, Library Work, Assignment,	Students will be able to learn the importance and working of capital market.
2	<b>Stock Market</b> <b>2.1 Stock exchange:</b> organization-membership-governing body - Bombay stock exchange and National Stock Exchange: functions, trading volumes, <b>2.2 Over the Counter Exchange of India (OTCEI):</b> Progress and Functions. <b>2.3 Primary market –</b> Functions of primary market - issue mechanism- Procedure of IPO, Price Band, Participants, Prospectus, <b>2.4 Listing of Securitاس:</b> procedure, annual return filing to stock exchange by share listed companies  <b>2.5 Secondary market :</b> Objectives, functions of secondary markets, stock broking, e-broking, depository system-functions and benefits stock market trading, Index, SENSEX, NIFTY, Intraday Trading,	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Student will be able to understand the working of BSE and NSE, and OTCEI in detail.

	Delivery Trading, -Derivatives trading			
3	<b>Financial Services</b> <b>3.1 Merchant banking and underwriting</b> , collecting bankers : meaning, functions ,and services rendered, <b>3.2 Mutual funds</b> : Meaning, functions-Types-Open and closed ended funds-income funds balanced fund, growth fund-index fund, Portfolio management: meaning and services <b>3.3 Credit rating</b> : meaning and need, various credit rating agencies in India, Foreign institutional investment (FII), Foreign Direct Investment (FDI), Hedge funds, Offshore funds.	14	Lecture, PPT, Group Discussion, Library Work,	Students will be able to know the role of inter-mediatories, Mutual funds. Portfolio management.
			Assignment, Use of internet	



4	<b>Securities and Exchange Board of India (SEBI) 4.1</b> <b>Background, Establishment, functions,</b> powers, achievements and Regulatory aspects, recent changes & emerging trends. <b>4.2 Investors education and redressal</b> mechanism by SEBI <b>4.3 SEBI approved Financial adviser:</b> Role and Functions.		Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will be able to know the role of SEBI in regulating stock exchanges and investors' education, financial advisors.
	<b>Total</b>	<b>48</b>		

### Recommended Books:

1. M.Y. Khan: Indian Financial System-Tata Macgraw Hill Publishing Co. Ltd.
2. Frank J.Fabozzi & Franco Modigliani : Capital markets institutions and instruments - Prentice Hall of India, New Delhi
3. Fredric Mishkin and Stanley Eakins, Financial Markets and Institutions, Pearson Prentice Hall, Boston san Francisco, New York.
4. Preeti Singh: Investment Management, Himalaya Publishing House, New Delhi.
5. Rudder Dutta, Gaurav Dutta, and Sundram Indian Economy (Latest Edition), Himalaya Publishing House, New Delhi.

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## CORE COMPULSARY SUBJECT

**Subject: Industrial Economic Environment**

**Course Code: 402**

**Total Credits: 04**

### Preamble –

In the present global era, growth of industries and knowledge of it is becoming imperative. This paper aims to provide basic knowledge to students about industrial growth and policies adopted by India since its independence. It also aims to make students acquainted with the changing industrial scenario of the country with focus on the main industries contributing in the industrial development of the country.

### Scope of the programme –

Basic Knowledge of Industrial economic environment

### Objectives of the Course:

1. To provide knowledge about basic issues in Industrial Economic Environment to students.
2. To make students aware about Industrial pattern and growth in India and Industrial policies of India since independence.
3. To study the progress and current problems of major industries in India.

Unit No.	Unit Title	Content	Purpose & Skills to be Developed
1	<b>Industrial Economic Environment</b>	<b>1.1</b> Industry: Meaning and Classification	1.To understand the concept of Economic Environment & its Constituents.  2. To understand the elements of Economic & Non-Economic environment.  <b>Skills:</b> Conceptual skills, writing skills
		<b>1.2</b> Economic Environment : Meaning and Definitions	
		<b>1.3</b> Importance of Economic Environment	
		<b>1.4</b> Factors Affecting Economic Environment	
		<b>1.5</b> Role of Economic Environment in Industrial Development	
2	<b>Industrial Growth and</b>		

	<b>Pattern in Indian Economy</b>	2.1 Role of Industries in Economic Development of India	<p>1.To help students to know about changes in Industrial growth and pattern after 1991</p> <p>2. Toknow the role &amp; problems of public sector undertakings, small scale Enterprises &amp; Multinational Corporations in global &amp; competitive Environment <b>Skills:</b> Analytical skills, Critical Analysis</p>
		2.2 Industrial Growth Pattern Since 8 <sup>th</sup> Plan	
		2.3 Public Sector industries –Role, Problems and Present Situation	
		2.4 Small Scale and Cottage Industries – Meaning, Role and Problems	
		2.5 Multinational Corporations and Indian Economy-Progress and Problems	
		2.6 Industrial Imbalance: Causes and Measures	
3	<b>Industrial Policy and Issues</b>	3.1. Meaning of Industrial Policy	<p>1. Acquaint students with the broad features of industrial policies of Government of India since independence.</p> <p>2. Recognizing progress &amp; performance of SEZ in India.</p> <p><b>Skills:</b> Writing skill, critical thinking&amp;Improving analytical ability.</p>
		3.2 Brief Outline of Industrial Policies : 1948, 1956, MRTTP Act 1969, 1980	
		3.3 Industrial Policy of 1991 – Features and Impact	
		3.4 Special Economic Zone- Progress and Problems	
		3.5 Liberalization, Privatization and Globalization – Meaning, and Nature	
		3.6 Liberalization, Privatization and Globalization: Arguments for and Against	
		3.7 Impact of Globalization on Indian Industry	
4	<b>Major Industries in India</b>	4.1 Importance of Major Industries in India	<p>To understand progress &amp; problems of major industries in India.</p> <p><b>Skill:</b> Communication &amp; Analytical Skills</p>
		4.2 Iron and Steel Industry: Progress and Problems	
		4.3 Cotton Textile Industry : Progress and Problems	
		4.4 Sugar Industry : Progress and Problems	
		4.5 Cement Industry : Progress and Problems	

	4.6 Service Industry: Information Technology Industry and Tourism Industry –Progress and Problems
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**Teaching Methodology:**

Topic Number	Total Lectures	Innovative methods	Film shows and AV applications	Project	Expected Outcome
1	10	<ul style="list-style-type: none"> <li>• Open book discussion</li> <li>• Digital lectures</li> <li>• Reading</li> <li>• Projects</li> </ul>	You tube lectures	<ul style="list-style-type: none"> <li>• Components of macroeconomic environment in India</li> <li>• Anatomy and functioning of Industries in India</li> </ul>	Will understand the impact of economic and non – economic factors affecting industrial environment
2	14	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Case studies</li> <li>• Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures,</li> <li>• Lectures on SWAYAM Portal or any other online source</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze opportunities of growth of Small scale industries in India</li> <li>• Study the growth pattern of any MNC in India</li> </ul>	Will understand role of various types of industries in India like small scale industries, public sector industries, MNCs etc
3.	12	<ul style="list-style-type: none"> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Open book discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher oriented PPTs.</li> <li>• You tube lectures</li> </ul>	<ul style="list-style-type: none"> <li>• Impact privatization of railways in India</li> <li>• Trend of liberalization in India since 1991</li> </ul>	<ul style="list-style-type: none"> <li>• Critically evaluate industrial policies in India</li> <li>• Analyze the impact of new industrial policy adopted by India.</li> </ul>

4	12	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven power point presentation</li> <li>Games and simulation</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing role of service industry in India.</li> <li>• Changing composition of industries in India.</li> </ul>	Will understand role, progress and problems of manufacturing and service industries in India
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### References:

1. **1 Business Environment**, Francis Cherunilam ,Himalaya Publishing House Pvt. Ltd., Mumbai
2. **Economics of Environment**, Garg M. R, RBSA Publishers, Jaipur
3. **Environmental Economics**, Singh G. N. Singh G. N. Mittal Publications, New Delhi
4. **Industrial Growth in India**, Ahluwalia J. J, Oxford University Press, New Delhi
5. **Industrial Economics in India**, Desai B., Himalaya Publishing House Pvt. Ltd., Mumbai
6. **Industrial Economics**, Birthwal R. R., Wiley Eastern Ltd., New Delhi
7. **Environmental Economics: Theory & Applications.**, Singh & Shishodia, Sage Publication, New Delhi
8. **Economics of Environment of Business (with case studies)**, Puri V. K., Mishra S. K., Himalaya Publishing House Pvt. Ltd., Mumbai
9. **Indian Economy Its Growing Dimensions.**, Dhar P. K., Kalyani Publishers, New Delhi
10. **Datt & Sundharam's Indian Economy**, Gaurav Datt & Ashwini Mahajan, S. Chand & Company Ltd., New Delhi
11. **Industrial Economics**, Singh A & A.N. Sadhu, Himalaya Publishing House Pvt. Ltd., Bombay
12. **Indian Economy- Its Development Experience.**, Puri V. K., Mishra S. K., Himalaya Publishing House Pvt. Ltd., Mumbai
13. **Indian Economy**, Tandon B. B., Tandon K. K., McGraw Hill Publishing Company Ltd., New Delhi
14. **Indian Economy: Problems of Development & Planning.**, Agrawal A. N., New Age International, New Delhi
15. **India's Economic Policies.**, Jalan B., Viking, New Delhi

16. Industrial Economics – Indian Perspective, Francis Cherunilam, Himalaya Publishing House.

WEB REFERENCES:

Sr. no	Lectures	Films	Animation	PPTs	Articles
1	<a href="http://www.youtube.com/user/TheMrunalPatel">www.youtube.com/user/TheMrunalPatel</a>	<a href="http://www.pbs.org/independents/blog/earth-daywatch...">www.pbs.org/independents/blog/earth-daywatch...</a>	<a href="http://Eprints.manipal.edu/78288/1/search_per_final[1].pdf">Eprints.manipal.edu/78288/1/search_per_final[1].pdf</a>	<a href="http://www.learnpick.in/.../1691/environmentalissues-india">www.learnpick.in/.../1691/environmentalissues-india</a>	<a href="http://www.preservearticles.com/economics/problems-in...">www.preservearticles.com/economics/problems-in...</a>
2	<a href="http://www.weforum.org/agenda/2017/10/eight-key-facts...">www.weforum.org/agenda/2017/10/eight-key-facts...</a>	<a href="http://www.imdb.com/search/keyword/?keywords=industrial...">www.imdb.com/search/keyword/?keywords=industrial...</a>	<a href="http://www.bbvaopenmind.com/en/technology/innovation/7">www.bbvaopenmind.com/en/technology/innovation/7</a>	<a href="http://www.slideshare.net/1uxminy/industrial...">www.slideshare.net/1uxminy/industrial...</a>	<a href="http://www.yourarticlelibrary.com/industries/industrialization...">www.yourarticlelibrary.com/industries/industrialization...</a>
3	<a href="http://www.toppr.com/.../indian-industrialpolicies">www.toppr.com/.../indian-industrialpolicies</a>	<a href="http://www.youtube.com/watch?v=jN2j6diwCFc">www.youtube.com/watch?v=jN2j6diwCFc</a>	<a href="http://www.livemint.com/Consumer/srodhe895MOz60byz2e0DL/...">www.livemint.com/Consumer/srodhe895MOz60byz2e0DL/...</a>	<a href="http://www.learnpick.in/private/documents/ppts/details/...">www.learnpick.in/private/documents/ppts/details/...</a>	<a href="http://www.researchgate.net/publication/316284188_Major...">www.researchgate.net/publication/316284188_Major...</a>
4	<a href="http://www.youtube.com/watch?v=yqzzqbkv16c">www.youtube.com/watch?v=yqzzqbkv16c</a>	<a href="http://www.youtube.com/watch?v=W7Mfznn9OkM">www.youtube.com/watch?v=W7Mfznn9OkM</a>	---	<a href="http://www.eai.in/ref/ae/wte/typ/clas/india_industrial_wastes.html">www.eai.in/ref/ae/wte/typ/clas/india_industrial_wastes.html</a>	<a href="http://www.yourarticlelibrary.com/industries/indian-industries...">www.yourarticlelibrary.com/industries/indian-industries...</a>

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## CORE COMPULSARY SUBJECT

**Subject: Operations Research**

**Course Code: 402 A**

**Total Credits: 04**

**Preamble to the syllabus:** Operations research deals with operational planning control issues and execution. It is needed in all sectors of the society. One of the objectives of an operations manager is that how to make use of the available resources in the best way to achieve certain objectives. Quantitative approaches are indeed needed in tackling many of such problems.

Operations Research (OR) deals with problem formulation and application of analytical methods to assist in decision-making of operational problems in planning and control. The techniques of OR are useful quantitative tools to assist operations managers, and has a wide applicability in engineering, manufacturing, construction, financial and various service sectors.

### Objective of the Program

1. To understand and master the concepts of Operations Research.
2. To inculcate an attitude of enquiry, logical thinking about Quantitative techniques.
3. To develop skills of facing real life problems using operational research techniques.
4. To prepare students to understand the art of applying Operational research techniques.
5. To gain knowledge of Operations research.

Unit No.	Unit Title	Contents
1	<b>Game Theory</b>	Introduction, Characteristics of game theory, Two person zero sum game, Pay off and pay off matrix, saddle point, pure strategy, mixed strategy, value of game, Dominance Principle, Algebraic system of solving 2X2 Game, Numerical problems

2	<b>Linear Programming Problem (L.P.P.)</b>	Introduction, Advantages and Applications of L.P.P., Basic Definitions and Terminology, Formulation, Canonical and Standard forms, Slack, Surplus and Artificial variables, Solution by graphical method (for problems with two variables only), Solution by simplex method (canonical form and two iterations only), degenerate, alternate, unbounded and Infeasible solutions, Big M method, Formation of dual of a L.P.P. and relation between solution of primal and dual, Numerical problems
3.	<b>Transportation Problem (T. P.) and Assignment Problem</b>	Definition, T.P. as L.P.P., balanced and unbalanced T.P., Methods of finding Initial Basic Feasible Solution (I.B.F.S.) - North – West corner method, Matrix Minima Method, Vogel's approximation method, Optimal solution by U-V method, Maximization and degeneracy in T.P. Definition, balanced and unbalanced A.P., Hungarian method, Variations of A.P (maximization and restrictions), Numerical Problems
4.	<b>Project Management and Sequencing</b>	Activity, Event, Loop, Network (definition and drawing), Critical Path Method(CPM): critical activity, critical path, float (free, independent, total), forward pass and backward pass calculations Programme Evolution and Review Technique PERT): optimistic, pessimistic, most likely time estimates, expected time estimate and its variance Numerical Problems
5.	<b>Sequencing Problems</b>	Assumptions in sequencing model, Basic terminology, n-jobs through two machine problems.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used
1	12	ICT
2	14	ICT
3	14	ICT
4	12	ICT
5	8	ICT



**Method of Evaluation**

Subject	Internal Evaluation	External Evaluation
Unit – I	40 %	60 %
Unit – II	40 %	60 %
Unit – III	40 %	60 %
Unit – IV	40 %	60 %
Unit – V	40 %	60 %

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Operations Research	H. A. Taha	Pearson	NewYork
2.	Operations Research	V.K. Kapoor	Sultan Chand & Sons	New Delhi
3.	Operations Research	Kanti Swarup & Gupta Manmohan & P. K. Gupta	Sultan Chand & Sons	New Delhi
4.	Operations Research	P. K. Gupta & D. S. Hira	S. Chand	New Delhi

**Web reference**<http://swayam.gov.in>

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## **SPECIAL ELECTIVE SUBJECT - GROUP A (ADVANCED ACCOUNTING & TAXATION)**

**Subject: Recent Advances in Accounting, Taxation & Auditing.**

**Course Code: 403**

**Total Credits: 04**

### **Objectives of the Course**

1. To enable the students to be abreast with the latest advances in the field of Accounting.
2. To acquaint students with the latest trends of accounting adopted by large and small entities worldwide.
3. To enable students to realize the need for upgradation of technology based accounting skills.

Depth of the program – fundamental Knowledge

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
1	Technology based Accounting	Cloud Accounting Block Chain Accounting Role of Artificial Intelligence in Accounting Automated Accounting Process Role of Big Data in Accounting	To gain the knowledge of use of technology for accounting by accountants and accounting firms. To realise the importance of Remote Electronic Accounting.
2	Tax Reforms in India	Goods and Service Tax Reforms Corporate Tax Reforms Personal Tax Reforms	To impart the knowledge of the latest reforms established in the field of accounting, auditing and taxation.
3.	Advanced Accounting for Corporates	Human Resource Accounting Environmental Accounting IPR Accounting ESOP Accounting	To understand the need for adopting new branches of accounting among the corporates.
4.	Emerging Trends in Accounting	Inflation Accounting Creative Accounting Forensic Accounting Lean Accounting	To acquaint students with the future accounting concepts, those of which, may become statutory for certain industries.

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Case studies of few entities using technology based accounting	<a href="https://www.youtube.com/watch?v=Ay3v5OzW0MA">https://www.youtube.com/watch?v=Ay3v5OzW0MA</a>	Project on Companies using automation in accounting process	Students will know the professionalism in Accounting process
2	12	Comparative(debate) analysis of old and new reforms Group Discussions	<a href="https://www.youtube.com/watch?v=UVs_UrsU5OY">https://www.youtube.com/watch?v=UVs_UrsU5OY</a>	Project on Income Tax Liability for Assessee's with different combination of Incomes under both the optional methods	Students will understand the benefit of new reforms among different stakeholders.
3	12	Power point presentations by the students	<a href="https://www.youtube.com/results?search_query=human+resource+accounting+with+animation">https://www.youtube.com/results?search_query=human+resource+accounting+with+animation</a>	Project on the topic employee stock option policies by any two corporates	Students will understand the application of new accounting methods for better efficacy building
4	12	Quiz and competition based activity	<a href="https://www.youtube.com/watch?v=zX8Ds6O8Oos">https://www.youtube.com/watch?v=zX8Ds6O8Oos</a>	Locate companies national or international who have adopted Lean Accounting.	Students will understand the need for emerging trends in accountancy

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Written Tests, Case Study , Home Assignment 40%	Written Exam 60%	E – commerce for Accounting needs
Unit – II	Written Tests, Group Discussion, Home Assignment 40%	Written Exam 60%	Goods and Service Tax Personal Tax Planning
Unit – III	Written Tests, PPT , Home Assignment 40%	Written Exam 60%	Not Applicable
Unit – IV	Written Tests, Online Quiz, Home Assignment 40%	Written Exam 60%	Not Applicable

### References

<b>Sr. No.</b>	<b>Title of the Journal</b>	<b>Author/s</b>	<b>Place</b>
1.	Journal of Accounting & Finance	Accounting Research Foundation	Jaipur
2.	Journal of Indian Accounting Association	Indian Accounting Association	Jaipur
3.	Management Accountant	ICWA	Kolkatta
4.	The Chartered Accountant	The ICAI	New Delhi
5.	The Accounting World	The ICAI University Press	Dehradun

### **SPECIAL ELECTIVE SUBJECT - GROUP A (ADVANCED ACCOUNTING & TAXATION)**

**Subject: PROJECT WORK / CASE STUDIES      Course Code: 404      Total Credits: 04**

#### **Project Work in Accounting and Taxation**

A student can select any topic relating to principles practices and procedures of accounting auditing taxation and management accounting. Any topic from the syllabus of the papers studied at M Com. Part One or Part Two under special paper Accountancy & Taxation can be of a use. Pick up any unit studied and try to connect it to commercial word around e.g. in taxation a student has studied taxation of a company, then he can select a topic Tax Planning of a particular company or a study of taxation of an educational institute. On this line following areas have been listed out for project work in Accountancy.

#### **Area of Project Work in Accounting:-**

**Following is the list of topics for project work in Accounting.**

1. Financial statement Analysis of –
  - a. A Limited Company for 5 years

- b. Five Companies of five different industries
  - c. Five companies of one industry e.g. Automobile, Engineering, Textile
  - d. Five banks from Private sector/Co-op. sector
2. Study of Working Capital Management of a large Company.
  3. Study of Budgetary Control System of four Companies
  4. Study of Management Information System of four Companies.
  5. Procedure of preparation of Consolidated Balance Sheet by Holding Company having two / three subsidiaries companies.
  6. Valuation of Shares of 10 unlisted Companies.
  7. A study of Amalgamation/Merger of procedure of two Companies (Accounting procedure)
  8. A comparative study of Accounting System of Hotel industry – Five Star, Three stars, large Hotel and small Hotel.
  9. Comparative study of Accounting of Hospitals from Private sector, Trust and Small Hospital.
  10. Study of Accounting for Grants to school, college, and institute.
  11. Application of Inflation Accounting to a large Company's Balance Sheet.
  12. Human Resource Accounting for Software, Marketing, Consulting Company
  13. Preparation of Value Added Statements of a Company and its comparison with Conventional Accounting Statement.
  14. Preparation of Economic Value Added Statement of a Company and its comparison with Conventional Accounting Statement.
  15. A study of Application of Accounting Standards of five Companies.
  16. Audit planning of five firms of Auditors.
  17. A study internal Audit system of four companies.
  18. Tax planning of 10 assesses
  19. Tax Planning regarding purchase of House Property.
  20. Tax planning of Partnership Firm/ Limited Company.

21. Taxation of Public Trust
22. A study of Perquisites and its impact on Taxable Income Employees from 10 different companies.
23. A study of ten Export Oriented Units from Taxation point of view.
24. Financial viability of five Co-operative Sugar Factories.
25. Comparative Study of Taxable Income of Individuals and HUFF
26. Problem of units paying Service Tax
27. Accounting for Tour and Travel business.
28. Comparative Study of Housing Loan Schemes of Banks and Financial Institutions.
29. Comparative Study of Fees Structure of Non-grant and Grant in Aid Educational Institutions.
30. A survey of 20 shareholders regarding utility of Published Annual Accounts of Company.
31. Study of Investment Pattern of 20 Individuals from Taxation point of view.
32. Preparation of Project Report for Small Scale Industry, Hotel, Xeroxing business, Computer Institute, Hospital, Transport Business, Petrol Pump
33. Ascertainment of Cost of Capital from Annual Accounts of five Companies.
34. A financial viability study of Sick Industrial Companies.
35. A study of Tax Audit Report of Non-Corporate and Corporate Assesses.
36. A study of Secretarial Audit Report of five companies.
37. A study of Cost Audit Report of two companies.
38. A study of Government system Audit of Commercial Undertaking / Local bodies.
39. Commentary on Public Accounts Committee of Central Government.
40. A comparative study of different Accounts Software e.g. Tally, SAP, ERP, Local Software etc.
41. Consolidation procedure of different units of an Educational Society.

42. A study of Significant Accounting Policies of different Companies from different Industries.
43. A study of Qualified Audit Reports of different Companies.
44. Comparative study of Advances of Credit Co-op. Societies and Urban Co-op Banks.
45. Preparation of Project Report of Agro based industries, Poultry Farming, Dairy business, Nursery, Horticulture farm.
46. A study of Vehicle Loan schemes of different Banks.
47. Excise Accounting at manufacturing unit.
48. A comparative study of NPA of Urban Co-op Banks
49. A study of Corporate Responsibility Statements of Annual Accounts of 10 Companies
50. A study of Cash Flow Statement from Annual Accounts of 10 Companies.
51. Accounting of Leasing and Finance Companies.
52. A study of Accounting of Electricity Company, (Tata Power, Ahmedabad Electricity Power Co. Ltd.)
53. An exemption under Income Tax Act, availed by 10 different assesses.
54. A comparative financial analysis of running of Luxury buses by private operators and State Transport Corporation.
55. Financial Analysis of Produce Exchanges at Taluka Level.
56. Comparative study of Annual Report of 3 Co-op Banks.
57. Comparative study of Annual Report of 3 Limited companies.
58. Various Accounting Policies followed by Financial Institutions.
59. Impact of IRAC Norms of financial position of any co-operative bank over last 3 years.
60. Audit classification of a Credit Co-op. Society for last 2 years.
61. Determination of Taxable Income of a Charitable Hospital as per Section 11, 12, 12A & 35 of I.T. ACT. Act. 1961.
62. Accounting Standards, their application by the limited company to its annual accounts.

63. Comparative study of effect of Depreciation Allowance on Book Profit & taxable profits of a limited company for 3 years including carried forward and set-off.
64. Analysis of any three recent cases decided by High Court.
65. Study of fraud cases detected by application of S.A.P.
66. Comparative study of Financial Statements of Educational Institutions for 2 years.
67. A study on E filing of Tax Returns- Income Tax, GST etc.
68. A study of Computerized Accounting system in any business unit.



### **SPECIAL ELECTIVE SUBJECT - GROUP B (Commercial Laws & Practices)**

**Subject: Recent Advances in Commercial Laws and Practices    Course Code: 405    Total Credits: 04**

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**Preamble:** Commercial world is changing with new regulatory mechanism where issues as to Law on Competition, securitization, debt recover from financial institutions etc are becoming important and hence students are expected to be aware of such issues in the contemporary business scenario.

**Objectives of the Program:** To understand purpose, scope and legal framework of law relating Competition, Securitization, debt recovery and Special economic zones and disputes settlement mechanism provided under relevant substantive laws regulating such bodies or authorities.

**Depth of the program:** Fundamental Knowledge, Principles and provisions of relevant policy, statutes and its applicability along with judicial decisions on such issues.

**Lectures:** Each unit shall have equal weightage (i.e.12 Lectures)

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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1	<b>Competition Act, 2002</b>	<p><b>Competition Act, 2002:</b></p> <p>Definitions, Prohibition of certain agreements, Prohibition of abuse of dominant position, Regulation of combinations (Ss. 3 to 6),</p> <p>Competition Commission of India. (Ss. 7 to 13)</p> <p>Establishment, Composition, Selection Committee for Chairperson and Members of Committee, Term of Office, Resignation, Removal, Suspension, Restrictions on employment of Chair Person and other members, Appointment, Duties of Director General etc. (Ss. 16 to 17, 41)</p> <p>Duties, Powers, Functions, Meetings and Orders of Commission (Ss. 18 to 20, 22, 31),</p>	<ul style="list-style-type: none"> <li>• Acquainting students with the Establishment, composition and functioning of Competition Commission of India and its relevance in the present context.</li> </ul>
		<p>Acts taking place out of India (Ss. 32)</p> <p>Penalties (Ss. 42 to 48)</p> <p>Competition Appellate Tribunal (Ss. 53A to 53U)</p>	

2	<b>The Special Economic Zones Act, 2005</b>	<b>The Special Economic Zones Act,2005:</b> Objectives and Definitions(Ss.1and 2) Establishment of Special Economic Zones(SEZs) (Ss.3 to 7) Constitution of Board of Approval(Ss.8 to 10) Development Commissioner (Ss.11 and 12) Single Window Clearance (Ss.13 to 25) Special Fiscal Provisions for SEZs (Ss26 to 30) SEZ Authority (Ss.31 to 41) Reference of Disputes and Miscellaneous Provisions (Ss.42to 58 and Scheules I to III)	Acquiring conceptual and procedural aspect of SEZs along with their legal provisions as applicable in India.
3.	<b>The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002</b>	<b>The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002:</b> Definition & Importance of Act, Regulation of Securitization and Reconstruction of Financial Assets of Banks & Financial Institutions (Ss. 7 to 12), Enforcement of Security Interest (Ss. 13 to 19) Central Registry (Ss. 20 to 26) Offences and Penalties (Ss. 27 to 30)	Acquiring conceptual and procedural knowledge of The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

4	<b>The Recovery of Debts Due to Banks and Financial Institutions Act, 1993</b>	<b>The Recovery of Debts Due to Banks and Financial Institutions Act, 1993:</b>	To understand the powers and functioning of Debts Recovery
	<b>Banks and Financial Institutions Act, 1993</b>	Need & Object, Establishment of Tribunal and Appellate Tribunal – Jurisdiction, Powers and Authority of Tribunals- Procedure of Tribunals, Powers of Tribunals, Recovery of Debt Determined by Tribunal.	Tribunals and relevant provisions of the Recovery of Debts Due to Banks and Financial Institutions Act, 1993

**\*All Acts / Rules / are to be studied with recent amendments**

**Method of Evaluation:**

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation (Written Test etc.)	Written Examination	Diploma in Competition Laws in India
Unit – II	Continuous Evaluation [Class Presentation (PPT) etc.]	Written Examination	Diploma in SEZ and Foreign Investments in India
Unit – III	Continuous Evaluation (Seminar/Workshops etc)	Written Examination	Certificate Course in Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examination	Online Course on Recovery of Debts Due to Banks and Financial Institutions, MOOCS etc

**References:**

**Suggested web references :** 1. Research Paper: Sezs in india: concept, objectives and strategies (by Dr. R. Shashi kumar

(<https://www.gtap.agecon.purdue.edu/resources/download/4103.pdf>)

2. Booklet -Special Economic Zones,(by Nishith Desai and Associates)

[http://www.nishithdesai.com/fileadmin/user\\_upload/pdfs/Special\\_Economic\\_Zones.pdf](http://www.nishithdesai.com/fileadmin/user_upload/pdfs/Special_Economic_Zones.pdf)

Sr. no	PPTs
1	<a href="https://www.cci.gov.in/sites/default/files/presentation_document/10_cii%2Cmar06_20080710111440.pdf?download=1">https://www.cci.gov.in/sites/default/files/presentation_document/10_cii%2Cmar06_20080710111440.pdf?download=1</a> ( Overview of Competition Law and Policy)
2	<a href="https://www.slideshare.net/AkritiSingh30/debt-recovery-tribunal">https://www.slideshare.net/AkritiSingh30/debt-recovery-tribunal</a>

**Reference Books:**

- 1) Taxman's Corporate Law, Taxman Allied Services Pvt. Ltd., New Delhi. (Recent Edition).
- 2) Seth's Commentaries on Banking Regulatory Act and Allied Banking Laws, Law Publishers (India) Pvt. Ltd., Allahabad.
- 3) Taxman's "Banking Law and Practice in India", India Law House, New Delhi.
- 4) P. N. Varshney, "Banking Law and Practices", Sultan Chand & Sons, New Delhi. (2012).
- 5) Justice A.B.Srivastava & C.S.Lal (Advocate), "Securitisation & Debt Recovery Laws"(Alongwith Allied Acts & Rules) (in 2 Vols.) 10th edition, (2018)
- 6) Digest on Debt Recovery Laws (1993-2012)Law Publishers(2017)
- 7) K B, Nidheesh , "Special Economic Zones in India: Challenges and Prospects" Jain Book Agency,(2016)

- 8) **T. Ramappa** , “Competition Law in India: Policy, Issues, and Developments” (2013} All bare Acts of respective legislations referred in the syllabus.

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**SPECIAL ELECTIVE SUBJECT - GROUP B (Commercial Laws & Practices)**

**Subject: Project Work / Case Studies**

**Course Code: 406**

**Total Credits: 04**

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**Objectives:**

1. To develop research attitude in the minds of students.
2. To enrich the ability of research work among students.

**Introduction and Objective:**

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test student’s ability to apply theoretical knowledge to practical business situation. Alternatively Students can choose a topic relevant to the subject and research on itsregulatory mechanism.

In the light of exposure to different functional areas and research methodology at M.Com Part-I and II Curriculum the students have to collect the data relevant to their topic or problem, analyze the same Methodologically, make intelligent observations and offer some practical suggestions. In order to Complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

**Report Contents:**

- A. Cover page
- B. Company Certificate
- C. Acknowledgement
- D. Declaration
- E. Executive Summary

**Tentative Chapter Scheme:**

- Chapter 1. Introduction to Study
- Chapter 2. Company Profile
- Chapter 3. Objective of Study
- Chapter 4. Review of literature
- Chapter 5. Research Methodology
- Chapter 6. Data analysis Interpretations
- Chapter 7. Observations and Findings
- Chapter 8. Conclusions and suggestions

**Suggested Topics for the Research Project:**

1. Legal and Regulatory Issues faced by Small and Medium Scale Industries in Pune
2. A Study of the Goods and Service Tax Act, 2017 from the perception of Chartered Accountants and Tax Consultants
3. A Study of Awareness of Hotel businessmen about relevant laws and their legal problems
4. A Study on Traders and Consumers' perception towards the Goods and Service Tax (GST) in Pune
5. A Study of Perception of College Teachers about Procedure of Registration of their Patents
6. Perception of Lawyers about Consumer Protection Bill, 2018
7. A Study on Copyright Act, 1957 in respect of Cinematographic films.
8. A Study of Awareness of Hotel Owners about relevant Laws and their Legal Problems
9. A Study of the Life Insurance Corporation Act, 1956 with reference to Role and Responsibility of LIC Agents
10. Legal and Regulatory Issues faced by Small and Medium Scale Industries in Pune
11. A Study of the Goods and Service Tax Act, 2017 from the perception of Chartered Accountants and Tax Consultants
12. A Study of Awareness of Hotel businessmen about relevant laws and their legal problems
13. A Study on Traders and Consumers' perception towards the Goods and Service Tax(GST)in Pune
14. A Study of Perception of College Teachers about Procedure of Registration of their Patents
15. Perception of Lawyers about Consumer Protection Bill, 2018
16. A Study on Copyright Act, 1957 in respect of books.
17. A Study of Awareness of Hotel Owners about relevant Laws and their Legal Problems



18. A Study of the Life Insurance Corporation Act, 1956 with reference to Role and Responsibility of LIC Agents
19. A Study of Awareness of Hotel Owners about the Food Safety and Standards Act, 2006 in Pune
20. A Study of Copyright Act, 1957 with literary work, Pune
21. A Study of Trademark with reference to Selected Companies from Bajaj Group
22. A Study of Registration of Legal Documents under Registration Act, 1908 with reference to Leave and License Agreement
23. A Study of Patent Laws of few Manufacturers
24. A Study of Cybercrime investigation Cell (Pune) and General Awareness of Cyber Crime among College Students
25. An Analytical Study of Debt Recovery Tribunal, Pune
26. The Impact of WTO on Agriculture and the Role of MSAMB, Pune on Export of Agriculture Produce
27. A Study of Impact of E-Commerce on Working of Pune Stock Exchange
28. A Study of SEBI's Role in the changing Business environment
29. A Research on Cyber Crime in urban area
30. A Study on Trademark and Its Awareness among the Businessmen, Traders and Companies
31. An Analytical Study of Use of Information Technology in the administration of the Maharashtra State Electricity Board
32. A Study of Impact of Globalization on Manufacturing, Import-Export of Musical Instrument in Pune City
33. A Study of Impact of Trademark on Traders and Consumers.
34. To study General Awareness of Cyber Café Owners/ Occupiers about Cyber Law and Cyber Crime
35. A Study legal aspects of Online Trading of Few Selected Broking Companies in Pune
36. A Study of Impact of E Commerce on Banking Sector

37. Study of Impact of World Trade Organization on international Business
38. Novelty as an Essential Criteria of Patentability: Study of UK, US and Indian Position
39. The Impact of WTO on Indian Education
40. A Study of Patent Act 2005 with Special Reference to Recent Amendments

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### **SPECIAL ELECTIVE SUBJECT - GROUP C (Advanced Cost Accounting & Cost system)**

**Subject: Recent Advances in Cost Auditing and Cost System      Course Code: 407      Total Credits: 04**

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#### **Objectives:**

1. To aware students with the recent trends in Cost Accounting and Cost Systems.
2. To acquaint students with Standards and applications Of Cost Accounting
3. To familiarise students with GST and Productive Audit.
4. To acquaint students with recent trends in Cost Accounting.

<b>Unit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skill to developed</b>
1	<b>Cost Accounting Standards (CAS)</b>	2,4,5,and 8 to24 (Drafts And Amendments' Subjects to Finalization from time to time)	Knowledge of Application of Cost Accounting Standards
2	<b>Basics of GST audit And Productive Audit.</b>	<ul style="list-style-type: none"><li>• Meaning of GST Audit, Its applicability, Qualification and Disqualification of Auditor .Features, Scope and Benefits</li><li>• Procedure for conducting of and reporting under GST Audit</li><li>• Meaning, Features, scope and Benefits of Productive Audit.</li><li>• Problems of Productive Audit and Means to overcome these Problems.</li></ul>	Detail understanding of GST and Productive Audit
3	<b>Enterprise Resource Planning (ERP)</b>	<ul style="list-style-type: none"><li>• Introduction, Meaning, Features, Benefits &amp; Limitations Of ERP</li><li>• Benefits of Implementation of ERP</li><li>• E-Costing -Features</li></ul>	In -Depth knowledge of ERP

4	<b>Recent Trends In Cost Accounting</b>	<b>Introduction to Various techniques &amp; tools of Manufacturing and its impact On Costing :</b> <ul style="list-style-type: none"> <li>• Six Sigma</li> <li>• 5 S</li> <li>• TQM</li> <li>• Kaizen Technique.</li> <li>• Lean Manufacturing</li> <li>• Total Productive Maintenance</li> <li>• Business Process Re-Engineering</li> <li>• Artificial Intelligence</li> <li>• Robotics Manufacturing</li> </ul>	Knowledge about recent trends in Cost Accounting.
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### Teaching Methodology

Sr No	Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1	14	PPT	You tube lectures	PPT	Understand Cost Accounting Standards in depth
2	12	Guest Lecture by professionals.		Group Discussion	Understand GST and Productive Audit
3	10	Group discussion		Case studies	Understanding ERP
4	12	Study from web site how various companies apply recent trends in their organization.		Assignment	Able to understand different areas of recent changes

### Methods of Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested AD-On Course</b>
<b>For all Units</b>	Multiple Choice Questions, Written Test, Internal Examination, PPT based presentation etc.	SPPU	Visit to industries and prepare a report on the visit.

### References

<b>Sr. No</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher</b>	<b>Place</b>
1	Cost Accounting Standard	Institute Of Cost Accountant Of India Kolkata	ICAI INDIA	KOLKATA
2	A Handbook on Goods & Services Tax - GST	CA PUSHPENDRA SISODIA	Bharat Law House Pvt. Ltd.	
3	Enterprise Resource Planning	Veena Bansal	Pearson India	New Delhi
4	Bharat's GST Laws with rate of Tax on Goods and Services (Amended Bare Act Rule)	Bharat Law House	Bharat Law House Pvt. ltd	NEW DELHI
5	Lean Six Sigma	Bass and Issa	Mcgraw Hill	Noida

7	A Birds Eye view of GST	R.K.Jha and P.N.Singh	Asia Law House	Hydrabad
6	<b>Total Productive Maintenance</b>	<u>K .S. MADHAVAN</u> (AUTHOR),	SHINGO INSTITUTE OF JAPANESE MANAGEMENT	AMAZON

**Web References:**

<https://icmai.in> [www.globalcma.in](http://www.globalcma.in) [www.globalcma.in](http://www.globalcma.in)  
<https://www.acieta.com/why-robotic-automation/robotics-manufacturing>

**Note:** 100 % of marks are allotted to Theory only.

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**SPECIAL ELECTIVE SUBJECT - GROUP C (Advanced Cost Accounting & Cost system**

**Subject: PROJECT WORK / CASE STUDIES**

**Course Code: 408**

**Total Credits: 04**

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Project Work Will Carry 100 Marks. For Regular Students, Project Work Is Compulsory. The Option Of Case Studies Is Only For The Students Registered As An External Student. 'Students Are Expected To Prepare The Project Report Based On The Field Work And Survey And Studying The Current Trends Under The Guidance Of Their Guide Teacher'. They Will Have To Submit The Report On 31st March Every Year. Project Viva Voce Will Be Conducted At The End Of IV Semester But Before Theory Examination.

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### **Guidelines Areas of Project Work Marks: 100**

Students are required to Visit a Unit in Concerned Industry and submit their report on any of the following project topics.

1. Marginal Costing: Techniques Based on Annual Reports of Listed Companies. To Study the Application of Marginal Costing in Taking Managerial Decision.
2. Budgetary Control: Study of Procedure of Audit. A Study of Budgetary Control System Established therein and used for cost Control Purpose.
3. Statement of Cost of Production of the taxable goods(refer Rule 30 of the CGST Rules, 2017)
4. Environmental Audit.
5. Cost Audit: Audit Programme Understanding the Procedure of Cost Audit, Cost Accounting Record Rules of the Respective Industry and Preparation of Cost Audit Report.
6. Process Costing: process industry & Understanding the Use of Process Costing Method in the factory, Cost Analysis at Each Stage in Particular and Cost Analysis in General done inthe Sugar Factory.
7. Pricing Decisions: Visit to any Industry Understanding the different Methods and Techniques used by the Concern in pricing different Products.
8. Cost Control and Cost Reduction: Visit to any Manufacturing Concern and Understanding the different Methods used fruitfully by the Priority in Cost Control and Cost Reduction. **ISOProcedure.**
9. Contract Costing: Visit to Any Construction / Contracting firm and Understanding Ascertainment of Contract Cost, Allocation and Apportionment of different Expenses and Apportionment of profit on Incomplete Contract.
10. Costing in Service Industry: Visit to any Hotel, Airlines, Hospitals or any other Service Industry and Understanding the Costing Methods used in the Concerned Service Industry and its Utility to Ascertain the Cost of Service Rendered as well as for controlling the Cost.

11. Recent Developments in Cost Accounting.
12. Application of Activity Based Costing.
13. Study of Job Evaluation and Merit Rating in Industrial Unit:
14. Application to Agro Based Industries i.e. fishery, dairy, poultry etc.
15. Cost Reduction Program and its Implementation:
16. Study of Costing Techniques and its use in Decision Making:
17. Application of Onion – Cash Crop, Sugarcane, Cotton, Horticulture etc.
18. Study of Various Measurement Policies (Risk Management)
19. Study of minimum wages.
20. Study of fixation or fees of Professional Courses,
21. Study of Cost Associate with Finance of Any Company
22. Study of Cost Structure of Different Companies from same Industry.
23. CSR under industry.

**Note:**

- The aforementioned titles are just for examples. Students can choose any other topic relevant to the syllabus in consultation with subject teacher.
- 50 % Marks are allotted to Viva-Voce whereas rest 50 % for the Project Work conducted by the students.

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## **SPECIAL ELECTIVE SUBJECT - Group D (Co-operation & Rural Development)**

### **SUBJECT: RECENT ADVANCES IN CO-OPERATIVE AND RURAL DEVELOPMENT**

**Course Code: 409**

**Total Credits: 04**

#### **Objectives of the Course:**

1. To create awareness regarding globalization and its effects on rural development.
2. To study and projects in the field of Co-operation and recent advances in rural development.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Purpose/skills to be developed</b>
1.	<b>Social and Economical Aspect</b>	<b>Social and Economical Aspect:</b> 1.1 Theory and Practice of co-operative principles & current scenario 1.2 Issues of economic viability of co-operative institutions 1.3 Issues of non-viability and sick co-operative units 1.4 Social responsibility of co-operative institutions	1. To understand economic 2. viability of co-op. institutions To understand the social responsibility of co-op. institutions
2.	<b>Globalization and Co-operatives</b>	<b>Globalization and Co-operatives:</b> 2.1 Progress of Globalization and its impact on Cooperative institutions 2.2 Challenges of global competition 2.3 Meeting the global challenges 2.4 New Management Techniques 2.5 Scope of six Sigma in Co-Operative Management 2.6 Co-operative leadership in global era	1. To understand the impact of globalization on co-op. institutions. 2. To understand the challenges posed by globalization & remedies 3. To study the changing role of co-operative leadership with respect to globalization & its effects

3.	<b>Role of Self Help Groups in Rural Development</b>	<b>Role of Self Help Groups in Rural Development:</b> 3.1 Formation & organization 3.2 Self Help groups - innovation for rural development 3.3 Types of Micro Finance- Meaning & Definition 3.4 Micro finance and SHGs 3.5 Development of banking habits among rural people 3.6 Rural artisans and SHGs	1. To understand the meaning & evolution of Self Help Groups. 2. To understand the role of SHGs in the development of various co-op. movements & societies
		3.7 Women empowerment through SHGs 3.8 Marketing of SHG products 3.9 Performance	
4.	<b>Rural distress and Government Measures</b>	<b>Issues in Rural Co-operative Development &amp; Government measures:</b> 1.1 Reports of various committees regarding farmer's suicides 1.2 Causes of farmer's suicides 1.3 Short and long term Governmental measures for redressing rural distress 1.4 Sustainable Rural development	1. To study various hindrances in development of rural co-op. sector. 2. To understand the causes of farmer's suicides 3. To study various governmental measures for the development of rural co-op. sector 4. To understand the progress & future course of action for sustainable rural development.

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Group discussion & presentations	----	Preparing report on group discussion & presentations	Awareness about recent trends in social & economic aspect

2	12	Guest lecture followed by group discussion	Short films available on internet	Preparing report on group discussion & presentations	Awareness about recent trends and globalization
3	12	Visit to couple of SHGs	Short films available on internet.	Preparing report on Visit made.	Enhanced awareness about functions, need & problems of SHGs
4	12	Group discussion & visit to the nearby village where Rural distress is reported	----	Report on the functioning of NGO working in this field	Greater understanding about rural distress

### Recommended Books:-

1. Bedi R.D.- Theory, History and Practice of Co-operation
2. N.L.Ghorpade- Co-operation and Rural Development
3. Dubhashi P.R.- Principles and philosophy of co-operation
4. Dubhashi P.R.- Rural Development & administration in India
5. B.K.Sinha- Indian Co-operation
6. S.K.Day- Power of People
7. Rajeshwar- Community development, Panchayat raj, Sahakarisamaj
8. S.K.Goyal- Co-operative farming in India
9. Dr. Dhiraj Zalte & Others-Theory & Practice of Cooperation Prashant Publication

### Journals:

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of Co-operative Perspective, Pune.
3. The Indian Journal of Commerce, New Delhi.
4. Journal of Sahakari Maharashtra, Pun

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**SPECIAL ELECTIVE SUBJECT - Group D (Co-operation & Rural Development)**

**SUBJECT: Project Work/ Case Studies**

**Course Code: 410**

**Total Credits: 04**

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**Objectives:**

1. To develop research attitude of the students.
2. To enrich the ability of research work among the students

### **Introduction:**

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test student's ability to apply theoretical knowledge to Co-operation and Rural Development. In the light of exposure to different functional areas and research methodology at M.Com Part- II curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

### **Report Contents:**

- A. Cover Page
- B. Company Certificate
- C. Guide Certificate
- D. Acknowledgement
- E. Declaration
- F. Executive Summary

### **Tentative Chapter Scheme:**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>
1	<b>Introduction</b>	Selection and relevance of the problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate
2	<b>Research Methodology</b>	It include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc
5.	<b>Literature Review</b>	Provide information about studies done on the respective issue. This would assist students to undertake further study on same issue.
6.	<b>Data Presentation and Data Analysis</b>	The analysis pertaining to collected data will be done by the students, the application of selected tools or techniques

7.	<b>Conclusion</b>	Findings of work will be covered by the candidate and suggestion will be mentioned by the candidate to validate the objectives and hypotheses.
8.	<b>Bibliography</b>	It include a list of all of the sources you have used whether referenced or not in the process of research work
9.	<b>Appendix</b>	An appendix contains supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem

### **Project Report (For Regular Students)**

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business Entrepreneurship. The students will have to work under the guidance of concerned subject teacher.

The Research project work will carry total 100 marks.

### **Research project Division of Marks**

<b>Division of Marks</b>	<b>Marks</b>
Synopsis with working bibliography (Internal Assessment)	40 Marks
A full project Report (Minimum 50-80 pages)	40 Marks
Viva Voce	20 Marks

Total	100 Marks
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Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointer by the University.

### **Case Studies (Only for External Students)**

There will be a paper of case studies for external students. The paper will be set for 80 marks to be converted in to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case will also be covered and it will carry twenty (20) marks.

**Note:** The paper of case studies will be offered only by external students only.

### **References:-**

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Research Methodology-Methods & Techniques	C. R. Kothari	New Age International Publishers	New Delhi
2	Research Methodology	Dipak Kumar Bhattacharyya	Excel Books	New Delhi
3	Research Methodology-Methods & Techniques	Anil Kumar Gupta	Value Education of India	New Delhi
4	Research Methodology-Concepts and Cases	Deepak Chawla & Neena Sondhi	Vikas Publishing House Pvt. Ltd	New Delhi
5	Research Methods	Ram Ahuja	Rawat Publications,	Jaipur
6	Methodology & Techniques of Social Research,	P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas	Himalaya Publishing House	Mumbai
7	Legal Research and Writing Methods	Anwarul Yaqin	LexisNexis Butterworths	Nagpur
8	Business Research Methods,	Donald R. Cooper & Pamela S. Schindler	Tata McGraw- Hill Edition	New Delhi

9	Investigating the Social World-The Process and Practice of Research	Russell K. Schutt	Sage Publication	New Delhi
10	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	New York

### **SPECIAL ELECTIVE SUBJECT - GROUP E (BUSINESS PRACTICES & ENVIRONMENT)**

**Subject: Recent Advances in Business Practices and Environment Course Code: 411 Total Credits: 04**

#### **Objectives of the Course:**

- To provide knowledge and understanding of Recent Advances in Business Practices and Environment.
- To understand the Maharashtra New Industrial Policy 2019.
- To study the various Schemes of MSME. (Micro, Small, & Medium Enterprises) and Pradhan Mantri Mudra Yojana 2015.
- To know the concept of Environment Audit and Corporate Governance.

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Maharashtra New Industrial, policy 2019.</b>	Objectives or Target of New Policy. A) Promotion of Thrust Areas. 1) Agro – Tourism 2) Agro processing Policy 3) Textile Policy. 4) Retail Policy. C) Large Scale Industry, Mega and Ultra Mega Projects. D) Incentives.	i. To understand the Objectives or Target of Maharashtra New Industrial Policy 2019. ii. To understand the Provisions for Promotion of Various Thrust Area.



2	<b>Recent Schemes of Development of Micro Small &amp; Medium Enterprises (MSME).</b>	<p>A) SME Divisions Schemes-Descriptions, Nature of Assistance, Who and How Apply.</p> <p>1.Assistance to Training Institutions (ATI)</p> <p>2. Marketing Assistance.</p> <p>B) Fiscal Incentives for Micro, Small and Medium Enterprises and Small Industries.</p> <p>C) Development Commissioner Schemes 1) Credit Guarantee.</p> <p>2) Micro and Small Enterprises Cluster Development Programme.</p> <p>3) Micro Finance Programme</p> <p>D) Rajeev Gandhi Udyami Mitra Scheme (RGUMI).</p> <p>E) Pradhan Mantri Mudra Yojana 2015 –Eligibility-Mudra Bank-Functions of Mudra Bank-Mudra Loan- Types &amp; Features of Mudra Loan.</p> <p><b>* New Package of Central Government on 13 May 2020 for MSME for remedies to reduce Covid19 Lockdown effects.</b></p>	<p>i. To understand the Description, Nature of Recent Schemes of Development of Micro, Small and Medium Enterprises.</p> <p>ii. To understand the Fiscal Incentives for Micro, Small and Medium Enterprises and Small Industries. To understand the Rajiv Gandhi Udyam Mitra Scheme.</p> <p>iii. iv. To Know about Pradhan Mantri Mudra Yojana 2015 and Functions of Mudra Bank.</p>
3	<p><b>A) Marketing Assistance.</b></p> <p><b>B) NSIC –National Small Industries Corporation Schemes-</b></p>	<p><b>A)NSIC Schemes :</b></p> <p>1)Bank Credit Facilitation</p> <p>2)Single Point Registration</p> <p>3)Prime Minister`s Employment Generation Programme.(PMEGP)</p> <p>4)Cair Vikas Yojana –Skill Upgradation and Mahila Cair Yojana</p> <p>5) IT Incubator</p> <p>B) Gram Udyog Vasahats, Urban Haat.</p> <p>C) H.R. initiatives - Labour Market Information cell (LMIC), Service training institute (STI)</p>	<p>i. To Understand the Marketing Assistance</p> <p>ii. To understand the Corporation Schemes of NSIC.</p> <p>iii. To understand the various H.R. Initiatives, about LMIC and STI.</p>
4	<b>Environment Audit&amp; Corporate Governance.</b>	<p>Nature – Scope-Goal - Necessity &amp; importance – Types – Limitation - Role &amp; implication -Transparency &amp; corporate discloser – ISO 14000 Nominee Direct role. Good Corporate Governance-Recent Development in Corporate Governance in India.</p>	<p>i. To understand the Nature – Scope-GoalNecessity &amp; importance – Types – Limitations of Environment Audit.</p> <p>ii. To study of the ISO 14000</p> <p>iii.</p>

			To gain fundamental knowledge about the Corporate Governance in India.
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### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Pre reading, Class discussion, examples from real life through newspapers and internet Resources. About Maharashtra New Industrial Policy 2019.	Film Show on Aspects of Maharashtra New Industrial Policy 2019	Project on Provisions of Maharashtra New Industrial Policy 2019	Understanding of basic knowledge of Maharashtra New Industrial Policy 2019.
2	12	Guest Lectures on Recent Schemes of Development of Micro Small & Medium Enterprises (MSME). Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies	You Tube Video on Recent Schemes of Development of Micro Small & Medium Enterprises (MSME).	Project Report on SME Divisions Schemes of Assistance, Who and How Apply.	Understanding of basic knowledge of Recent Schemes of Development of Micro Small & Medium Enterprises (MSME). And Pradhan Mantri Mudra Yojana 2015.
3	12	.Guest Lecture on Marketing Assistance. NSIC –National Small Industries	PPT on Marketing Assistance. NSIC –National Small Industries.	Project Report on Corporation Schemes and Gram Udyog Vasahats, Urban Haat.	Evaluate the performance of application of Govt.Policies.
4	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies.	Presentation on Scope-GoalNecessity & importance – Types – Limitation - Role & implication Environment Audit& Corporate	Project on Review Environment Audit& Corporate Governance	Understanding the importance, scope, effects and Role & implication of Environment Audit&

			Governance		Corporate Governance.
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#### References:-

1. Maharashtra New Industrial Policy 2019 Handbook <https://home.kpmg/content/dam/kpmg/in/pdf/2019/04/KPMG-Flash-News-Maharashtra-Industrial-Policy-2019-2.pdf>. Google Website
2. Ministry of Micro, Small & Medium Enterprises Schemes 2015. Pradhan Mantri Mudra Yojana 2015 [https://msme.gov.in/sites/default/files/MSME\\_Schemes\\_English\\_0.pdf](https://msme.gov.in/sites/default/files/MSME_Schemes_English_0.pdf)
3. Business Environment Audit Text & Cases Francis Cherunilam Himalaya Publishing House Pvt.Ltd. Mumbai <https://vikaspedia.in/social-welfare/financial-inclusion/pradhan-mantri-mudra-yojana>. Google Website
4. Business Environment Challenges, Elliaon Edward Arnold ,Asia Publishing House Mumbai.
5. Environmental auditing: effectiveness, objectivity, and transparency, Cook W, Bommel S V, Turnhout. Asia Publishing House Mumbai
6. Corporate Governance. <https://www.corpgov.net/library/corporate-governance-books-online/> Google Website
7. Auditing & Corporate Governance <http://www.himpub.com/documents/Chapter3501.pdf> Himalaya Publishing House Pvt.Ltd. Mumbai

## **SPECIAL ELECTIVE SUBJECT - GROUP E (BUSINESS PRACTICES & ENVIRONMENT)**

**Subject: Project Work/ Case Studies**

**Course Code: 412**

**Total Credits: 04**

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### **Objectives of the Course:**

- 1) To provide an opportunity to investigate an issue that excited student interest to a depth.
- 2) To develop interest of to become successful entrepreneur.

### **Introduction:**

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test student's ability to apply theoretical knowledge to practical business situation. In the light of exposure to different functional areas and research methodology at M.Com Part- II curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

### **Report Contents:**

- A. Cover Page
- B. Company Certificate

- C. Guide Certificate
- D. Acknowledgement
- E. Declaration
- F. Executive Summary

### **Tentative Chapter Scheme:**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>
1	<b>Introduction</b>	Selection and relevance of the problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate
2	<b>Research Methodology</b>	It include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc
10.	<b>Literature Review</b>	Provide information about studies done on the respective issue. This would assist students to undertake further study on same issue.
11.	<b>Data Presentation and Data Analysis</b>	The analysis pertaining to collected data will be done by the students, the application of selected tools or techniques
12.	<b>Conclusion</b>	Findings of work will be covered by the candidate and suggestion will be mentioned by the candidate to validate the objectives and hypotheses.
13.	<b>Bibliography</b>	It include a list of all of the sources you have used whether referenced or not in the process of research work
14.	<b>Appendix</b>	An appendix contains supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem

### **Project Report (For Regular Students)**

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business Entrepreneurship. The students will have to work under the guidance of concerned subject teacher. The Research project work will carry total 100 marks.

#### **Research project Division of Marks**

<b>Division of Marks</b>	<b>Marks</b>
Synopsis with working bibliography (Internal Assessment)	40 Marks
A full project Report (Minimum 50-80 pages)	40 Marks
Viva Voce	20 Marks
Total	100 Marks

Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointer by the University.

### **Case Studies (Only for External Students)**

There will be a paper of case studies for external students. The paper will be set for 80 marks to be converted in to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case will also be covered and it will carry twenty (20) marks.

**Note:** The paper of case studies will be offered only by external students only.

**References:-**

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Research Methodology-Methods & Techniques	C. R. Kothari	New Age International Publishers	New Delhi
2	Research Methodology	Dipak Kumar Bhattacharyya	Excel Books	New Delhi
3	Research Methodology-Methods & Techniques	Anil Kumar Gupta	Value Education of India	New Delhi
4	Research Methodology-Concepts and Cases	Deepak Chawla & Neena Sondhi	Vikas Publishing House Pvt. Ltd	New Delhi
5	Research Methods	Ram Ahuja	Rawat Publications,	Jaipur
6	Methodology & Techniques of Social Research,	P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas	Himalaya Publishing House	Mumbai
7	Legal Research and Writing Methods	Anwarul Yaqin	LexisNexis Butterworths	Nagpur
8	Business Research Methods,	Donald R. Cooper & Pamela S. Schindler	Tata McGraw- Hill Edition	New Delhi
9	Investigating the Social World-The Process and Practice of Research	Russell K. Schutt	Sage Publication	New Delhi
10	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	New York

**SPECIAL ELECTIVE SUBJECT - Group F (Business Administration)**

**Subject: Recent Advances in Business Administration**

**Course Code: 413**

**Total Credits: 04**

- Objectives:**
1. To familiarize the students with the recent advancements in business administration
  2. To develop an understanding about tools and their application in the business.
  3. To understand the basic concepts of Change Management and their approaches.
  4. To impart adequate knowledge and analytical of cross cultural Management.
  5. To impart the basic concept and strategies of customer centric Management..
  6. To expose the students to the concept, Innovation Management

Unit No.	Unit Title	Contents	Purpose skills to be developed	Lectures Allotted
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<b>1</b>	<b>Contemporary Issues in Business Administration</b>	<p>1.1 Change management – Concept, Significance. Managing change-Important feature</p> <p>1.2 Principals change Management</p> <p>1.3 Dimensions Approaches towards managing change</p> <p>1.4 Futuristic and strategic approach toward changing business environment</p>	<p>To understand the concept of change management and get the knowledge about the approaches management change and Important feature,,</p> <p>To know the various dimensions Approaches towards managing change.</p> <p>To get the futuristic and Strategic approaches due technology</p>	<b>12</b>
<b>2</b>	<b>Customer Centric Approach</b>	<p>2.1 Customer centric approach – meaning definition, strategies, internal and external customers, full 360 view of the customer .</p> <p><b>2.2 The challenges of becoming a customercentric company</b></p> <p>2.3 Best practices to becoming a customer-centric company</p> <p>2.4 Ways to measure the success of a customercentric company</p>	<p>Get well acquainted with the concept strategies internal and external customers in customer centric approach</p> <p>To analyses the challenges before cutomer centeric organization</p> <p>To know the best practices and way to measure the success of customer centric company</p>	<b>12</b>

3	<b>Cross- Cultural Management System</b>	<p>3.1 Global management system- Concept, &amp;Significance.</p> <p>3.2 Issues in cross cultural management.</p> <p>3.3Acquisition &amp; mergers- Role &amp; importance</p> <p>3.4 Current Trends in acquisitions &amp; mergers on national &amp; international scenario</p>	<p>To understand the concept and significance of Global Management.</p> <p>To Know the cross cultural Management issues.</p> <p>To able to aquatint the role, importance and current trends in merger</p>	12
4	<b>Turn Around and Innovation Management</b>	<p>4.1Turn around Management - Concept &amp; Significance, Techniques prerequisite for success.</p> <p>4.2 Restructuring &amp; Reengineering of business Concept of innovation, Advantages and Significances of Innovation</p> <p>4.3 Key Steps in Innovation Management</p> <p>4.4 Role of Government and Private Institutions in</p>	<p>To know the concept significance and techniques/</p> <p>To able to know the prerequisite for success.</p> <p>To get knowledge about the concept and significance of Restructuring and</p>	12
		<p>promoting innovation</p>	<p>Reengineering of Business.</p> <p>To know the steps on innovation management. And also the role of various institution for promoting.</p>	

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels.	<ul style="list-style-type: none"><li>▪ Significance of change management in respect of covid 19</li><li>▪ Project on covid 19 futuristic and strategic approach of change management.</li><li>▪ Impact of covid 19 on futuristic and strategic approach towards business environment</li></ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"><li>▪ The Definition and meaning of change management and get the knowledge about the approaches management change and Important feature.</li></ul> <p>Can identify dimensions Approaches towards managing change.</p> <p>Able to cope with the futuristic and Strategic approaches due technology.</p>

2	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>▪ Project on customer centric par after slowdown of economy</li> <li>▪ Case study approach towards employee as internal customer</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <p>Define the concept, strategies internal and external customers in customer centric approach</p> <p>Able to know the challenges before customer centric organization</p> <ul style="list-style-type: none"> <li>▪ Identify the best practices and way to measure the success of customer centric company.</li> </ul>
3	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Relevant videos on YouTube and specific channels, Grouping for Educational Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>▪ Company having cross boundary employees and its approach /its strategies of cross cultural management</li> <li>▪ Case study of acquisition and merger in context of Indian multinational of any company</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <p>Understand the concept and significance of Global Management.</p> <ul style="list-style-type: none"> <li>▪ Able to Know the cross cultural Management issues.</li> <li>▪ Able to identify to aquatint the role, importance and current trends in merger</li> </ul>

4	12	Lecture, PPT/ Group Discussion, Library, Problem solving discovery based learning, experimental	Relevant videos on YouTube and specific channels, Grouping for Educational	<ul style="list-style-type: none"> <li>▪ Case study of one company, which contributed in Indian Economy.</li> <li>▪ Project on one</li> </ul>	<p><b>After completing this topic , the student will be able to understand</b></p> <ul style="list-style-type: none"> <li>▪ Understand the concept significance and techniques of turn around management</li> </ul>
		learning, assessment of portfolios and formative assessment, Case study, Jigsaw reading, Practical based learning	Communication, E-Content, HRD Ministry TV channels	<ul style="list-style-type: none"> <li>innovative Idea which is useful for solution of business problems..</li> <li>▪ Significance of turnaround management after covid 19</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify the prerequisite for success.</li> <li>▪ Able to identify the concept and significance of Restructuring and Reengineering of Business.</li> <li>▪</li> <li>▪ Able to cope with the steps of innovation management. And also the role of various institution for promoting.</li> </ul>

#### Methods of Evaluation:

Unit	Internal Evaluation	External Evaluation	Suggested Add on Courses
I	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
II	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
III	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop

IV	Continuous Evaluation	Written exam as per University Guidelines and Schedule	Related Short Term Course/ Seminar/ Workshop
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### **SPECIAL ELECTIVE SUBJECT - Group F (Business Administration)**

**Subject: Project work / Case Studies**

**Course Code: 414**

**Total Credits: 04**

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business- Administration. The students will have to work under the guidance of concerned subject teacher. The project will carry total 100 marks out of which sixty marks will be allotted for Project Report and 40 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University. Note: The list of suggested areas for project work will be notified in due course. Case Studies: There will be a paper of case studies for external students. The paper will be set for 80 marks- to be converted to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case also will be covered & it will carry twenty (20) marks. Note: The paper of case studies will be offered only by external students only.

#### **BUSINESS ADMINISTRATION – SUGGESTED TOPICS FOR PROJECT REPORT**

#### **CONTENTS:**

1.CoverPage

2.CompanyCertificate

3.Guide Certificate

4.Acknowledgement

5.Declaration

6.Executive Summary

TENTATIVE CHAPTER SCHEM E

CHAPTER 1. INTRODUCTION TO STUDY

CHAPTER 2. COMPANY PROFILE

CHAPTER 3. OBJECTIVES OF STUDY

CHAPTER 4. REVIEW OF LITERATURE

CHAPTER 5. RESEARCH METHODOLOGY

CHAPTER 6. DATA ANALYSIS AND INTERPRETATIONS OBSERVATIONS

CHAPTER 7. FINDINGS CONCLUSIONS AND SUGGESTIONS

1. An empirical study on 360 degree performance appraisal in a private sector organization.
2. A study of lower/middle/top level management banks/private/public sector employees job satisfaction
3. A study of stress management related to work of the employees from IT Sector
4. A study on cross cultural management issues in a multinational company.
5. A study of ERP System of a private/public sector organization.
6. A comparative study of the impact of team work in two departments of an organization.
7. A study on overcoming of negative emotions and boosting motivation of managers in private/public sector organization.
8. A study on emotional intelligence amongst female employees at workplace in private/public sector employees.

9. A study of work-life balance of employees in an organization.
10. A study of work culture and work ethics in an organization.
11. A study of impact of Training of employees in an bank/private/public sector organization.
12. A study of impact and role of Job Rotation for the Positive outcome.( A case study)
13. A study on the pros and cons of VRS to employer and employees in an organization- (A case study) 14. A study of the problems involved with the resignation of an employee to both employer and employee.
15. A study on the prospects of manpower planning in organization.
16. A study of the awareness and utility of HRD and HRM in an organization.
17. A study on the problems related to job transfers of employees especially with reference to female employees.
18. An overview of ethics in performance appraisal in an organization.
19. A study of the HR environment of two companies.
20. A Study of the HR challenges in Employing Generation
21. A study of the HR challenges in Indian context.
22. A study of the employee retention strategies of two companies.
23. A study of the impact of change management of an organization.
24. A study of the techniques of turnaround management in an organization.
25. A study of the role and impact of information technology in indigenous and multinational companies.
26. A study of the financial position of a Company
27. A study of the capital structure and cost of capital of a company
28. A study of the working capital management
29. A study of the customer retention techniques adopted by Banks/Insurance/Travel and tourism/Telecom Companies.
30. Analytical study of the CSR practices adopted by companies.



31. A study on nature of organization climate and impact on Job satisfaction of employees.
32. A study on organization behavior & its impact on female employees functioning.
33. A study of organizational problems of the institution and their impact on functioning of role of employee.
34. Analytical study of business ethics practices adopted by companies.
35. A study of office structure and productivity
36. A Study of import and export organization culture
37. Impact of customer satisfaction strategies on customer retention in Bank /Insurance/Travelling /Telecom companies.
38. A study of service providing institute's effectiveness in customer satisfaction
39. Impact of customer satisfaction strategies on customer retention.
40. Assessment of customer satisfaction on Traveling/Banking/Insurance/Telecom industry.
41. A study of stress management related to work of the employees from IT. /Education/Newspaper/Banking /Insurance/Hospital/Travel/any service Sector.
42. A study of Production and Marketing strategies of small /medium / big companies.
43. A case study of any service providing Industries ( Structure, Services, Productivity, Problems, Employability)
44. A study of Impact of quality control on organizational performance.
45. Appraisal of inventory control in manufacturing company.(case study of any company )
46. A study of Impact of production and control on operational cost of any company.
49. A study of the effect of material management techniques on production process.

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**SPECIAL ELECTIVE SUBJECT - Group G (Advanced Banking & Finance)**

**Subject: Recent Advances in Banking and Finance**

**Course**

**Code: 415**

**Total Credits: 04**

Objectives:

1. To enable students understand new developments in banking industry.
2. To keep the students abreast with the innovative practices introduced by RBI in day to day banking in India.
3. To enable the students to understand the various modern services offered by banks.
4. To give exposure of financial services offered by various agencies and financial adviser to students.

**Skills to be developed:**

1. To make aware about recent development in banking.
2. To expose them to technological changes brought in Indian banks.
3. Students shall learn and acquire the knowledge of latest development in Indian money market.
4. Students will acquire skills about recent development in Indian capital market.

Unit No.	Topic	Periods	Teaching Method	Course Outcome
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1	<p><b>Recent Developments in Banking:</b></p> <p><b>1.1 Financial inclusion:</b> Concept, Benefits, RBI guidelines, Economic Growth and financial inclusion, constraints.</p> <p><b>1.2 Regulation with respect to management of NPAs</b> and Maintenance of Capital adequacy norms. Bad assets management (Bad banks or companies).</p> <p><b>1.3 Basel Norms: III and IV.</b></p> <p><b>1.4 Micro Finance Institutions:</b> role, prospectus and containers.</p> <p><b>1.5 Customer service management:</b> Customer education and Customer Relationship Management. Customers meet, Provisions of Consumer Protection Act.</p> <p><b>1.6 The Banking Ombudsman Scheme, 2006</b> Concept of CAMELS rating in banks.</p>	12	<p>Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet</p>	<p>Students may understand the importance of Financial inclusion, progress till date of it, and also overview the role of micro financial institutions, customer management.</p>
2	<p><b>Technological Developments in Banks: Delivery channels</b></p> <p><b>2.1 Core Banking,</b></p> <p><b>2.2 Tele banking,</b></p> <p><b>2.3 Mobile banking,</b></p> <p><b>2.4 ATMs,</b></p> <p><b>2.5 Internet Banking.</b></p> <p><b>2.6 Electronic Funds Transfer: (BCS credit-debit, SWIFT, RTGS, and NEFT)</b></p>	12	<p>Lecture, PPT, Group Discussion, Library Work, Assignment</p>	<p>Students will be exposed to recent technological development in banking, and various electronic funds transfer.</p>
	<p><b>Recent Developments in Money Market:</b></p> <p><b>3.1 Role and functions:</b> Call/ Notice / Term policy, Treasury Bills, Commercial paper and Certificate of Deposits.</p> <p><b>3.2 Collateralized borrowing and lending obligations. (CBLD)</b></p> <p><b>3.3 Money Market Mutual Fund.</b> (Repos) Repurchase obligations (Market Repo &amp; Repo with RBI)</p>		<p>Lecture, PPT, Group Discussion, Library Work, Assignment,  Use of internet</p>	<p>Students shall learn recent development in money market and inclusion of modern debt</p>

3	3.4 Money market derivative and 3.5 Money market debt funds	12		instruments.
4	<b>Recent Developments in Capital Market:</b> 4.1 <b>Recent reforms in the capital market</b> with reference to primary market : Book building, Reverse book building mechanism (75%-100%), Green Shoe option, Online IPOs., Grading & IPO's 4.2 <b>Secondary Market</b> : organization, Regulation and functions of stock exchanges, listing and trading of securities, the BSE, the NSE, OTCEI, and the interconnected stock exchanges of India. The working of these stock exchanges using network. 4.3 <b>Changing trends in foreign institutional investments (FII)</b> Introduction of Depositories and Custodian Demat service, Options and futures trading in equity derivatives market, regulation by SEBI.	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet	Students will understand the Recent developments took place in Indian Capital Market.
	<b>Total</b>	<b>48</b>		

### Recommended Books:

1. Financial Institution and Markets - a Global Perspective - Hazel J. Johnson
2. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
3. Financial Markets and Institutions- L.M. Bhole
4. International Financial Management-Eun/Resnick
5. International Financial Management, Markets, Institutions-James C. Baker-
6. Reserve Bank of India Bulletin
7. Annual Reports of IMF, World Bank, ADB.
8. Preeti Singh: Investment Management, Himalaya Publishing House, New Delhi.
9. Indian Economy (Latest Edition): Rudder Dutta, Gaurav Dutta, and Sundram, Himalaya Publishing House, New Delhi.

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**SPECIAL ELECTIVE SUBJECT - Group G (Advanced Banking & Finance)**

**Subject: Project Work / Case Studies**

**Course Code: 416**

**Total Credits: 04**

**The following are the topics suggested for Project Work:**

1. A study of trends in mutual funds
2. Financial Inclusion & unskilled worker.
3. Rural Development & role of NABARD
4. A study of Bank portfolio
5. Banking Development Problems & Perspectives
6. Role of IT in Banking industry: constraints & challenges
7. A study of New Banking products
8. A study of Marketing of Banking products
9. A study of Companies (Amendment) Act 2013 with reference to Banking
10. Capital Adequacy Norms: constraints & challenges
11. Project Evaluation Tools & Techniques
12. Assessment of Financial Health through Ratio Analysis
13. Study of Bank Balance Sheet.
14. Study of Urban Co-Operative Bank.
15. Study of Non-Performing Assets.
16. Study of Capital adequacy of Public sector, Private sector and Co-Operative Banks.
17. Study of Foreign bank branch working in India.
18. Study of forex operation of Indian banks located in your city.
19. Study of National securities depository and Demat Account.
20. Study of Social banking (Prime Minister Rozgar Yojana, Suwarna Jayanti Sahara Rozgar Yojana, NAREGA, The Urban Self employment programe.)
21. Study of Self help group in Maharashtra.
22. Study of Recent Mergers and acquisition in banks.
23. Study of recent mergers of banks and its implication on bank employee.
24. Study of Foreign institutional investments.
25. Study of Recent reforms in capital market.

26. Study of R.B.I. recent monetary policy.
27. Study of Stock Exchange.
28. Study of Non-Banking Finance Companies.
29. Study of Role of N.G.O's.
30. Study of International Financial Institutions.
31. Study of International Investors.
32. Skill Development for unemployment Youth.
33. Study of Self Help Groups.
34. Study of investor's portfolio.
35. Study of investor's awareness and education by SEBI.
36. Study of role of SEBI.
37. Study of different schemes of mutual funds.
38. Study of companies deposits.
39. Study of GDR and ADR
40. Study of FDI.

**Note:**

Clarity with respect to any topic mentioned above be given by the concerned subject teacher / Guide.

Student is required to choose one institution / scheme at a time.

The topics mentioned are for guidelines and the concerned subject teachers have the privilege to choose and suggest any other topic other than the above

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## **SPECIAL ELECTIVE SUBJECT - Group H (Advanced Marketing)**

**Subject: Recent Advances in Marketing**

**Course Code: 417**

**Total Credits: 04**

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### **1. Preamble**

After the introduction of new economic policy the extent of competition in the market has increased substantially. Competition is becoming tougher day after day. Therefore every business establishment is required to give more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

Given this, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

### **Objectives of the course**

1. To facilitate an understanding of the recent trends in marketing
2. To make students aware of the latest changes and challenges in digital marketing.
3. To acquaint students with mechanisms of Delivering Service through Intermediaries and Modern E Channels
4. To help students understand various issues related with sustainable marketing.

Depth of the program – Detailed Knowledge

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### Objective of the Program

To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing strategies

To develop students' independent logical thinking and facilitate personality development.

To impart the knowledge about various marketing strategies.

To impart knowledge about Sustainable Marketing and Value through Customer Service

To impart in-depth knowledge about digital marketing

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Marketing Strategy	-Meaning- Definition – Types of Marketing Strategies. Elements of Marketing Strategy. - Strategies in the Marketing Warfare- Principles of Marketing Warfare -Process of Creating a marketing strategy , Global v/s Local Marketing strategy	To enable the students to understand various types of marketing strategies and the process of creating marketing strategy
02	Sustainable Marketing and value through customer service	-Sustainable Marketing :Concept, Importance , Problems and prospects -Creating Sustainable Value through Customer Service -Sustainable Marketing and Sustainable Development, sustainable Marketing and related ethical issues -Current examples of corporate sustainability endeavors	To enable students about Sustainable Marketing and value through customer service

03	Recent Trends,  Changes and Challenges of digital Marketing	-Concept and relevance of Digital Marketing in Modern Times. -Role of a Modern Marketing Manager in the era of digital Marketing with specific reference to social media management and social media audit. -Problems and prospects of Marketing ; advent of artificial intelligence and robotics -A study of some e marketing websites: <a href="http://www.ebay.in">www.ebay.in</a> , <a href="http://www.alibab.com">www.alibab.com</a> , <a href="http://www.flipkart.com">www.flipkart.com</a>	To familiarise students with the developments in digital marketing
04	Delivering service through intermediaries and modern E channels	Customers role in service delivery. Marketing strategies for customer involvement and engagement Customer defined service standards Factors necessary for appropriate service standards Types of customer – defined standards. Development of customer defined standards	To acquaint students with mechanisms of delivering service through intermediaries and modern e channels

#### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows	Project	Expected Outcome
			and AV Applications		
01	12	Guest Lecture, Presentation of the students and also videos which are available on youtube	Videos on Youtube	N.A	Students will understand various types of marketing strategies and the process of creating marketing strategy
02	12	Guest Lecture, Presentation of the students and videos which are available on youtube	Videos on Youtube	Report based on field visit to IT industry	Student will get in depth knowledge about Sustainable Marketing and Value through Customer Service

03	10	Guest Lecture, Case Study Method, Group Discussion	Videos on Youtube	N.A	Students will get acquainted with the latest developments in digital marketing
04	14	Guest Lecture, Case Study Method, Presentation	Videos on Youtube	N.A.	Students will understand ways of delivering Service through Intermediaries and Modern E Channels

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination

### References

No	Title of the Book	Author/s	Publication	Place
1	Customer Relationship Management: Concept & Technologies	Francis Butle	Elsevier	Hungary

2	Customer Relationship Management : A Strategic Approach	Lakshman Jha	Global India Publications Pvt Ltd.	New Delhi
3	Customer Relationship Management: A Global Perspective	Gerhard Rabb, RiadAjami, VidyaranaGargeya	Routledge	London
4	Customer Relationship Management: Emerging Concepts, Tools, and Applications	Jagdish Sheth, Atul Paratiyar	Tata Mc-Graw Hill Publication Company	New Delhi
5	Customer Relationship Management: Concept, Strategy, and Tools	V.Kumar, Werner Reinartz	Elsevier	Hungary
6	Effective Customer Relationship Management	Amy Sauers	Cambria Press	New York
7	Customer Relationship Management	R.K Sungadhi	New Age International Publishers	New Delhi
8	Customer Relationship Management	Subhasish Das	Excel Books	New Delhi
9	Customer Relationship Management Concept & Cases	Alok Kumar Rai	Prentice Hall of India Private Limited,	New Delhi.
10	Customer Relationship Management,	S. Shanmugasundaram	Prentice Hall of India Private Limited,	New Delhi.
11	Marketing Management	Rajan Saxena,	Mc Graw Hill Education Pvt. Ltd,	New Delhi
12	Export Import Procedures and Documentation	Khushpat S Jain	Himalaya Publishing House	New Delhi
13	Services Marketing – Integrating Customer Focus Across the Firm	Valerie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler, Ajay Pandit	Mc Graw Hill Education Pvt. Ltd,	New Delhi
14	Marketing Management ( A south Asian Perspective)	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha	Pearson.	

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### **SPECIAL ELECTIVE SUBJECT - Group H (Advanced Marketing)**

**Subject: Project Work/ Case Studies**

**Course Code: 418**

**Total Credits: 04**

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Objectives :

1. To develop research attitude of the students.
2. To enrich the ability of research work among the students.

#### **Introduction :**

There will be a project work carrying 100 marks. Students will have to select a topic from any area of the syllabi for Marketing. The students will have to work under the guidance of concerned subject teacher. The project will carry a total of 100 marks out of which sixty marks will be allotted for Project Report and 40 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University

#### **REPORT CONTENTS :**

Cover Page  
Company Certificate  
Guide Certificate  
Acknowledgement  
Declaration  
Executive Summary

#### **TENTATIVE CHAPTER SCHEME**

Chapter 1. Introduction to study  
Chapter 2. Company profile  
Chapter 3. Objectives of study  
Chapter 4. Review of literature  
Chapter 5. Research methodology  
Chapter 6. Data analysis and interpretations  
Chapter 7. Observations and findings  
Chapter 8. Conclusions and suggestions

**Note:**

- 1) This project is strictly being undertaken under the guidance and concerned teacher:**
- 2) Topics for Project are in general and student may modify or select the related subject in consultation with the teacher.

The Suggested Topics for Project Work:

- 1) Study advertising in local newspapers or outdoor advertising
- 2) Study of consumer satisfaction
- 3) Comparative study of buyer behaviour
- 4) Study of marketing strategies
- 5) Study of marketing of banking services
- 6) A comparative study of rural marketing versus urban marketing
- 7) Study of Customer Relationship Marketing (CRM)
- 8) An Analytical study of Marketing Mix
- 9) Study Customer Satisfaction of Product and Services
- 10) Study of Recent Trends in Marketing of any product or service
- 11) Study of Online Marketing
- 12) Study of social marketing

- 13) Study of impact on customer of advertisement in social media
- 14) Study of marketing mix in star hotels
- 15) Study of customer satisfaction regarding star hotel
- 16) Study of various strategies used by four wheeler manufacturers 17) Study of customer satisfaction of organized store.

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# Savitribai Phule Pune University

(Formerly University of Pune)

**Two-Year M.Sc. Degree Program in Wine, Brewing and Alcohol Technology**

**(Faculty of Science & Technology)**

## **Syllabus**

**(For Colleges Affiliated to Savitribai Phule  
Pune University)**

**Choice Based Credit System  
Syllabus**

**To be implemented from Academic  
Year 2019-2020**



**Preamble:**

Wine Technology, being one of the youngest branch of Life Science, has expanded and established as applied science. Global and local focus has slowly shifted to not only current “Century of Knowledge” but also on to technology development and application in life sciences. Although, wine has traditionally been consumed throughout history with evidence dating back to Harappa civilization, commercial wine production is a pretty recent phenomenon, with the first commercial grape wine plant being set up only in the 1980s. Since then, three major players – Chateau Indage, Grover Vineyards and Sula Vineyards – emerged in the domestic winemaking scene and the last few decades saw vineyards cropping up all over the country.

Then came the tide of globalization and India, bowing to WTO’s demands, had to reduce tariffs on imported liquor with the consequence that the market was suddenly flooded with incredibly refined Italian and French wines of unmatched quality – much to the delight of the wine lovers and to the woe of the Indian winemakers.

Coming back to the present times, finding a foothold in an arena that has been eternally dominated by European players (read: France, Italy, and Spain, in that order) has been quite an uphill task for Indian winemakers. However, the recent growth numbers – the wine market is currently growing at a rate of 25-30 per cent – have given them some cause to celebrate. A larger market translates to more demand, which in turn means that Indian wines can, now, share a shelf with their French and Italian counterparts. Moreover, Indian wines are considerably cheaper than their Western counterparts; thus, enabling it to achieve a particular target audience of its own.

Back home, statistics reveal that India’s rich and prosperous are finally warming up to this delicious drink; India has a wine market of roughly 1.2 million cases, while experts predict that consumption will grow at a CAGR of around 30% during 2009-2013. Lastly, right marketing strategies and increased awareness will go a long way to ensure that this historically significant drink finally conquers Indian hearts.

**Introduction:**

The syllabi till today had been sufficient to cater to the needs of students for building up their careers in industry and research. However, with the changing scenario at local and global level, we feel that the syllabus orientation should be altered to keep pace with developments in the education and industrial sector. The need of the hour is to design appropriate syllabi that emphasize on teaching of technological as well as the economic aspects of Wine, Alcohol and Brewing industry. Theory supplemented with extensive practical skill sets will help a graduate student to avail the opportunities in the applied fields (research, industry or institutions), without any additional training. Thus, the university / college itself will be developing the trained and skilled manpower.

**Objectives to be achieved:**

- To introduce the concepts in various allied subjects
- To enrich students’ knowledge
- To help the students to build interdisciplinary approach
- To inculcate sense of scientific responsibilities and social and environmental awareness
- To help students build-up a progressive and successful career.

**Eligibility:** Candidates applying for M.Sc. for wine technology should be B. Sc. in Wine Technology/ Post Graduate Diploma in Industrial Fermentation and Alcohol Technology/ B.Sc. in Bio-Technology Microbiology/ Chemistry/ Agriculture/ Botany/ Zoology/Agricultural Bio- Technology and B.E. /B. Tech. (Chemical Engineering/ Biotechnology/food)

### **SPECIAL FEATURES**

1. More stress will be given to this process development and scale-up system along with marketing.
2. Evaluation of waste for production of valuable products will be given prime importance
3. Energy Production and Conservation will be considered during the tenure of the courses.
4. Industry attached Educational system, is more feasible concept

### **Career Opportunity**

#### **1. Government sector in India**

- Agriculture departments
- Agriculture Institute
- Excise Department
- Bureau of Indian Standards
- Import Export Departments

#### **2. International and national wine making plant**

- Vineyard management and marketing services
- Research techniques
- Technical assistance
- Winery laboratory technicians
- Wine marketing services
- Quality control in wine industry.

#### **3. Self employment**

- own winery
- winery consultant
- wine taster, wine maker

## Course Structure:

**Semester I**

Course code	Course Title	Credits
Core Compulsory Theory Papers (CCTP)		
WT 1.1	Viticulture	4Credits
WT 1.2	Microbiology of Alcohol, Beer and Wine	4Credits
WT 1.3	Biochemistry of Alcohol, Beer and Wine	4Credits
Core Compulsory Practical Paper: CCPP-1		
WT 1.4	Practical Course –I - Practical's based on microbiology and biochemistry	4Credits
Choice Based Optional Papers: CBOP (any One)		
WT 1.5	Fermentation technology	2Credits (Th)
WT 1.6	Practical Course – II	2 Credits (Pr)
Total		20 Credits

**Semester II**

Course code	Course Title	Credits
Core Compulsory Theory Papers (CCTP)		
WT 2.1	Alcohol Technology-I	4 Credits
WT 2.2	Brewing Technology-I	4 Credits
WT 2.3	Enology-I	4 Credits
Core Compulsory Practical Paper : CCPP-1		
WT 2.4	Practical Course - I Practical based on alcohol, brewing and alcohol technology	4 Credits
Choice Based Optional Papers: CBOP (any One)		
WT 2.5	Chemical and Plant Engineering-I	2Credits (Th)
WT 2.6	Practical Course - II	2 Credits (Pr)
Total		20 Credits

**Semester III**

Course code	Course Title	Credits
Core Compulsory Theory Papers (CCTP)		
WT 3.1	Alcohol Technology-II	4 Credits
WT 3.2	Brewing Technology II	4 Credits
WT 3.3	Enology- II	4 Credits
Core Compulsory Practical Course : CCPP-1		
WT 3.4	Practical Course - I Practical based on alcohol, brewing and wine technology	4 Credits
Choice Based Optional Papers: CBOP (any One)		
WT 3.2	Marketing of alcoholic beverages.	2Credits (Th)
WT 3.3	Practical Course - II	2 Credits (Pr)
Total		20 Credits

**Semester IV**

Course code	Course Title	Credits
Core Compulsory Theory Papers (CCTP)		
WT 4.1	Industrial waste treatment & Environmental management	4 Credits
WT 4.2	Business Management	4 Credits
WT 4.3	Chemical and Plant Engineering-II	4 Credits
Core Compulsory Practical Paper : CCPP-1		
WT 4.4	Research Project (Which will be of individuals/groups/In plant training)	4 Credits
Choice Based Optional Papers: CBOP (any Two)		
WT 4.5	Alcohol Technology- III	4Credits (2T + 2P)
WT 4.6	Brewing Technology- III	4Credits (2T + 2P)
WT 4.7	Enology- III	4Credits (2T + 2P)
<b>Total</b>		<b>20 Credits</b>

**Semester I**

Course Code: WT 1.1: Viticulture (4 Credits = 60 Lectures)

Units	Topics	No. of Lectures
I	<p>Soil and climate for viticulture: Introduction, Definition;</p> <p>i. Physical properties of soil: Soil colour, texture, thickness of topsoil, soil water and Topography.</p> <p>ii. Chemical properties of Soil: soil pH, nutrients, salinity, soil carbonate, Major type of soil in Maharashtra, Pedogenesis, Soil profile.</p> <p>iii. Soil management: The role of soil in root growth, soil moisture, soil air, soil temperature, organic matter and biological factor; Climate: Light, Temperature, Air, Rainfall, Humidity, carbon dioxide and effect of climate at different growth stages (dormant period, bud burst period, flowering, post setting and harvest period)</p>	15
II	<p>Site selection, Grapevine planting materials &amp; Propagation:</p> <p>i. Site selection: Macroclimate, microclimate, what is site selection, irrigation, water supply, climate, soil, vegetation analysis and other factors.</p> <p>ii. Planting material: Introduction, sanitary selection, disease elimination, genetic selection</p> <p>iii. Grapevine propagation: Selection of cuttings, treatment &amp; storage, propagation by layering, propagation of grafted vines: bench grafting, budding, micrografting.</p>	15
III	<p>Vineyard establishment, Grapevine pests and diseases:</p> <p>i. Vineyard design: Initial planning, roads, blocks, rows, spacing; Planting: planting of rootings, timing of planting; care of young vine: irrigation, nutrition, weed control, pest; training of young vines, pruning: definition, Aim of pruning, principles, types of pruning procedure.</p> <p>ii. Grape vine pest: Light brown apple moth, Grape vine moth, Grape Phyllo era, Fruit flies, Thrips.</p> <p>iii. Fungal diseases: Downy mildew, Powdery mildew, Anthracnose, Botrytis rot.</p> <p>iv. Bacterial diseases: Pierce's disease, Crown gall; Viral diseases: Grapevine Leaf-roll, Fanleaf degeneration</p>	15

IV	<p>Development stages of grapes, Harvesting, Post-harvest management &amp; Scenario of grapes:</p> <ul style="list-style-type: none"> <li>i. Differences between Muscadine grapes &amp; Evatis species, Berry structure, Development stages of the grape, flavour and aroma compounds of the mature grape, phenolic compound in grape.</li> <li>ii. Harvesting operation, mechanical harvesting and drying of grapes: Maturity standard, harvesting periods, packing.</li> <li>iii. Postharvest handling, processing, transportation and marketing; Leading grape and wine countries in the world, Grape production scenario of India and major states in India, statistical data of grape production in global and Indian scenario</li> <li>iv. Biotechnological tools to access genetic purity and diversity. Applications of genetical control mechanism in grapes development. Development of grape varieties resistant to various biotic and abiotic stresses.</li> </ul>	15
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#### Reference Books:

01. Seattle: American Society for Enology and Viticulture
02. Phil Nicholas, Peter Magarey, Malcom Wachtel: Diseases and Pests
03. P.R. Dry & B.G. Coombe: Resources-Viticulture Volume-I
04. P.R. Dry & B.G. Coombe: Practical-Viticulture Volume-II
05. John Kent & Richard Early: Pesticide applications in Vineyards
06. Robert E. White: Soil for fine wines
07. Andrew Markides & Richard Gibson: Australian Society of Viticulture & Enology
08. Donald L. Flaheherty, L. Peter Christensen, W. Thomas Lalini, James J. Marosis, Phil A. Philips, Lloyd T. Wilson: Grape pest management
09. Prof. Ralph E. Kunkee: Introduction to wine making-Viticulture and Enology-3.
10. Konig Helmut: Biology of microorganisms on grapes, in must and wine

**Semester I**

Course Code: WT 1.2:Microbiology of Alcohol, Beer and Wine (4 Credits = 60 lectures)

Units	Topics	No. of Lectures
1	<p><b>Classification of microorganisms, staining techniques and Cell biology:</b></p> <p>i. Occurrence, types of microorganisms. Classification of microorganisms: bacteria, fungi, viruses, protozoa and algae, difference between prokaryotic and eukaryotic cells, Detail classification of fungi.</p> <p>ii. Stain and staining procedures – Definition of stain and dyes, types of stain; procedure and mechanism of Gram staining, Acid fast staining. Negative staining.</p> <p>iii. Detailed study of bacterial cell organelles, cell wall, cell membrane, capsule, endospore, flagella, types of flagella, mechanism of flagellar movement.</p> <p>iv. Growth: Definition of growth, factor affecting the growth curve, measurement of growth, continuous culture, chemostat, turbidostat, dialysis technique, synchronous growth.</p>	15
2	<p><b>Basic techniques in microbiology:</b></p> <p>i. Sterilization &amp; Disinfections: Definition of sterilization &amp; disinfections; physical agents – application of high temperature &amp; low temperature for killing microorganisms (Moist heat &amp; dry heat). Low temperature, Refrigeration or Subzero temperature, Desiccation, Osmotic pressure, Radiation, U V light, X-ray, gamma rays &amp; cathode rays, filtration (Bacteriological filter, Air filters), HEPA filters, ultrasonic &amp; washing. Chemical agents – characteristics of ideal disinfectant, selection of chemical antimicrobial agents – phenol &amp; phenolic compounds, alcohol, halogens, heavy metals &amp; their compounds, detergents, aldehydes, gaseous &amp; chemo sterilizers.</p> <p>ii. Nutrition: Autotrophic, heterotrophic &amp; photosynthetic organisms, uptake of nutrients. Pure culture techniques enrichment culture technique, design &amp; preparation of media – Nutritional requirements ingredients of media, types of media. Preservation of pure culture and their techniques, slant culture preservation, Lyophilization.</p>	15

3	<b>Microbiology of yeast:</b> i. Definition, comparison with other microorganisms, yeast morphology and taxonomy, yeast cell structure and functions of various cellular components.  ii. Nutritional requirements of yeast, Aerobic and anaerobic metabolic pathways in yeast for sugar dissimilation, Isolation and Maintenance of yeast, Stoichiometry of alcohol production.	15
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4	<b>Industrially important fermentation products:</b> i. Role of fungi in various fermentations, Examples of various fermentations using yeast with special reference to Glycerol, baker's yeast, etc. ii. Comparison of solid-state fermentation with other types of fermentations, Importance of solid-state fermentation, the industrial production of various SSF based products. iii. Contamination control in alcoholic fermentations Introduction to antibiotics, Mechanism of various antibiotics, Effect of microbial contaminants on alcoholic fermentations. Role of antimicrobial substances controlling contamination in alcoholic fermentation,	15
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### References:

1. Casida L. E. (Jr) (1993) Industrial Microbiology, 5th Reprint
2. Patel A. H. (2005) Industrial Microbiology.
3. Michael J. Pelzer, E.E.S. Chan, Noel R. Krieg (1993) Microbiology
4. P. Gunasekaran (2005) Laboratory Manual in Microbiology
5. Lansing M. Prescott John P. Harley & Donald A. Klein (2005) Microbiology
6. Rojer A. Stanier (1989) General Microbiology
7. Pawar C. B. & H. F. Dagainawala (1982) General Microbiology Vol.-2
8. Stanbury, P. F., Whitaker A. & Hall S. T. (2008) Principles of Fermentation Technology
9. Panda U. N. (2005) Handbook of Microbiology and parasitology
10. Anuradha De. (2009) Practical and applied microbiology
11. Prescott Hurley Kline's (2008) Microbiology
12. Sathe S. T. Pharande S. R. (2010) Introduction to Microbiology

**Semester I**

Course Code: WT 1.3: Biochemistry of Alcohol, Beer and Wine (4 Credits =60 lectures)

Units	Topics	No. of Lectures
1	<b>Basic Biochemistry of living cells:</b> i. Introduction to Biochemistry, Concept & scope of Biochemistry, Application of biochemistry in winescience  ii. Water: Types of bond, Covalent and non-covalent interactions in biomolecules with suitable example, functional groups and modification of functional group relevant to biomolecules. Properties of water, Hydrogen bonding, ionization of water, interaction of biological molecules in water, osmosis  iii. Buffers - Biological buffers-concept, types and their importance.  iv. Photosynthesis: Definition, importance and mechanism, light reaction, Dark reactions and factors affecting the photosynthesis rate.	15
2	<b>Proteins, carbohydrates and lipids:</b> i. Characteristics and classification of proteins, protein structure and proteins in sugarcane juice. Amino Acids: Classification and properties, amino acids in sugarcane juice and molasses. . ii. Classification of carbohydrates, Examples and structures of various carbohydrates, Important carbohydrates for production of alcohol, beer and wine. Glycolysis, TCA cycle, Pentose Phosphate pathway, Glyoxylate cycle.  iii. Metabolism of amino acids. Definition, nomenclature, classification - (simple, complex, derived lipids - structure & example) phospholipids, glycolipids, - (structure, composition).	15
3	<b>DNA and Chromosomes:</b> i. DNA as the molecule of information: DNA as the genetic material and its organization. DNA structure, Purine, pyrimidine - definition and structure. Nucleoside, nucleotide: definition and structure. Chemical Properties: Hydrolysis (acid, alkali), enzymatic hydrolysis of DNA.  ii. DNA replication and its regulation. DNA damage and repair. iii. Chromosomes: Structure and shapes of metaphase chromosomes histone, non-histone proteins Nucleosome and packing of DNA into chromosome .	15

4	<p><b>Biochemistry of alcoholic fermentation &amp; Maloalcoholic Fermentation:</b></p> <p>i. Pathways involved in alcoholic fermentation, Transport of carbohydrates in yeast. Inter relationship between sugar uptake during alcoholic fermentation (Pasteur and Crabtree Effect).</p> <p>ii. Concept of Maloalcoholic fermentation and its on harmonious balance taste, various strains used in Malolactic fermentation (MLF), Malolactic fermentation (MLF) beneficial and deleterious aspects of malic acid biodegradation.</p> <p>iii. Production of biogenic amines &amp; ethyl carbamate Usage &amp; formation of Sulphur compound. Microbial formation &amp; modification of flavor &amp; off-flavor compounds in wine. Exoenzymes of wine microorganisms.</p>	15
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### References:

1. Keith Wilson (2005) Practical Biochemistry Biology Principles & Techniques
2. Deb A. C. (1999) Concepts of biochemistry (Theory & Practical)
3. Lehninger Albert L. (1984) Biochemistry
4. David L. Nelson & Michael M. (2005) Lehninger principles of Biochemistry
5. Sadasivam S. & Manickam A. (2010) Biochemical Methods
6. Gurdeep P. Chaiwal & Sham K. Anand (2007) Industrial methods of chemical Analysis
7. Deb A. C. (2004) Fundamentals of biochemistry

Coursecode:WT-1.4PracticalCourse-  
I:Practical'sbasedonmicrobiologyandbiochemistr y  
4 Credit Course (Total Practical=30)

Sr.No.	Topic	No. of practical
1	Safety Measurement and good Lab Practices	1
2	Basic Learning Techniques in Microbiology Laboratory	1
3	Preparation of Culture media and Sterilization	1
4	Preparation of Nutrient media and Morphological identification of LAB	1
5	Preparation of Nutrient media and Morphological identification of yeast	1
6	Isolation of micro-organism by four quadrant technique	1
7	Isolation of micro-organism by T-Streaking technique	1
8	Enumeration of micro-organism by Spread Plate Technique	1
9	Enumeration of micro-organism by Pour Plate Technique	1
10	Yeast Enumeration with help of Neubaur chamber	1
11	Wet mount preparation of water and fermenting wine sample	1
12	Monochrome staining and Negative Staining	1
13	Gram staining	1
14	Hanging drop method for motility	1
15	Preparation of slide culture method	1
16	Estimation of protein by Biuret method	1
17	Estimation of protein by Lowary method	1
18	Preparation of buffers and desired pH, Molarity, Normality- Acetate buffer and Phosphate buffer	1
19	Determination of reducing sugar by DNSA	1
20	Determination of total viable count of yeast from wine	1
21	Immobilization of yeast cell	1
22	Estimation of enzyme activity – amylase	1
23	Determination of specific activity -amylase	1
24	Determination of proteolytic activity of yeast strain	1
25	Paper chromatography of amino acid	1
26	Good practices in yeast handling	1
27	Effect of salt concentration, temperature, pH	1
28	Identification of wine spoilage, by phenotypic and biochemical methods	1
29	Detection of sugar (Benedicts\ Felhings), detection of starch, difference between reducing and non reducing sugars.	1
30	Demonstration of fermentation by using yeast.	1

**Semester I**

Course Code: WT -1.5 Fermentation technology (4 Credits = 60 lectures )

Units	Topics	No. of Lectures
1	1.1 Scope and importance offermentation 1.2 Configuration offermenter 1.3 Types of fermenter : Batch fermenter, Continuous, Stirred tank, Tubular Fermenter, Fluidised bed fermenter, Bed fermenter, Solid state fermenter, Hollow fibrefermenter 1.4 Sterilization : Introduction, Media Sterilization, Design of batch Sterilization processes, Sterilization of fermenter, Filter sterilization.	15
2	2.1 Development of Inoculum for industrial fermentation 2.1.1 Criteria for transfer of inoculums 2.1.2 Development of inoculums for yeast processes 2.1.3 Development of inoculums for bacterial processes 2.1.4 Development of inoculums for mycelial processes 2.2 Production of media 2.2.1 Characteristics of ideal production media 2.2.2 Raw materials : Saccharine material, Starchy material, Cellulosic Hydrocarbon and vegetable oils, Nitrogenous material 2.2.3 Composition of grape juice as fermentation on medium with respect To source 'C', 'N', Amino acid, Vitamins, Minerals, pH, Water, Buffering capacity, Additives used in wine fermentation. 2.2.4 Media Optimization.	15

## Reference books –

1. Industrial Microbiology- A.H.Patel(2008)
2. Principal of Fermentation Technology- Peter stanbuzy, A.Whitaker(2008)
3. Industrial Microbiology-L.E.Casida
4. Fermentation Technology-M.L.Srivastava
5. Biotechnology –B.D.Singh

Course code: WT 1.6  
 Practical Course -II 2  
 Credit Course  
 (Total Practicals15)

Sr.No.	Topic	No. of practical
1	To do analysis of particle size of the soil sample	1
2	To determine water holding capacity of soil sample	1
3	To determine temperature and pH of the soil sample	1
4	To determine total alkalinity of the soil sample by titration method	1
5	To determine chlorides and sulphates of the soil sample	1
6	To determine organic matter content of the soil sample	1
7	To study the anatomical features of stem of grapevine	1
8	To study pruning technique of grapevine	1
9	To learn grafting technique used in grapevine	1
10	To study and observe pest attack on grapevine	1
11	To study Downy mildew on infected leaves of grapevine	1
12	To do analysis of water sample	1
13	To visit vineyard and to submit a report on the basis of their observation	3

## Course Code: WT 2.1 : Alcohol technology (4 Credits = 60 lectures )

Units	Topics	No. of Lectures
I	<b>Yeast maintenance and propagation in distillery</b> Design of yeast vessels, material of construction and its maintenance. Propagation practices of yeast adopted under plant conditions. Measurement of number of yeast cells/yeast count etc. Use of Bakers yeast. Active Dry yeast and yeast Acidification / pretreatment practices. Pre-fermentation practices adopted for yeast propagation prior to inoculation to main fermenter. Pre-fermenter (Blue) design; material of construction and its maintenance. Use of sterile air/sparging system in Pre-fermenter.	15
II	<b>Raw material for alcoholic fermentation and its manufacturing</b> Introduction to first and second generation of ethanol. Introduction to various feedstock for alcohol fermentation-grain, sweet sorghum, sugarbeet, rice, maize, bajara, wheat, dates, cashewapple. Overview of Molasses composition, grades, storage and cost. Details of molasses weighing system. Molasses dilution practices adopted and design of diluter, quality of dilution water used, Quality of water and molasses dilution practices. Pre clarification of molasses advantages and drawback, molasses sterilization/pasteurization.	15
III	<b>Details of alcoholic fermentation</b> Definitions of various terms related to alcoholic fermentation, Process of Batch fermentation, factor influencing efficiency of fermentation, characteristics of Batch Fermentation Process, Control over fermentation operation, contamination control, design and material of construction of fermenters, maintenance of fermenter and operational conditions on plant scale, flow sheet of Batch Fermentation process, Efficiency of Fermentation and Attenuation data calculations – Related examples and solutions. Alcoholmetry – proof spirit (British and USA) over proof, under proof, specific gravity of alcohol strength of alcohol in terms of concentration – related examples and solution. Prevention of losses of alcohol during fermentation, post – fermentation practices/scrubbing etc. Post clarification of fermented wash; advantages and disadvantages.	15
IV	<b>Chemistry of alcohol</b> What is alcohol? Physical and chemical properties of alcohol; Classification of alcohols, Important chemical reactions of alcohol; Production of alcohol by synthetic method. Uses of alcohol.  <b>Alcohol based chemicals</b> Detail study of reactions involved, manufacturing process, uses, list of manufacturers-Acetaldehyde, Acetic acid, Acetic-Anhydride, Butanol, Ethyl acetate, Butyl acetate, acetone, Ethyl ether, Diethyl oxalate.	15

**Reference Books:**

1. The Alcohol Textbook –W.M.Inledew.
2. Handbook of Alcohol beverages - by AlanBuglass.
3. HandbookofFermentationandDistillation–A.C.Chatterjee.
4. Distillation Engineering handbook by Parthasarathichattopadhyay
5. Malt whisky - by Charlesmaclean
6. Distilledspiritsproduction,technology,innovation–byJ.H.Bryce,J.R.Piggott



## Course Code: WT 2.2 : Brewing technology -I (4 Credits =60 lectures)

Units	Topics	No. of Lectures
1	<p><b>History and overview of Industrial Brewing</b></p> <p>Introduction, Brewing in an Agrarian World, The Eighteenth century: Porter: The First Industrial Beer. Mechanization &amp; Measurement, The Nineteenth Century: Porter Vs Ale, the rush to bottom fermentation, science &amp; practice. The Twentieth Century: Beer and Society, Temperature and prohibition. Consumer choice Fewer &amp; Bigger: The path to Globalization, Science Applied &amp; Technology Transformed. An overview of Brewing: Introduction, outline the Brewing steps, Malting, Milling and Adjunct Use, Mashing, Wort separation, Wort boiling, Trub removal, Wort cooling/Aeration, Yeast handling Yeast pitching, Fermentation, Yeast removal, Aging, Clarification, packaging and warehouse practices.</p> <p><b>Beer origin, classification and beer styles</b></p> <p>Their origins and classification-Introduction: How different styles are created, Factors involved in styles of Beer, Ingredients: Water, fermentable carbohydrates, Hops yeast, Processing: Equipment configuration, milling, mashing Lautering, Boiling time, Fermentation Temperature, Maturation time, filtration, Packaging, Marketing, Cultural Origins of style, Analytical and Sensor variables, Beer style guidelines, analysis, tasting &amp;, Brewing Beer. The Beer Styles-Ales British Origin, Irish Original, German Origin, Belgian and French Origin, Lager Beer, European- Germanic origin, North American Origin, Other Origin.</p>	15
2	<p><b>Basic raw materials of brewing – Water</b></p> <p>i. Brewery water consumption</p> <p>ii. Brewery Water Categories</p> <p>iii. Water hardness, water alkalinity &amp; pH effect of ions in water</p> <p>iv. Inorganic Constituents and organic constituents of Water</p> <p>v. Water quality reports parameter – primary standards, secondary standards &amp; aesthetic standards.</p> <p>vi. Chemical Characterization of water types</p> <p>v. Summary of the Influences of Various Ions during Beer Production 2hr</p>	15

3	<p>Basic raw materials of brewing – Hops and Adjuncts</p> <p>i. Hop Classification, hop cultivation, hop harvesting</p> <p>ii. Hops chemistry - Hops- Hop chemistry, whole Hops, Hop Resins, Soft Resins, Hard Resins, Hop oils</p> <p>iii. hop products – Benefits of hops products, classification of hops product</p> <p>iv. Hops usage - Choice of Hop Product , Hop Utilization , Calculation of Hop Additions</p> <p>v. Adjuncts: concept, role of adjuncts in brewing, various example of adjuncts</p>	15
4	<p>Basic raw materials of brewing – Barley and malt yeast</p> <p>i. Barley and Malt: - Barley – Structure and function: the husk, the pericarp, testa, Aleurone Layer, Starchy Endosperm, The Embryo. <b>3hrs</b></p> <p>ii. Malt Production: Drying, Storage, and Handling, steeping, Germination, Kilning and Malt Quality, Malt varieties <b>3hrs</b></p> <p>Yeast</p> <p>iii. Brewer yeast, Commercial brewery propagation, yeast handling, yeast collection</p>	15

### Reference Books:

1. A History of Beer & Brewing by Tan S. Harnsey.
2. Brewing engineering by Stevendeads.
3. Brewing by Michel j. lewis, tom w. young
4. Water a comprehensive guide for brewers by John palmer
5. Yeast the practical guide to beer fermentation by chris white with jamilzaia sheff
6. Malt a practical guide from field to brewhouse by john mallett
7. Hops by stan hieronymus

**Semester II**

Course Code: WT 2.3: Enology -I (4 Credits = 60 lectures)

Units	Topics	No. of Lectures
I	<p>History and classification of wine</p> <p>i. Introduction: History of wine making, present international and national status of wine production, nutritional and therapeutic value of wine, commercial aspect of wine production.</p> <p>ii. Classification of wine- table wines, sparkling wine, dessert wines, aperitif wine, pop wine</p> <p>Nutritional and health aspects of wine</p> <p>iii. Chemical contents of grapes and wine in relation to nutrition</p> <p>iv. Contribution of Antioxidant with respect to human health, List of diseases cured by wine.</p> <p>v. Comparison of Red, white and sparkling wine at nutritional point of view.</p> <p>Overview of world and Indian wine scenario:</p> <p>vi. Major wine producing countries in the world.</p> <p>vii. The current and future wine prospectus in India</p> <p>New concept of wine production: organic, biodynamic wine, Ice wine, etc</p>	15
II	<p>i. Principal constituents of grape juice and Wine:</p> <p>Water, Carbohydrates (Sugar), Acid, Nitrogen containing compounds</p> <p>Mineral Salts, Phenolic compounds and Related Phenol-Tannins, Anthocyanins, Alcohols, Higher alcohols, dissolved gases, Some Important Functional and Chemical Groups in Grapes.</p> <p>ii. Grapes:</p> <p>To Provide an overview of White wine grapes varieties</p> <p>To Provide an overview of red wine grape varieties</p> <p>To Provide an overview of Sparkling wine varieties and styles.</p> <p>iii. Pre-fermentation treatments:</p> <p>must preparation, must adjustments, Clarification of grape juice and use of commercial enzyme in wine making,</p>	15

III	<b>Production:</b> i. Detailed Red wine production stages - harvesting to bottling ii. Detailed White wine production stages - harvesting to bottling iii. Sparkling wine production stages - Traditional method, transfer process method, Tank method and Carbonation.	15
IV	i. Basic biochemistry of alcoholic fermentation ii. Monitoring and controlling of fermentation parameters of wine: monitoring and viability and cell number of yeasts during must preparation, controlling microbial growth during wine production, effect of pH, temperature, CO <sub>2</sub> , amount of sugar on fermentation rate iii. Role of sulphur-di-oxide in vinification iv. Preservation of wine- sulphur dioxide, dimethyl dicarbonate, sorbic acid & benzoic acid.	15

### Recommended Textbooks and References for Wine technology:

- 1) Pascal Ribereau , (2000) Hand book of enology volume-I
- 2) Ron s. Jockson (2000) Wine science principles practices & perception
- 3) Brue W. Zoecklein, Kenneth Fugelsang, Barry H. Gump Fred S. Nury (1999) Wine Analysis and production
- 4) C. S. Ough (1992) Wine making Basics
- 5) Roger B. Boulton (1996) Principles and practices of winemaking
- 6) Emile Peynalld (1984) Knowing & making wine
- 7) Patrice Iland & Peter Gago (1997) Australian wine from the grasp vine to the glass
- 8) Brue W. Zoecklein (1999) Wine Analysis and production

**Semester II**

Course Code: WT 2.5: Chemical and plant engineering -I (2Credits)

30 lectures

Units	Topics	No. of Lectures
I	<b>Fundamentals of distilleries-</b> Principles of distillation Vapour liquid equilibrium, boiling point, and diagram. Basic principle of distillation – Pot and coffee stills conventional/continuous distillation system. 2. Heat transfer fundamentals, types of heat exchange, design of heat exchange equipments and their application to distillery industry	10
II	<b>Pressure, flow, temperature and flow measurement</b> Introduction to Instrumentation, important terms associated with instruments such as range, span, accuracy, error, resolution, accuracy, reproducibility, repeatability, and sensitivity. Various pressure units and their conversion, pressure transducers such as barometer, manometers, Bourdon tube, diaphragm, bellows, capsule, strain gauges for pressure measurement. <b>Flow measurement</b> Basic terms such as total flow, volumetric flow, Mass flow, types of flow, flow transducers such as orifice plate, pitot tube, flow nozzle venturi meter, variable area flow meter, magnetic flowmeter, coriolis mass flow meter, vortex flowmeter, ultrasonic flowmeter, turbine flowmeter, displacement flowmeter. Temperature measurement Various scales and conversion, Introduction to filled system thermometers, expansion thermometers, thermocouples, Resistance temperature detector, Thermistors and pyrometers. <b>Level measurement</b> Direct methods such as gauge glass method, float method, magnetic level indicator, magnetic level switches, indirect methods such as hydrostatic method, radiation method, ultrasonic method and capacitance method.	20

**Semester II**

Course code: WT 2.4: Practical Course – II(4Credit Course -Total Practical=30)

Sr.No.	Topic	No. of practical
1	1. Sampling & grading of barley. 2. Preparation of sample of barley for chemical analysis. 3. Determination of Moisture & Extract content of barley. 4. Study of germination of barley. 5. Determination of Specific Gravity & Extract of wort. 6. Determination of Reducing sugar content of wort. 7. Determination of Fermentable saccharides of wort. 8. Determination of pH & acidity of wort. 9. Sampling & physical tests of malt. 10. Determination of moisture content of malt. 11. Determination of extract content of malt. 12. Determination of ethanol content of spirit sample by oxidation method. 13. Determination of fermentation efficiency of yeast growing on molasses medium. 14. Determination of total & fixed volatile acidity of rectified spirit (ISI method) 15. Determination of volatile acidity of rectified spirit (ISI method) 16. Determination of aldehyde content of Rectified Spirit (AOAC Method) 17. Determination of ester content of Rectified Spirit (AOAC Method) 18. Determination of fuel oil content in spirit sample. 19. Determination of furfural content in spirit sample. 20. To conduct potassium permanganate test for finding the quality of spirit. 21. Determination of fermentation efficiency of yeast growing on molasses medium. 22. Preparation of wine from grapes. 23. Determination of total reducing sugar of wine production. 24. Determination of pH & total acidity of wine. 25. Determination of Volatile acidity of wine 26. Determination of free & total Sulphur dioxide of wine. 27 Determination of moisture and ash content of molasses. 28 Determination of total solids and suspended solids of molasses. 29 Determination of ethanol content of spirit by specific gravity method.	

**Semester II****Course code: WT -2.6 Practical Course- II: (2Credit Course -Total Practical =15)**

<b>Sr.No .</b>	<b>Topic</b>	<b>No. of practical</b>
1	Measurement of properties of liquids (must, wort, molasses, wine, sugar syrups etc.) using Specific gravity bottle, <sup>0</sup> Brix hydrometer, handheld Refractometer	3
2	Calibration of Bimetallic Thermometer	1
3	Calibration of PH meter	1
4	Estimation of thermal death coefficient k for normal wine contaminants	1
5	Practical calculation of refrigeration loads for wine storage	1
6	Filtration of liquids through cake filters, Estimation of flux as a function of $\Delta P$ , area, etc calculation of values of $\alpha$ and $\beta$ in the Darcy equation	1
7	To determine the coefficient discharge using Orifice meter.	1
8	Determination of the heat transfer coefficient for plate type heat exchanger	1
9	Determination of the heat transfer coefficient for Shell and Tube heat exchanger	1
10	Determination of the coefficient discharge using Venturi meter	1
11	Determination of the coefficient discharge using Orifice meter	1
12	To study characteristics of steam distillation.	1
13	To study Rayleigh equation and study simple distillation.	1

**Revised syllabi (2019Pattern) M. Com. Degree course (CBCS)**

**Syllabus for M.Com Part I .Semester – II**

**Subject Name :- Financial Analysis & Control**

**Compulsory Subject**

**Course code :- 201**

**Objectives of the course**

- a. To enable the students to acquire knowledge of financial analysis and control tools
- b. To Make appropriate application and uses of financial analysis and control

Depth of the program – fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Fundamentals of financial analysis and control	Meaning of financial analysis and control, importance, advantages limitations& uses	Understanding basics of financial analysis.
2	Comparative and common size statement	Meaning,, importance, advantages, limitations, uses, Problems on Intra & Inter Company Comparison	To gain knowledge of practically comparing financial results of different years and different companies.
3.	Cash flow and fund flow statements	Meaning,, importance, advantages limitations, uses, Problems on Cash flow and fund flow statements	To understand the importance of cash liquidity in an organization. To understand the computation of cash and fund flows under operating, investing and financing categories.
4.	Ratio analysis and trend analysis	Meaning,, importance, advantages, limitations, uses, Problems on Ratio analysis and Trend analysis	To develop the skill of appropriate use of different ratios to evaluate the financial performance of entities.



### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Project	Expected Outcome
1	06	PowerPoint presentations		Application of IT for financial analysis
2	14	Use of MS Excel	Financial analysis of any sector (eg: Software) using common size and comparative statements as a tool of analysis.	Generate interest among students to use and apply Excel as a tool for financial analysis.
3	14	Application through money control, PPT and MS Excel	Financial analysis of any five companies using fund flow and cash flow statement as a tool of analysis	Learn to analyze and identify financially strong and weak companies
4	14		Financial analysis of peer companies using ratio analysis as a tool of analysis	Develop needed understanding and use of various ratios for financial analysis.

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Assignment use of PowerPoint, group discussion	100% based on theory	Functioning of National Stock Exchange
Unit – II	MCQ test	30% theory 70% problems	Financial statement analysis
Unit – III	Problem solving	30% theory 70% problems	

Unit – IV	Case study	30% theory 70% problems	
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### References

Sr. No.	Author/s	Title of the Book	Publication	Place
1.	Ravi Kishore	Advanced Management Accounting	Taxman	New Delhi
2.	Ravi M. Kishore	Management Accounting & Financial Analysis	Taxman	New Delhi
3.	Dr.Jawahar Lal Dr. Sucheta Guaba	Financial Reporting and Analysis	Himalaya Publication House	New Delhi
4.	P Perm Chand and Madna Mohan	Financial Accounting and Analysis	Himalaya Publishing	Mumbai
5.	M.Y.Khan&P.K.Jain	Management Accounting & Financial Analysis	(Tata McGraw hill)	New Delhi
6.	Advanced Accounting	Dr. Sadashiv Sirgave	Success Publications	Pune
7.	Management Accounting	Dr. Arun Gaikwad	Success Publications	Pune
8.	Management Accounting	Dr. YashodhanMithare	Success Publications	Pune

**Suggested references**  
**Web reference**

<b>Sr. no</b>	<b>Lectures</b>	<b>Films</b>
<b>1</b>	<b>Financial Statement</b>	<a href="https://docs.google.com/spreadsheets/d/e/2PACX-1vRgBO0bXtb52Ocx-aT7yy6j5twA-3GcgWiN5RCGboG3XTD6P5hWpG_jbz8PZA1Aw5YPI2MeEPziCyKm/pubhtml?gid=0&amp;singletrue">https://docs.google.com/spreadsheets/d/e/2PACX-1vRgBO0bXtb52Ocx-aT7yy6j5twA-3GcgWiN5RCGboG3XTD6P5hWpG_jbz8PZA1Aw5YPI2MeEPziCyKm/pubhtml?gid=0&amp;singletrue</a>
<b>2</b>	<b>Cash Flow</b>	<a href="https://www.investopedia.com/terms/c/cashflowfromfinancing.asp">https://www.investopedia.com/terms/c/cashflowfromfinancing.asp</a>
<b>3</b>	<b>Ratio Analysis</b>	<a href="https://www.investopedia.com/financial-edge/0910/6-basic-financial-ratios-and-what-theytell-you.aspx">https://www.investopedia.com/financial-edge/0910/6-basic-financial-ratios-and-what-theytell-you.aspx</a>

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**M. Com. Part I (Semester II)**

**Compulsory Subject**

**Subject :- Industrial Economics**

**Compulsory Subject**  
**Course Code - 202 A**

**Objectives of the Course**

1. To provide the knowledge to the students about the basic issues of industrial economics.
2. To make aware the students about the industrial profile of India and the industrial policy of government of India.

Depth of the Program – Fundamental Knowledge

**Objectives of the Program**

1. To make the students understand concepts of industrial economics
2. To help the students know theories of industrial economics
3. To impart students' knowledge about sources of industrial finance and Indian industrial growth

Unit No.	Unit Title	Contents	Purpose skills to be developed
1	Introduction and Concepts	1.1 Meaning, Nature, Scope, Need and Significance of Industrial Economics 1.2 Industrial Combinations- causes, mergers and amalgamations, industrial monopoly-control of monopolies 1.3 Sellers' Concentration, Economies of Scale 1.4 Product Pricing – theories and evidence	<ul style="list-style-type: none"><li>• To give students an overview of industrial economics</li><li>• To make the students know about the concepts used in industrial economics</li></ul> <p><b>Skills :</b> Analytical skills, writing skills</p>

2	Industrial Location	<p>2.1 Factors Affecting Location of Industries</p> <p>2.2 Theories of Industrial Location- Alfred Weber's theory, Sargent Florence Theory</p> <p>2.3 Industrial Imbalance –Need for balanced regional industrial development-Causes and Measures of Industrial imbalance</p>	<ul style="list-style-type: none"> <li>To make the students understand the theories of industrial location</li> <li>To impart knowledge about industrial imbalance in India</li> </ul> <p><b>Skills:</b> Problem solving skills, ability to apply knowledge</p>
		2.4 Regional Industrial Imbalance in India – Extent and Government Policy Measures for Balanced Regional Industrial Development	
3	Industrial Productivity, Efficiency and Size of Firm	<p>3.1 Industrial Productivity and Efficiency- Meaning, Norm, Tools and measurement of Industrial Productivity and Efficiency</p> <p>3.2 Factors Affecting Industrial Productivity and Efficiency</p> <p>3.3 Industrial Productivity in India</p> <p>3.4 Causes of Low Industrial Productivity</p> <p>3.5 Remedial measures by the government to improve industrial productivity</p> <p>3.6 Size of Firm- Determinants of Size of Firm</p> <p>3.7 Optimum Size of Firm- Meaning and its Determinants</p>	<ul style="list-style-type: none"> <li>To help the students know about industrial productivity and efficiency</li> <li>To know about industrial productivity, size of firms etc.</li> </ul> <p><b>Skills:</b> Understand complex theories and concepts, writing skills, mathematical aptitude</p>

4	Industrial Finance and Indian Industrial Growth	<p>1 Meaning, Scope, Importance of Industrial Finance</p> <p>4.2. Sources of Industrial Finance- private, public and cooperative sector, shares, debentures, bonds, deposits, loans etc.</p> <p>4.3. Foreign Capital- need, government's policy, direct investment, foreign institutional investment,</p>	<ul style="list-style-type: none"> <li>To impart knowledge about industrial finance and its sources</li> <li>To help the students understand problems of small and micro industries in India</li> </ul> <p>Skills: Critical thinking, analytical thinking, writing skills</p>
		<p>4.4 Form of Foreign Capital : Euro issues, GDR, ADR, External commercial borrowings</p> <p>4.5 Industrial policy : Trends in Industrial Growth since 1991</p> <p>4.6 Performance and Problems of Micro, Small, Medium Enterprises</p>	

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	<ul style="list-style-type: none"> <li>Open Book Discussion</li> <li>Case study</li> </ul>		<ul style="list-style-type: none"> <li>Mergers and amalgamation of industries</li> <li>Product pricing practices in India</li> </ul>	<ul style="list-style-type: none"> <li>Will get an overview of industrial economics</li> <li>Will know about the concepts used in industrial economics</li> </ul>

2	10	<ul style="list-style-type: none"> <li>• Digital lectures</li> <li>• Group discussion</li> </ul>		<ul style="list-style-type: none"> <li>• Extent of regional imbalance in India</li> <li>• Policies to solve industrial imbalance in India</li> </ul>	<ul style="list-style-type: none"> <li>• Students will understand the theories of industrial location</li> <li>• Students will know about industrial imbalance in India</li> </ul>
3	14	<ul style="list-style-type: none"> <li>• Teacher driven power point presentation</li> <li>• Jigsaw reading</li> </ul>		<ul style="list-style-type: none"> <li>• Study of productivity in Indian industries</li> <li>• Study of effect of scale</li> </ul>	<ul style="list-style-type: none"> <li>• Students will know about industrial productivity and efficiency</li> <li>• Students will know about industrial productivity, size of firms etc.</li> </ul>
4	14	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Interactive learning</li> <li>• Pair learning</li> </ul>		<ul style="list-style-type: none"> <li>• Growth of medium and small enterprises in India</li> <li>• Impact of Industrial policy 1991</li> </ul>	<ul style="list-style-type: none"> <li>• Students will know about industrial finance and its sources</li> <li>• Students will understand problems of small and micro industries in India</li> </ul>

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	11	11	Business or industrial economics course
Unit – II	11	11	
Unit – III	14	14	

Unit – IV	14	14	
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## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Industrial Economics: Indian Perspective	Cherunilam, F.	Himalaya Publishing house.	Mumbai
2	Industrial Economy of India	Sivaya, K.V. and Das	VBM (latest Edition), Sultan Chand	Mumbai
3	Industrial Ecoomics	Sing, A. and A.N.Sadhu	Himalaya Publishing House	Mumbai
4	Industrial Growth in India - Stagnation since Mid-sixties	Ahluwalia, I.J.	Oxford University Press	New Delhi
5	Performance Appraisal of PEs in India: Conceptual Approach", in Public Enterprises in India	Jyotsna and Narayan B	Chug Publications	Allahabad
6	Industrial Economics,	Burthwal, R.R	Wiley Eastern Ltd	New Delhi



**Suggested references Web reference**

Sr. no	Lectures	PPTs	Articles
1	<a href="https://www.economicsnetwork.ac.uk/teaching/Lecture%20Slides/Industrial%20Economics">https://www.economicsnetwork.ac.uk/teaching/Lecture%20Slides/Industrial%20Economics</a>	<a href="http://www.powershow.com/view/26979b-MGI2M/INDUSTRIAL_ECONOMICS_powerpoint_ppt_presentation">http://www.powershow.com/view/26979b-MGI2M/INDUSTRIAL ECONOMICS powerpoint ppt presentation</a>	<a href="https://onlinelibrary.wiley.com/journal/14676451">https://onlinelibrary.wiley.com/journal/14676451</a>
2	<a href="https://www.studocu.com/en/document/university-of-nottingham/industrialeconomics/lecture-notes/lecture-notes-lectures-110/594973/view">https://www.studocu.com/en/document/university-of-nottingham/industrialeconomics/lecture-notes/lecture-notes-lectures-110/594973/view</a>	<a href="http://www.staff.city.ac.uk/~sj355/INDUSTRIAL%20intro.ppt">http://www.staff.city.ac.uk/~sj355/INDUSTRIAL%20intro.ppt</a>	<a href="https://onlinelibrary.wiley.com/doi/10.1016/j.jind.2014.06.001">https://onlinelibrary.wiley.com/doi/10.1016/j.jind.2014.06.001</a>

3	<a href="https://www.hse.ru/data/2010/10/22/1224130267/BSc4_indus_trial_en.pdf">https://www.hse.ru/data/2010/10/22/1224130267/BSc4_indus_trial_en.pdf</a>	<a href="https://slideplayer.com/slide/11650124/">https://slideplayer.com/slide/11650124/</a>	<a href="https://econpapers.repec.org/article/blajindec/">https://econpapers.repec.org/article/blajindec/</a>
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### **M. Com. Part I (Semester II)**

#### **Compulsory Subject**

**Subject Name :- Business Statistics**

**Course code :- 202 B**

#### **Objective of the Program**

The main objective of this course is to acquaint students with some basic concepts in Statistics. They will be introduced to some statistical methods of analysis of data. The unit wise objectives of this course are as follows: 1) To forecasting and the analysis of economic and industrial time series.

- 2) Providing students with a formal treatment of probability theory and fostering understanding through real-world applications.
- 3) To understand the topics binomial, Poisson and normal distribution and of importance in different disciplines.
- 4) To take a random sample from the population to obtain parameter estimates.
- 5) To learn how to interpret the result of a test of hypothesis in the context of the original narrated situation.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Time Series</b>	Introduction, Definition, Components of Time Series, The Trend, Seasonal variation, Cyclical variation, Irregular variation, Methods of estimating Trends, Moving averages (with periods 3,4,5), Fitting of trendline and second degree curve, Exponential smoothing, Example and problem	Time series analysis is the collection of data of specific intervals over a period of time with the purpose of identifying trends, cycles and seasonal variations to aid in the forecasting of future events.
2	<b>Theory of Probability Distributions : Discrete and Continuous</b>	1.1 Random Variables, discrete random variable, continuous random Variable 1.2 Probability distribution and probability mass function (p.m.f.) of discrete random variable, Probability density function (p.d.f.) of continuous random variable 1.3 Expected value, variance and standard deviation	To classify probability distributions as discrete or as continuous probability distributions depending on whether they define probabilities associated with discrete variables or continuous variables.  Examples will clarify the difference between discrete and continuous variables.
		1.4 Marginal, Joint and Conditional distribution 1.5 Numerical Problems on finding p.m.f/p.d.f, expected value and variance	

3	<b>Standard Probability Distributions and Parameter Estimation</b>	2.1 Binomial Distribution : p. m. f., mean and variance. 2.2 Poisson Distribution : p. m. f., mean and variance 2.3 Normal Distribution : p. m. f., mean, variance, properties 2.4 Exponential distribution : definition, mean, variance and properties  2.5 Limiting relations between these distributions 2.6 Numerical problems to calculate probabilities, mean and Variance	Probability distributions are prevalent in many sectors namely insurance, social science, computer science etc. This topic highlighted standard probability distributions which are observed in day-to-day life and explain their applications.
		3.1 Parameter and Statistic 3.2 Unbiased estimator 3.3 Confidence interval (around unbiased estimator) 3.4 Examples and Problems on real life situations	Parameters are descriptive measures of an entire population that may be used as inputs to generate distribution curves. One goal of statistical analysis is to obtain estimates of population parameters along with the amount of error associated with these estimates.
4	<b>Tests of Hypothesis</b>	3.1 Hypothesis, null and alternative hypothesis, two types of errors, teststatistic, critical region acceptance region, level of significance, p-value  3.2 Chi square test for goodness of fit 3.3 Chi square test for independence of two attributes	<p>The purpose of this topic is to determine whether there is enough statistical evidence in favor of certain belief about the parameter.</p> <p>To learn how to apply the test procedure for test of hypothesis concerning a population mean whom the sample size is small.</p> <p>Larger sample sizes allow researchers to better</p>

		3.4 Small Sample Tests a) One sample test b) Two sample test c) Paired t – test d) F- test 3.5 Large sample tests for population mean and population proportion  3.1.1 Test for the mean a) one sample b) two samples 3.1.2 Test for the proportion a) one sample b) two samples 3.6 Numerical Problems	determine the average values of their data and avoid errors.
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### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Expected Outcome
1	15	ICT	Demonstrate advanced understanding of the concepts of time series and their applications to finance and other area.
2	15	ICT	Understand the concept of r.v. Develop problem solving techniques needed to calculate probabilities.

3	15	ICT	To apply discrete and continuous distributions for analyzing the data. To describe the practical applications of various distributions.
			Samples are collected to estimate characterizations of the population of particular interest.
4	15	ICT	Understand problem of statistical inference, problem testing of hypothesis.

### Method of Evaluation

Subject	Internal Evaluation (Marks)	External Evaluation (Marks)
Unit – I	12	13
Unit – II	12	13
Unit – III	13	12
Unit – IV	13	12

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Probability and Statistics	R Walpole, S Myers and K Ye	Pearson Education International	London
2	Fundamentals of Mathematical Statistics	S.C. Gupta and V.K. Kapoor	Sultan Chand & Sons	New Delhi
3	Fundamentals of Applied Statistics	S.C. Gupta	Sultan Chand & Sons	New Delhi

4	Statistics for Business and Economics	J.S Chandran	Vikas Publishing	Mumbai
5	Quantitative Techniques for Business	Dr. A.B. Rao	Jaico <i>Publishing</i> House	Mumbai
6	Fundamentals of Statistics	D.N. Elhance	Kitab Mahal	Kanpur

### Web reference

1. [www.freeststatistics.tk](http://www.freeststatistics.tk)(National Statistical Agencies)
2. [www.psychstat.smsu.edu/sbk00.htm](http://www.psychstat.smsu.edu/sbk00.htm)(Onlinebook)
3. [www.bmj.bmjournals.com/collections/statsbk/index.shtml](http://www.bmj.bmjournals.com/collections/statsbk/index.shtml)
4. [www.statweb.calpoly.edu/bchance/stat-stuff.html](http://www.statweb.calpoly.edu/bchance/stat-stuff.html)
5. [www.amstat.org/publications/jse/jse-data-archive.html](http://www.amstat.org/publications/jse/jse-data-archive.html)(International journal on teaching and learning of statistics)
6. [www.amstat.org/publications/chance](http://www.amstat.org/publications/chance)(Chance magazine)
7. [www.statsci.org/datasets.html](http://www.statsci.org/datasets.html)(Datasets)
8. [www.math.uah.edu/stat](http://www.math.uah.edu/stat)(Virtual laboratories in Statistics)
9. [www.amstat.org/publications/stats](http://www.amstat.org/publications/stats)(STATS : the magazine for students of Statistics)
10. [www.stat.ucla.edu/cases](http://www.stat.ucla.edu/cases)(Case studies in Statistics).
11. [www.statsoft.com](http://www.statsoft.com)
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15. [www.stat.stanford.edu](http://www.stat.stanford.edu)
16. [www.statpages.net](http://www.statpages.net)
17. [www.wto.org](http://www.wto.org)
18. [www.censusindia.gov.in](http://www.censusindia.gov.in)
19. [www.mospi.nic.in](http://www.mospi.nic.in)
20. [www.statisticsofindia.in](http://www.statisticsofindia.in)

**M. Com. Part I (Semester II)**  
**Group A (Advanced Accounting & Taxation) - Special Paper III Subject**

**Name:-Specialized Areas in Accounting**

**Course code:- 203**

**Depth of the program** – Fundamental Knowledge with key competencies amongst the students

**Objectives of the Program**

1. To understand the application of advanced specialized accounting practices in the field of modern business and profession
2. To gain the knowledge on corporate restructuring which are essentially mean to attain greater market share, acquire additional brand and create new synergies
3. To develop proficiency in new skills expected for future accountants in this changing business environment
4. To acquaint with the amalgamation and reconstruction procedures of companies

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
1	<b>Accounting For Construction Contracts And Introduction to RERA</b>	A. Introduction - Accounting Treatment B. Percentage of Completion Method, Completed Contract Method. C. Provision for foreseeable losses-Principles to be followed while taking credit for profit on incomplete contracts D. Valuation & disclosure of Work-in-progress, Escalation clause E. Preparation of contract accounts as per AS7	To understand the accounting for construction contracts and various terms used in contract accounting and principles to be followed while computing profit on incomplete contracts and valuation and disclosure of WIP and escalation clause



2	<b>Accounting For Corporate Restructuring:</b>	A. Amalgamation B. Absorption C. External reconstruction D. Internal Reconstruction - reparation of Scheme of Internal Reconstruction. (Advanced problems only)	To understand the concept of corporate restructuring, its accounting methods, processes as per accounting standard 14
3.	<b>Services Sector Accounting:</b>	A. <b>Hotel Accounting</b> - introduction - visitors' ledger. B. <b>Hospital Accounting</b> - Introduction- capital and revenue expenditure OPD & IPD Register. C. <b>Transport Undertaking</b> - Introduction - preparation of final Accounts - Accounting of Roadways Preparation of final accounts - Log Book. D. <b>Fund Based Accounting:</b> Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.	To acquaint with hotel accounting, Hospital accounting, Transport undertakings accounting fund based accounting to create an avenue for employment in the academics and also to benefit Industry
4.	<b>Accounts and Records under GST</b>	A. Accounts & Records B. Compulsorily Audit C. Period for Retention of Accounts	To understand that every registered person to keep and maintain, at his principal place of business (as mentioned in the certificate of registration), a true and correct account along with relevant documents

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	08	02	02	02	Describe how contract accounting is used for performance evaluation and decision making

2	16	06	04	02	Recalls the distinction between Amalgamation in the nature of of purchase and analyses the situation where the Alteration of share capital and internal reconstruction is required
3	16	08	04	04	To develop competency of students to solve problems relating Special areas in accounting including accounting for Services Sector
4	8	06	04	02	To Maintain different types of ledgers, prepare documents such as Invoice, Credit Note and Debit Note, identify the different types of returns and their applicability to the business, Monthly Returns, Quarterly Return

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Written Examination	Written Examination	Certificate Course in Financial Accounting
Unit – II	Seminar/ Group Discussion	Written Examination	Certificate Course in Tally with GST
Unit – III	Power Point Presentations (PPT)	Written Examination	Certificate Course in Equity Analysis
Unit – IV	Oral Examination	Written Examination	Certificate Course in Goods and Service tax Accounts Assistant

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
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1.	Advanced Financial Accounting	ShawarSaleem,	Vikas Publication House	Delhi
2.	Advanced Accounts- Vol.-I.	Shukla, M.C., T.S. T.S. Grewal and S.C. Gupta.	S. Chand & Co.	New Delhi.
3.	Advanced Accountancy	Jain and Narang	Kalyani Publishers	New Delhi
4.	Indirect Taxes	V. S. Datey	Taxman Publication	Mumbai
5.	Advanced Practical Accounts,	Anjan Bhattacharya &SubrataMukerjee	S. Chand & Co.,	New Delhi.
6.	Advanced Accounting	M. C. Shukla & S.P. Gerwal	S. Chand and Co. Ltd.	New Delhi
7.	Advanced Management Accounting	Ravi Kishore	Taxman	New Delhi
8.	Advanced Accounting	Dr. Sadashiv Shirgave	Success Publications	Pune

#### Suggested references Web reference

Sr. no	Lectures	Films	PPTs	Articles
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1	Gst Accounts Records Summary & Documentation, Time Period Of Books Retention-Ca DivyanshuSengar (on youtube)	<a href="https://www.youtube.com/watch?v=0u3qn37BNK4">https://www.youtube.com/watch?v=0u3qn37BNK4</a>	What is Accounting.Purpose of maintaining Accounts.Accounts& Records in GST	Books of accounts under GST scenario. Vishwanath Bhat & Co Cost Accountants Bangalore ( <a href="http://icmai.in/upload/Taxation/IDT/PPT/Books-accounts-GST.pdf">http://icmai.in/upload/Taxation/IDT/PPT/Books-accounts-GST.pdf</a> ) ( <a href="https://www.icsi.edu/media/webmodules/REAL_ESTATE_REGULATION_AND_DEVELOPMENT_ACT.pdf">https://www.icsi.edu/media/webmodules/REAL_ESTATE_REGULATION_AND_DEVELOPMENT_ACT.pdf</a> ) ( <a href="http://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GSTRevised.pdf">http://icmai.in/upload/Students/Syllabus2016/Inter/Paper-11-NEW-GSTRevised.pdf</a> ) ( <a href="http://icmai.in/upload/Taxation/IDT/PPT/Books-accounts-GST.pdf">http://icmai.in/upload/Taxation/IDT/PPT/Books-accounts-GST.pdf</a> )
2	Accounting for corporate Restructuring-CA AnandBhangariya(on youtube)	( <a href="https://www.youtube.com/watch?v=FNBA0R4EW0">https://www.youtube.com/watch?v=FNBA0R4EW0</a> )	Procedural Aspects Of Merger & Amalgamation Before Nclt  By: Cs Nesar Ahmad	Corporate Restructuring, Valuation And Insolvency ( <a href="https://www.icsi.edu/media/webmodules/publications/Full%20Book%20of%20PPCRVI-2014.pdf">https://www.icsi.edu/media/webmodules/publications/Full%20Book%20of%20PPCRVI-2014.pdf</a> )
3	Accounting - AS 7 - Construction Contract-CA Raj Agrawal (on youtube)	( <a href="https://www.youtube.com/watch?v=1Oiu2-KBMAE">https://www.youtube.com/watch?v=1Oiu2-KBMAE</a> )	Construction contracts-Kapp Edge Solutions Pvt Ltd	<a href="https://www.slideshare.net/gsttrichy/accounts-records-in-gst">https://www.slideshare.net/gsttrichy/accounts-records-in-gst</a>

<b>4</b>	Hotel Accounting- Guest Charges, Payment, and Checkout	( <a href="https://slideplayer.com/slide/1733925/">https://slideplayer.com/slide/1733925/</a> )	Contract Accounting- ( <a href="https://kalyankaari.files.wordpress.com/2012/04/contractcosting.ppt">https://kalyankaari.files.wordpress.com/2012/04/contractcosting.ppt</a> )	Accounting for Hotels ( <a href="http://www.yourarticlelibrary.com/accounting/hotel-accounting/accounting-for-hotels-with-accounting-entries-hotelaccounts/68699">http://www.yourarticlelibrary.com/accounting/hotel-accounting/accounting-for-hotels-with-accounting-entries-hotelaccounts/68699</a> ) ( <a href="http://jhbwc.org/wp-content/uploads/2013/12/Contractcosting-.pdf">http://jhbwc.org/wp-content/uploads/2013/12/Contractcosting-.pdf</a> )
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### **M. Com. Part I (Semester II)**

#### **Group A (Advance Accounting and Taxation) – Special Paper IV**

**Subject Name :- Business Tax assessment and planning**

**Course code :- 204**

### Objectives of the course

1. To provide understanding of Direct Taxes including rules pertaining there to and their application to different business situations.
2. To understand principles underlying the Goods and Service tax
3. To understand basic concepts of Goods Service Tax and Customs Duty.

### Depth of the program – fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Assessment of Various entities	1. Assessment of Partnership Firms including LLP 2. Assessment of Co-operative Societies. 3. Assessment of Charitable Trust  (Theory & Problems)	To understand the provision for computation of income of various entities.
2	Miscellaneous	Clubbing of income and set off and carry forward of losses (Theory and problems)  Income Tax authorities, Return of Income and forms of Income Tax Return, Procedure for assessment – Types of assessment, Appeals & Revision, Tax Deducted at Source.  Advance Tax, Interest and Penalties, Offences and Prosecutions, Refund of Tax, Double Taxation Avoidance Agreement (DTAA)	To understand the provisions of returns, assessment and procedure of assessment.

5.	Tax Planning	Concept of Tax Planning and Management, Need, Objectives, Limitations, Types (Short Term, Long Term, permissive, purposive), Difference between Tax exemption, Tax Evasion and Tax Avoidance (theory)	To understand need and importance of Tax Planning and Management
6.	Goods and Service Tax	<p>Concept of GST – Meaning</p> <ol style="list-style-type: none"> <li>1. Evaluation of GST, Types – CGST, SGST/UTGST, IGST.</li> <li>2. Procedure for registration under GST, Persons liable for Registration – Compulsory and Deemed registration, cancellation of registration, GST Returns</li> <li>3. Levi &amp; Collection of Tax, Scope of supply, composite &amp; mixed supply, Time of supply goods &amp; services, Input Tax Credit (Theory &amp; Problem)</li> <li>4. Customs Duty – Introduction to customs Duty – valuation, Customs Procedure, Classification for customs &amp; Rate of Customs Duty (theory)</li> </ol>	To understand the Basic concept and framework under GST Act & Customs Act.

**Teaching methodology**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>
1	16	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
2	10	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
3	8	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube
4	14	Expert Lecture Group Discussion & PPT	ICAI youtube channel ICAI BOS CA Tube

**Method of Evaluation**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	PPT, Assignments, Tutorials, GD, Quiz	Solving of practical problems of computation of income	GST Course
Unit – II	PPT, Assignments, Tutorials, GD, Quiz	Solving of practical problems of computation of income	GST Course
Unit – III	PPT, Assignments, Tutorials, GD, Quiz	Solving of practical problems of computation of income	GST Course
Unit – IV	PPT, Assignments, Tutorials, GD, Quiz	Solving of practical problems of computation of income	GST Course



## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Direct Tax, Laws & Practice	Dr. Vinod Singhania	Taxman Publication	New Delhi
2	Direct Taxes	Girish Ahuja & Rani Gupta	Bharat Law House	New Delhi
3	Direct Tax, Laws & Practice	Mehrotra H C & Gupta S D	SahityaBhawan Publication	Agra
4	Direct Taxes	Gaur V P & Narang	Kalyani Publications	New Delhi
5	Indirect Taxes	Vinod Singhania	Tasmans Publication	New Delhi
6	Indirect Taxes	H C Mehrotra	SahityaBhawan Publication	Agra
7	Bane Act CGST, SGST, IGST	H C Mehrotra	SahityaBhawan Publication	Agra

## Suggested references Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Others
1	ICAI BOS	-	-	-	Management Account Journal Chartered Accountant Journal	

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## **M. Com. Part I (Semester II)**

### **Group B (Commercial Laws & Practices) - Special Paper III**

**Subject Name: - E-Security and Cyber Laws**

**Course Code: - 205**

#### **Objectives of the course**

1. To make the students aware of the cyber wrongs/crimes;
2. To impart knowledge of e-security and Internet Security amongst students
3. To make student familiar with various provisions of cyber Laws and Information Technology Act
4. To make the students acquainted with the regulatory regime in computer field/e-business.

**Depth of the Programme:** – Fundamental Knowledge with insight to solve practical problems in Cyber laws and related issues

#### **Objective of the Programme:**

1. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
2. To develop independent logical thinking and facilitate personality development.
3. To equip the students to opt for suitable careers in management and entrepreneurship.
4. To acquaint the students with methods of Data collection and their interpretations.
5. To develop among students Communication, Study and Analytical skills.

Unit	Unit Title	Contents	Purpose Skills to be developed
No.			
1	<b>Introduction to Computer crimes</b>	<p>Computer Crimes. Types of Computer crimes, Specific Threats, Attacks on Computer Systems, Major types of Security Problems / Common threats, Computer Frauds and abuse techniques. Characteristics and types of computer frauds.</p> <p>Preventing Computer Frauds and Ethical Considerations. System Vulnerability and abuse – Internet Vulnerability. Protecting Information systems from potential threats. ECommerce security issues. Risk Involved in ECommerce. Protecting E-Commerce System.</p>	To understand the nature of different Computer Crimes and ways to protect systems from them and become aware of E-Commerce systems and Issues
2	<b>E-Security</b>	<p>Introduction to E-Security and Security Requirements. Types of Intruders, attacking methods, Hackers and Crackers. Computer Viruses, Spam, Denial of services. Security Policy, Secure E-Transactions. Types of Information Systems Controls- General Controls – Physical Controls, Access Controls, Biometric Controls, data Security Controls and Application Controls. Security Tools and Methods- Password, Authentication, Access Control, Encryption,</p> <p>Firewall, Antivirus Software, Digital Identity and digital Signature, Digital Signature Certificate. Secure Socket Layer and Secure Electronic Transaction Protocols.</p>	To get acquainted with various concepts relating to E-Security and to understand different threats to E-Transactions, security measures, Information System Controls and Secure Electronic Transaction Protocol

3	<b>Cyber Laws (Information Technology Act, 2000) Part-I</b>	<p>Introduction to Cyber Laws—Meaning &amp; scope of Cyber Laws, online contracts, Requirements &amp; legal aspects of e-contracts ( offer and acceptance in e-form), Cyber Laws &amp; legal issues ( cyber jurisprudence, &amp; sovereignty, net neutrality, freedom of speech in cyber space, governance)</p> <p>Information Technology Act – 2000 Part-I</p> <p>Digital Signature-definition ,meaning, functions,</p>	<ul style="list-style-type: none"> <li>To introduce Students about Cyber Laws legality of ETransactions.</li> <li>To study various legal provisions of the Information Technology Act relating to E-Governance, Digital signatures etc.</li> </ul>
		<p>procedure, E- Governance ( Ss. 4 to 9 ), E- Records ( Ss 11 to 16 ), Controller of Certifying Authority (powers, functions u/s 17 to 20), Digital Signature Certificates, License to issue Digital Signature Certificates, (suspension, revocation etc.--Ss.21 to 26), Duties of Certifying Authority (Ss.30 to 34), Provisions relating to Digital Signature Certificates (Ss. 35 to 39), Duties of subscriber</p>	
4	<b>Cyber Laws (Information Technology Act, 2000) Part-II</b>	<p>Penalties for Cyber wrongs and Adjudication (Ss. 43 to 47), Cyber Regulation Appellate Tribunal (Procedure and Powers (Ss.48 to 51, 57 to 64) Cyber Crimes/Offences &amp; punishment (u/s 65 to 79), Offences by Companies (S.85) Amendments effected in IPC 1860, Indian Evidence Act, 1872, Bankers Books Evidence Act, 1891, Reserve Bank of India Act, 1934 pursuant to Ss. 91 to 94 of ITA, 2000.</p>	<p>To get sensitized on various penalties for the cyber wrongs provided in the Information Technology Act, 2000 and relevant amendments in certain other Laws.</p>

**\*All Acts are to be studied with recent amendments**

#### **Method of Evaluation**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Continuous Evaluation (Written Tests etc.)	Written Examination	Certificate Course in Cyber Laws

Unit – II	Continuous Evaluation [Presentations (PPT) etc.]	Written Examination	Certificate Course in Cyber Security and Cyber Investigation
Unit – III	Continuous Evaluation (Seminars/Group Discussions etc.)	Written Examination	Certificate Course in E-Governance
Unit – IV	Continuous Evaluation (Viva-Voce etc.)	Written Examination	Certificate Course Digital Signature Mechanism

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	E-COMMERCE and ITS APPLICATIONS	Dr. U. S. Pandey, Rahul Srivastava and Saurabh Shukla.	S. Chand & Company	New Delhi
2	Management Information and Control Systems	Dr. Sushila Madan	TAXMANN'S	
3	Electronic Commerce from Vision to Fulfillment	Elias M. Awad	Pearson Education	
4	Text book on Intellectual property rights	N.K. Acharya	Asia Law House	
5	Law of Information Technology (Cyber Law)	D. P. Mittal	TAXMANN'S	
6	Guide to Cyber Laws	Rohnay D. Ryder	Wadhwa,	Nagpur
7	Cyber Laws	Justice Yatindra Singh	Universal Law Publishing Co	New Delhi

<b>8</b>	Law of Information Technology	D.P. Mittal		
<b>9</b>	Cyber Laws	Krishnakumar		
<b>10</b>	Encyclopedia of Cyber Laws	Sujeet Kumar		
<b>11</b>	Handbook of Cyber Laws	Vakul Sharma		

**Suggested references Web  
reference**

<b>Sr. no</b>	<b>Lect ures</b>	<b>Film s</b>	<b>Animat ion</b>	<b>PPTs</b>	<b>Arti cles</b>	<b>Others</b>
<b>1</b>				<a href="https://www.slideshare.net/AdityaShukla7/cyber-law-in-india-its-needimportance">Cyber law In India: its need &amp; importance – Slide Share https://www.slideshare.net/AdityaShukla7/cyber-law-in-india-its-needimportance</a>		<a href="https://www.meity.gov.in/content/cyberlaws">Cyber Laws   Ministry of Electronics and Information Technology ... (https://www.meity.gov.in/content/cyberlaws)</a>
<b>2</b>				<a href="https://digitalindia.gov.in/.../files/MeitY_Cyber%20Security_13%20Feb_Final.pdf">Cyber Security &amp; Cyber Law - Digital India https://digitalindia.gov.in/.../files/MeitY_Cyber%20Security_13%20Feb_Final.pdf</a>		Cyber Laws in India <a href="http://www.legalserviceindia.com/cyber/cyber.htm">http://www.legalserviceindia.com/cyber/cyber.htm</a>

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## **M. Com. Part I (Semester II)**

### **Group B (Commercial Laws & Practices) - Special Paper IV**

Subject Name: - **Law Regulating to Copyright and Designs**

Course Code: - **206**

#### **1. Objectives of the Course:**

- a. To equip the students with the Concepts of Copyrights, Geographical indications, Plant Varieties and Designs.
- b. To acquaint Students with legal provisions relating to these IPRs.
- c. To sensitise the students to opt for suitable careers in management and regulation of these IPRs.
- d. To make the students acquainted with the regulatory regime in the field of Copyrights, Geographical indications, Plant Varieties and Designs.
- e. To study relevant judicial decisions relating to these IPRs.

**Depth of the program:** Fundamental Knowledge, Principles and provisions of relevant Statutes and understanding of its applicability

**Objectives of the Program:**

1. To equip and train the students to accept the challenges of existing business environment.
2. To develop independent logical thinking and facilitate students to enhance their personality.
3. To equip the students for seeking suitable careers in management and entrepreneurship in the field of IPRs.
4. To study methods of Data collection and its interpretations.
5. To develop among students Communication and critical thinking skills.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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1	<b>The Copyright Act, 1957</b>	<p>Copyright: Concept and Evolution, Scope and Characteristics of Copyright – Object of Copyright – Works in which Copyright Subsists – Qualification for Copyright Subsistence – Author and Ownership of Copyright- Rights of the Copyright Owner – International Copyright (Ss – 40-43).</p> <p>Term of Copyright (Sections 22 to 29, 37(2), 38(2) – Assignment/ License of Copyright (Sections 18 to 21, 30 To 32) – Registration of Copyright (Sections 44 to 50-A along with rule 16 of chapter VI of Copyright Rules, 1958).</p> <p>Infringement of Copyright - acts which constitute Infringement, acts not Constituting Infringement etc. (Sections 51 to 53 A ) – Offences and Penalties,</p> <p>Copyright Societies: Functions and Rights</p> <p>Important Judicial Decisions to be studied :</p> <p>1)<i>The Chancellor, Masters &amp; Scholars of the University of Oxford &amp; Ors. v.Rameshwari Photocopy Services &amp; Ors.</i> [DU Photocopying Case] CS (OS)--2439/2012. Delhi High Court</p> <p>2) <i>Twentieth Century Fox Film Corp v. MCA Inc. and Ors</i> [715 F.2d 1327 (9th Cir. 1983)]</p>	<ul style="list-style-type: none"> <li>• Acquainting students with historical aspects and conceptual framework of Copyrights.</li> <li>• Making them aware of various legal provisions of Copyrights along with few relevant decisions of the Courts.</li> </ul>
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		<p>3) <i>R. G. Anandv. Deluxe Films</i> [AIR (1978) SC 1613]</p> <p>4) <i>Apple Computer, Inc. v. Microsoft Corporation &amp; Hewlett-Packard Co.</i> [35 F.3d 1435 (9th Cir.1994)]</p>	
2	<b>The Designs Act,2000</b>	<p>Industrial Designs: Introduction, Meaning and Scope – Registerability of a Design, who can file an Application for Registration of a Design (Sections 3 to 10) – Copyright in Registered Designs (Sections 11 to 20) – Infringement (Piracy) of Copyright in Design (Sec. 22) – Defenses which may be set up by the Defendant.</p> <p>Important Judicial Decisions to be studied :</p> <p>1) <i>Micolube India Limited v. Rakesh Kumar</i> 2013 1AD (Delhi) 542; MIPR 2012 (2) 200</p> <p>2) <i>Reckitt Benckiser India Ltd. v. Wyeth Ltd.</i> AIR 2013 Delhi 101;2013 (54) PTC 90 (Del) (FB)</p> <p>3) <a href="#"><u><i>Gopal Glass Works Limited v. Assistant Controller of Patents &amp; Designs &amp; Ors.</i></u></a> 2006 (3) CHN 188</p> <p>4) <i>AtulNarsibhai Patel v. The Assistant Controller of Patents And Designs And Others.,</i> Calcutta High Court AID No. 3 of 2013 Decided on 17.01. 2017</p>	<ul style="list-style-type: none"> <li>• Introducing students with conceptual framework and scope of Designs.</li> <li>• Making them aware of various legal provisions of Designs Act along with few relevant decisions of the Courts.</li> </ul>

3	<b>The Geographical Indications of Goods (Registration and Protection), Act, 1999</b>	<p>Geographical Indications: Introduction, Meaning and Content –</p> <p>Legislative framework :</p> <p>The Geographical Indications of Goods (Registration &amp; Protection) Act, 1999 and the Geographical Indications of Goods (Registration &amp; Protection) Rules, 2002.</p> <p>Procedure for Registrations – Duration, Renewal, Restoration (Section 11 to 18) – Rights Conferred by Registration – Infringement and its Remedies (Section 20-24) – Penalties for Infringement (Section 37 to 54) – Authorities: Registrar, Appellate Board – Certificate of Validity – Powers of Central Government.</p>	<ul style="list-style-type: none"> <li>• Acquainting students with conceptual framework and scope of Geographical indications of goods.</li> <li>• Making them aware of various legal provisions of The Geographical Indications of Goods (Registration and Protection), Act, 1999 along with relevant rules.</li> </ul>
4	<b>Protection of Plant Varieties and Farmers Rights Act-2001</b>	<p>Introduction, Objective and Scope of the PPVFR Act, 2001 - Definitions [Plant, Propagating Material, Seed, Germ Plasma, Plant Variety, New Plant Variety, Farmer Etc.] Procedure of Registration, Who may apply? - What can be registered? – What Cannot be Registered - Acceptances and Opposition of Application – Rights and Privileges of Breeders and Researchers – Compulsory License – Period of Validity of Registration – Surrender and Revocation of Certificate – Infringement of Rights and its Remedies - Offences and Penalties – Authorities for Administration</p>	<ul style="list-style-type: none"> <li>• Making students understand with the concept and scope of Plant Varieties and Farmers Rights.</li> <li>• Making them aware of various legal provisions of The Protection of Plant Varieties and Farmers Rights Act, 2001 along with relevant rules.</li> </ul>

• All Acts are to be studied with recent amendments Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Assessment (Written Test etc.)	Written Examination	Diploma in IPRs
Unit – II	Continuous Assessment [Class Presentation (PPT)etc]	Written Examination	Online Courses on Moocs
Unit – III	Continuous Assessment (Seminar etc.)	Written Examination	Certificate course on Copyright
Unit – IV	Continuous Assessment (Viva-Voce etc.)	Written Examination	Certificate course on Geographical indications

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Intellectual Property Law	P. Narayan	Eastern Law House	New Delhi
2	Text book on Intellectual Property Rights.	N.K. Acharya	Asia Law House,	Hyderabad
3	Law Relating to Intellectual Property	Dr. B.L. Waderha	Universal Law Publishing Co	
4	Intellectual Property Rights, (2011)	Dr. Sreenivasulu N. S.,	Regal Publications,	New Delhi
5	Intellectual Property Law in India (2006)	Justice P. S. Narayana	Goigia Law Agency,	Hyderabad.
6	Universal's "Intellectual Property Laws" (Bare Acts)		Universal Law Publishing Co. Pvt. Ltd.	
7	Law of Intellectual Property	Dr. S. R. Mynei	Asia Law House,	Hyderabad (2011).

<b>8</b>	Intellectual Property Rights – Heritage, Science & Society Under International Treaties	A. Subbian	Deep & Deep Publications Pvt. Ltd.,	New Delhi
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### Suggested references

#### Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Others
						<b>Important Websites Reference :</b> <ul style="list-style-type: none"> <li>1.CIPAM Website-<a href="http://cipam.gov.in/">http://cipam.gov.in/</a></li> <li>2.DIPP Website-<a href="http://dipp.nic.in/">http://dipp.nic.in/</a></li> <li>3.CGPTDM Website-<a href="http://www.ipindia.nic.in/">www.ipindia.nic.in/</a></li> <li>Start-Up India Action Plan<a href="http://startupindia.gov.in/uploads/pdf/Action%20Plan.pdf">http://startupindia.gov.in/uploads/pdf/Action%20Plan.pdf</a></li> <li>4.TKDL- <a href="http://www.tkd.l.res.in/tkd.l/langdefault/common/Home.asp?GL=Eng">http://www.tkd.l.res.in/tkd.l/langdefault/common/Home.asp?GL=Eng</a></li> <li>5.WIPO Website-<a href="http://www.wipo.int/about-ip/en/">http://www.wipo.int/about-ip/en/</a></li> </ul>

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## **M. Com. Part I (Semester II)**

### **Group C (Advance Cost Accounting & Cost Systems) - Special Paper III**

**Subject: Application of Cost Accounting**

**Course Code: 207**

#### **Objectives:**

1. To explain the concept of integral and non-integral cost accounting.
2. To study Product Life Cycle costing and Value Chain Analysis
3. To understand the mechanism of Activity Based Cost Management
4. To understand the utility of Cost Accounting data during transfer of product/services from one enterprise to the other either at national or at global level.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills to be developed</b>
1.	Cost Book Keeping and Reconciliation between Cost and Cost financial Accounts	Book - keeping, Cost Ledgers, inter-locking and integral Accounts.  Reconciliation of Cost and Financial Accounts, Reasons, needs & Methods.	To conceptualise the need to integrate financial and Cost Accounts.

2.	Product Life Cycle Costing(PLC):  & Value Chain Analysis (VCA)	Introduction, Product Life Cycle, Phases and Characteristics of Product Life Cycle,  Value Chain Analysis – Approach for Assessing Competitive Advantages – Value Chain Analysis V/S Conventional Management Accounting.	Develop understanding about PLC and VCA Concepts
3.	Cost Allocation and Activity Based Costing	a- Cost Allocation – Meaning ,Types, Relationship between resources, activities, Cost and Cost drivers, Methods of allocating Costs in Cost Centres using Direct Method, Step Down Method and Reciprocal Method.  b.Activity Based Costing – Introduction, Steps in ABC Systems, Levels of Activities Advantages & Limitations	<ul style="list-style-type: none"> <li>• Learners are expected to understand the logic behind ABC technique</li> <li>• To prepare cost formats under ABC &amp; to compare such results with the Traditional Overhead Accounting.</li> </ul>
4	Strategic Cost Management	A) Transfer Pricing –Introduction, Meaning Advantages and Disadvantages, Setting Transfer Pricing , Methods of Transfer Pricing- Negotiated transfer pricing, Market Price, Cost-Based Price, Negotiated Prices & Dual Prices  B) Target Costing – Introduction, Concept, Objectives, Comparison between Target Costing and Cost Plus Pricing.	Students are expected to understand the importance of Transfer Pricing & Target Costing in the changing scenario.

### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome

1	12	Giving list of items to the students and ask them to identify – Purely Financial, Purely Costing and both	Browse You  Tubes on these topics	Preparation of Reconciliation Statement	Learners must be able to reconcile the cost and financial data.
2	12	Invite experts from industries having technical as well as practical exposure to related industries.		Home Assignment to the students on related topics	Understand the concepts of PLC and VCA.
3	12	Discuss the concepts of ABC. Ask the students to prepare list of activities involved in the event and identify resources utilised in completion of such activities.		Visit to small units, identify the final product and list out the cost impact of each of such activity.	Understand the Cost Distortions in Traditional Costing and compare it with ABC .
4	12	<ul style="list-style-type: none"> <li>• Explain the national and global issues involved in Transfer Price Mechanism.</li> <li>• Discuss the practical cases on Target Costing e.g. Tata Nano Project. etc</li> </ul>		Ask students to study articles from Management Accountant on these topics.	Get insight into the concept of Transfer Pricing & Target Costing.



### Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested AD-On Course
Unit I	Multiple Choice Questions. Written Test, Internal Examination & PPT based presentation etc.	SPPU	Visit to industries and make a report on it.
Unit II			
Unit III			
Unit IV			

### References

Sr. No	Title of the Book	Author	Publisher	Place
01	Cost Accounting- Principles & Practices	Jawahar Lal & Seema Shrivastawa	Tata Mcgraw Hill	New Delhi
02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi
03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Advanced Cost Accounting	Jain and Narang	Kalyani Publication	New Delhi

05.	Horngren's Cost Accounting-A Managerial Emphasis	Srikant M Datar&Madhav V Rajan	Pearson	Noida Up
06	Cost Accounting-Principles & Practices	Dr.M.N. Arora	Vikas Publishing House ,	New Delhi
07	Principles and Practices of Cost Accounting	Dr. SunitaPokharna	Success Publication	Pune
08	Cost Accounting	Dr. EknathKhedkar	Success Publication	Pune

**Web References:**

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units.	Guest Lectures by Field Persons such as working executives from industries and of Practicing Cost and Management Accountants. .	You Tube films showing working of different industries.  Discovery Turbo Channel	You Tube lecture videos are available on all these topics.	Articles from the Professional Journal like The Management Accountant, The Chartered Accountant, The Chartered Secretary	<a href="https://icmai.in">https://icmai.in</a>

**Note: The breakup of marks in the Examination will be as follows:**

- 30 % of marks for Theory & 70 % of marks for Practical.Problems
- Area of practical problems:
  1. Cost & Financial Reconciliation Statement
  2. Activity Based Costing
  3. Transfer Pricing

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### **M. Com. Part I (Semester II)**

#### **Group C (Advance Cost Accounting & Cost Systems) - Special Paper IV**

**Subject: Cost Control and Cost Systems**

**Course Code: 208**

**Objective:** To equip the students with knowledge and skill to design and implement cost control, cost reduction programme and different cost systems

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills to be developed</b>
1.	Marginal Costing, Cost – Volume – Profit Analysis And Differential Costing	Marginal Costing- Meaning –Concept of Variability of Cost, Contribution, P/V Ratio, Break Even Analysis, Margin of Safety, Cost- Volume, Profit Analysis –  Differential Costing, Differential Costs,  Differential Cost Analysis, Features of Differential Costing, Practical Application.	To be able to solve problems on Marginal Costing.

2.	Pricing Decision	Introduction – Pricing of Finished Product- Theory of Price – Pricing Policy – Principles of Product of Pricing – New Product Pricing	Understand pricing mechanism under global competitive environment.
3.	Costing system Design & installation	Study of Production Process, Selection of Methods of Costing, Creating Cost Centers and Cost Codes. Deciding Basis of Apportionment of Various Overheads, Deciding Methods of Absorption. Fixing Responsibility and designing suitable MIS. Designing and Installing Cost System In Computer Environment	Skills to differentiate between Cost Reduction and Cost Control techniques.  To understand the process of installation of Costing System.
4	a.Cost Control and	a. Introduction, Process of Cost Control and	.To understand the relationship between cost and
	Cost Reduction b.Productivity	Cost Reduction, Cost Reduction Programme and its Implementation ,Methods and Techniques  b.Productivity: Meaning, causes of lower Productivity , improvement in Productivity & Measurement of Productivity-Material, Labour, Machines, Capital , Power & overall Productivity.	productivity.

### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome

1	12	Identify variable cost and fixed cost from practical examples	Browse You Tubes on these topics	Preparation of BEP Charts by giving practical examples	Students must understand the role of Marginal Costing in short term decision making.
2	12	Study of Case Studies on Pricing of products/services.		Visit to nearby organization and collect pricing data	Understand the relevance of pricing
3	12	Guest lecture from experts.		Visit the organization to understand costing system installation	Students will be able understand process of installation of costing system.
4	12	To discuss cases on capacity utilization, productivity etc.		Understand the importance of productivity of the employees through interviews of few contractors.	Develop insight into Cost Reduction and Cost Control technique & to understand measurement of productivity

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested AD-On Course
Unit I	Multiple Choice Questions. Written Test, Internal Examination PPT based presentation etc.	SPPU	Visit to industries and make a report on the visit.
Unit II			
Unit III			
Unit IV			

### References

Sr. No	Title of the Book	Author	Publisher	Place

01	Cost Accounting-Principles & Practices	Jawahar Lal & Seema Shrivastawa	Tata Mcgraw Hill	New Delhi
02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi
03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Cost & Management Accounting	Jain and Narang	Kalyani Publication	New Delhi
05.	Horngren's Cost AccountingA Managerial Emphasis	Srikant M Datar&Madhav V Rajan	Pearson	Noida Up
06	Cost & Management Accounting	Dr.M.N. Arora	Himalaya Publication	New Delhi
07	Costing advisor & Cost Management	PV Ratanam	Kitab Mahal	New Delhi
08	Cost & Management Accounting	Sameer Kumar Chakravorthy	Central Publication	Kolkata
09	Cost & Management Accounting	Ravi M Kishor:	Taxman	New Delhi
10	Cost Accounting	Dr. EknathKhedkar	Success Publications	Pune
11	Principles and Practices of Cost Accounting	Dr. SunitaPokharna	Success Publications	Pune

**Web References:**

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units.	Guest Lectures by working executives from industries and of Practicing Cost and Management Accountants. .	You Tube films showing working of different industries.  Discovery Turbo Channel	You Tube lecture videos are available on all these topics.	Articles from the Professional Journal like The Management Accountant, The Chartered Accountant, The Chartered Secretary, Harward Business Review	<a href="https://icmai.in">https://icmai.in</a>

**Notes:** The breakup of marks in the Examination will be as follows:

- 30 % of marks for Theory & 70 % of marks for Practical Problems
- Area of practical problems:
  1. Marginal Costing – Application
  2. Differential Cost Analysis
  3. Pricing Decisions
  4. Measurement of Productivity

**M. Com. Part I (Semester II)**  
**Group D (Cooperation & Rural Development) - Special Paper III**

**Subject: -International Co-operative Movement Course**

**Code: - 209**

**Objectives of the course:**

1. To acquaint the students with Organizational structure of Co-operative Business
2. To develop the capability of students for knowing different types of Co-operatives
3. To aware the role of state and central Govt. in development of co-operative sector

### Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Introduction and Origin of International Co-operative Movement</b>	Introduction, Origin of Co-operative Movement in the World- Growth of Co-operative Movement in International level, Co-operation in the post industrial revolution of Great Britain	<ul style="list-style-type: none"> <li>To understand Origin of Co-operative Movement in the World</li> <li>To understand Growth of Co-operative Movement in International level</li> </ul>
2	<b>Co-operation in Social and Economic Systems</b>	Co-operation in Capitalistic Systems- Co-operation in Socialistic System-Cooperation in Mixed Economy	<ul style="list-style-type: none"> <li>To understand Co-operation in Capitalistic Systems</li> <li>To understand Socialistic System-Cooperation in Mixed Economy</li> </ul>
3	<b>Co-operative Movement in the world</b>	The International Cooperation Alliance (ICA) Co-operative Movement in the UK,USA, India, China, Japan and Israel, World's largest co-operative	<ul style="list-style-type: none"> <li>To understand The International Cooperation Alliance</li> <li>To understand Co-operative Movement in Various nation</li> </ul>
4	<b>Role of Cooperative Movement in Global Economy</b>	The impact of Co-operative Movement for the development of world economy, Problems and Suggestions	To understand the Role of Role of Co-operative Movement in Global Economy

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and AV Application	Project	Expected Outcome
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<b>1</b>	12	Pre reading, Class discussion, Review of Article for understand Recent scenario of International Co-operative Movement, Group discussion ,PPT	Short Film Show on International Co-operative Movement, A.V. Application (Audio and Visual Application)	Review on Report of International Co-operative Movement	Understanding of basic knowledge of International Co-operative Movement
<b>2</b>	12	Guest Lectures of eminent personalities in co-operative sector, experience sharing, Pre reading, Class discussion, examples through newspapers and internet resources, case studies, PPT	You Tube Video	Project Report on Co-operation in Capitalistic Systems	Understanding Co-operation in Social and Economic Systems
<b>3</b>	12	Organise workshop for students, Pre reading, Class discussion, examples through newspapers and internet resources. case studies, Power point presentation	Short film show of International Cooperative Movement	Review on World's largest cooperative	Understanding International Cooperation Alliance
<b>4</b>	12	Pre reading, Library visit, Class discussion, examples through newspapers and internet resources, Guest Lectures of eminent personalities, PPT	Presentation through Audio and Visual resources	Project Report on problems of Global Co-operative movement	Understanding Role of Role of Co-operative Movement in Global Economy

### Method of Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit-I	Class participation, Assignment, Library Work, Presentation, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Review of Article on International Cooperative Movement
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Seminar on Co-operation in Social and Economic Systems

Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Eminent person Guest Lecture
Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Group Discussion on The impact of Cooperative Movement for the development of world economy

### References

Sr. No	Title of Book	Author/s	Publication	Place
1	International Co-operative Movement	W.P. Watkins		
2	International Co-operative Movement	Johnston Birchall		
3	Co-operation and Rural Development	Principal Dr.NitinGhorpade	Success	Pune
4	New Dimensions of Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
5	Cases in Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
6	Co-operative Organisation and Management	K.K.Taimani		
7	Human Resource Management Practices in Cooperative sector	Principal Dr.ShaikhAftab Anwar	Idea Publication	New Delhi
8	<a href="http://www.International">www.International</a> Co-operation Alliance			
09	Journal of Commerce and Management Thought(JCMT)			
10	Journal Co-operative Organization and Management , Journal of Co-operative studies			

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### M. Com. Part I (Semester II)

#### Group D (Cooperation & Rural Development) - Special Paper IV

**Subject Name: -Co-operative Management and Education**

**Course Code: - 210**

### Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>Introduction Cooperation and Management</b>	Integration of Co-operation and Management, Importance of Co-operative Management, Professionalization of Cooperative Management.	<ul style="list-style-type: none"> <li>To understand Integration of Co-operative Management</li> <li>To understand Importance of Co-operative Management</li> </ul>
2	<b>Structure of Cooperative organisation</b>	Organizational Structure of Co-operatives-Organization Chart for Large Scale Cooperative business, Cooperative banks , Communication and Leadership in Cooperative Organization – Federal Structure of Cooperative Organization , Audit and Taxation of Cooperative Organization	<ul style="list-style-type: none"> <li>To understand Organizational Structure of Co-operatives-Organization</li> <li>To understand the Co-operative banks</li> <li>To understand Communication and Leadership in Cooperative Organization</li> <li>To understand Audit process and Taxation of Co-operative Organization</li> </ul>
3	<b>Co-operatives Education and Training</b>	Importance, Need, Role of Institutions in the Cooperative Training, VaikuntbhaiMehata National Institute of co-operative management , Institute of Rural Management Anand (IRMA), Job Oriented Cooperative Training – National Co-operative Union of India, National Education Centre for Co-operative – National Council for Co-operative Training, Regional Institute of Co-operative Management – State	<ul style="list-style-type: none"> <li>To understand Importance, Need and Role of Institutions in the Co-operative Training</li> <li>To understand Various Co-operative Education and Training Institutions</li> </ul>
		Cooperative Union – District Co-operative Union, Dr.VithalraoVikhePatil Institute of Co-operative Management ,Pune	

<b>4</b>	<b>Special Study of Co-operatives in Maharashtra</b>	a) Co-operative Sugar Factory- Growth role of Co-op. Sugar Factory in Rural Development B) Dairy Co-operatives progress and problems c) Management of Co-operative Housing Society d) Agricultural and Non-agricultural Credit Co-op. Societies E) Urban Co-operative Credit Societies	<ul style="list-style-type: none"> <li>To understand the Role of Co-operative Sugar factory in Rural Development</li> <li>To study Management of Co-operative Housing Society</li> <li>To understand the work of Agricultural and Non-agricultural Credit Co-op. Societies</li> </ul>
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### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and AV Application</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	12	Pre reading, Class discussion, examples through newspapers and internet resources. Case studies of Cooperative Bank for understand Recent scenario in Co-operative Management , Group discussion	Short Film Show on Co-operative Management, A.V. Application (Audio and Visual Application)	Project Report on Importance of Co-operative Management	Understanding of basic knowledge of Co-operative Management. Understanding Professionalization of Cooperative Management.
<b>2</b>	12	Guest Lectures of eminent personalities in co-operative sector, experience sharing, Pre reading, Class discussion, examples through newspapers and internet resources, case studies, PPT, study visit	You Tube Video	Review of Structure of Cooperatives-Organization	Understanding Organizational Structure of Co-operatives-Organization
<b>3</b>	12	Organise workshop for students, Pre reading, Class discussion, examples through newspapers and internet	Short film show of Various Co-operative	Project on Role of Institutions in the Co-operative Training	Understanding The role of Various Co-operative Education and Training

		resources. case studies, Power point presentation, Interview of Co- operative Bank Manager, Field visit	Education and Training Institutions		Institutions in Co-operative Management
<b>4</b>	12	Pre reading, Library visit, Class discussion, examples through newspapers and internet resources, Guest Lectures of eminent personalities, PPT	Presentation through Audio and Visual resources	Project on Dairy Co-operatives progress and problems	Understanding Special Study of Co-operatives in Maharashtra

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Presentation, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Seminar/Workshop on Co-operative Management
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Study visit to Co-operative Organisation
Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	At list one field visit to Education and Training Institution of Co-operative Management
Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Review of Training Institution of Cooperative Management

## References

Sr. No	Title of Book	Author/s	Publication	Place
1	Co-operation and Rural Development	Principal Dr.NitinGhorpade	Success	Pune
2	New Dimensions of Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
3	Cases in Co-operative Management	G.S. Kamat	Himalaya Publication	New Delhi
4	Co-operative Organisation and Management	K.K.Taimani		
5	Human Resource Management Practices in Cooperative sector	Principal Dr.ShaikhAftab Anwar	Idea Publication	New Delhi
6	Co-operative Management and Administration	I L O		
7	Consumer Co-operation in India	G.S. Kamat		
8	Co-operation	Prof L.P. Wakale and Dr. G.H.Barhate	Sheth Publishing	Mumbai
9	NCCT. in			
10	Anand (IRMA). In			
11	Journal of Commerce and Management Thought(JCMT)			
12	Journal Co-operative Organization and Management , Journal of Co-operative studies			

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## **M. Com. Part I (Semester II)**

### **Group E (Business Practices & Environment) - Special Paper III**

**Subject: - Modern Business Practices Course**

**Code:-211**

**Objectives of the course:**

- 1) To understand objectives and functions of Chamber of Commerce and Trade Associations
- 2) To understand the objectives and functions of public enterprises
- 3) To know agricultural business practices
- 4) To understand allied agricultural business

**Depth of Programme: - Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Chambers of Commerce and Trade Associations</b>	Maharashtra Chamber of Commerce, Industries and Agricultural and their local branches, MahrathaChamber of Commerce, Industries & Agriculture, Indian Merchants, Objectives and Functions, Federation of Indian Chamber of Commerce and Industries (FICCI) -Role and Functions	<ul style="list-style-type: none"><li>• To understand the nature and scope of Maharashtra and MahrathaChamber of Commerce</li><li>• To understand the objectives and functions of Industries, Agriculture and Indian Merchants</li><li>• To understand role and functions of FICCI</li></ul>

<b>2</b>	<b>Public Enterprises and Public Utilities</b>	Objectives, functions and Organization of public Enterprises and Public Utility – Management practices of Public enterprises in India –	<ul style="list-style-type: none"> <li>To understand the Objectives, functions and Organization of public Enterprises and Public Utility</li> <li>To understand various aspects of Public Enterprises viz its management, autonomy and its control</li> </ul>
		Efficiency – Autonomy and control of public Enterprises – recent practices and policies in public Enterprises and Public Utilities	<ul style="list-style-type: none"> <li>To study recent practices and policies in public Enterprises and Public Utilities</li> </ul>
<b>3</b>	<b>Agricultural Business Practices</b>	Characteristics of Agriculture Business – Nature of Indian Agriculture – Government policies related to agricultural business - Problems and prospects of Agricultural Business – Agricultural Taxation policy, Agricultural products and Farms Services - Nature and disposal of Agricultural By - products - Farm waste - cost of recycling of farm waste	<ul style="list-style-type: none"> <li>To gain the fundamental knowledge about agricultural business</li> <li>To evaluate the performance agricultural business, its problems and prospects</li> <li>To understand latest Agricultural Taxation policy</li> <li>To understand the nature and disposal of Agricultural By - products and Farm waste</li> </ul>
<b>4</b>	<b>Allied agricultural businesses</b>	Dairy Poultry – Bio – Manures, etc. WTO and its impact on agri-business practices	<ul style="list-style-type: none"> <li>To understand the fundamental knowledge regarding Dairy and Poultry</li> <li>To find out the impact of WTO on agri-business practices</li> </ul>

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
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<b>1</b>	12	Guest Lectures of eminent personalities in Maharashtra and MahrathaChamber of Commerce and their experience sharing, Pre reading, Class discussion, examples from real life through newspapers and internet resources	Film Show on Chamber of Commerce Film on FICCI	Project on Maharashtra and MahrathaChamber of Commerce Project on Trade Associations	Understanding of basic knowledge of Chamber of Commerce and their working Understanding the functioning of FICCI
<b>2</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Case studies of Public Enterprises and	You Tube Video on Public Enterprises and Public Utilities	Project Report on Objectives, functions and Organization of public Enterprisesand Public Utilities	Learning the functioning of Public Enterprises and Public Utilities
		Public Utilities			
<b>3</b>	16	Debate on Burning and real life 1 issues such related with Agriculture Business and Agricultural Taxation policy, Class discussion, examples from real life through newspapers and internet resources.	PowerPoint Presentation on Agricultural Business and Agricultural Taxation policy	Project on Agricultural Business and government policies	Evaluate the performance of Agricultural Business and its development in India Understanding the nature of Agricultural Taxation policy
<b>4</b>	08	Pre reading, Class discussion, examples from real life through newspapers and internet resources, case studies, Field visit to Dairy and Poultry	Presentation on working of Dairy and Poultry and impact of WTO on agri-business practices	Project on working of Dairy and Poultry activities	Understanding the procedure of Dairy and Poultry and impact of WTO on agri-business practices

## Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Functioning of Maharashtra and MahrathaChamber of Commerce
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Add on course on Business Enterprises and Public Utilities
Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Agro Tourism and Agriculture Business
Unit-IV	Class participation, Case Studies,	Semester Examination-10% MCQ	Management of Dairy and Poultry
	Assignment, Library Work, Unit Test, Mid-Semester Examination	70% Descriptive Questions 20% Short Notes	activities

## References

Sr. No	Title of Book	Author/s	Publication	Place
1	Principles of Practice of Marketing	C.B.Mamoria	KitabMahal	New Delhi
2	Commodity Marketing	P.L.Gadgil	ShubhadaSarswat,DistributiveTrade	Pune
3	Business Environment Text & Cases	Francis Cherunilam	Himalaya Publishing House Pvt.Ltd.	Mumbai
4	Regulated Markets	W.R.Natu	Asia Publishing House	Mumbai
5	Financial Derivatives & Risk Management	O. P.Agarwal	Himalaya Publishing House Pvt.Ltd.	Mumbai

6	Bombay Money Market.	B.AParekh	Bombay <a href="#">A.R. Sheth and Co.</a>	Mumbai
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### **M. Com. Part I (Semester II)**

#### **Group E (Business Practices & Environment) - Special Paper IV**

**Subject: - Business Environment Analysis**

**Course Code:-212**

#### **Objectives of the course:**

- 1) To understand Indian Industrial Environment
- 2) To understand financial environment and institutions
- 3) To know environmental analysis and global environment
- 4) To understand problems and growth and remedies thereof

**Depth of Programme: - Fundamental Knowledge**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Indian Industrial Environment	Growth of industries in public & private sectors in India – small and cottage industries mergers and acquisitions, Foreign investment-Foreign Technology and MNCS	<ul style="list-style-type: none"> <li>To understand the nature and Growth of public and private sectors in India</li> <li>To mergers and acquisitions of small and cottage industries</li> <li>To understand role of foreign investment and technology</li> </ul>
2	Financial Environment of Business	Indian Money Market - Growth of capital Market in India - Banking financial institutions - Role of Public, Private, and Co-operative Banks - Role of foreign banks and non Banking Institutions	<ul style="list-style-type: none"> <li>To understand the nature and growth of Indian Money Market and Capital Market</li> <li>To understand the role of Public, Private, Cooperative Banks, Foreign Banks and non Banking institutions</li> </ul>
3	Environmental Analysis	Meaning and importance - Techniques of Analysis Verbal and Written Information Search and scanning, Spying, Forecasting, Limitations of these techniques, Competitions analysis - Rivalry Amongst existing firms, threat of newentrants threat of substitutes - Bargaining power of suppliers and buyers, Global Environment Natural, Social, Cultural, Demographic and Technological environment and its impact on world trade	<ul style="list-style-type: none"> <li>To gain the fundamental knowledge about Environmental Analysis and its techniques</li> <li>Understanding various types of Business environment and their impact on business and world trade</li> </ul>
4	Problems of growth	Unemployment, Poverty, Regional Imbalance, Social injustice, Parallel economy, Lack of technical knowledge and information	<ul style="list-style-type: none"> <li>To understand and evaluate the issues like Unemployment, Poverty, Regional imbalance, Parallel economy etc.</li> </ul>

## Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and A.V. Application</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources, Debate	Film Show on Small and Cottage Industries and mergers and acquisitions	Project on Foreign Investment and Foreign Technology Project on Mergers and Acquisitions	Understanding of mergers and acquisitions of small and cottage industries Understanding Foreign Investment and Foreign Technology
<b>2</b>	12	Pre reading, Class discussion, examples from real life through newspapers and internet resources. Case studies of Public, Private, and Co-operative Banks	You Tube Video on Public, Private, and Co-operative Banks	Project Report on Indian Money Market and capital Market in India Project on comparative study of Public, Private, and Co-operative Banks	Learning the on Indian Money Market and capital Market Understanding comparative study of Public, Private, and Co-operative Banks
<b>3</b>	16	Pre reading, Class discussion, case studies, debate on impact of various types of environments on world trade	PowerPoint Presentation on types of business environment	Project on types of business environment Project on techniques of analysis of environment	Evaluate various types of business environment Understanding techniques of analysis of environment
<b>4</b>	08	Pre reading, Class discussion, debate on the issues like Unemployment, Poverty, Regional imbalance, Parallel economy etc.	You Tube Video and Film Show on issues like Unemployment, Poverty, Regional imbalance, Parallel economy etc.	Project on problems of growth of business	Understanding the seriousness, causes and remedies of various issues like Unemployment, Poverty, Regional imbalance, Parallel economy etc.

## Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit-I	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Foreign Investment and Foreign Technology
Unit-II	Seminar, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Nature, Scope and Working of Indian Money Market and capital Market
Unit-III	Class participation, Assignment, Library Work, Unit Test, MidSemester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Techniques of Business Environment Analysis
Unit-IV	Class participation, Case Studies, Assignment, Library Work, Unit Test, Mid-Semester Examination	Semester Examination-10% MCQ 70% Descriptive Questions 20% Short Notes	Critical Study of Social issues like Unemployment, Poverty, Regional Imbalance, Social injustice, Parallel economy

## References

Sr. No	Title of Book	Author/s	Publication	Place
1	Economic Environment SYBA	K Misha, Puri	Himalaya Publishing House Pvt.Ltd.	Mumbai
2	Bombay Money Market.	B.AParekh	Bombay <a href="#">A.R. Sheth and Co.</a>	Mumbai

3	Global Economy and Business	Francis Cherunilam	Himalaya Publishing House Pvt.Ltd.	Mumbai
4	Business Environment	Chllaaghan, Ellison EdwardArnold		
5	Journal of Commerce and Management Thought(JCMT)			
6	Economic and Polictical Weekly.			

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**M. Com. Part I (Semester II)**

**Group F (Business Administration) - Special Paper III**

**Subject : - Business Ethics & Professional Values**

**Course Code No: 213**

**Objectives of the course**

1. To raise the students general awareness on the ethical dilemmas at work place
2. To understand the differing perceptions of interest in business related solutions
3. To present the concept of Corporate Social Responsibility and explore its relevance to ethical obligations and ethical ideals present in the relationship between employers and employees
4. To investigate whether ethics set any boundaries on competition , marketing, sales and advertising
5. To enable students to validate or correct , personal ideas about various ethical perspectives
6. To enable students to develop their own considered judgment about issues in Business Ethics
7. To foster more careful, disciplined thinking in trying to resolve issues in business ethics
8. To prepare students to play a constructive role in improving the sustainable development with which they may become involved

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Business Ethics and Professional Values</b>	a. Business Ethics – Introduction, Meaning, Scope , b. Principles , importance , Code of Ethics and Theories c. Professional Values – Meaning , Significance , Scope and Human Values	1. Understanding Knowledge of established methodologies of solving ethical problems 2. Recognizing significance of Professional Values



		Ethical Decision Making – Meaning, determinants, process of ethical decision making	
<b>2</b>	<b>Corporate Social Responsibility and Corporate Governance</b>	a. CSR – Introduction , advantages , scope for CSR in India , Legal provisions for CSR, Forms of CSR and Indian Corporations b. Corporate Governance – concept Objectives , features , advantages , code whistle blowing , types arguments and justification c. Value Based Management – meaning, benefits and methods =, Vedic Management for business ethics	1. Knowing CSR and its scope and forms 2. Analysis of Corporate Governance and Value Based Management
<b>3</b>	<b>Indian Ethical Practices</b>	a. Indian Ethical Practices Finance b. Indian Ethical Practices Marketing c. Indian Ethical Practices Information Technology d. Ethics at work place e. Indian Ethical Practices HRM	Recognizing the unethical issues in Finance , Marketing , IT , HRM and at workplace
<b>4</b>	<b>Emerging issues in Business Ethics and Environmental issues</b>	a. Ethics in Environment – environmental crisis , issues relating to environmental degradation , natural resources depletion and pollution b. Sustainable Development – Meaning, Principles. Goals of	1. Recognizing environmental issues and its impact on Business 2. Achieving Sustainable Development

		Sustainable Development, Strategy to achieve Sustainable	
		Development	

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Case study for Ethical Values and Decision making	PPT and examples of Indian and Foreign Companies	Collect Cases of Ethical Value Decisions	To understand How companies ethically operate

2	12	PPT and Comparative study of CSR practices and Corporate governance	Case Study of any Organization	Collection of Data and information on CSR practices and Corporate Governance of a company	To understand how CSR activities help the society for better living
3	12	Guest Lectures by Experts from corporate	PPT on possible ethical practices in different areas of Business Administration	Case study of ethical practices adopted by a company	To understand how ethical practices can be adopted in different areas
					of business
4	12	How Business Administration can be environment friendly ( case study with examples)	Video Clippings of different corporate organizations working towards sustainable development and environment protection	Case study on Sustainable Development Project undertaken by an organization	Awareness on the importance of environmental issues and Sustainable Development

### Method of Evaluation

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Internal Class Room Test for Conceptual understanding	As per University structure	Library assignment for conceptual understanding
Unit – II	Case Study presentation	As per University structure	15 days course on CSR including Visit to an organization
Unit – III	Paper Presentation	As per University structure	Listing out the various unethical practices in
			different areas of Business Administration
Unit – IV	Report on work of an organization for Sustainable Development  OR  Visit to an organization to study the consideration of Sustainable Development	As per University structure	One month Certificate course on Sustainable Development

**References :**

List of Books Recommended :-

1. Ethics in Management – By S.S.Sherlekar (Himalaya Publication)
2. Business Ethics and Corporate Governance – By S.S.Khanka(S.Chand Publication)
3. Business Ethics and Corporate Governance – By S.K.Bhatia (Deep and Deep sons)
4. Management by Values – By S.K.Chakraborti( Oxford University Press)
5. E- Commerce – A study in Business Etics – By Rituparna Raj (Himalaya Publication).
6. E- Commerce and It's Applications – By Dr. U.S. Pandey , Rahul Srivastava and Saurabh Shukla.(S.Chand Publication)
7. The age of Sustainable goals – By Jeffery D. Saches and Ki Moon Ban( Columbia University Press)
8. Atlas of Sustainable Development Goals 2017: from World Development Indicators – by World Bank( World Bank Publication)
9. Business Ethics and Corporate Governance – By A.C.Fernando ( Dorling Kindersly)
10. Corporate Governance: Principle , Policies and Practices – By Bob Tricker (Oxford University Press)

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**M. Com. Part I (Semester II)**  
**Group F (Business Administration) - Special Paper IV**

**Subject : - Elements of Knowledge Management**

**Course Code – 214**

**Objectives of the course**

- 1 To develop Analytical and Research oriented skills among the students.
- 2 To understand value application and relevance of Knowledge management in today's corporate world. 3  
To promote research and innovation ideas based on Knowledge Management.
- 4 To enhance knowledge level and practice of linking theoretical background with applied Social Science.

Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction to Knowledge Management	a Knowledge Management - Concept , Meaning , Definition , Nature and Relevance of it in today's Business world. b Knowledge Management Process c Approaches to Knowledge Management d. Difference between information and knowledge	Developing Conceptual Skill and Improving analytical Ability .

<b>2</b>	<b>Tools and Techniques of Knowledge Management</b>	a Concept , Meaning , Types of Knowledge sharing b System of Presenting Knowledge c Role of Knowledge Management in Management of Change d. Measurement of Knowledge e. Role of a Leader in Knowledge Management	Technical and Practical Oriented Skills
<b>3</b>	<b>Cross Functional areas and Knowledge Management</b>	a. Finance and Knowledge Management b. Marketing and Knowledge Management c. E- Commerce and Knowledge Management d. TQM and Knowledge Management e. CRM and Knowledge Management f. Human Resource and Knowledge Management	Value based and Application Oriented Skills
<b>4</b>	<b>Knowledge Strategies</b>	a Meaning , Nature , Scope and knowledge strategy creation b Using Knowledge Management to safeguard Intellectual Property c. Knowledge engineering for IT based services d. Future Prospects of Knowledge Intensive Business Services and its impact on the economy	Administrative and Management skills

### Teaching Methodology

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Case Study and PPT	PPT	Home Assignment	Conceptual Clarity
2	14	Group Discussion	Corporate Cases and Discussions on it	Written Test	Analytical ability
3	10	Multiple Choice Question and Interview	Online Multiple Choice Question Test	Report Writing	Application Oriented Skills
4	12	Report Writing	Referring to various websites	Discussion with exercises	Managerial skills

### **Method of Evaluation**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	Home Assignment	Written exam	Visit to Corporates
Unit – II	Continuous Evaluation/PPT	Written exam	Report on Field Visit
Unit – III	Continuous Evaluation/ MCQ	Written exam	Interaction with experts
Unit – IV	Continuous Evaluation/Case Study	Written exam	Guest lectures on concerned topics

### **References :**

List of Books Recommended :-



- 1 Knowledge Management – By Elias and Hassan Gazai ( Pearson Publication)
- 2 E-World Emerging Education Pvt. Ltd. – By Arpita Gopal and Chandranil Singh
- 3 Knowledge Management Toolkit – By Amrit Tiwan
- 4 Knowledge Management Field Work – By Bukowitz W. R. and Williams R. I.
- 5 Building the Knowledge Management Network – By Egaallo C.F.
- 6 Change Management for Competitive Success – By Pettigrew A., Whipp R.,(Infinity Books)

**M. Com. Part I (Semester II)**  
**Group G (Advanced Banking & Finance) - Special Paper III**

**Subject : Banking Law and Practices**

**Course code: 215**

**Objectives:**

1. To enable students to acquire sound Knowledge of banking laws and practices in India.
2. To make the students aware about the latest developments in the field of banking law.
3. To enable the students to understand modern banking practices.
4. To enable the students to establish a link between the legal provisions and the practical aspects of banking.

Unit No.	Topic	No. of Periods	Teaching Method
01	<b>Introduction to Prevention of Money Laundering Act, 2002 :- 16</b>  Provisions relating to: Preliminary (Section 1 and 2), Offence of money laundering (Section 3 and 4) ,Attachment, adjudication and confiscation (Section 5 and 11), Obligation of banking companies, financial institutions and intermediaries (Section 12 and 15) Summons, searches and seizures (Section 16 and 24) The RBI guidelines regarding prevention of money laundering, The Prevention of Money Laundering (Amendment) Act, 2012	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet
02	<b>The Foreign Exchange Management Act, 1999</b>  Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorized person (Section 10 to 12) Contravention and penalties (Section 13 to 15)Adjudication and appeal (Sections 16 to 21 and sections 34-35) Directorate of enforcement (section 36 to 38).	10	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet

03	<b>Asset - Liability Management :-12</b>  Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, Pre-mature withdrawal and prepayment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management. Management of loan portfolio with special reference to Non Performing Assets (NPAs): Definition of NPA, Income Recognition and Asset Classification Norms (IRAC Norms), Reasons for rising NPAs, Strategic approach in reduction of Non Performing Assets, Management of investment Portfolio- Regulatory aspects, Overview of Basel I , II , and III	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet
04	<b>Hi-tech banking and Mergers and Acquisition in banking sector and Banking Ombudsman Scheme 2006:-12</b>  <b>A. Hi-tech banking and Mergers and Acquisition in banking sector:</b>  Role and uses of Technology upgradation- Impact of Technology on Banks- Protecting the confidentiality and secrecy of data, Meaning of Merger and Acquisition: Recent cases of mergers and acquisition in Indian Banking sector, Consolidation of Banks, Impact of mergers amongst Public Sector Banks  <b>B. Banking Ombudsman Scheme 2006:-</b>  <b>I.</b> Role of Banking Ombudsman: Grounds of Complaint, Procedure for Filing Complaint; Power to Call for Information, Settlement of Complaint by Agreement, Award  <b>II. The Banking Codes and Standards Board of India : Customer Service , Grievances Redressal Mechanism</b>	14	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet
		Total- 48	

## **References,**

1. Justin Paul and Padmalatha Suresh; Management of Banking and Financial Services
2. Gordon and Natarajan; Banking Theory, Law and Practice- by Himalaya Publishing House
3. Joshi Vasant C. and Joshi Vinay V.; Managing Indian Banks- The Challenges Ahead- Sage Publication Ltd.
4. Singh, Agarwal (2011); Internet Banking Technology, Raj Publishing House, Jaipur.
5. Banking Law and Practices- Mr. Prakash Misal, Success Publications.
5. All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
6. Indian Institute of Banking and Finance; Principles and Practices of Banking, Macmillan Publisher India Ltd.
7. Legal and Regulatory Aspects of Banking– Published by Indian Institute of Banking & Finance.
8. All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
9. All journals published by Indian Institute of Banking and Finance
10. Indian Banking Associations Bulletin
11. RBI Bulletin
12. Customer Service & Banking Codes and Standards: IIBF Publication
13. [www.rbi.org.in](http://www.rbi.org.in)

**M.Com. Semester II**  
**Subject: Advanced Banking and Finance**  
**Course Code:215 & 216**  
**Format of Question Paper**

**Time: 3.00 Hours**

**Total Marks: 50**

<b>Notes :</b> 1. Attempt any Three Questions from Q.No.1 to 4 2. Question No.5 is compulsory. Attempt any Two short Notes 3. Figures to the right indicates full marks		
<b>Q.1</b>		<b>14</b>
<b>Q.2</b>		<b>14</b>
<b>Q.3</b>	a) b)	<b>07</b> <b>07</b>
<b>Q.4</b>	a) b)	<b>07</b> <b>07</b>
<b>Q.5</b>	<b>Write short notes (Any two)</b>	<b>08</b>
	a)	
	b)	
	c)	
	d)	

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## M. Com. Part I (Semester II)

### Group G (Advanced Banking & Finance) - Special Paper IV

**Subject :- Monetary Policy**

**Course code: 216**

**Objectives:**

1. To create awareness regarding the objectives and importance of monetary policy.
2. To make the students aware about the latest developments in the field of monetary policy committee in India.
3. To enable the students to understand the role of RBI in financial inclusion.
4. To acquaint students with the recent policy changes announced by RBI.

Unit No.	Topic	No. of Periods	Teaching Method
01	<b>Monetary Policy and Macro-economic environment management:</b>  Objectives of monetary policy: Price stability, Generation of employment, Exchange Rate Stability, Balanced growth etc., conflict between objectives: Growth v/s Inflation.	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Use of internet
02	<b>RBI's Monetary Policy Committee and the Instruments:</b>  A. Formation of Monetary Policy Committee: Purpose, Functions, Constitution and Decision	12	Lecture, PPT, Group Discussion, Library Work,

	<p>Making;</p> <p><b>B. Fiscal Policy v/s Monetary Policy</b></p> <p><b>C. Instruments of monetary policy -: Mechanism and Effectiveness of the instruments like- Bank Rate, Cash Reserve Ratio, Statutory Liquidity Ratio, Repo Rate, Reverse Repo Rate, Marginal Standing Facilities Rate</b></p>		Assignment, Use of internet
03	<p><b>RBI's Monetary Policy:</b></p> <p>A. A review of monetary policy of the Reserve Bank of India in the last five Years –</p> <p>B. .Recent policy changes announced by the R.B.I.</p>	10	<p>Lecture,</p> <p>PPT,</p> <p>Group Discussion,</p> <p>Library Work,</p> <p>Assignment, Use of internet</p>
04	<p><b>Reserve Bank of India and Financial Inclusion</b></p> <p><b>A.</b> Meaning of financial literacy and importance of financial literacy</p> <p><b>B.</b> Meaning of financial inclusion and importance of financial inclusion</p> <p><b>C.</b>Role of RBI in Financial Inclusion</p>	14	<p>Lecture,</p> <p>PPT,</p> <p>Group Discussion,</p> <p>Library Work,</p> <p>Assignment, Use of internet</p>

	<b>D.R.B.I. and Rural credit: Priority Sector Advances, Role of NABARD</b>  <b>E. Microfinance: Meaning of microfinance, functions of microfinance, progress of microfinance.</b>		
		Total-48	

#### List of Books and Journals

- 1) Monetary & Financial Sector Reforms in India – Y. Venugopal Reddy.
- 2) Business Aspects in Banking and Insurance- O.P. Agarwal, Himalaya Publishing House
- 3) Banking Theory and Practice- K.C. Shekhar and LekshmyShekhar, Vikas Publishing House Pvt. Ltd.
- 4) Money, Banking, International Trade And Public Finance- M.L. Jhingan, Vrinda
- 5) Indian Economy: Essays on money and finance, Dr. C.Rangarajan
- 6) Monetary Economics for India, Dr. Narendra Jadhav
- 7) rsaaLrajaomd` 32016´ :BaartIyaAqa-vyavasqaa , sa@saosapiblakoSana , puNao.
- 8) maulaaNaIema.yau.32017´ :svayaMsahayyatasaUhvasaUxmaiva%tvvyavasqaapna , sa@saosapiblakoSana , puNao.
- 9) Govt. of India- Economic Survey
- 10) R.B.I.: Functions and Working – R.B.I. Publication.
- 11) R.B.I. Bulletins.
- 12) R.B.I. Annual Reports.



13) Trends & Progress of Banking in India- R.B.I. Annual

14) Annual Report on Trend and Progress of Banking in India.

### **M. Com. Part I (Semester II)**

#### **Group H (Advanced Marketing) - Special Paper III**

**Subject: Customer Relationship Management & Retailing**

**Course Code -: 217**

#### **Objectives of the course**

- 1 To understand the importance of CRM
- 2 To make students aware of the latest development in CRM
- 3 To get students acquainted about eCRM and its tools
4. To help students understand various issues related with CRM implementation

#### **Depth of the program – Detail Knowledge**

#### **Objective of the Program**

- a. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.
- b. To develop students' independent logical thinking and facilitate personality development.
- c. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	<b>Emerging CRM</b>	<p><b>Introduction:</b> Evolution of Relationship as a Marketing tool, Emergence of CRM Practice/ Factors responsible for the growth of CRM. CRM Cycle, Importance of CRM</p> <p><b>Emerging CRM</b> Introduction, Customer Development Process, customer Retention, Customer Retention Management, Reasons for Customer Switching and Strategies for Retention, Importance of customer retention, Customer Recall Management, Customer Recall Strategies CRM a Cost benefit analysis.</p>	To identify CRM factors which are responsible for the growth of CRM and also emerging trends in CRM
02	<b>CRM and I.T</b>	eCRMan I.T Tool, e CRM in Business, Features of e- CRM, Technologies of E CRM, Important CRM Softwares—Oracle, Clarify, People Soft and My Sap CRM. Applications of e CRM,	To enable the students about eCRM and IT
03	<b>Latest Development in CRM</b>	Changing Roles of CRM , Customer Experience Management, Customer Profitability, Customer Classification based on Profitability, Customer Profitability as a strategic Management Tool, Customer Profitability and company Value, Customer Experience Management and Customer Profitability Management, Customer Lifetime Value	To get familiar withthe latest development in CRM

04	<b>CRM Implementation Issues &amp; People factor</b>	<b>CRM Implementation Issues :</b> Challenges of CRM Implementation, Essentials of CRM Principle, Customer Satisfaction, Importance of Customer Satisfaction, Customer Expectation, Customer Perception.  <b>People factor in CRM—</b> Customer Centric Organisational Structure, Employee Organisation Relationship, Employee Customer Orientation	To get acquainted about CRM implementation issues.
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#### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
01	14	Guest Lecture, Presentation of the students and also videos which are available on youtube	Videos on Youtube	N.A	Student Will understand the concept & Importance of CRM and also about emerging CRM
02	10	Field visit to IT industry  Guest Lecture of IT Expert  Case Study Method	Videos on Youtube	Report based on field visit to IT industry	Student will get in depth knowledge about eCRM, it's technologies and also various important softwares
03	10	Guest Lecture, Case Study Method, Group Discussion	Videos on Youtube	N.A	Students will get acquainted about the latest development in CRM

04	14	Guest Lecture, Case Study Method, Presentation	Videos on Youtube	N.A.	Students will understand about the challenges in implementing CRM and people factor in CRM
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#### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.

#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Customer Relationship Management: Concept & Technologies	Francis Butle	Elseviar	Hungery
2	Customer Relationship Management : A Strategic Approach	LakshmanJha	Global India Publications Pvt Ltd.	New Delhi
3	Customer Relationship Management: A Global Perspective	Gerhard Rabb, RiadAjami, VidyaranaGargeya	Routledge	London
4	Customer Relationship Management:	JagdishSheth, AtulParatiyar	Tata Mc-Graw Hill	New Delhi
	Emerging Concepts, Tools, and Applications		Publication Company	
5	Customer Relationship Management: Concept, Strategy, and Tools	V.Kumar, Werner Reinartz	Elseviar	Hungery
6	Effective Customer Relationship Management	Amy Sauers	Cambria Press	New York
7	Customer Relationship Management	R.K Sungadhi	New Age International Publishers	New Delhi
8	Customer Relationship Management	Subhasish Das	Excel Books	New Delhi
9	Customer Relationship Management Concept & Cases	Alok Kumar Rai	Prentice Hall of India Private Limited,	New Delhi.
10	Customer RelaTionship Management,	S. Shanmugasundaram	Prentice Hall of India Private Limited,	New Delhi.

## **M. Com. Part I (Semester II)**

### **Group H (Advanced Marketing) - Special Paper IV**

Subject Name :-**Service Marketing**

Course code :-**218**

#### **Objectives of the course**

1. To train the students in the concept of services and a comparison skills between types of goods and types of services.
2. To familiarize students about how to design services mix with reference to product & price
3. To make students aware about how to design services mix with reference to promotion and distribution
4. To identify consumer perception and how to develop consumer trust, goodwill and loyalty.

Depth of the program – Detailed Knowledge

#### **Objective of the Program**

- d. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.
- e. To develop students' independent logical thinking and facilitate personality development.
- f. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

<b>Unit No</b>	<b>Unit Title</b>	<b>Content</b>	<b>Skills to be developed</b>
01	<b>Introduction to Services</b>	Meaning, Definition and Characteristics of Services, Types of Services, Core and Augmented Services, Difference between goods and Services, Relevance, changes and trends in the present growing service sector.	To develop understanding of the concept of services and a comparison skills between types of goods and types of services.
02	<b>Designing Suitable Services Marketing Mix Part 1</b>	Designing of Services Mix with reference to Product and Price: Service Development Strategies, The Service Delivery Process, Pricing of Services, Service Pricing Strategies	To develop analytical skills related to designing of Product Mix and pricing Mix strategies.
03	<b>Designing Suitable Services Marketing Mix Part 2</b>	Designing The service Mix with reference to Promotion and Distribution: Developing the Services Communication Strategy, challenges associated with the development of the services communication strategy Managing the firms physical evidence, the development of servicescapes, Managing the senses when developing services capes, Defining and Measuring Service Quality	To develop quality consensus of service delivery and to enable them to measure service quality and its flow of delivery of various networking channels.
04	<b>Effective Management of Service Consumer</b>	Managing Service Consumers, Managing Consumer Service Perceptions, Defining and Measuring Consumer Satisfaction. Customer Loyalty and Retentions	To develop skills in identifying consumer perception and how to develop consumer trust, goodwill and loyalty.

## Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
01	12	Guest Lecture, Presentation of the students and Lectures available on Youtube	Videos on Youtube	N.A	Students will understand various approaches to study marketing and also get sufficient knowledge about the factors which influencing marketing environment.
02	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will get in-depth knowledge about Product Mix and Price Mix
03	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will understand about Place Mix and Promotion Mix
04	12	Guest Lecture, Case Study Method, Presentation, Group Discussion	Videos on Youtube	N.A	Students will aware about various tools of Public Relation and also e-marketing promotion



### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on
			Course
Unit – I	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – II	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – III	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.
Unit – IV	Class Test, Group Discussion, Presentation, Case Study, Home Assignment	Written Examination	N.A.

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Arun Kumar, Rachana Sharma.	Atlantic Publishers & Distributors	New Delhi
2	Marketing Management	Amar Jyoti	Gennext Publishers	New Delhi
3	Services Marketing Concepts Applications and Cases	M.K. Rampal and S.L. Gupta	Galgotia Publishing Co	New Delhi
4	Services Marketing	S.M. Jha	Himalaya Publishing House	Delhi
5	Services Marketing Text and Cases	Steve Baron and Kim Harris	MacMillan Business	London
6	Selling the invisible	Harry Beckwith	Business Plus	Boston
7	Services Marketing	Peter Mudie and Anjela Pierrie	Butterworth Heinemann	Great Britain
8	Services Marketing Concepts Strategies and Cases	K. Douglas Hoffman and John E.G. Bateson	Cengage Learning	USA

## M Com Part I (Semester II) Question Paper Pattern for University Exam Common

**Paper Pattern for all subjects except Cost Accounting, Management Accounting and Financial Accounting papers.**

**Instruction for the students:**

**1. Question 1 and 6 are compulsory.**

**2. Answer any only three questions from Q no.2 to 5.**

Q No	Compulsory/Choice	Nature of Question	Marks	Total Marks
Q1	Compulsory Question	MCQ	6 Marks	6 Marks
Q2	Write any three from Q2 to Q7	Long Answer Question	14 Marks	
Q3	Write any three from Q2 to Q7	Long Answer Question	14 Marks	
Q4	Write any three from Q2 to Q7	Long Answer Question	14 Marks	
Q5	Write any three from Q2 to Q7	Long Answer Question	14 Marks	42 Marks
Q6	Compulsory Question	Write any two short notes	6 Marks X 2Q	12 Marks
			<b>Total</b>	<b>60 Marks</b>

**Instruction for the Paper Setters:**

1	Q2 to Q5 to have at least two parts.( 2+10 or 6+6 or 3+9 or 4+8) as per requirement and suitability.
2	In Q6. Four short notes one from each chapter.
3	Q2 to Q5 Four Long answer questions from each chapter.

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**Savitribai Phule Pune University, Pune**  
**Revised syllabi (2019 Pattern) for three years B. Com. Degree course**

**Credit Base Choice System (CBCS)**

**Syllabus for T.Y.B. Com. Semester –V**

**Subject Name: Business Regulatory Framework**

**Course code: - 351**

**Credit - 3**

**Depth of the program – Fundamental Knowledge**

**Preamble**

Savitribai Phule Pune University and UGC has initiated several measures to bring efficiency and quality education to the students. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The Business Regulatory framework course provides the student with basic information about the Indian legal system and dispute resolution, and their impact on business. The understanding of legal system is a prerequisite for better decision making. The course gives exposure to students in the areas of legal principles of business contract, aspects in the formation, running and winding up of partnership and LLP, the scope and the issues associated with partnerships, application of sale of goods act and E Contract regulations in India. This course focuses on orientation of students to legal studies from the point of view of basic concepts of business law and legal system in India. The course will be useful to the commerce students to understand and apply the business laws in commercial situations.

**Objectives of the Program 1.**

To provide conceptual knowledge about the framework of business Law in India.

2. To orient the students about the legal aspect of business.

3. To create awareness among the students about legal environment relating to the Contract Law, Partnership Act, Sale of Goods Act in India.
4. To understand the emerging issues relating to e-commerce, e-transaction issues and E Contracts
5. To seek the career opportunity in corporate sector relating to business law in India.
6. To acquaint students with the basic concepts, terms & provisions of Mercantile and Business Laws.

### **Course Contents**

<b>nit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
1	The Indian Contract Act, 1872	<ol style="list-style-type: none"> <li>1. The nature of the contract, General Principles</li> <li>2. Definitions and elements of Contract-consideration, other essential elements of a valid contract,</li> <li>3. Legality of object and consideration. , Void Agreements. , Discharge of contract.</li> <li>4. Performance of the contract and breach of contract and remedies (Including damages, meaning, kinds and rules for ascertaining damages)</li> </ol>	Understand the concept of Contract and its contents. Equip the students with knowledge of nature and performance and breach of Contracts.

2	The Indian Partnership Act, 1932	<ol style="list-style-type: none"> <li>1. General Nature of Partnership , Rights, and duties of partners, Types of partner</li> <li>2. Registration and dissolution of a firm</li> <li>3. Limited Liability Partnership Act 2008: Limited Liability Partnership (LLP); Concept, Nature and Advantages, Difference between LLP and Partnership Firm, Difference between LLP and company</li> <li>4. Incorporation of LLP, Partners and their relations, Liability of LLP and Partners (Section 27). Financial Disclosure by LLP, Contributions (Section 32), Assignments and Transfer of Partnership Rights (Section 42) Conversion to LLP (Section 55), Winding-up and dissolution (Section 63 &amp; 64)</li> </ol>	<p>Understand the nature of partnership ,Rights and duties of Partner</p> <p>Handling the registration and dissolution of the partnership.</p> <p>Aquint Knowledge about LLP</p>
3	The Sale of Goods Act, 1930	<ol style="list-style-type: none"> <li>1. Formation of the contract of sale , Concept and Essentials. Sale and agreement to sale.</li> <li>2. Goods – Concept and kinds ,Conditions and Warranties</li> <li>3. Transfer of ownership and delivery of goods</li> <li>4. Unpaid seller and his rights and Remedial Measures.</li> </ol>	<p>Compressive understanding about the sale of Goods Act. Acquaint knowledge about ownership and delivery of goods.</p>

4.	<b>Arbitration and Conciliation:</b>	1. Concept of Arbitration & Conciliation. 2. Definition & Essentials of Arbitration Agreement. Power and Duties of Arbitration. Conciliation proceeding. (Provisions of Arbitration & Conciliation Act, 1996 in nutshell with Amendment of 2021 to be covered.)	To give Comprehensive insight about the emerging trend of Arbitration and conciliation and its regulatory mechanism
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**[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]**

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	20	Indian Contract Act , Document , PPT, Narration, Case Study	You Tube about Contract Act	Report Review	Acquaint knowledge and maturity to understand Contract Law.
2	09	Project making, Street play, slogan , Quiz Competition,	Use of You tube, Review of Movie	New Emerging Issues in Principle documents of Partnership Deed	To Acquaint knowledge and application of Partnership Deed.
3	14	Case study, Poster making, jingles, Survey Analysis  Article review	Case Analysis, Mute court	Recent amendments and silent feature Sale of Goods Law	To get training to face emerging issues relating Sale of Goods Act.

4	05	Virtual Learning, Group Discussion, Assignments on E signature Interview of Arbitrator.	Film on Arbitration and conciliation	Project on Arbitration and conciliation	To give Comprehensive insight about the emerging trend of Arbitration and conciliation and its regulatory mechanism
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### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation,, MCQ, Assignment, Oral examination	As per University Guidelines	Seminar on Contract Act and Case study
Unit – II	Written examination, Qui, Presentations, Projects , Assignments , Tutorials g. Oral examination	As per University Guidelines	Awareness program
Unit – III	Continuous Evaluation, MCQ, Assignment.	As per University Guidelines	Visit to company secretary's office



Unit – IV	Continuous Evaluation, Case Study, Literature Review , E procedure, Oral examination.	As per University Guidelines	Seminar on Arbitration and conciliation
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## References

- 1) Business and Corporate Law: - Dr. Kaur Harpreet, Lexis Nexis (2013)
- 2) Laws for Business, Sulphery M.M.&Basheer, PHI Learning Pvt. Ltd., Delhi. (2013)
- 3) Business Laws: - Kuchhal M.C.&KuchhalVivek, Vikas Publishing House (2013)
- 4) Business and Commercial Laws:-Sen And Mitra , The World Press Pvt. Ltd.(2018) 5) An Introduction to Mercantile Laws:-N.D.Kapoor , Sultan Chand and Sons,(2014)
- 6) Business Laws: - N.M.Wechlekar , Everest Publishing House (2016)
- 7) Business Regulatory Law, Chaudhari,Zalte, Bhawari,Dagade, Prashant Publication (2021)
- 8) Arbitration & Conciliation Act, 1996 (Lawmann's), Kamal Publishers (2017)
- 9) <https://www.indiacode.nic.in/bitstream/123456789/2187/1/A1872-9.pdf>
- 10) [https://legislative.gov.in/sites/default/files/A1930-3\\_0.pdf](https://legislative.gov.in/sites/default/files/A1930-3_0.pdf)
- 11) [https://www.mca.gov.in/Ministry/actsbills/pdf/Partnership\\_Act\\_1932.pdf](https://www.mca.gov.in/Ministry/actsbills/pdf/Partnership_Act_1932.pdf) 12) <https://egazette.nic.in/WriteReadData/2021/225832.pdf>

**Revised Syllabus (2019 Pattern) for three years B. Com. Degree Course (CBCS)**

**T. Y. B. Com. (Semester- V)**

## **Paper: ADVANCED ACCOUNTING – I**

**Code: 352**

**No. of lectures: 48**

### **Preamble**

In today's modern age, the Corporate, Banking and Investment sectors are the major contributors towards development of Indian Economy. In the last two decades, these sectors have seen the largest and fastest growing sectors and enormous growth in Indian economy. In this growth, accounting plays an energetic role and to ensure safeguard of the interest of the stakeholders and the society. It is, therefore, important to educate the students of commerce in the accounting practices adopted by different organizations. It helps stakeholders make better business decisions and deal with problems by providing them with accurate financial information. By studying the Learning Path in Accounting – Advance Concepts you will gain a deeper understanding of the accounting process and what it involves. **Objectives of the course**

1. To acquaint the student with knowledge about various concepts, objectives, and applicability of some important accounting standards.
2. To develop the knowledge among the students about reorganization of business regarding restructuring the capital.
3. To update the students with knowledge for preparation of final accounts of a Banking Companies with the provisions of Banking Regulation Act 1949.
4. To empower to students with skills to prepare the investment account in simple and summarized manner.

### **Objectives of the Program**

1. To instill the knowledge about accounting procedures, methods and techniques.
2. To impart students' knowledge of various Advanced Accounting Concepts.

### **Depth of the program – Fundamental Knowledge**

## **CONTENTS**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose skills to be developed</b>
<b>1</b>	<b>Accounting Standards &amp; Financial Reporting</b>	<ul style="list-style-type: none"> <li>- Brief Review of Indian Accounting Standards</li> <li>- Introduction to AS- 3, AS-12 and AS-19 with simple numerical.</li> <li>- Introduction to IFRS - Fair Value Accounting.</li> </ul>	<ul style="list-style-type: none"> <li>- To develop conceptual understanding about various Accounting Standards and its applicability and also introduce the students about IFRS – Fair Value Accounting.</li> </ul>
<b>2</b>	<b>Accounting for Capital Restructuring (Internal Reconstruction)</b>	<ul style="list-style-type: none"> <li>- Meaning and Concept of Capital Restructuring, Types of Capital Restructuring, Meaning &amp; of Internal Reconstruction</li> <li>- Accounting Entries: Alteration of Share Capital, Reduction of Share Capital, Reduction in Liabilities, Cancellation of Expenses, Losses etc.</li> <li>- Preparation of Balance Sheet after Internal Reconstruction</li> </ul>	<ul style="list-style-type: none"> <li>- To develop conceptual understanding about accounting for capital restructuring in the form of internal reconstruction.</li> <li>- To develop the skill &amp; upgrade the knowledge regarding reorganization of venture capital and it's recording.</li> </ul>
<b>3</b>	<b>Final Accounts of Banking Companies</b>	<ul style="list-style-type: none"> <li>- Introduction of Banking Company, Legal Provisions regarding Non-Performing Assets (NPA) - Reserve Fund - Acceptance, Endorsements &amp; Other Obligations - Bills for Collection – Rebate on Bills Discounted – Provision for Bad and Doubtful Debts</li> <li>- Vertical form of Final Accounts as per Banking Regulation Act 1949.</li> <li>- Simple Numerical on Preparation of Profit &amp; Loss A/c and Balance Sheet in vertical form.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the various legal provisions regarding banking companies.</li> <li>- To understand the procedure regarding preparation of final accounts of banking companies.</li> </ul>

<b>4</b>	<b>Investment Accounting</b>	<ul style="list-style-type: none"> <li>- Meaning &amp; Introduction, Classification of Investments,</li> <li>- Meaning &amp; Calculation of the Concept of Acquisition Cost &amp; Carrying Cost of Investment,</li> <li>- Calculation of Profit/loss on disposal of investments.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the meaning of different costs incurred in investment business.</li> <li>- To develop the knowledge and skill regarding Investment Accounting.</li> </ul>
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### Teaching Methodology

<b>Unit No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
<b>1</b>	<b>10</b>	Use of e- contents, online lectures and PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	Individual assignment report	Developing understanding on applicability of various Accounting Standards
<b>2</b>	<b>12</b>	Use of e- contents, online lectures and MCQ based Quiz, PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	Individual assignment of solving practical problems	Knowledge about of the Accounting for Capital Restructuring
<b>3</b>	<b>16</b>	Use of e- contents, online lectures, MCQ based Quiz, PowerPoint Presentations	Study of the Final Accounts of Banking companies from its Annual Report	Individual assignment of solving practical problems	Conceptual Clarity and Practical understanding of preparation of final accounts of banking companies.
<b>4</b>	<b>10</b>	Use of e- contents, online lectures and PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	Individual assignment of solving practical problems	Developing knowledge about Investment Accounting

### Method of Evaluation

<b>Unit</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
<b>1</b>	MCQ / Small Practical Problem	As per University norms	--
<b>2</b>	Practical Problem	As per University norms	--
<b>3</b>	Practical Problems written Test / MCQ	As per University norms	--
<b>4</b>	MCQ / Small Practical Problem	As per University norms	Certificate Course on Share Trading

## **References:**

### **List of Books Recommended:**

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
2. Advanced Accountancy: By S. P. Jain & K.N. Narang (Kalyani Publishers)
3. Advanced Accountancy: By R. L. Gupta & M. Radhaswamy (Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L. Narang
5. Advanced Accounts: By Paul Sr.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
7. Corporate Accounting: By Mukharji & Hanif
8. Accounting Standards –as issued by Institute of Chartered Accountants of India

**List of Videos Recommended:**

<b>Unit</b>	<b>Topic Name</b>	<b>Links</b>
<b>1</b>	<b>Accounting Standards &amp; Financial Reporting</b>	<a href="https://youtu.be/zxSaR3JNQzE">https://youtu.be/zxSaR3JNQzE</a> <a href="https://youtu.be/d8QaGSKWkuU">https://youtu.be/d8QaGSKWkuU</a> <a href="https://youtu.be/HmAzVMiYf5U">https://youtu.be/HmAzVMiYf5U</a> <a href="https://youtu.be/g40Po3TbHcM">https://youtu.be/g40Po3TbHcM</a> <a href="https://youtu.be/6d7wrVPmaPs">https://youtu.be/6d7wrVPmaPs</a> <a href="https://youtu.be/OVNOno8qHIs?list=TLPQMDEwNjIwMjGQcqyNjkn5tw">https://youtu.be/OVNOno8qHIs?list=TLPQMDEwNjIwMjGQcqyNjkn5tw</a> <a href="https://youtu.be/mvbpTW9WUPk">https://youtu.be/mvbpTW9WUPk</a>
<b>2</b>	<b>Accounting for Capital Restructuring (Internal Reconstruction)</b>	<a href="https://youtu.be/MWca2VO8D7o">https://youtu.be/MWca2VO8D7o</a> <a href="https://youtu.be/6ZBxQJobApI">https://youtu.be/6ZBxQJobApI</a> <a href="https://youtu.be/Ta2tUaTJ5t4?list=RDCMUCILLZnneWNoJYW8iSqbuECw">https://youtu.be/Ta2tUaTJ5t4?list=RDCMUCILLZnneWNoJYW8iSqbuECw</a>
<b>3</b>	<b>Final Accounts of Banking Companies</b>	<a href="https://youtu.be/nF_P5dxGZCI">https://youtu.be/nF_P5dxGZCI</a> <a href="https://youtu.be/TVrj-tJo3qs">https://youtu.be/TVrj-tJo3qs</a>
<b>4</b>	<b>Investment Accounting</b>	<a href="https://youtu.be/pMe8ymUs2gc">https://youtu.be/pMe8ymUs2gc</a> <a href="https://youtu.be/ghCZzJCgFd8">https://youtu.be/ghCZzJCgFd8</a>

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**Savitribai Phule Pune University, Pune**  
**Third Year, B.Com. (Core Course)**  
**Revised Syllabi for Three Years B. Com. Degree Course**  
**(CBCS-2019 Pattern) (w.e.f. 2021-22)**

**Semester - V**

**Course Code: 353**

**Subject: Indian & Global Economic Development Total**

**Credits: 3**

**Preamble:**

An approach to Indian and Global Economic Development is to examine the Indian economic development policies in context with global economies. This paper aims to provide knowledge about economic development of India, economic development policies that are applied for development of economy

in general and development of various sectors in particular. It also aims to develop ability of the students to analyze the development of Indian economy as compared to global economies through the comparison of different sectors like agriculture, Industry, service and availability of resources and its quality.

### **Scope of the Programme –**

Knowledge related to development policies of Indian Economy as compared to World Economies.

### **Objectives:**

- 1.To develop ability to analyze economic development process of India.
2. To impart knowledge about the relevance of economic practices in modern competitive world.
3. To help the students develop a sound theoretical foundation for their future academic ventures.

### **Course Outcomes:-**

- 1.Students will be able to understand present Economic Scenario of Indian Economy as well as World Economy.
- 2.Students will be able to understand the various aspects of development in Agricultural, Industrial and service sector in India.
- 3.Student will be able to critically evaluate the role of India in international economy.
4. Students will be able to evaluate the working of international financial organization and institutions.

Unit No.	Topic	Purpose & Skills to be Developed
Unit 1	Indian and Global Economy	<b>Purpose:</b> To make the students aware of concept of Development. To help the students compare Indian Economy with other developed and competitive economies. <b>Skills:</b> Analyze & think critically, develop writing skills.
	1.1 Economic Development: Meaning and Indicators	
	1.2 Developed and Developing Countries: Meaning	



	<b>1.3</b> Characteristics of Indian Economy as an Emerging Economy	
	<b>1.4</b> Comparison of the Indian Economy with World Economy with reference to: National Income, Population, Agriculture, Industry and Service Sector	
<b>Unit 2</b>	<b>Agricultural Development In India</b> <b>2.1</b> Indian Agriculture: Role and Progress <b>2.2</b> Low Productivity of Indian Agriculture: Causes and Measures <b>2.3</b> Agricultural Finance: Need and Sources <b>2.4</b> Agricultural Marketing: Problems and Measures 2.5 New Farm Act 2020 <b>2.6</b> Organic Farming and Contract Farming: Meaning and Advantages	<b>Purpose:</b> To give the knowledge about varied aspects of agricultural sector in India. <b>Skills:</b> Analyze & think critically, developing critical and analytical writing skills.
<b>Unit 3</b>	<b>Industrial Development in India</b> <b>3.1</b> Role of Industrialization in Indian Economic Development <b>3.2</b> New Industrial Policy 1991 <b>3.3</b> Role of Micro, Small and Medium Scale Enterprises (MSMEs) in India <b>3.4</b> Role and Problems of Public Sector Enterprises in India	<b>Purpose:</b> To give the knowledge about importance and status of Industrial Development in Indian Economy. To update the students about the latest policies for Industrial development in India. <b>Skills:</b> Analyze & think critically, developing critical writing skills.

	<b>3.5</b> New Schemes for Industrial Development: Make in India, Start- up India and Stand up India	
<b>Unit 4</b>	<b>Service Sector and Infrastructural Development in India</b>	<b>Purpose:</b> To provide the knowledge about importance and status of Service Sector and Infrastructure Development in Indian Economy <b>Skills:</b> Analyze & think critically, developing critical writing skills.
	<b>4.1</b> Role and Growth of Service Sector in India	
	<b>4.2</b> Meaning and Effects of Digital Economy, E Commerce and E-Finance	
	<b>4.3</b> Role of Infrastructure in Economic Development of India	
	<b>4.4</b> Role of Public and Private Sector in Infrastructural Development	

### Teaching Methodology:

Unit No.	No. of Lectures	Innovative methods to be used	Film Shows and AV Applications	Project	Expected Outcome
<b>1</b>	<b>10</b>	<ul style="list-style-type: none"> <li>Open Book discussion</li> <li>Digital lectures</li> <li>Reading</li> <li>Projects</li> </ul>	You Tube lectures on Development Theories and Indian Economic Development	Difference in goals of developed and developing economies	<ul style="list-style-type: none"> <li>Students will understand basic concepts of Development.</li> <li>Will be able to analyze and interpret critically</li> </ul>
<b>2</b>	<b>14</b>	<ul style="list-style-type: none"> <li>Group discussion</li> <li>Case studies</li> <li>Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>You Tube lectures,</li> <li>Lectures on SWAYAM Portal</li> </ul>	<ul style="list-style-type: none"> <li>Difficulties in Agricultural development in India.</li> <li>Features of Agricultural Policy</li> </ul>	<ul style="list-style-type: none"> <li>Will know Difficulties in agricultural development in India.</li> <li>Will understand the sources of agro finance marketing</li> </ul>

3	12	<ul style="list-style-type: none"> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Open book</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher oriented PPTs.</li> <li>• You tube lectures</li> </ul>	<ul style="list-style-type: none"> <li>• Critical evaluation of Industrial Policy</li> <li>• Analysis of Indian Industrial sector</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand New Industrial Policy</li> <li>• Able to interpret the features of Indian Industrial Sector</li> </ul>
		discussion			
4	12	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven power point presentation</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Changing trends of Service Sector</li> <li>• Role of Infrastructure Development in economic development</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand the Role of service sector in economy</li> <li>• Will know the importance of Infrastructural Development in Indian Economy</li> </ul>

### Recommended Books:

1. Misra S.K. and Puri V.K. Indian Economy, Himalaya Publishing House, Delhi.
2. Black and Sundaram, International Business Environment, Prentice Hall India.
3. Tayebmonis H., The Global Business Environment, Sage Publication, New Delhi.
4. Charles Hill, International Business, Competing in the Global Market place, Arunkumar Jain, Tata McGraw Hill.
5. Gupta K.R, Sharma Manoranjan, Indian Economic Policies and Data, Atlantic Publishers and Distributors (P) Ltd.
6. Ann Larkin Hansen, The Organic Farming Manual, Storey Publishing, North Adams.
7. Jhingan M.L., International Economics, Vrinda Publications, Delhi.
8. RuddarDatta and K.P.M. Sundaram, Indian Economy, S. Chand and Co., New Delhi.
9. Agarwal A.N., Indian Economy, Problems of Development and Planning, New Age International Publishers.
10. Bhole, L.M., impacts of Monetary Policy, Himalaya Publishing House, New Delhi.
11. Kayndepatil, G.V, Agricultural Economies: Theory & Policy, Chaitanya Publi. Nasik
12. Bajpai A.D.N., Caubey S.K. et al, Leading Issues of Indian Economy, Atlantic Publishers and Distributors.
13. Brics development bank launched, first president to be from India, Times of India July 16, 2014
14. Ministry of Finance, Government of India (Oxford Press), Economic Survey 2020.

15. Arun Kumar, International Business- competing in the Global Marketplace- Charles Hill.  
16. World Bank, World Development Report 17. Magazines / Journals Reports,  
18. Web sites:
- [www.mospi.gov.in/national-sample-survey-office-nssso-](http://www.mospi.gov.in/national-sample-survey-office-nssso-) (Ministry of Statistics and Programme Implementation, GoI)
  - <https://www.toppr.com/ask/question/economic-development-is-characterized-by-which-of-the-following/>
  - <https://www.economicdiscussion.net/economic-development/role-of-agriculture-in-the-economic-development>
  - <https://www.iedunote.com/foreign-trade>
  - <https://www.vedantu.com/commerce/liberalisation>
  - <https://ncert.nic.in/textbook/pdf/keec103.pdf>

**OR**

**Savitribai Phule Pune University, Pune**  
**Third Year, B.Com. (Core Course)**  
**Revised Syllabi for Three Years B. Com. Degree Course**  
**(CBCS-2019 Pattern) (w.e.f. 2021-22)**

**Semester - V**

**Subject: International Economics-I**

**Course Code: 353**

**Total Credits: 3**

**Preamble:**

An approach to International Economics is to examine the International Trade on the basis of trade theories. International Economics is subject that is ever dynamic and relevant in the current context. International Economics provides a framework on international trade and finance in the theoretical context, along with economic analysis as well as practical applications. This paper aims to provide knowledge about International Economics that includes trade theories, trade practices and their implications. It also aims to make students familiar about the various concepts of international economics, international trade and other concepts related to international economics

**Scope of the Programme:**

Knowledge of trade theories, trade policies and other subject matters related to international economics.

**Objectives:**

1. To acquaint the students with the basic theories of international trade and international economics.
2. To help the students evaluate the working and functions of international organizations and institutions.
3. To develop a foundation in the subject that will help the students in their future academic and professional ventures.

**Course Outcomes:-**

1. Students will be able to understand present Economic Scenario of Indian Economy as well as World Economy.
2. Students will understand the working of foreign trade market and foreign exchange market.
3. Students will be able to comprehend trade policies and concepts related to trade policies.
4. Students will be able to use the subject knowledge in their future academic and professional ventures.

Unit No.	Topic	Purpose & Skills to be Developed
Unit 1	<b>International Economics</b>	<b>Purpose:</b> To make the students aware of concepts in international economics <b>Skills:</b> Analyze & think critically, developing writing skills.
	1.1 Meaning and Scope of International Economics	
	1.2 Importance of International Economics	
	1.3 Inter-regional Trade and International Trade	
	1.4 Role of International Trade in Economic Development	
	1.5 Trade Problems Facing LDC's	
Unit 2	<b>Theories of International Trade</b>	<b>Purpose:</b> To give the knowledge to students about trade theories in international economics
	2.1 Theory of Absolute Cost Advantage	
	2.2 Theory of Comparative Cost Advantage	

	<b>2.3</b> Theory of Factor Endowment (Heckscher-Ohlin) <b>2.4</b> Leontief Paradox <b>2.5</b> Recent Development in Theories- 2.5.1 New Trade Theory (Zeala- Harrison) 2.5.2 Product Life Cycle Theory (Vernon)	<b>Skills:</b> understand theories of international trade, developing writing skills.
<b>Unit 3</b>	<b>Trade Policy</b> <b>3.1</b> Free Trade Policy – Meaning, Arguments for and Against <b>3.2</b> Protection Policy – Meaning, Arguments for and Against <b>3.3</b> Tools of Protection: Meaning and Types 3.3.1 Tariffs 3.3.2 Quotas <b>3.4</b> Dumping: Concept and its Effects	<b>Purpose:</b> To give the knowledge about trade policies.  <b>Skills:</b> Analyze & think critically, developing writing skills.
<b>Unit 4</b>	<b>Terms of Trade</b> <b>4.1</b> Meaning and Importance of Terms of Trade	<b>Purpose:</b> To make the students aware of concept of terms of trade.
	<b>4.2</b> Types of Terms of Trade A) Gross Barter Terms of Trade B) Net Barter Terms of Trade C) Income Terms of Trade D) Single Factorial Terms of Trade <b>4.3</b> Factors affecting Terms of Trade <b>4.4</b> Causes of Unfavourable Terms of Trade to Developing Countries	<b>Skills:</b> Analyze & think critically, developing writing skills.

**Teaching Methodology:**

Unit No.	No. of Lectures	Innovative methods to be used	Film Shows and AV Applications	Project	Expected Outcome
1	10	<ul style="list-style-type: none"> <li>• Open book discussion</li> <li>• Digital lectures</li> <li>• Reading</li> <li>• Projects</li> </ul>	You tube lectures on International economics	Difference in Interregional and International trade  Role of international trade in economic development of country	<ul style="list-style-type: none"> <li>• Students will understand concepts of international economics</li> <li>• Will be able to analyze and interpret</li> </ul>
2	14	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Case studies</li> </ul>	You tube lectures, Lectures on SWAYAM Portal	<ul style="list-style-type: none"> <li>• Critical evaluation of trade theories.</li> <li>• Comparison between different trade theories</li> <li>• Recent development in trade theories</li> </ul>	Will know various theories of international trade.  Will understand the difference between classical and modern approaches of trade theories
3	12	<ul style="list-style-type: none"> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Open book</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher oriented PPTs.</li> <li>• You tube</li> </ul>	<ul style="list-style-type: none"> <li>• Critical evaluation of</li> <li>• Free Trade Policy</li> <li>• Protection policy</li> </ul>	Will understand the difference between Free Trade Policy
		discussion	lectures	<ul style="list-style-type: none"> <li>• In present context</li> </ul>	Protection policy  Able to interpret means of protection and free trade

4	12	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven</li> <li>• Games and simulation</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Different concepts of terms of trade</li> <li>• Causes of unfavourable terms of trade for India</li> </ul>	<p>Will understand the concept of terms of trade</p> <p>Will know the factors affecting on terms of trade</p>
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### Recommended Books:

1. Dr.D.M.Mithani – International Economics (Himalaya Publishing house ltd)
2. Bo Sodersten, Geoffrey Reed, International Economics (3<sup>rd</sup> Edition) Publisher Red Globe Press
3. Z.M.Jhingan : International Economics (Vrinda Publication)
4. Robert Feenstra, Alan M Taylor, International Trade (5<sup>th</sup> Edition) Publisher Worth
5. Dr.Mrs.NirmalBhalerao&S.S.M.Desai – International Economics (Himalaya Publishing house ltd)
1. Kenan, P.B. (1994), The International Economy, Cambridge University Press, London.
2. Kindlberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
3. Krugman, P.R. and M. Obstgeld (1994), International Economics: Theory and Policy, Glenview, Foresman.
4. Salvatore, D.L. (1997), International Economics, Prentice-Hall, Upper Saddle River, N.J.
5. Sodersten, Bo (1991), International Economics, Macmillan Press Ltd., London.
6. International Economics , M.L. Jhingan
7. Bhagwati, J. (Ed.) (1981), International Trade, Selected Readings, Cambridge University Press, Mass.
8. Greenaway, D. (1983), International Trade Policy, Macmillan Publishers Ltd., London.
9. Joshi V. and I.M.D. Little (1998), India's Economic Reforms, 1999-2001, Oxford University Press, Delhi.
10. Panchmukhi, V.R. (1978), Trade Policies of India: A Quantitative Analysis, Concept Publishing Company, New Delhi.
11. Patel, S.J. (1995), Indian Economy towards the 21st Century, University Press Ltd., India.
12. DeminicSalvatove – International Economics
13. Francis Cherunilam – International Economics, McGraw Hill publications
14. Francis Cherulliom - International Economics (Prentice hall)
15. L.M.Bhole – Financial Institutions Markets (Tata McGraw Hill)



16. H.R.Macharaju – International Financial Markets and India (Wheeler Publication)  
[https://saylordotorg.github.io/text\\_international-trade-theory-and-policy/s07-01-factor-mobility-overview.html](https://saylordotorg.github.io/text_international-trade-theory-and-policy/s07-01-factor-mobility-overview.html)
17. <https://princetonkedi.files.wordpress.com/2015/08/international-economics-francis-cherunilam-pdf.pdf>
18. <https://www.emerald.com/insight/content/doi/10.1108/00251749710160214/full/html>
19. [https://www.economicsonline.co.uk/Global\\_economics/Terms\\_of\\_trade.html](https://www.economicsonline.co.uk/Global_economics/Terms_of_trade.html)
20. [https://en.wikipedia.org/wiki/Main\\_Page](https://en.wikipedia.org/wiki/Main_Page)
21. [https://saylordotorg.github.io/text\\_international-trade-theory-and-policy/s07-01-factor-mobility-overview.html](https://saylordotorg.github.io/text_international-trade-theory-and-policy/s07-01-factor-mobility-overview.html)
22. <https://www.worldbank.org/en/publication/global-economicprospects>  
[https://www.academia.edu/23377962/International\\_Trade\\_and\\_Factor\\_Mobility\\_Theories](https://www.academia.edu/23377962/International_Trade_and_Factor_Mobility_Theories)
23. <https://openknowledge.worldbank.org/handle/10986/2140>
24. <https://www.imf.org/en/About#:~:text=The%20IMF%20was%20established%20in,staff%20drawn%20from%20150%20nations.>
25. <https://infobrics.org/>

<p style="text-align: center;"><b>Faculty of Commerce &amp; Management</b>  <b>T Y B Com (Semester V)</b>  <b>(Choice Based Credit System) Revised Syllabus (2021-22)</b></p>
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**CORE COURSE – I**

**Course Code: 354**

**Subject: Auditing**

Total Credits: 04 (Theory 03 + Practical 01=04)

**Objectives of the Course:**

1. To acquaint themselves about the Definition, Nature, Objectives and Advantages of Auditing, Types of Audit, Errors and Fraud, Audit Program, Notebook, Working Paper, Internal Control, Check.
2. To get knowledge about concept of Checking, Vouching, Verification and Valuation, Types of Audit Report and Auditing Assurance Standard.
3. To understand the provision related Qualification, Disqualification, Appointment, Removal, Rights, Duties and Liability of Company Auditor and Provisions regarding Tax Audit as per Income Tax Act 1961 (Section 44 AA to 44AE).
4. To know the various new concepts in computerized system and Forensic Audit.

Unit No	Unit Title	Contents	Skills to be developed
1.	<b>Introduction to Principles of Auditing and Audit Process</b>	Definition, Nature-objects-Advantages of Auditing-Types of errors and frauds Various Classes of Audit. Audit programme, Audit Note Book, Working Papers, Internal Control-Internal Check-Internal Audit.	i) Understanding the concept of Auditing, Various type of Audit ii) Help to Find out Errors frauds and help to improve internal control system in business organization.

2.	<b>Checking, Vouching and Audit Report</b>	Test checking-Vouching of Cash Book-Verification and Valuation of Assets and Liabilities. Types of Audit Report-Audit Certificate-Difference between Audit Report and Audit Certificate. Auditing and Assurance Standards. (AAS- 1,2,3,4,5)	i) Know the procedure of vouching, Verification, and Valuation use for audit. ii) To know the terms used in Audit Report, Certificate and Auditing Assurance Standard.
3.	<b>Company Audit and Tax Audit</b>	<b><u>Company Audit</u></b> Qualification, Disqualifications, Appointment, Removal, Rights, Duties and liabilities of Company Auditor	i) Understanding provisions for Work as Company Auditor as per Companies Act 2013. ii) Enhance Provisions under Income Tax Act 1961 used
		<b><u>Tax Audit</u></b> Provisions under Income Tax Act 1961 (Sec 44AA, 44AB, 44AD, 44ADA,44AE) Recent Amendment made as applicable as per Income Tax Act 1961	for Conduct Tax Audit.
4.	<b>Audit of Computerized Systems &amp; Forensic Audit</b>	<b><u>Auditing in an EDP Environment</u></b> General EDP Control – EDP Application Control- Computer Assisted Audit Techniques (Factors and Preparation of CAAT)  <b><u>Forensic Audit</u></b> Definition, Importance of Forensic Auditor, Services Render by Forensic Auditor, Process of Forensic Auditing and Forensic Audit Techniques and Forensic Audit Report	i) Enhance the knowledge of Computerized Systems ii) Forensic Audit used for new techniques applicable for new business trends.

**Teaching Methodology:**

<b>Un it No</b>	<b>Tot al lect ures</b>	<b>Innovative Methods to be used</b>	<b>Film Shows and A.V. Applications</b>	<b>Projects / Practical's</b>	<b>ExpectedOutcome</b>
1	16	<b>Introduction to Principles of Auditing and Audit Process</b>	Lectures of experts available on You Tube About Errors, Frauds, Types of Audit.	Individual assignment of solving practical problems, report review	Acquaint with knowledge and maturity to understand concept of Auditing, types of Audit and Audit Process.
2	12	<b>Checking, Vouching and Audit Report</b>	Lectures of experts available on YouTube and other digital platforms.	Individual assignment of solving practical problems, report review	Conceptual Clarity and Practical understanding of Vouching Verification and valuation and Types of Audit Report.
3	10	<b>Company Audit and Tax Audit</b>	Lectures of experts available on YouTube and other digital platforms. Website Review	Individual assignment of solving practical problems, report review	Practical knowledge about appointment, reappointment and other related provision. Practical knowledge about Tax Audit as per I.T. Act 1961 (Form 3CA, 3CB & 3CD)
4	10	<b>Audit of Computerized Systems &amp; Forensic Audit</b>	Lectures of experts available on YouTube and other digital platforms.	Individual assignment of solving practical problems, report review	Understanding new concepts under Audit of Computerized Systems & Forensic Audit

**Method of Evaluation:**

<b>Subject</b>	<b>InternalEvaluation</b>	<b>ExternalEvaluation</b>	<b>Suggested Add on Course</b>
Unit– I	MCQ/ Assignment/Written test/PPT	As per University norms	--
Unit–II	MCQ/Quiz/ Written test	As per University norms	--
Unit–III	Practical Problems/writtenTest/MCQ/PPT	As per University norms	--
Unit–IV	MCQ/ Assignment/Written test/PPT	As per University norms	--

**Reference books:**

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>
1	Practical Auditing	Spicer and Peglar	Allied, 1975, H.F.L., 1978
2	A Handbook of Practical Auditing	B.N. Tondon	S Chand & Co Ltd
3	Auditing assurance standards	The Institute of Chartered Accountants of India	ICAI
4	Company Accounts & Audit	The Institute of Cost Accountants of India	ICMAI

5	Fundamentals of Accounting and Auditing	The Institute of Company Secretaries of India	ICSI
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**Guidelines for completion of Practical's:**

<b>Sr. No</b>	<b>Title of Practical</b>	<b>Objective of the Practical</b>	<b>Outcomes</b>	<b>Methodology</b>
1	A study of Audit Procedure of organisation	i) To study the meaning & Definition Audit ii) To study the nature, scope & objective of Audit iii) To study the Audit Procedure of Organisation.	Acquaint with knowledge and maturity to Understand concept of Auditing, Know the concept of Audit Process.	Report based on visit to Individual assessee and collection of documents know the audit process
2	A study of Procedure of Vouching in Auditing	i) To study the concept of voucher and its contain ii) To study the concept of vouching and precautions to be taken by Auditor while vouching iii) To conduct vouching of representative vouchers	Conceptual Clarity and Practical understanding of Vouching	Report based on visit to a Businessman or professionals and documents collected
3	A study of Audit Report	i) To study the concept of Audit report ii) To study the types and features of Audit Report iii) To study forms of Audit Report	Understand concept of Audit Report and its types Know the various forms of Audit Report	Report based on visit to a Businessman or professionals and documents collected

4	A Study of Tax Audit	i) To study the meaning of Tax Audit ii) To Study scope of Auditor's Role under Income Tax Act iii) To Study criteria for Compulsory Tax Audit iv) To study Formats for Tax Audit (Form 3CA, Form 3CB, Form 3CE & Form 3CD)	Acquaint Practical knowledge about Tax Audit as per I.T. Act 1961 (Form 3CA, 3CB & 3CD)	Practical example in Guest Lecture /seminar / workshop and Report based on visit to a Businessman or professionals and documents collected
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1. For each semester minimum three practicals should be completed.
2. Two practicals are compulsory from the above table.
3. Teachers are allowed to choose one practical according to the situation in their local area.
4. If a student fails to complete minimum number of practical's, then the student shall not be eligible for appearing at the practical examination.

## **Revised syllabi (2019 Pattern) for three years B.Com. Degree course (CBCS)**

**Semester : - V ( T.Y.B.Com)**

**Subject Code :- 355 (a)**

**Subject : - Business Administration – II ( Human Resource Management)**

### **Preamble**

Human resource management is centered around developing a strategic approach to find, train, recruit and retain the right professionals, for the right job, and at the right time, such that they become future leaders to further the organizational goals, keeping in mind the company's most important asset – IT'S PEOPLE.

This is possible if the organization embraces the idea of building effective management of its human resource management department. As such, human resources enables institutions and businesses to create a well-structured team with a distinctive organizational culture. With this, the workforce stands a high chance of getting engaged or developed with whatever activity they are doing. In simple language, effective human resource management helps the organization to enhance productivity. Study of Human Resource Management not only helps you work on the theory but also enables you to discover your own style of managing people.

Human resource management plays a crucial role in any organization and has a range of functions that it undertakes. The scope of HR is vast and diverse, as well as hugely impactful. To comprehensively know about its entire scope, all the disciplines and subdisciplines, one must pursue any of the credible human resource management courses. Going through those will give you insights not only into the theories that define the human resources framework but also the application of those concepts

### **Objectives of the course**

1. To acquaint the student with knowledge about various Concepts , Objectives of the Human Resource Function , to identify the difference between Human Resource Management and Human Resource Development
2. To update the students on the emerging trends in the area of Human Resource Management



3. To develop understanding among the students the process of Recruitment and Selection, understanding the various means and methods associated with the Recruitment and Selection function
4. To educate the students on the importance of Training and Development and its impact on Career Planning and Development
5. To acquaint the students on the concept of Performance Appraisal ,d the process for effective Performance appraisal and imbibe the values of Ethical Performance appraisal among the students

**Depth of the program – Fundamental Knowledge**

Unit No	Unit Title	Contents	Skills to be developed
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1	<p>Introduction to Human Resource Function of Management</p>	<p>1.1 Meaning, Objectives and Functions of Human Resource , , Difference between Human Resource Management and Human Resource Development</p> <p>1.2 Organization, Scope and functions of Human Resource Department in Modern Business.</p> <p>1.3 Human Resource Planning – Nature and Scope, Job analysis - Job description - Job specification.</p> <p>1.4 Human Resource Planning – Role of Human Resource Planning, Steps in Human Resource Planning , Factors influencing Human Resource Planning. Essentials of a Good Human Resource Planning , Job Analysis – Process , Tools and Techniques , Job Description &amp; Job Specification – Meaning and Distinguish between Job Description &amp; Job Specification.</p> <p>1.5 Emerging Concept of H.R.D.</p> <p>Quality Circles ,Kaizen ,Talent Management and Leadership Development ,HRD as a Business Partner ,Visionary and Transforming Leadership, E- Learning: Integration of IT and HR , HRIS (Human Resource Information Systems) ,Incorporation of career development ,Internal consultancy and Linkage to knowledge management</p>	<p>Conceptual Understanding</p> <p>Critical thinking skills</p> <p>Accessing and analyzing information skills</p> <p>Imaginative thinking</p> <p>Awareness on the latest in the trends</p>
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2	Recruitment and Selection	<p>1.1 Recruitment – Meaning, Purpose/ Importance, Sources of Recruitment, and Factors Governing Recruitment Process</p> <p>1.2 Selection – Meaning, Importance of selection procedure, Tools of Selection and selection Process</p> <p>1.3 Distinguish between Recruitment and Selection</p> <p>1.4 Types of Employment tests, Types of Interviews</p>	<p>Conceptual Understanding</p> <p>Analytical skills</p> <p>Accessing and analyzing information</p> <p>Imaginative thinking</p>
3	Training and Development	<p>1.1 Meaning ,Need , Objectives of Training and Development, Benefits/ Importance of Training to the organisation and employees.</p> <p>1.2 Types of Training , Methods of Training and Development, Process/ Procedure for effective Training.</p> <p>1.3 Career Development , Steps in Career Development , Stages of Career Development , Advantages and Limitations of Career Development, Career Development Cycle , Career Counselling and Self Development</p>	<p>Conceptual Understanding</p> <p>Analytical Skills</p> <p>Technical skills</p> <p>Critical thinking</p>

<b>4</b>	Performance Appraisal Management	1.1 Introduction, Meaning, Need and Importance of Performance Appraisal 1.2 Process of Performance Appraisal 1.3 Merits and Limitations of Performance Appraisal 1.4 Methods and Techniques of Performance Appraisal 1.5 Ethical Performance Appraisal	Conceptual Understanding Analytical skills Accessing and analysing information Value Education
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Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	PPT , Lectures by experts from Industry experts,	Online Videos of Human Resource Managers.  Live online session by Industry Experts	Interview Report of Human Resource Manager/s of business of various sizes and sectors	Developing Conceptual understanding and  Conceptual Clarity Learning of the Latest development in Human Resource
2	12	PPT , Lectures by experts from Industry experts and Placement Agency Managers,  Role Play , Mock Interview , Demonstrations	Online Videos	Interview Report of Placement Agency Personnel ,  Detailed Project report on any 3 Sources of Recruitment	Conceptual Clarity and Practical understanding  Hands on Experience Technical Knowledge
3	18	PPT, Videos of Various Products from inception till date ,  Demonstration	Videos of various Multi Product Line Manufacturers	Creation of Short Video of Innovative Product Development, Pricing, Market Launch Strategy	Conceptual Clarity and Practical understanding  Creative and Imaginative Skills Innovation

4	08	PPT , Lectures by Experts from the field of Media , Comparative Case study of Ethical and unethical Performance Appraisal Practices	Online Videos of Tata Group of Industries	Study of Performance Appraisal System of various organisations And Study of Performance Appraisal System of Domestic, Multinational and International companies	Analytical skills Decision making skills Creative and Imaginative Skills I
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#### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ, Field Visit Report , Interview Report	As per University norms	Certificate Course in Best Practices in Human Recourse Development
Unit – II	MCQ, Assignments, PPT	As per University norms	Certificate course in Ethical Leadership Development
Unit – III	MCQ, Interview Report with Placement Agencies, Case Study , Project on Need and Importance of Campus Placement Office and Campus Interviews	As per University norms	Certificate Course in Ethics in Human Resource Management
Unit – IV	MCQ , Case study , Project	As per University norms	

## References:

### List of Books Recommended: -

- Personnel and Human Resource Management – A M Sharma (Himalaya Publishing House)
- Personnel Management and Industrial Relations- R S Davar (Vikas Publishing House)
- Human Resource Development and Management- Biswanath Ghosh (Vikas Publishing House)
- Personnel Management – C.B. Mamaria, S V Gankar (Himalaya Publishing House)
- Human Resource Management – AShwathappa
- Human Resource Management - *Gary Dessler*
- HR from the Outside In: Six Competencies for the Future of Human Resources - Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich
- The HR Scorecard - *Brian Becker, Mark Huselid, Dave Ulrich*
- Victory Through Organization - ***Dave Ulrich, David Kryscynski, Wayne Brockbank, Mike Ulrich***
- Investing in people. Financial Impact of Human Resource Initiatives - *KirsWayne Cascio, John Boudreau*
- Work Rules! -*Laszlo Bock*
- HR Rising!:: From Ownership to Leadership -***Steve Browne***
- The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions - ***Shonna D. Waters, Valerie N. Streets, Lindsay McFarlane, and Rachael Johnson-Murray***

**Revised syllabi (2019 Pattern) for T.Y.B. Com Degree course (CBCS)**

**SPECIAL ELECTIVE COURSE (Special Course – II)**

**Banking and Finance-Special Paper II (Semester-V)**

**(Financial Markets and Institutions in India – I Course code: **355-B**)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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- **Objectives:**
- 1. To acquaint the students with Indian Financial System and its various segments.
- 2. To make the students aware about Indian Money Market.

- 3. To analyse and understand the functions of Indian Capital Market.
- 4. To enable the students the functioning of Foreign Exchange Market.

Unit No.	Topic	Number of Lectures	Teaching Method	Proposed skills to be developed
<b>01</b>	<b>1. Indian Financial System:</b> 1.1 Meaning and Definition of Financial System in India. 1.2 Structure of Indian Financial System 1.3 Functions of financial system in India 1.4 Role of financial system in Economic Development 1.5 Indicators of Financial Development	<b>10</b>	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the Indian Financial System. Understanding the meaning, structure and role of Financial System in India.
<b>02</b>	<b>Indian Money Market :</b> 2.1 Meaning and definition of Indian Money Market 2.2 Functions of Indian Money Market 2.3 Participants in Indian Money Market 2.4 Credit Instruments used in Indian Money Market 2.5 Deficiencies of Indian Money Market. 2.6 Recent development in Indian Money Market	<b>14</b>	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the meaning, functions, credit instruments, deficiencies and recent development in Money Market in India.

<b>03</b>	<b>Indian Capital Market:</b> 3.1 Meaning and definition of Indian Capital Market 3.2 Functions of Indian Capital Market 3.3 Participants in Indian Capital Market 3.4 Credit Instruments used in Indian Capital Market 3.5 Deficiencies of Indian Capital Market. 3.6 Recent development in Indian Capital Market	<b>12</b>	Lecture, PPT, Group Discussion, Library Work Book Assignment, Use of internet	Understanding the meaning, definition functions, credit instruments, deficiencies and recent development in Capital Market in India
<b>04</b>	<b>Foreign Exchange Market:</b> 4.1. Meaning and definition of foreign exchange market 4.2. Functions of Foreign Exchange Market 4.3 Participants in Foreign Exchange Market 4.4. Determination of Exchange Rate 4.5 Recent development in Foreign Exchange Market	<b>12</b>	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the meaning, definition functions, participants and recent development in Foreign Exchange Market.
<b>Total</b>		<b>48</b>		

• **References:**

- 1. Avadhani V.A. (2019), 'Investment and Securities Markets in India', Himalaya Publishing House
- 2. Bhole L.M. (2004), 'Financial Institution and Markets' McGraw Hill Education
- 3. Khan M.Y. (2019), 'Indian Financial System' 11<sup>th</sup> Edition, McGraw Hill Education
- 4. Kohok Mukund, 'Business Finance and Financial Services'



- 5. Kumar, Gupta and Kaur (2021), 'Financial Markets and Institutions' Taxmann
- 6. Meir Kohn (2000), 'Financial Institutions and Markets', Tata MC Graw-Hill Publication
- 7. Michael Brandl (2016), 'Money, Banking, Financial Markets and Institutions', CENGAGE Learning Custom • 8. Mittal Anand (2003), 'Economic Reforms and Capital Markets in India', Galgotia Publishing Company, New Delhi.
- 9. Pathak Bharti V. (2018), "The Indian Financial System", Pearson Education [India] Ltd.

**SYLLABUS FOR T.Y.B.COM UNDER CBCS PATTERN 2019**  
**SEMESTER-V**  
**PAPER- II**  
**SUBJECT NAME: - BUSINESS LAWS AND PRACTICE PAPER II (BLP-II)**

**COURSE CODE – 355-(c)**

**Objectives of the course:**

To develop an understanding of the significant provision of selective Business & labour Laws.

To acquaint the students to address a basic business legal application-oriented issues.

**Depth of the program:**

Basic to application based knowledge.

**Objectives of the Subject:**

- To impart the students with the fundamental understanding of important business laws.
- To study & acquaint students an application based knowledge of various Business & Labour Laws.

- To familiar the students with legal Business Environment of India.
- To develop & strengthen students through the legal practical knowledge and their importance to the Indian Business organizations.

<b>Unit . No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose skills to be developments</b>
1	<b>An Introduction to Labour Laws in India</b>	1.1 History and Evolution of Labour Laws in India 1.2 Labour Policy of India 1.3. Classification of Labour Laws and an overview of labour laws. 1.4 Unfair Labour Practices	Understanding of evolution & historical legal framework of Labour Laws in India.
		1.5 Labour Laws in the unorganized sector 1.6 Authorities under the Labour Laws in India (Ministry of Labour & Employment –Government of India, Chief Labour Commissioner Labour Courts / Industrial Tribunals, (Appointment, Qualification, Disqualification, Rights & duties)	
2	<b>The Factories Act, 1948 (Sections 1-50)</b>	1.1 Introduction, Objectives & Key Definitions, Approval, 1.2 Licensing and Registration of Factories, 1.3 The Inspecting Staff, Provisions Regarding Worker's Health, 1.4 Provisions Regarding Safety and Welfare of Workers. Recent amendments (If any)	Students will get the basic knowledge about various provisions under factories Act 1948.

3	<b>The Employees State Insurance Act, 1948</b>	3.1 Scope, Application and Definitions 3.2 Chapter II of the Act (ESI Corporation, Standing Committee, Medical Benefit Council, Principle Officers) 3.3 Chapter III of the Act (Finance & Audit) 3.4 Chapter IV - (Contributions, Recovery of Contribution,) 3.5 Chapter V (Benefits) 3.6 Chapter VI (Adjudication of Disputes & Claims) 3.7 Chapter VII (Punishment)	It will help the students to gain insights of the Employees State Insurance Act, 1948.
4	<b>The Employees Provident funds and Miscellaneous Provisions Act, 1952</b>	5.1 Introduction, Objectives and scope of the Act, 5.2 Applicability and Constitutional validity of the Act, 5.3 Definitions, Employees' Provident Fund Scheme, 5.4 Employees' pension scheme and Employees Deposit Linked Insurance scheme Authorities - Under the Act, and their workings, penalties, offences and protection.	To learn various provisions & applications of the Employees Provident funds & Miscellaneous Provisions Act, 1952.

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Project	Expected Outcome
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1	12	Group Discussion Article Reviews	E-Content on Evolution of Labour laws provided by UGC/University/MOO C etc. to be analyzed. Other open E-Content Internet Sources.	Project report shall be prepared on Development of labour laws as per their necessity.	Understanding the actual requirement of legal framework in India.
2	08	Benefits of Factories Act to be discussed in Group. Internet Sources. Discussion on legal requirements.	E-Content on Factories Act provided by UGC/University/MOO C etc. to be analyzed.	Project report can be prepared on applications of Factories Act 1948.	Understanding the major insights of Factories Act 1948.
3	08	Benefits of Insurance to be discussed in Group. Internet Sources. Discussion on various Provisions of the Act.	You tube E-Content Sources. E-Content on the Employees State Insurance Act provided by UGC/University/MOO C etc. to be analyzed.	Project report can be prepared on benefits of Employees State insurance Act.	Make students aware about Employees State Insurance Act.
4	10	Benefits of The Employees Provident funds and Miscellaneous Provisions Act, 1952 to be discussed in Group. Internet Sources. Discussion on various Provisions of the Act.	You tube E-Content Sources. E-Content on the Employees Provident funds and Miscellaneous Provisions Act, 1952 provided by UGC/University/MO OC etc. to be analyzed.	Project report can be prepared on benefits of The Employees Provident funds and Miscellaneous Provisions Act, 1952	Make students aware about The Employees Provident funds and Miscellaneous Provisions Act, 1952

## References

Sr. No.	Title of the Book	Author/s	Publication
1	Labour Laws	Taxmann	Taxmann
2	Labour & Industrial Laws	S N Misra	Central Law Publication
3	Labour and Industrial Laws	M.N. Mishra	Central Publicaions
4	Business & Commercial Laws	Sen & Mitra	--
5	Business Law for Management	Bulchandani K.R.	--

## Practical for Semester – III

Topic	Mode of Practical
Applications of Factories Act 1948	Overview & Presentation can be taken.
Evolution of labor policies in India	Group Discussion & Survey can be conducted.
Benefits of Employees state insurance Act.	Online data analysis with library sources.
Overview of Employees Provided fund & Miscellaneous provisions Act.	Applications to studied.

## Revised Syllabi (2019 Pattern) for Three years B.Com Degree Course (CBCS)

**Subject: --: Co-operation & Rural Development ((Special Paper-II) Total****Credits: - 04 (Theory 03 Internship 01=04)****Preamble:**

Cooperative learning requires students to engage in group activities that increase learning and adds other important dimensions. The positive outcomes include academic gains, improved race relations and increased personal and social development. The purpose of this course is to impart knowledge of concept of cooperative marketing, consumer cooperative and marketing of other cooperative organisations. This course enables students to acquire indepth knowledge of cooperative marketing.

**Objectives of the Course:**

- 1) To create awareness among students about co-operative marketing
- 2) To develop the capability of students for knowing different types Marketing.
- 3) To create awareness about the role of National Agricultural Co-operative Marketing Federation (NAFED)

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Introduction to Marketing</b>	1.1 Meaning and definition 1.2 Elements of marketing 1.3 Objectives of marketing 1.4 Importance of marketing 1.5 E- marketing for co-operatives 1.6 Recent trends in co-operative marketing	Understanding Basic Marketing and its importance
2	<b>Co-operative Marketing</b>	2.1 Basic concepts and features of co-operative marketing	Understanding basic concepts of cooperative Marketing, Cooperatives

		2.2 Structure of cooperative marketing 2.3 Primary Co-operatives Marketing Societies- Objects, Functions and Progress. 2.4 District and State Co-operatives marketing societies / Federations objectives, Functions and Progress. 2.5 Development and Evaluation	federations, their functions, objectives etc.
<b>3</b>	<b>Consumer Cooperatives</b>	3.1 Meaning, Need and Importance 3.2 Structure of consumers Co-operatives 3.3 Primary Co-operative Consumer Stores, Student Consumer Stores. 3.4 Wholesale Co-operative Stores & Super markets 3.5 State Co-operative Consumer Federation & National Co-operative Consumer Federation 3.6 Problems of consumer co-operatives 3.7 Evaluation and development	1) Creating awareness about consumer co-operatives, its needs and structure. 2) Understanding about problems of consumer cooperatives, their evaluation and development
<b>4</b>	<b>Other Cooperative Organizations and It's Marketing</b>	4.1 Dairy Co-operatives 4.2 Poultry Co-operatives 4.3 Sugar Co-operatives. 4.4 Cotton processing ( Ginning, Spinning Mills) Pricing 4.5 Meaning and Objectives of Pricing 4.6 Competitive and Co-operative Pricing 4.7 Agricultural Cost and Price Commission(ACPC)	Creation of awareness about different cooperative originations and their marketing strategies

## Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources	Relevant You Tub Videos, Relevant slide show, online Video Short Film Show	Individual assignment report	Understanding of basic knowledge of Marketing
2	12	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, case study	Relevant You Tub Videos , Short Film Show, A.V Application ,	Visit to Office of cooperative society	Understanding the importance and Essentials co-operative Marketing
3	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop ,case study	Relevant You Tub Videos.PPT AV Application, online video	Presentation	1) To acquire the fundamental knowledge consumer co-operative institutions 2) To understand the function of state and National consumer federations
4	12	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment, case study	Online Videos, Relevant slide show , Short Film Show	Visit to co-operative organization & Presentation on it.	To understand elements different co-operative organization and their pricing policies and pricing policies.



**Method of Evaluation:**

Subject	Internal Evaluation	External Evaluation	Suggested Add-on Course
Unit- I	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	Certificate Course on Cooperation and Rural Development
Unit-II	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-III	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-IV	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	

**References:**

Sr. No	Title of Book	Author/s	Publication	Place
1	New Dimensions of Co-operative management	G.S.Kamat	Himalaya Publication House,	Mumbai
2	Co-operative Management principals and techniques	Dr.Nakkiran S.A.-	Himalaya Publication House,	Mumbai
3	Co-operative Management and Administration	Goel B.B	Deep and Deep Publication	New Delhi.

4	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
5	Human Resource Management Practices in Co-operative sector	Principal Dr.Shaikh Aftab Anwar	Idea Publication	New Delhi
6	Theory & Practice of Co-operation,	Dr. Dhiraj Zalte &Others –	Prashant Publication	Jalgaon
7	C.A State and C-operative Movement			
8	<a href="https://www.bhagirathgram.org/">https://www.bhagirathgram.org/</a>			
9	Journal of Commerce and Management Thought(JCMT)			

### SPPU, Pune

Revised Syllabi (2019pattern) for three years B.Com. Degree Course CBCS

**T.Y. B.Com. (Semester V)**

**Subject Name :- Cost and Works Accounting. Special Paper II**

**Subject Title :-Overhead and Accounting for Overheads      Course Code :- 355 – e**

#### **Objectives:**

1. To provide knowledge about the concepts and principles of overheads.
2. To Introduce the cost accounting standards and the cost accounting standard board.
3. To understand the stages involved in the accounting of overheads.
4. To build an ability towards strategic overhead accounting under Activity Based Costing

Unit No.	Unit Title	Contents	Skills to be developed
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1	<b>Overheads</b>	1.1 Meaning and definition of overheads. 1.2 Classification of overheads 1.3 Introduction to Cost Accounting Standard, Cost Accounting Standard Board 1.4. Introduction to of CAS 3, CAS 11, CAS 15 1.5 Cost Accounting Standard 3: Production and operation Overheads	a. Ability to understand the concept of Overhead and classification of overheads. b. Students will be able to relate the cost Accounting Standard with respective overheads.
2	<b>Accounting of Overheads (Part-I)</b>	2.1 Collection and Allocation of overheads. 2.2 Apportionment and Reapportionment of overheads 2.3 Simple problem of primary distribution of Overhead	a. To understand the stages in the process of accounting overheads. b. Students will be able to calculate total departmental overheads after implementing Primary and Secondary
		2.4 Simple Problem of Secondary distribution of overheads (Repeated & Simultaneous Equation method only)	Distribution.
3	<b>Accounting of Overheads (Part-II)</b>	3.1 Absorption - Meaning, Rate and Methods of Overhead Absorption 3.2 Under and Over Absorption of overheads- Meaning, Reasons and Accounting treatment 3.3 Simple problems on the accounting treatment of under and overabsorption of Overheads	a. Conceptual understanding of under and over absorption. b. Enable the learner with accounting treatment for under and over absorption.

4	<b>Activity Based Costing</b>	4.1 Definitions-Stages in Activity Based Costing 4.2 Purpose and Benefits of Activity Based Costing 4.3 Cost Pools and Cost Drivers 4.4 Problems on Activity Based Costing [Simple Problems only]	a. Students will be able to identify overheads as per various activities.
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#### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Practical	Expected Outcome

1	08	Powerpoint Presentations	Relevant Youtube Links	Group discussion	To remember and understand the concept of overhead and classification of overheads
2.	16	Group Discussion		Visit small units and make a list of overheads of the respective units.	Understanding the significance of overheads in the total cost of product/service.

3	12	Quiz		Powerpoint Presentations	1)Ability to understand the stages in the process of accounting overheads.  2) Application of accounting treatment for under and over absorption.
4	12	Expert lecture		Case Study	Knowledge about detection of overheads to different activities

#### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add-On Course
Unit I	Multiple Choice Questions, Written Test, Internal Examination, Powerpoint	SPPU	Two industrial visits and subsequent reports on the visits.
Unit II			

Unit III	Presentations, Orals, Assignments, Tutorials etc.		
Unit IV			

## References

Sr. No	Title of the Book	Author	Publisher	Place
01	Practice in Advanced costing and Management Accounting.	Prof. Subhash Jagtap	Nirali Prakashan	Pune
02	Advanced Cost Accounting and Cost Systems	Ravi Kishor	Taxman's Allied Service Pvt. Ltd.	New Delhi
03	Cost Accounting Principles and Practice.	S.P. Iyengar	Sultan Chand & Sons Accounting, Taxman's	New Delhi
04	Students Guide to Cost Accounting	Ravi Kishor	Taxman's, New Delhi.	New Delhi
05.	Cost Accounting Principles and Practice	M.N. Arora	Vikas Publishing House Pvt. Ltd.	New Delhi.

06	Cost Accounting, Theory and Problems,	S.N. Maheshwari and S.N. Mittal	Mahavir book Depot	New Delhi
07	Theory and Techniques of Cost Accounting.	B.L. Lall and G.L. Sharma	Himalaya Publishing House	New Delhi.
08	Cost Accounting – Textbook.	V.K. Saxena and Vashista	Sultan Chand and Sons	New Delhi.
09	Cost Audit and Management Audit.	V.K. Saxena and Vashista	Sultan Chand and Sons	New Delhi
10	Cost Accounting Principles and Practice.	Jain and Narang	Kalyani Publishers	Kolkata
11	Principles and Practice of Cost Accounting	N.K. Prasad	Book Syndicate Pvt. Ltd.	Kolkata
12	Advanced Cost Accounting Syndicate Pvt Ltd., Calcutta.	N.K. Prasad	Book Syndicate Pvt. Ltd.	Kolkata
13	Practical Costing.	R.K. Motwani	Pointer Publisher	Jaipur
14	Cost Accounting.	R.S.N. Pillai and V. Bhagavati	Sultan Chand and Sons	New Delhi.



15	Advanced Cost Accounting	Dr D. M. Gujarathi	Idol Publication	Pune
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### Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units.	Guest Lectures by Field Personnel such as working executives from industries and of practising Cost and Management Accountants.	YouTube films showing the working of different industries.	Relevant PowerPoint presentations are available on all these topics.	Articles from professional journals such as The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	<a href="https://icmai.in">https://icmai.in</a>  <a href="http://www.globalcma.in">www.globalcma.in</a>  <a href="http://eclm.unpune.ac.in">eclm.unpune.ac.in</a>

**Notes: The breakup of marks in the Examination will be as follows:**

- 50 % of the marks for Theory & 50 % of the marks for Practical Problems (Simple Problem Only)

### **Areas of Practical Problems**

► Accounting & Control of Overhead. [Part I]

Primary and Secondary Distribution of Overheads( Repeated & Simultaneous equation methods only)

► Accounting & Control of Overhead. [Part II] Problems of Machine Hour Rate Only.

► Problems of Activity Based Costing [Simple Problems only]

Revised syllabi (2019 Pattern) for three years B. Com. Degree course (CBCS)

Syllabus for **B. Com. Semester: - V**

Subject Name: - **Business Statistics II**

Course code: - **355(F)**

### **Credit 3 Preamble to the syllabus:**

Tools and techniques learned in Statistics give a precise way of formulating and analyzing a problem and to make logical conclusions. Concepts and tools introduced in this course are useful to students for higher studies and career in any branch of Economics, Commerce and Management. Professionals working in these fields, wishing to upgrade their knowledge, will also benefit. The stress of the course will be on building the concepts and their applications.

In modern times, Statistics is viewed not as a mere device for collecting numerical data but as a means of developing some techniques for their handling and analysis and drawing valid inferences from them. Statistics provides tools for making decisions when conditions of uncertainty prevail. So it is very useful in various fields like agriculture, business, management, economics, finance, insurance, education, biotechnology and medical science etc.

**Depth of the Course** – Basic Knowledge of Probability Theory

### **Objective of the Course**

1. To understand and Master the concepts of Probability.
2. To understand the concepts of discrete probability distributions.
3. To make students to understand the art of applying statistical techniques to solve some real life problems.

#### 4. To gain knowledge of Statistical Computations.

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1	<b>Probability</b>	Definition of permutation and combination of distinct objects; Relationship between $nPr$ and $nCr$ , Statement of binomial theorem for positive integral index (without proof); Sample space - Definitions of sample space, event, sure event, null event, Complimentary events, Equally likely events, Simultaneous occurrence of the two events, Occurrence of at least one of the two events; Probability - Definitions of probability using classical and axiomatic	1. To understand the concepts of probability 2. To apply the concepts of probability to real life business problems.
		approach; Addition and multiplication laws of probability; Conditional probability - $P(A B)$ , $P(B A)$ Where $A$ and $B$ are any two events defined on same sample space, independence of two events, Bayes Theorem (statement only); Examples and problems related to business.	
2	<b>Univariate and Bivariate Discrete Probability Distribution</b>	Random Variable - Meaning of a random variable, discrete random variable; Probability distribution of a discrete random variable; Probability mass function (p.m.f); Expected value, variance and S.D, Examples and problems related business based on finite sample space. Bivariate discrete random variable; Joint probability distribution of a bivariate discrete random variable; Marginal probability distribution of a discrete random variable; Independence of two discrete random variables, Examples and problems related to business.	1. To understand the concept of random variable 2. To understand the concepts of univariate and bivariate probability of distribution 3. To apply the concept of random variables and probability distribution to real life business problems.

3	<b>Some standard discrete probability distributions</b>	Bernoulli distribution - Bernoulli trials, Probability mass function, Expected value, variance and S.D; Binomial distribution - Probability mass function, Expected value, variance and S.D (Formulae only) statement of additive property (without proof), Problems to calculate probabilities, Expected value and parameters of binomial distribution, Relation with Bernoulli distribution, Real life situations; Poisson distribution - probability mass function, Expected value, variance and S.D (Formulae only) statement of additive property (without proof), problems to calculate probabilities, expected value and parameter of Poisson distribution, Real life situations.	<ol style="list-style-type: none"> <li>1. To understand the concepts of different discrete probability distributions</li> <li>2. To apply concepts of discrete probability distributions to real life business problems.</li> </ol>
4	<b>Inventory Control</b>	Meaning and necessity of inventory control; Deterministic inventory Model: - Economic order quantity for instantaneous replenishment with uniform demand and a) shortages not allowed, b) shortages allowed; Lead time, Re - order level and Buffer stock; Probabilistic Inventory Model : - Single period probabilistic model without set up costs.	<ol style="list-style-type: none"> <li>1. To understand the concept and Inventory control</li> <li>2. To apply the concept of inventory control to real life business models.</li> </ol>

### List of Practicals

Sr. No	Name of the Experiment
1.	Applications of Binomial distribution using
2.	Application of Poisson distribution
3.	Application of Bivariate discrete probability distributions

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	ICT	NA	NA	Students will be able to understand and apply concepts probability to real world business problems.
2	14	ICT	NA	NA	Students will be able to understand and apply the concepts of discrete probability distributions to real world business problems.
3	14	ICT	NA	NA	Students will be able to understand and apply some standard probability distributions to real world business problems.
4	08	ICT	NA	NA	Students will be able to understand and apply the concept of inventory control to real world business problems.

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Unit wise distribution of Marks (Final Examination)	Suggested Add on Course
Unit – I	30%	70%		
Unit – II	30%	70%		
Unit – III	30%	70%		
Unit – IV	30%	70%		
Total				

### Notes: -

1. Internal evaluation is continuous assessment.
2. Internal evaluation shall have following components: -

- a. At least one test of 20 marks involving objective questions of following type: - multiple choice, true or false, state definitions/concepts, one line answer etc.
- b. At least one assignment of 05 marks.
- c. If time and resources permit then there can be power point presentation of group or individual (this component is not compulsory). d. Final score will be average score of all components.

#### References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McFraw Hill	New Delhi
2	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd	New Delhi
3	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs	Cambridge University Press	Cambridge
4	Statistical Methods	Gupta S. P.	Sultan Chand and Sons	New Delhi
5	Applied Statistics	Mukhopadhyaya Parimal	New Central Book Agency Pvt. Ltd.	Calcutta.
6	Fundamentals of Statistics	Goon A. M., Gupta, M. K. and Dasgupta, B.	World Press	Calcutta.
7	Fundamentals of Applied Statistics	Gupta S. C. and Kapoor V. K.,	Sultan Chand and Sons	New Delhi

8	Statistics for Business and Financial Economics	Cheng-Few Lee, John C. Lee and Alice C. Lee	Springer	New York
9	Fundamentals of Statistics	S. C. Gupta	Himalaya Publishing House	New Delhi
10	Statistics for Business and Economics	J. S. Chandan	Vikas Publishing House	New Delhi
11	Business Statistics	S. P. Gupta and M. P. Gupta	Sultan Chand and Sons	New Delhi
12	Quantitative Techniques	N. D. Vohra	McGraw Hill Education	New Delhi
13	Business Statistics	S. C. Gupta and Indra Gupta	Himalaya publishing House	New Delhi
14	Complete Business Statistics	Amir Aczel, J. Sounderpandian, and P. Saravanan	McGraw Hill Education	New Delhi
15	Fundamentals of Statistics	D. N. Elhance	Kitab Mahal	New Delhi

## Revised Syllabi (2019 Pattern) for Three years B.Com Degree Course (CBCS)

Semester V (T.Y.B.Com)

Subject code -: 355 (g)

Subject -: Business Entrepreneurship (Special Paper II) Total

Credits: - 04 (Theory 03 Internship 01=04)

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**Preamble:**

Entrepreneurs create jobs, increase innovation, raise competition and are responsive to changing economic opportunities and trends. Youth entrepreneurship is also attractive to policy makers because of the high rates of latent entrepreneurship amongst young people. Entrepreneurship education aids students from all socioeconomic backgrounds to think outside the box and nurture unconventional talents and skills. It creates opportunities, ensures social justice, instills confidence and stimulates the economy. Entrepreneurship is the capacity to not only start companies, but also to think creatively and ambitiously. Hence it is very important to be included in curriculum. **Objectives:**

- 1) To Develop understanding of MSME and its formation
- 2) To Develop Knowledge and understanding in creating and managing new venture.
- 3) To Equip students with necessary tools and techniques to set up their own business venture
- 4) To help students to bring out their own business plan.
- 5) To make students aware about business crises and sickness.

**Depth of Programme: - Basic knowledge of Business Entrepreneurship**

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	<b>MICRO SMALL AND MEDIUM ENTERPRISES (MSME) POLICY 2020:</b>	Introduction, Definition, Investment and Annual Turnover, Key Announcements of Atma Nirbhar Bharat Abhiyan, Criterion, Classification of Enterprises, Government Schemes for MSME in India, Covid impact on MSME	1) To understand the concept of MSME 2) To study the government schemes related to MSME



2	<b>FORMATION OF MSME:</b>	Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Registration under MSME, Udyam Registration Portal, MSME Development and Service covered under MSME, Limits of MSME, and Eligibility for MSME.	<ol style="list-style-type: none"> <li>1) To study the procedure of formation of MSME</li> <li>2) To study the Development and Service covered under MSME</li> <li>3) To study Limits of MSME and Eligibility for MSME.</li> </ol>
3	<b>BUSINESS PLAN PREPARATION AND PROJECT REPORT:</b>	<p>Meaning and importance - objectives - Selection of suitable form of organization - Precautions to be taken by an entrepreneur while preparing Business Plan.</p> <p>Meaning, Concept and classification of project</p> <p>Project for Retail store, Oil Mill, Cold Storage, Eco friendly Bag production- Reasons for failure of project</p> <p>Project Appraisal - Break - Even Analysis and Ratio Analysis : Debt : Service Coverage Ratio - Gross Profit : Net Profit Ratio and Return on Investment (ROI ), Project Audit</p>	<ol style="list-style-type: none"> <li>1) To understand the concept and various aspects of Business Plan and Project Report</li> <li>2) To study the concept of project appraisal and its related aspects</li> </ol>

4	<b>PROJECT ASSISTANCE:</b>	Financial assistance through State Financial Corporation's (SFC's), District Industries Centre (DIC), Maharashtra Industrial Development Corporation (MIDC), National Institute for Entrepreneurship and Small Business Development (NIESBUD), National Institute of Small Industry Extension Training (NISIET), Small Industries Development Organization (SIDO), Small Industrial Development Bank of India (SIDBI), Technical Consultancy Organization (TCO), Commercial	<ol style="list-style-type: none"> <li>1) To study the role of various institutions in Project assistance</li> <li>2) To study the scheme of assistance and incentives of various institutions</li> </ol>
		Banks, Industrial Finance Corporation of India (IFCI) - Non-financial assistance from District Industries Centre (DIC), Small Industries Service Institute (SISI), Khadi and Village Industries Commission (KVIC) - Financial incentives for Small Scale Industries (SSI's) and <i>Tax</i> Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building, Venture Capital and Technical Assistance	

### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Expected Outcome
1	12	Group Discussion, Quiz	Related Videos and PPTs	Understanding the concept and government schemes related to MSME
2	12	Power Point Presentation, Survey Analysis	Related Videos and PPTs	Gaining practical knowledge related to formation of MSME
3	14	Poster Making, Article Review, Practical based learning, Problem solving based learning	Project Reports of Companies, Related Videos and PPTs	Students will be able to prepare business plan and formulate project report
4	10	Power Point Presentation, Case study	Annual Reports of Companies Related Videos and PPTs	Understanding the role and schemes of various institutions in Project assistance

### Method of Evaluation:

Topic No.	Internal Evaluation	External Evaluation	Suggested Add On Course
1	MCQ, Assignment	As per University Norms	1) MSME Entrepreneurship 2) Professional Entrepreneurship Courses 3) Entrepreneurship: Launching an Innovative Business 4) Essentials of Entrepreneurship: Thinking and Action
2	Project, Presentation	As per University Norms	
3	Project, Quiz, Tutorials	As per University Norms	
4	MCQ, Assignment	As per University Norms	

## References:

- 1) Pandey G.N. - 'A Complete Guide to Successful Entrepreneurship' Vikas Publishing House Pvt Ltd.
- 2) Maharashtra Centre for Entrepreneurship Development - 'Project Profile', 'Profile for SSI Projects.' 3) Edward D. Boao - 'Opportunities'.
- 4) Prof. John Mullins - 'The New Business Road Tests' - Pearson.
- 5) Prof. Rajeev Roy - 'Entrepreneurship' Oxford University Press.
- 6) Rashmi Bansal - 'Stay Hungry Stay Foolish' - CIIFIM, Ahmedabad.
- 7) Dr. Patel V.G. - 'When The Going Gets Tough' - Tata McGraw Hill, New Delhi.
- 8) Mark. J. Dollinger, Entrepreneurship - Strategies and Resources, Pearson Edition.
- 9) Udai Pareek and T.V. Rao, Developing Entrepreneurship
- 10) S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
- 11) Srivastava, A Practical Guide to Industrial Entrepreneurs
- 12) Anil Kumar: Small Business and Entrepreneurship I.K. International Publishers
- 13) Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975
- 14) Bharusali, Entrepreneur Development
- 15) **23 Vidya Hattangadi : Entrepreneurial**
- 16) Dr. Venkataramanappa : : Entrepreneurship Development
- 17) B. Janakiraman , Rizwana M: Entrepreneurship Development
- 18) N.V.R Naidu : Entrepreneurship Development, I.K. International Publishers
- 19) Business Entrepreneurship – Dr. M. B. Sonawane 20) Business Entrepreneurship –Dr. S. L. Shirgave.

**Web References:**

- 1) <https://msme.gov.in/>
- 2) <https://www.startupindia.gov.in/>

**T.Y. B.Com. (Semester -V) (2019 Pattern)**

**Special Paper-II**

**Marketing Management-II**

**Course code – 355 (h)**

**Objectives:**

- The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- The course will make learners understand how to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans.

Unit No	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
1	<b><u>Market Demand and Sales Forecasting</u></b>  What is Demand?  Definition  Meaning  Determinants  Understanding Needs, Wants and Demands in Marketing.  Types of Demands in Marketing   Meaning of Sales Forecast, Sales Budget and Sales Quota  Sales Forecasting Methods  Forecasting Techniques	12	Conceptual Learning, Power Point Presentation,  Library Work, Assignment.	To equipped with a comprehensive understanding of the key factors in demand and sales forecast.

<b>2</b>	<b><u>Marketing of Non-Profit Organization</u></b> Non-Profit Organization-Concept, Characteristics Types Problems Need of Marketing of Non-Profit Organization Non-Profit Organization in India	<b>12</b>	Conceptual Learning , Visit  Assignment.	Familiarizing the students with the application of the concept & need of marketing in Non-profit organization.
<b>3</b>	<b><u>Changing Role of Marketing Organizations</u></b> Meaning of Marketing Organization Types of Marketing Organizations Factors Affecting on Marketing Organization Essentials of an effective Marketing Organizations  The changing role of marketing and marketers.	<b>12</b>	Conceptual Learning, Power Point Presentation,  Library Work, Case Study.	Understanding marketing organization and its changing role.
<b>4</b>	<b><u>Brand Building Strategy</u></b> Concept of Brand Strategy Importance of Building a Brand Strategy Brand Building Strategy key concepts and Steps Various types of Brand Building Strategies Reviewing Brand Building Strategies	<b>12</b>	Conceptual Learning, Power Point Presentation,  Group Discussion,  Assignment.	Understanding the concept and importance of Building Brand Strategy, as well as its relationship in reviewing to competitive advantage.
	<b>Total</b>	<b>48</b>		

### References

Sr.No	Title of the Book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
4	Strategic Brand Management, Building, Measuring and Managing Brand Equity.	Keller .K	Pearson Publication
5	Marketing Management	Dr.K.Karunakaran	Himalaya Publishing House
6	Agriculture Marketing	J.W.Barker	Oxford University Press
7	Sales Forecasting Management: A Demand Management Approach	John T.Mentzer & Mark A. Moon	Sage Publications
8	Global Marketing	Carlyle Farrell	Sage Publications



**Savitribai Phule Pune University, Pune**  
**Third Year, B.Com.**  
**Revised Syllabi for Three Years B. Com. Degree Course**  
**(CBCS-2019 Pattern) (w.e.f. 2021-22)**

**Semester - V**

**Subject: Agricultural and Industrial Economics II**

**Paper-II**

**Course Code: 355 (i)**

**Total Credits: 4**

**Objectives:**

1. To understand the concept of Agricultural Marketing and related Issues.
2. To impart adequate knowledge role of Agricultural Processing in India.
3. To understand the Role, Importance and Growth of Major Industries in India.
4. To get acquainted with the role and problems of Public sector Enterprises in India.

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Purpose Skills to be Developed</b>
<b>1</b>	<b>Agricultural Marketing</b>	1.1 Nature, Scope and Role of Agricultural Marketing in India 1.2 Organisation and Functions of Agricultural Marketing in India 1.3 Problems of Agricultural Marketing, 1.4 Present Status of Food Retail Marketing System in India 1.5 Recent Agricultural Marketing Policies in India, 1.5.1 National Agriculture Market (e-NAM )	To apprise students regarding various aspects of Agricultural marketing. To understand the functions and Problem of Agricultural Marketing. To impart knowledge about Policies of Agricultural Marketing.

		1.5.2 Model APLM Act, 2017	
<b>2</b>	<b>Agricultural Processing</b>	2.1 Role and Growth of Agricultural Processing in India 2.2 Scope & Importance of Agricultural Processing. 2.3 Problems & Remedial Measures of Agricultural Processing. 2.4 Governments Schemes for Development Agro-Processing Industries	To understand the role of Agricultural Processing. To make the students know about Problems & remedial measures of Agricultural Processing.
<b>3</b>	<b>Major Industries in India</b>	The Role, Importance, Growth and Problems of... 3.1 Agro-Industries 3.1.1 Textiles and Jute Industry 3.1.2 Sugar Industry	To understand the Role, Importance and Growth of Agricultural Industry, Textiles and Jute Industry, Sugar Industry, Service Industry, Information Technology Industry,
		3.2 Service Industry 3.2.1 Information Technology Industry 3.2.2 Health Sector	Health Sector
<b>4</b>	<b>Public sector Enterprises</b>	4.1 Role of Public Sector in Economic Development of India. 4.2 Government Policy towards Public Sector. 4.3 Problems of Public Sectors, Issues Regarding Deregulation 4.4 Disinvestment and Future of Economic Reforms	To understand the role of the Public sector To get acquainted with Government Policy towards Public Sector. To understand the problems of the Public sector in India

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
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1	14	Lecture, PPT/ Group Discussion, Library, Problem-solving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	Visit any Agriculture Marketing Committee and Identify the problem of Agricultural Marketing.	<b>After completing this topic, the student will be able to understand</b> The Meaning and Role of Agricultural Marketing Various aspect of Agricultural Marketing In India. Agricultural Marketing Policies in India
2	10	Lecture, PPT/ Group Discussion, Library, Problem-solving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	the importance of Agro-Processing in India.	Role of Agricultural Processing in India Scope & Importance of Agricultural Processing. Problems & remedial measures of Agricultural Processing. Scheme for Agro-Processing Industries
3	12	Lecture, PPT/ Group Discussion, Library, Problem-solving based learning, Case study,	Relevant videos, Consortium for Educational Communication- SWF	Identify the Problems of the Sugar Industry.	The role, Importance and Growth of Iron & Steel Industry, Textiles and Jute Industry, Sugar Industry,
		Jigsaw reading, Practical based learning	E-Content		Cement Industry, Automobile Industry
4	12	Lecture, PPT/ Group Discussion, Library, Problem-solving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	Importance of Public sector in India.	Role of Public Sector Government Policy towards Public Sector, problems associated with Privatization, issues regarding Deregulation, Disinvestment and future of Economic Reforms.

**Recommended Books:**

1. Acharya and Agarwal, 1987, Agricultural Marketing in India, Oxford & IBH Publishing Company.
2. Bhalla, G. S. and Singh G., 2001, Indian Agriculture: Four Decades of Development, Sage Publications 3. Acharya and Agrawal (1992), Agricultural Marketing in India, Oxford and IBH Publishing Co. Pvt. Ltd.
4. Crawford (1997), 'Marketing and Agribusiness Texts', FAO.
5. Jelen P. (1985), Introduction to Food Processing. Reston Publishing.
6. Potly, V.H. and M. J. Mulky (1993), Food Processing. Oxford & IBH
7. Datt R. & K.P.M Sundharm (2007) Indian Economy, S.Chand&Co.Ltd.Delhi.
8. Misra S.K. & V.K.Puri, (2017) Indian Economy, Himalaya Publication house Mumbai.
9. Kavimandan Vijay, (2009) KrushiArthshastra, Shri Mangesh Prakashan, Nagpur.
10. Barthwal R.R (2004) Industrial Economics Introductory Text Book, New Age International Limited, Kanpur.
11. Govind Bhattacharjee (2020) Public Sector Enterprises in India, Evolution, Privatization and Reforms, Sage Publication, Delhi

**Web reference**

1. <https://www.youtube.com/user/cecedusat>
2. <https://www.swayamprabha.gov.in/>
3. <http://14.139.13.96:8080/> - UGC CEC E Content on Agricultural Economics 4. <http://14.139.13.96:8080/> - UGC CEC E Content on Industrial Economics

**Savitribai Phule Pune University**

**Faculty of Commerce & Management**  
**T Y B Com (Semester V)**  
**(Choice Based Credit System)**  
**Revised Syllabus (2019 Pattern)**

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**SPECIAL ELECTIVE COURSE – I**      **Course Code: 355 (j)**

**Subject: Defence Budgeting Finance and Management special paper - II**

**Total credits:**

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**Objectives:**

- 1. Understanding the importance of Defence Budget**
- 2. To know the latest development of Indian Defence Industry.**
- 3. To know the concept financial management regarding defence.**
- 4. Understanding Defence Expenditure.**

<b>Unit No.</b>	<b>Topic</b>	<b>No. of lectures</b>	<b>Teaching Method</b>	<b>Proposed Skill to be Developed</b>
<b>1</b>	<b>Defence budgeting</b> A) Budget as Instrument of financial Direction & control B) Ingredients of Budgeting C) Defence budgeting-it cost Effectiveness	<b>12</b>	Lecture group Discussion library work assignment field visit	.Understanding how the defence Budget is used as instrument of financial direction & Control.

<b>2</b>	<b>Development of Indian defence Industry</b> A) Indian Defence Industry : A Historical overview B) Policy changes in Defence Industry C) India's offset Policy to encourage	<b>12</b>	Lecture group Discussion library work assignment field visit	Understanding the development of Indian Defence Industry and growth opportunities in the Indian defence industry.
	domestic production D) Growth opportunities in the Indian Defence Industry			
<b>3.</b>	<b>Financial management</b> A) Purpose, planning, control & need. B) Salient features of India's Economic system	<b>12</b>	Lecture group Discussion library work assignment field visit	Understanding of propose, planning control, need and of defence financial management.
<b>4</b>	<b>Defence Expenditure Trends A)</b> Defence Expenditure as a production of the GDP <b>B)</b> Calculating Defence Expenditure <b>C)</b> Characteristics of defence Spending	<b>12</b>	Lecture group Discussion library work assignment field visit	Understanding Defence Expenditure proportion with GDP & know the calculating system of defence Expenditure & also characteristics of Defence Expenditure.

### Reference:

- 1) Raju G. C. Thomas(1978), 'The Defense of India: A Budgetary perspective', MacMillan Publication, New Delhi 2) Subramanyam K. (1991), 'India's security perspective – Policy and Planning' Lancer books, New Delhi.
- 3) Nanda Ravi, (1991), 'National Security Perspective, policy planning', Lancer Books, New Delhi.
- 4) Khanna D. D. and Malhotra P N. (1993), 'Defense vs Development: A Case study of India', Indus publication company, New Delhi.
- 5) Kennedy Gavin (1983), 'Defense Economics' Gerald Duckworth & Co. Ltd.

- 6) Ghosh Amiya (1996), “India’s Defense Budget & Expenditure Management in Wider Context”, Lancer Publication and Span Tech, Delhi 7) Dutta Meena and Sharma Jai Narayan, ‘Defence Economics’, Deep and Deep Publication, New Delhi.
- 8) Deger s. & Sen S. (1986), ‘Military Expenditure in the Third World countries: The Economic effects’, Routlet & Kegan Paul. 9) S. Sandeep (col retd), ‘Funding for Defence & Development’, Published by Sumit Enterprises, New Delhi.
- 10) Annual report, Ministry of Defence, government of India. 11) Report of the finance Commission, government of India.

### **T.Y. B.Com. (Semester -V) (2019 Pattern)**

#### **Special Paper-II, Course Code - 355(k)**

#### **Insurance, Transport & Tourism-I**

##### **(Insurance)**

##### **Objectives:**

- To acquaint the students with basic insurance terminology.
- To aware about risk management and develop proper understanding in insurance.
- To study the various pricing elements and its importance.
- To review the various legislations and its application to insurance business in India

Unit No	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
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<b>1</b>	<b>Insurance Terminology- Common for both Life and Non-Life Insurance</b> First Premium- Renewal- Mode- Limited Payment- Policies- Single Premium- convertible- Days of Grace- Lapse- paid Up Policy- Revival- Deferment Period- Nomination- Assignment- Bonus- With Profit— Participating- Non-Participating or Without Profit- Surrender Value	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Visit to institutions etc.	Understanding the basic terminology in Life and Non-life insurance
<b>2</b>	<b>Risk Management:</b> Concept of Risk, Uncertainty, Perils and Hazards, Definition of Risk – classification of risk Personal, Property & Liability Risk, Insurance and Risk Management Technique Risk sharing and Risk Transfer, Risk prevention & avoidance.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignments, etc.	Understanding the risk management in insurance.
<b>3</b>	<b>Pricing Elements</b> – Pricing Objectives, Pricing elements_ Probability & Mortality Tables, Time value of	<b>12</b>	Lecture, PPT, Group Discussion,	Understanding the pricing elements and its
	Money, Loading & benefits promised, Rate computation_ single premium plan, level premium plan, flexible premium plan, yearly renewable plan, saving & investment aspect of life insurance, Methods of rating.		Library Work, Assignments, tests, etc.	importance.
<b>4</b>	<b>Other Legislations Applicable to Insurance Business in India:</b> Motor Vehicles Act 1988, Marine Insurance Act 1963, Consumer Protection Act 1986, Public Liability Insurance Act 1991, The Insurance Laws (Amendment) Act 2015.	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Visit to institutions, tests, etc.	Understanding various legislations and its application to insurance business
	<b>Total</b>	<b>48</b>		



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#### References:

1. Sharma M.N. (2006), 'Insurance Principles and Practice (in Hindi), Apex Publishing House, 1<sup>st</sup> edition.
2. Vinayakam N. Radhaswamy and Vasudevan S. V., 'Insurance Principles & Practice', S. Chand & Co. New Delhi,
3. M. Arif Khan (2016), 'Theory and Practice of Insurance', Educational Book House, Aligarh ,
4. Malhotra R. P. 'Elements of Insurance' , Macmillan Publisher
5. M. N. Mishra & S.B. Mishra (2016), 'Insurance Principles and Practices', S. Chand & Company, New Delhi.
6. Panda G. S. (2011), 'Principles & Practice of Insurance, Kalyani Publisher,

**Savitribai Phule Pune University, Pune (T.Y. B.Com.)**

**Computer Programming and Application Special Paper II**

**Subject Name: Computer Networking and E-Commerce-I. Course Code: 355(L).**

**Course Objectives:**

1. To know about computer network.
2. To understand different topologies used in networking
3. To learn different types of network.
4. To understanding the use of connecting device used in network.

Unit No.	Name of the Topic	No. of Lectures	Ref. Books
1	<b>Computer Networks.</b> <b>Introduction</b> Computer Network, Topology, Types of Networks <b>Communication Types</b> Serial, Parallel Modes of Communication : Simplex, Half Duplex, full Duplex, Server Based LANs & Peer-to-Peer LANs, Comparison of both Protocols and Standards	12	Book No 1,3
2	<b>Network Models</b> <b>ISO-OSI Reference Model</b> : Layers in the OSI Model, Functions of each layer <b>SAP Terminology Internet Model (TCP/IP)</b> <b>Comparison of ISO-OSI &amp; TCP/IP Model</b> <b>Addressing</b> : Physical Addresses, Logical Addresses, Port Addresses <b>IP Addressing</b> : Classful addressing, Classless addressing <b>Transmission Media</b> <b>Guided Media (Wired)</b> : Coaxial cable, Twisted Pair Cable, Fiber Optic cable <b>Unguided Media(Wireless):-</b> Radio Transmission, Microwave Transmission, Infrared Transmission	14	Book No 1,3

3	<b>Types Of Networks IEEE Standards</b> <b>Wired LANs : Ethernet Ethernet Types</b> Standard Ethernet (MAC Sublayer, Physical layer), Fast Ethernet(MAC Sublayer, Physical layer). Gigabit Ethernet(MAC Sublayer, Physical layer) <b>Network Interface Cards (NIC):-</b> Components of NIC, Functions of NIC, Types of NIC. <b>Wireless LANs</b> <b>IEEE802.11</b> (Architecture, MAC Sub layer, Frame Format, Frame Types, Addressing Mechanism) <b>Bluetooth</b> (Architecture Piconet and Scatter net Applications)	12	Book No 1,3
4	<b>Case Studies of E-Commerce</b> Amazon, Flipkart ,Google Pay ,Phone Pay, Paytm,.....etc.	10	Book No 4,5
Total No of Lectures		48	

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
Unit – I	12	Use ICT or presentation on Computer Networks.	U–tube Tutorial on Computer Networks.	-	Familiar with Computer Networks.
Unit – II	14	Use ICT or presentation on Network Models	U–tube Tutorial Network Models	-	Familiar with Network Models
Unit – III	12	Use ICT or presentation on Types Of Networks	U–tube Tutorial Types Of Networks	-	Familiar with Types Of Networks
Unit – IV	10	Use ICT or presentation on Case Studies of ECommerce	U–tube Tutorial Case Studies of E Commerce	Case Study on E-Commerce	Familiar with Case Studies of E-Commerce

### Recommended Books:

1. Computer Networks - Andrew Tanenbaum (III Edition)
2. Data Communications & Networking - Behrouz Ferouzan (III Edition)
3. Complete Guide to Networking - Peter Norton
4. E-Commerce, Strategy, Technologies And Applications : David Whiteley, Tata Mcgraw Hill

5. E-Commerce & Mobile Commerce Technologies: Pandey, Saurabh Shukla, S. Chand

**Revised syllabi (2019 Pattern) for three years B.Com. Degree course (CBCS)**

**Semester : - V ( T.Y.B.Com)**

**Subject Code :- PR- 356 (a)**

**Subject : - Business Administration – III ( Finance)**

**Preamble**

Financial management is one of the most important aspects in business. In order to start up or even run a successful business. Financial management deals with directing, controlling, planning and strategically organizing financial projects or accounts of an organization. Financial management education involves using management rules for the finances of an organization. Study of financial management opens up lot of diverse career opportunities for students in the private and public sector such as include investment banking, entrepreneurship, financial analysis, financial and managerial accounting, and strategic financial management. It also serves larger benefit to young entrepreneurs who aspire to set up their own ventures.

**Objectives of the course**

1. To acquaint the student with knowledge about Corporate Finance and the structure if the Indian Financial Market

2. To develop the Financial Planning Skills among the Students by introducing them to the process of efficient Financial Planning
3. To educate the students on the importance of Capitalisation and the importance to maintaining an optimum capital structure
4. To create awareness among the students in the various sources of Finance available for raising corporate capital

#### Depth of the program – Fundamental Knowledge

Unit No	Unit Title	Contents	Skills to be developed
1	Introduction to Corporate Finance and Indian Financial System	1.1 Meaning, Features, Need, Importance of Corporate Finance, Finance Functions ( Executive and Routine Functions) 1.2 Meaning , Objectives , Scope of Financial Management 1.3 Indian Financial Market – Meaning and Structure ( Money Market & Capital Market) 1.4 Stock Exchange – Meaning , Features ,Functions. 1.5 Bombay Stock Exchange , National Stock Exchange of India , Dematerialisation of Securities 1.6 Securities Exchange Board of India – Objectives , Powers and Functions	Conceptual Understanding  Accessing and analyzing information skills

		1.7 Credit Rating Agencies – Function/ Role and Advantages .  <b>Overview of Credit Rating Information Services of India Limited (CRISIL)</b> <b>Investment Information and Credit Rating Agency of India (ICRA) Limited</b>  <b>Credit Analysis and Research (CARE) Limited.</b>	Technical Knowledge
<b>2</b>	Financial Planning	1.1 Financial Planning – Meaning, Nature and Characteristics , Scope , Importance, Advantages and Limitations ,  1.2 Steps in Financial Planning	Conceptual Understanding
		1.3 Factors Influencing Financial Plan Formulation  1.4 Methods of Estimating Financial Requirement	Analytical skills  Technical Knowledge
<b>3</b>	Capitalization and Capital Structure	1.1 Capitalization and Capital Structure  1.2 Capitalization – Concept, Factors governing capitalization, Over and Under capitalization - Causes and effects, Fair Capitalization.  1.3 Capital Structure- Meaning, Concept and Principles of capital structure, Factors influencing the pattern of capital structure.  1.4 Trading on equity- Concepts and effects.	Conceptual Understanding  Analytical Skills  Technical skills

<b>4</b>	Sources of Corporate Finance	1.1 Types of Capital – Fixed and Working, Owned and Borrowed, Short Term , Medium Term and Long Term 1.2 Sources of Capital – Bank Overdraft, Trade Credit Accrual Accounts, Financial Lease , Operating Lease , Hire Purchase , Bank Loan , Merchant loan , Debentures , Equity Shares , Preference Shares Stock Dilution and Flotation 1.3 Concept Cost of Capital and Concept of Risk and Return	Conceptual Understanding  Analytical skills  Accessing and analysing information
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Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	PPT , Lectures by experts from Industry experts, Visit to Stock Exchange	Online Videos ,	Project Report on SEBI and Credit Rating Agencies	Conceptual understanding and Conceptual Clarity
2	12	PPT , Lectures by Finance Managers	Online Videos	---	Conceptual Clarity and Practical understanding Technical Knowledge
3	18	PPT	Online Videos	----	Conceptual Clarity and Practical understanding



4	08	PPT , Lectures Finance Experts, Case Study , Study of Capital Structure of organisations from Annual Reports	Online Videos	Project Report on Study of Capital Structure of organisations from Annual Reports of 3 companies	Analytical skills Decision making skills Technical skills
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### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ / Project	As per University norms	Certificate course of SEBI for Investor Awareness
Unit – II	MCQ, Assignments, PPT	As per University norms	Certificate course in Collaboration with Credit Rating Agencies for Financial Statement Analysis
Unit – III	MCQ, Project and Assignment	As per University norms	
Unit – IV	MCQ , Case study , Project Report	As per University norms	

### References:

#### List of Books Recommended: -

- Capital Market and Financial System in India ,Asheesh Pandey (Author),Ingram short title
- CAPITAL MARKET ,S Gurusamy (Author),McGraw Hill Education
- Indian Financial System: Financial Markets, Institutions and Services,Siddhartha Sankar Saha (Author),McGraw Hill
- Capital Marketing and Securities Law ,Kumar Rajnish ,Commercial law Publication

- Investment Analysis and Portfolio Management ,Chandra Prosanna,Tata McGraw-Hill Education Private Limited
- An Introduction to International Capital Markets: Products, Strategies, Participants ,Andrew M. Chisholm,wiley
- Capital Markets in India ,Rajesh Chakrabarti (Author),SAGE Response
- Financial Accounting for Management (Author: N Ramchandra and published by Tata Mgraw Hill).
- Industrial Finance (Author: R. Vishwanthan and published by Macmillian).
- Fundamentals Of Financial Management (Author: Vyuptakesh Sharan and published by Dorling).
- Financial Management (Author: Sheeba Kapil and published by Pearson).

**Revised syllabi (2019 Pattern) for T.Y.B. Com Degree course (CBCS) Semester  
– V**

**SPECIAL ELECTIVE COURSE (Special Course – III)**

**Banking and Finance–Special Paper III (Sem . V)**

**(Banking Law and Practices in India – I Course code: 356-B**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

**Objectives:**

1. To familiarize the Banking Laws and Practice in correlation to the Banking System in India.
2. To understand the legal aspects of Banking transactions and its implication as a Banker and as a customer.
3. To familiarize the students with the Banking Laws and Practices in India.
4. To make students capable of understanding and applying the legal and practical aspects of banking to help them technically sound in banking parlance.

Unit No.	Topic and Contents	No. of Lectures	Teaching Method	Skills to be developed
1.	<b>Banking Regulation Act, 1949:</b> <b>Introduction the objectives and selective provisions :</b> 1.1 Definition of word Banking (Sec 5B) and Bank (Sec 5C) 1.2 Management (sec 10)- Capital (Sec. 11)- Reserve Fund (Sec. 16) - Bank Licensing (Sec. 22) -Branch Licensing (Sec. 23)- Liquid Assets (Sec. 24) 1.3 Profit and Loss Account and Balance Sheet- (Sec.10 A, 10 B, 29 and 30). 1.4 Powers of Reserve Bank of India- Sec.35 and 36	14	Lectures, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the Banking Regulation Act 1949 with Objectives and selective Provisions.
	1.5 Voluntary Amalgamation (Sec. 44A) - Compulsory Amalgamation (Sec. 45)- Liquidation (Sec.45 R) 1.6 Banking Regulation Act, 1949 applicable to Cooperative Banks- The Banking Regulation (Amendment) Bill, 2020-Features.			

2.	<b>Negotiable Instruments Act, 1881:</b> 2.1 Introduction-Definition-Meaning- Features of Negotiable Instruments. 2.2 Types of Negotiable Instruments- Promissory Note, Bill of Exchange and Cheque 2.3 Parties in Negotiable Instruments 2.4 Negotiation-Presentment-Concepts of Dishonour of Negotiable Instruments 2.5 Noting and Protesting	12	Lectures, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the Provisions of Negotiable Instruments Act, 1881
3.	<b>Insolvency and Bankruptcy Code, 2016</b> 3.1 Objectives and importance of IBC, 2016 3.2 Applicability 3.3 Important definitions: (Sect. 3) Board, Corporate Person, Corporate debtor, Creditor, default, Financial Information, Insolvency Professional, Corporate Applicant, Corporate Guarantor, Insolvency and Bankruptcy. 3.4 Corporate Insolvency Resolution Process (Sect.6,7,12,13,14) 3.5 Liquidation Process (Sect. 33. 34, 35) 3.6 Voluntary Liquidation of Corporate Person (Sect.59) 3.7 Fast Track Corporate Insolvency Resolution Process (Sect. 55, 56, 57)	14	Lectures, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the Objectives, Importance, Selective Definitions and Provisions Insolvency and Bankruptcy

	3.8 Offence and Penalty regarding Corporate (Sect. 68 to 71) 3.9 Bankruptcy Order for Individual and Partnership Firm (Sect.121, 125, 126,128, 138, 139) 3.10 Offence and Penalties regarding Individual (Sect.184 to 187) 3.11 The framework of Insolvency and Bankruptcy Board of India (Sect.188, 196)			
<b>4</b>	<b>Banking Ombudsman Scheme-2006</b> 4.1 Objectives of Banking Ombudsman Scheme-2006 4.2 Important Definitions: Banking Ombudsman, Appellate Authority, Authorised Representative, Complaint, Secretariat 4.3 Appointment and Tenure of Ombudsman 4.4 Power and Duties of Ombudsman 4.5 Procedure for Redressal of Grievance	8	Lectures, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the details Banking Ombudsman Scheme, 2006
	<b>Total</b>	<b>48</b>		

### References:

1. Bangia R.K. (2015), 'Banking Law and Negotiable Instruments', Allahabad Law Agency
2. Banking Regulation Act- 1949, Universal Law Publishing
3. Banking Ombudsman Scheme, 2006 Reserve Bank of India, Mumbai.
4. Insolvency and Bankruptcy Code, 2016- The Gazette of India, New Delhi.
5. Kandasami K.P. (2010), 'Banking Law and Practice', S. Chand Publication

6. K. Natarajan , Yefim Gordon, (2007), 'Banking: Theory, Law and Practice' Himalaya Publishing House
7. Kothari Vinod (2017), 'Tannan's Banking Law and Practice in India' Lexis Nexis Publisher
8. Varshney P.N. (2014), "Banking Law and Practices", Sultan Chand and Sons

**SYLLABUS FOR T.Y.B.COM UNDER CBCS PATTERN 2019**  
**SEMESTER-VI**  
**PAPER- II**  
**SUBJECT NAME: - BUSINESS LAWS AND PRACTICE PAPER II (BLP-II)**

**COURSE CODE – 356 (c)**

**Objectives of the course:**

To develop an understanding of the significant compliances under various Laws.

To gain the ability of students to address a basic business legal application-oriented issues.

**Depth of the program:**

Basic to application based

**Objectives of the Subject:**

- To impart the students with the fundamental understanding of rules & regulations under various business laws.
- To study & acquaint students an application & overview based knowledge of Laws.
- To make the students aware about legal Business Environment of India.

<b>Unit . No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose skills to be developments</b>
1	<b>Historical Development of Company Law in India :</b>	1.1 Historical Overview, Development of various concepts and trends in company law, Social responsibilities of companies, Development of company law administration. 1.2 Need based (Major) amendments from inception to till the date.	Understanding the historical development of Company law.
2	<b>Prevention of Oppression and Mismanagement.</b>	2.1 Meaning of oppression, who can apply to court, Rule of Majority, protection of minority interest, remedies and rights of minority shareholders, 2.2 Prevention of oppression and mismanagement, powers of the court	It will help the students to gain insights of prevention of oppression & mismanagement.
3	<b>Inspection, Investigations, Compromise and Arrangement:</b>	3.1 Inspection and investigation suo-moto - Investigation by Government. 3.2 Rights and duties of Inspector - Report by an Inspector. 4.1 Schemes for Compromise and Arrangement - Persons entitled to apply for sanction of court. 4.2 Powers of court - Conditions for sanction of compromise - Effect of sanction	To create awareness among the students about Inspection and Investigations. To study & understand the Compromise and Arrangement in detail.
4	<b>Rules of Corporate Governance :</b>	5.1 Meaning & Concept of corporate Governance, History of Corporate Governance – Cadbury Committee Report 5.2 Principles of Morality and business ethics –Code of conduct for professionals.	Understand the rules of Corporate Governance in detail.

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	Internet Sources.	You tube videos on Historical Development of Company Law in India E-Content provided by	Project report should be prepared on Historical	Understanding the Historical Development of Company Law in
			UGC/University/MOOC /You tube etc. to be studied.	Development of Company Law in India	India
2	12	Group Discussion. Internet Sources.	E-Content on Prevention of Oppression and Mismanagement provided by UGC/University/MOOC etc. to be studied & analyzed.	Project report can be prepared on overview of Prevention of Oppression and Mismanagement.	Understanding in detail Prevention of Oppression and Mismanagement.
3	10	Internet Sources. Presentation can be taken.	E-Content on Inspection and investigation provided by UGC/University/MOOC/You Tube etc. to be Watched & analyzed.	Project report can be prepared on Inspection and investigation	Understanding the Inspection and investigation.



3	10	PPT Method can be used. Group Discussion	E-Content on Compromise and Arrangement provided by UGC/University/MOOC/You Tube etc. to be Studied & analyzed.	Project report can be prepared on Compromise and Arrangement.	Understanding Compromise and Arrangement in detail.
4	06	Internet Sources. Presentation can be taken.	E-Content on Corporate Governance provided by UGC/University/MOOC/You Tube etc. to be Studied & analyzed.	Project report can be prepared on benefits of Corporate Governance.	Understanding the Corporate Governance in detail.

## References

Sr. No.	Title of the Book	Author/s	Publication
1	Company Law	Dr. Avtar Singh	Eastern Book Co. (EBC)
2	Lexis Nexis's Guide to the Companies Act	RAMAIYA	Generic book
3	Taxmann's Companies Act with Rules	Taxmann	Taxmann

4	The Companies Act 2013 Bare Act	Government of India	Educreation Publishing
5	Adjudication of Companies Act matters under NCLT	Rajender Kumar	Urmila Publication House
6	Taxmann's Company Law Ready Reckoner	Taxmann	Taxmann

#### Practical for Semester – IV

Topic	Mode of Practical
Historical Overview, Development of various concepts and trends in company law	Library Assignment
Prevention of Oppression and Mismanagement	Applications with library & Online sources.
Inspection and Investigations	Library Assignment.
Corporate Governance	Review of Research Papers/Articles, News Paper Articles etc.

2. Industrial Law – P.L. Malik
3. Labour and Industrial Law – M.N. Mishra (Central Publication Allahabad)
4. Company Law – Avtar singh (Eastern Book Comp. Lucknow )
5. Secretarial Practice – M.C. Kuchhal
6. Company Law - A.K.Mujumdar (Taxmann Publication Pvt.Ltd.)
7. Corporate Law – Dilip Shinde, Kiran Nerkar, Abhishek Sahu

## **Revised Syllabi (2019 Pattern) for Three years B.Com Degree Course (CBCS)**

**Semester -V**

**Course Code- 356 (d)**

**Subject: --: Co-operation & Rural Development ((Special Paper-III)**

**Total Credits: - 04 (Theory 03 Internship 01=04)**

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**Preamble:**

Cooperative learning requires students to engage in group activities that increase learning and adds other important dimensions. The positive outcomes include academic gains, improved race relations and increased personal and social development. The purpose of this course is to impart knowledge of concept of Cooperative Management and its related dimensions.

**Objectives of the Course:**

- 1) To acquaint students with the Co-operative Management.
- 2) To study the Co-operative Organization and Management

Unit No.	Unit Title	Contents	Skills to be developed
1	Introduction to Co-operative Management	1.1 Meaning, Nature and Scope of Co- Operative Management 1.2 Objectives of Co-operative Management. 1.3 Principles of Co-operative Management.	1) Conceptual clarity and understanding the Meaning, Characteristics and Importance cooperative management

		1.4 Functions of Co-operative Management 1.5 Ethics in co-operative Management	2) To understand the Principles and Process of management To 3) understand functions of cooperative management
<b>2</b>	<b>Role of Co-operative Management</b>	2.1 Evaluation of Co-operative Management 2.2 Levels of Management. 2.3 Board of Directors and Executives Duties, Responsibilities 2.4 Role in Co-operative Management. 2.5 Professionalization of Management- Need and Significance.	1) To understand the importance and role of co-operatives. To understand need of professional management in 2) cooperatives
<b>3</b>	<b>Human Resource Management and Cooperative Organizations</b>	3.1 Human Relationship in Co-operative. 3.2 Co-operative Philosophy and H.R.D. 3.4 Recruitment 3.4 Training and Managerial Development 3.5 Appraisal and Evaluation	1) To acquire the fundamental knowledge about human resource in co-operative institutions 2) To understand the Elements of Human resource management
<b>4</b>	<b>Decision Making and Cooperative Management</b>	4.1 Decision Making – Meaning and Importance 4.2 Decision Making Process, Steps Involved 4.3 Measures to overcome the defects in Co- Operative Management. 4.4 Trends in Co-operative Management in Global Scenario	To understand elements of decision making, process of decision making in co-operative management

### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation  Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources	Relevant You Tub Videos, Relevant slide show, online Video, Short Film Show	Individual assignment report	Understanding of basic knowledge of co-operation
2	12	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, case study	Relevant You Tub Videos, Short Film Show, A.V Application	Visit to Office	Understanding the importance and Essentials role of cooperation
3	12	Lecture, PPT Presentation  Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students  Seminar/Workshop ,case study	Relevant You Tub Videos PPT, AV Application, online video	Presentation	1) To acquire the fundamental knowledge about human resource in co-operative institutions 2) To understand the Elements of Human resource management

4	12	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment, case study	Online Videos, Relevant slide show, Short Film Show	Individual Resume, Bio–Data Writing	To understand elements of decision making, process of decision making in co-operative management
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### Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add-on Course
Unit- I	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	Certificate Course on Cooperation Management
Unit-II	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-III	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-IV	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	

### References:

Sr. No	Title of Book	Author/s	Publication	Place
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1	New Dimensions of Co-operative management	G.S.Kamat	Himalaya Publication House,	Mumbai
2	Co-operative Management principals and techniques	Dr.Nakkiran S.A.-	Himalaya Publication House,	Mumbai
3	Co-operative Management and Administration	Goel B.B	Deep and Deep Publication	New Delhi.
4	Co-operation and Rural Development	Principal Dr.Nitin Ghorpade	Success	Pune
5	Human Resource Management Practices in Co-operative sector	Principal Dr.Shaikh Aftab Anwar	Idea Publication	New Delhi
6	Theory & Practice of Co-operation,	Dr. Dhiraj Zalte &Others –	Prashant Publication	Jalgaon
7	C.A State and C-operative Movement			
8	<a href="https://www.bhagirathgram.org/">https://www.bhagirathgram.org/</a>			
9	Journal of Commerce and Management Thought(JCMT)			



**T.Y. B.Com.**

**B.Com Degree Course Revised 2019 Pattern (CBCS)**

**Cost and Works Accounting Special Paper III**

**Name -: Techniques of Cost Accounting**

**Course Code -: 356 –E (SEM-V)**

**Objectives:**

1. To prepare learners to understand the basic techniques in Cost Accounting
2. To understand the learner, application of Cost Accounting techniques in cost control and decision making.
3. To enable the learners to prepare various types of Budgets.
4. To learn the basic concept of Uniform Costing and Inter-firm comparison
5. To enhance the knowledge of students about MIS and Supply Chain Management.

Unit No.	Unit Title	Contents	Skills to be developed
1	Marginal Costing	<p>1.1 Meaning and concepts- Fixed cost, Variable costs, Contribution, Profit-volume Ratio, Break-Even Point, Margin of Safety. and Angle of Incidence.</p> <p>1.2 Cost-Profit-Volume Analysis- Assumptions and limitations of cost-profit volume analysis</p> <p>1.3 Application of Marginal Costing Technique:- Make or buy decision, Acceptance of export order &amp; Limiting factors.</p>	<p>a. Understanding of important concepts in Marginal Costing.</p> <p>b. It will develop the ability of a the learner to make short-term decisions with the help of Marginal Costing.</p> <p>c. Develop the mindset of the student for making ethical decisions.</p>
		<p>1.4 Ethical and Non-Financial Considerations relevant to decision making.</p> <p>(simple Practical Problems based on concepts excluding decision making)</p>	

2	Budgetary Control	<p>2.1 Definition and Meaning of Budget &amp; Budgetary control</p> <p>2.2 Objectives, essentials, and procedure of Budgetary control</p> <p>2.3 Advantages and Limitations of Budgetary control</p> <p>2.4 Types of Budgets</p> <p>2.5 Zero Base Budgeting</p> <p>( Simple practical problems based on cash and flexible budget only)</p>	<p>a. It will help the learner to understand the basics of Budget and Budgetary Control</p> <p>b. The learner will get an idea of how to prepare different types of Budgets</p>
3	Uniform costing and Inter-firm Comparison	<p>3.1 Meaning, objectives, advantages, and disadvantages of Uniform Costing.</p> <p>3.2 Uniform Cost Manual</p> <p>3.3 Meaning, pre-requisite, advantages, and disadvantages of Inter-firm comparison.</p> <p>(Theory Only)</p>	<p>a. It will acquaint the learner to understand essential concepts of Uniform Costing and Inter-Firm Comparison.</p>

4	MIS and Supply Chain Management	<p>4.1 Management Information System- Introduction, features, and procedure, preparation.</p> <p>4.2 Supply Chain Management(SCM)- Meaning, features, and Models of SCM.</p> <p>(Theory Only)</p>	<p>a.The student will familiar with MIS and SCM</p> <p>b. The student will understand the basic concept of SCM</p>
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### Teaching Methodology

Unit No.	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Project	Expected Outcome
1	16	Discussion of related Case studies	Classroom discussion	Visit to small industries for understanding the decision making with the help of Marginal costing	Development of overall outlook of Marginal Costing.

2.	16	Expert Lecture	Observation of annual Budget of Public and Private Companies	Visit small industries to get an idea about functional budgets.	Develop the knowledge about preparation of various types Budgets
3	08	Group Discussion	ICAI cloud campus videos on Uniform costing and Interfirm Comparison	Group discussion about the application of Uniform costing and Interfirm Comparison in industry.	Understand the implementation of Interfirm comparison
4	08	Expert Lecture of Cost Accountant or Industrialist	YouTube clippings on case studies of modern costing environment .	Discussion of various case studies.	Understand the implementation of modern costing environment

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add-On Course
Unit I	Multiple Choice Questions, Written Test, Internal Examination & PPT based presentation, Orals, Assignments, Tutorials, etc.	SPPU	Visit industries and make a report on the visit.
Unit II			
Unit III			
Unit IV			

## References

Sr. No	Title of the Book	Author	Publisher	Place
1	Theory and Techniques of Cost Accounting.	B.L. Lall and G.L. Sharma	Himalaya Publishing House	New Delhi.

2	Strategic Cost Management and Performance Evaluation	Board of Studies, ICAI	ICAI	New Delhi
3	Advanced Cost Accounting	Dr. D. M. Gujrathi	Idol Publication	Pune
4	Advanced Cost Accounting	Dr.Kishor. M. Jagtap	Tech-Max Publication	Pune
5	Cost Accounting- Principles & Practices	Dr.M.N. Arora	Vikas Publishing House ,	New Delhi
6	Advanced Cost Accounting	S. P. Jain and K. L. Narang	Kalyani Publication	New Delhi

7	Cost Accounting- Principles & Practices	JawaharLal&SeemaShrivas tawa	Tata Mcgraw Hill	New Delhi
8	Advanced Cost Accounting	N.K. Prasad	Book Syndicate Pvt. Ltd.	Kolkata
9	Cost Accounting	P. V. Rathnam and P. Lalitha	Kitab Mahal	Delhi
10	Practice in Advanced costing and Management Accounting.	Prof. Subhash Jagtap	Nirali Prakashan	Pune
11	Practical Costing.	R.K. Motwani	Pointer Publisher	Jaipur



12	Cost Accounting.	R.S.N. Pillai and V. Bhagavati	Sultan Chand and Sons	New Delhi.
13	Advanced Cost Accounting and Cost Systems	Ravi Kishor	Taxman's Allied Service Pvt. Ltd.	New Delhi
14	Cost Accounting, Theory and Problems,	S.N. Maheshwari and S.N. Mittal	Mahavir book Depot	New Delhi
15	Cost Accounting Principles and Practice.	S.P. Iyengar	Sultan Chand & Sons Accounting, Taxman's	New Delhi
16	Cost Audit and Management Audit.	V.K. Saxena and Vashista	Sultan Chand and Sons	New Delhi

## Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units.	Guest Lectures by Field Persons such as working executives from industries and of Practicing Cost and Management Accountants. the	YouTube films showing working of different industries.	Relevant Power Point Presentations are available on all these topics.	Articles from the Professional Journals such as The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	<a href="https://icmai.in">https://icmai.in</a>  <a href="http://www.globalcma.in">www.globalcma.in</a>  <a href="http://eclm.unpune.ac.in">eclm.unpune.ac.in</a>

**Notes: The breakup of marks in the Examination will be as follows:**

- 50 % of the marks for Theory & 50 % of the marks for Practical Problems Areas of practical problems:

1. Marginal Costing
2. Cash and Flexible Budget

Revised syllabi (2019 Pattern) for three years B. Com. Degree course (CBCS)

Syllabus for **B. Com. Semester: - V**

Subject Name: - **Business Statistics - III**      Course code: - **356(F)**

Credit 3

**Preamble to the syllabus:**

Tools and techniques learned in Statistics give a precise way of formulating and analyzing a problem and to make logical conclusions. Concepts and tools introduced in this course are useful to students for higher studies and career in any branch of Economics, Commerce and Management. Professionals working in these fields, wishing to upgrade their knowledge, will also benefit. The stress of the course will be on building the concepts and their applications.

In modern times, Statistics is viewed not as a mere device for collecting numerical data but as a means of developing some techniques for their handling and analysis and drawing valid inferences from them. Statistics provides tools for making decisions when conditions of uncertainty prevail. So it is very useful in various fields like agriculture, business, management, economics, finance, insurance, education, biotechnology and medical science etc.

**Depth of the Course – Basic Knowledge of Operations Research and Decision Theory    Objective**

**of the Course**

- 1. To understand and Master the concepts of Game Theory.**
- 2. To understand and Master the concepts of Statistical Decision Theory.**
- 3. To understand and Master the concepts of Replacement and Sequencing Problems**
- 4. To understand and Master the concepts of Statistical Quality Control.**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose/Skills to be developed</b>
1	<b>Game Theory</b>	Meaning, two person zero-sum game, pure and mix strategies, Pay off tables, saddle points, Minimax and Maximin principles, Dominance principles, Algebraic Method to solve $2 \times 2$ Game, Graphical Method, Examples and problems.	<ol style="list-style-type: none"> <li>1. To understand the concepts of game theory</li> <li>2. To apply the concepts of game theory to real life business problems.</li> </ol>
2	<b>Statistical Decision Theory</b>	Introduction, acts, states of nature, pay off, regret, Decision Making Under Risk, Expected Opportunity Loss (EOL) Criterion and Expected Monetary Value (EMV) Criterion, Decision Making Under Uncertainty, Maximin Criterion, Maximax, Minimax Regret Criterion, Laplace Criterion, Hurwitz Criterion, Examples and problems.	<ol style="list-style-type: none"> <li>1. To learn different statistical methods of decision making.</li> <li>2. To apply the different statistical methods to real world decision making problems.</li> </ol>

3	<b>Replacement and Sequencing problem</b>	Replacement Problem - Introduction, replacement of Item that deteriorates with time when value of money remains same during the period. Sequencing Problem - Assumptions in sequencing model, Basic terminology, n-jobs through two machine problems.	<ol style="list-style-type: none"> <li>1. To understand the concepts of replacement and sequencing problems. To</li> <li>2. apply the concepts of replacement and sequencing to real world problems.</li> </ol>
4	<b>Statistical Quality Control</b>	Introduction, Chance and assignable Causes of variation, Uses of SQC, Control limits, specification limits, Tolerance limits Process and product control, Control charts for mean, range, P-Chart, C-Chart, Process Capability study, Interpretation of capability index and	<ol style="list-style-type: none"> <li>1. To understand the concept of statistical quality control.</li> <li>2. To understand different SQC techniques.</li> <li>3. To apply SQC techniques to real world problems.</li> </ol>

### List of Practicals

Sr. No.	Name of Experiment
1	Game Theory
2	Statistical Decision Theory
3	Statistical Quality Control

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	ICT	NA	NA	Students will be able to understand and apply concepts game theory to real world business problems.
2	14	ICT	NA	NA	Students will be able to understand and apply concepts of statistical decision theory to real world business problems.
3	10	ICT	NA	NA	Students will be able to understand and apply concepts of replacement and sequencing problems to real world business problems.
4	14	ICT	NA	NA	Students will be able to understand and apply the concept of statistical quality control to real world business problems.

### Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Unit wise distribution of Marks (Final Examination)	Suggested Add on Course
Unit – I	30%	70%		
Unit – II	30%	70%		
Unit – III	30%	70%		
Unit – IV	30%	70%		
Total				

**Notes: -**

- 1. Internal evaluation is continuous assessment.**
- 2. Internal evaluation shall have following components: -**
  - a. At least one test of 20 marks involving objective questions of following type: - multiple choice, true or false, state definitions/concepts, one line answer etc.**
  - b. At least one assignment of 05 marks.**
  - c. If time and resources permit then there can be power point presentation of group or individual (this component is not compulsory)**
  - d. Final score will be average score of all components.**

**References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
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1	Operations Research	Harndy A. Taha	Pearson India Ltd.	New Delhi
2	Operations Research	Kanti Swaroop,P. K. Gupta and Man Mohan	Sultan Chand and Sons	New Delhi
3	Business Mathematics	J. K. Sharma	Vikas Publishing House	New Delhi
4	Statistical Quality Control	D.C. Montgomery	John Wiley and Sons	New York
5	Fundamentals of Mathematical Statistics	S. C. Gupta and V. K. Kapoor	Sultan Chand and Sons	New Delhi
6	Fundamentals of Statistics	S. C. Gupta	Himalaya Publishing House	New Delhi
7	Operations Research	D. S. Hira and P. K. Gupta	S. Chand and Sons	New Delhi



## Revised syllabi (2019Pattern) for three years B. Com. Degree course (CBCS)

Semester : - V (T. Y. B. Com)

Course Code : 356 (g)

Subject : - Business Entrepreneurship (Special Paper-III) Total

Credits: - 04 (Theory 03 Internship 01=04)

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### Preamble:

The purpose of this course is to impart professional knowledge on the theories, models and basic principles of organizational behaviour in the field of entrepreneurship, and teach students how to apply them to entrepreneurial activities. After completing the course, students should improve their decision-making skills. , Leadership and entrepreneurship skills make meaningful contributions to the interests of stakeholders. This course enables students to acquire in-depth entrepreneurial knowledge.

### Objectives of the course:

- 1) To acquaint students with knowledge and skills required for organizing and carrying out entrepreneurial activities.
- 2) To develop the ability of analyzing and understanding business situations.
- 3) To study the interdependent, fast-changing and diverse world of entrepreneurship and innovation.
- 4) To familiarize students with various concepts and processes involved in entrepreneurship and business formation and development.
- 5) To provide students with the knowledge, skills and motivation to encourage entrepreneurial approach in a variety of settings.
- 6) To study the application of group dynamics to counseling, personal growth and other psychologically-oriented groups.

Unit No.	Unit Title	Contents	Skills to be developed
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1	<b>Organizational Behavior for Entrepreneurship</b>	<p><b>Organization:</b> Meaning, Definition, Goals, Approaches.</p> <p><b>Organizational Behavior for Entrepreneurship:</b> Meaning, Definitions, Need, Nature, Importance &amp; Scope, Characteristics, Types, Objectives, Merits</p>	<ol style="list-style-type: none"> <li>1. To understand the concept Organization. Students should be able to know the organizational behavior required for entrepreneurship.</li> <li>2. To study the organization and how to balance work and life.</li> </ol>
		<p>and Demerits of Organizational Behavior for Entrepreneurship, Organizational Behavior Models.</p> <p><b>Developing Entrepreneurial Behavior in the Organization:</b> Opportunity Identification, Opportunity Facilitation, Organizational Competencies, And Individual Competencies.</p>	<ol style="list-style-type: none"> <li>3. To equip the students with various aspects of organizational behavior with organizational models and the culture developed in the organizational entrepreneurship.</li> </ol>
2	<b>Individual Behavior and Personality for Entrepreneurship</b>	<p><b>Individual Behavior for Entrepreneurship:</b> Characteristics, Determinants of individual behavior, Requisites for Individual Behavior in Entrepreneurship.</p> <p><b>Personality for Entrepreneurship:</b> Meaning, Definitions, Characteristics, Determinants of Personality for Entrepreneurship. Personality Traits, Personality Development, Emotional Intelligence for Entrepreneurship, Entrepreneurial Personality, Difference between Individual Behavior and Group Behavior in Entrepreneurship, Factors of Personality, Role of Personality, Theories of Personality</p>	<ol style="list-style-type: none"> <li>1. Students will be able to learn how to establish work culture and patterns in an office space or a similar environment.</li> <li>2. To equip the students with techniques of emotional interaction at work place.</li> <li>3. To enhance students personal development through soft or technical skills.</li> <li>4. To develop their competency in a way of learning, by self-analysis on necessary areas for improvement and necessary skills to advance in career or industry.</li> <li>5. To focus on transferable skills that make one a competitive candidate for any job.</li> </ol>

3	<b>The Study of Autobiographies of Entrepreneurs</b>	<b>Autobiographies of Entrepreneurs:</b> <ol style="list-style-type: none"> <li>1) Mr. Anand Mahindra (Chairman, Manindra &amp; Mahindra)</li> <li>2) Mr. Baba Kalyani (MD, Bharat Forge)</li> <li>3) Mr. Shiv Nadar (Indian Industrialist)</li> <li>4) Mr. Laxmi Niwas Mittal (CEO, Arcelor Mittal)</li> <li>5) Mr. Adar Poonawala (CEO, Serum Institute of India, India's Vaccine King)</li> <li>6) Women Entrepreneurs: Falguni Nayar (The founder of Nykaa)</li> </ol>	<ol style="list-style-type: none"> <li>1. Students will be able to develop and adopt some new values, and learn from their hardships, they will also get answers for their dilemmas.</li> <li>2. Students will be able to understand the role of attitude in entrepreneurship.</li> <li>3. Students will be made aware and learn how the student entrepreneurs in India build their own ventures.</li> <li>4. Students will also have an idea how these entrepreneurs have lived out their dreams with incredibly big, risks, trials, and tribulations and gone on to become the top in their businesses.</li> </ol>
4	<b>Group and Group Dynamics for Entrepreneurship</b>	<b>Group:</b> Meaning, Definition, Classification, Group Task, Group Size, Group formation process, Group Structure.  <b>Group Dynamics for Entrepreneurship:</b> Influence in Group, Types, Principles and Functions of Group Dynamics in Entrepreneurship, Group Cohesion- Helping Behavior, Co-Operation and Competition, Improved Work Group. Role of Entrepreneur.	<ol style="list-style-type: none"> <li>1. To understand the concept of group and group dynamics for Entrepreneurship.</li> <li>2. Students will be able to equip the knowledge of Organizing and Planning skills, Decision making skills, Students will get hands on Problem solving skills, Communication skills, Persuasion and influencing skills, feedback skills, skills in chairing meeting, conflict resolution skills for Entrepreneurship.</li> </ol>

### Teaching Methodology:

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Group discussion and case studies	Related Videos and PPTs	Personal or group project on new business creation.	Capacity to: I. Analyze Individual and group behavior, and understand the implications of organizational behavior on the process of management. Ii .Demonstrate the applicability of the concept of organizational behavior to understand the Behavior of people in the organization. iii) Analyze the complexities associated with management of the group behavior in the Organization.
2	12	Completing research or conceptual papers on topics appropriate for the course.  Participation in classroom discussion and group exercises.	Related Videos and PPTs	To prepare a detailed report on new age entrepreneurship.	Capacity to: I. Analyze the complexities associated with management of the group behavior in the organization. Ii. Develop the necessary managerial and personal skills which are essential to the current business environment.

3	12	Interactive teaching-learning methods- Processoriented learning - Learning from mistakes - Interviewing entrepreneurs - Bilateral learning - Group discussion - Networking – Discussion - Problem-oriented learning - Active learning	Biographical videos or CDs of entrepreneurs	Assign small business models, product or project(s) to students to understand them with the 360 degree of the business.	Iii Understanding the new age entrepreneur and will learn each.  Understanding to interpret their own business plan.
4	12	Small students group formation	Related Videos, PPTs	Assign small projects in group.	Capacity to- I. Demonstrate understanding of principles of group dynamics, including
					group process components. Ii. Become more conscious of his/her personal growth through participation as a group member.

### Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add-on Course
Unit- I	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	Certificate Course on: Business Fundamentals - Entrepreneurship
Unit-II	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-III	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	
Unit-IV	Attendance, Continuous Assessment Test, Assignment /Quiz/Course project, Seminar and Discussion	As per University norms.	

### References:

- 1) Barringer B.R. and Ireland R.D., 2006. Entrepreneurship: Successfully Launching New Ventures. Pearson: New Jersey.
- 2) Bartlett C.A. and Ghoshal S., 2002. Managing Across Borders: The Transnational Solution. Harvard Business School Press: Boston.
- 3) Failing to succeed: The story of India's first e-commerce company by K.Vaitheeswaran
- 4) Entrepreneurship simplified from idea to IPO by Ashok Soota and S. R .Gopalan
- 5) Cut the crap and jargon by Shradha Sharma and T N Hari
- 6) A thought to million dollars by Salma Moosa and Vivek Srinivasan.
- 7) The manual for Indian Startups by Vijay Kumar Ivaturi, Meena Ganesh, Alok Mittal, Sriram Subramanya & Prof Sadagopan.
- 8) Entrepreneurship Development, Khanna S.S, S. Chand, New Delhi.
- 9) Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi

**Revised Syllabi (2019Pattern) for T.Y. B. Com. Degree course (CBCS)**

**Semester - V**

**SPECIAL ELECTIVE COURSE (Special Course Paper – III)**

**Marketing Management \_Course Code: 356(H)**

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**Objectives of the Course:**

1. To introduce the concept of advertising and advertising media.
2. To provide the students the knowledge about appeals and approaches in advertisement.
3. To acquaint the students to the economic ,social and regulatory aspects of advertising.
4. To make the student understand the role of Brand Management in marketing.
5. To enable the students to apply this knowledge in precisely enhancing their skills in the field of advertising.

Unit No	Unit Title	Contents	Proposed Skills to be developed
1	<b>Introduction to Advertising.</b>	<b>Fundamentals of Advertising:</b> Definition of Advertising, Objectives of Advertising, Functions of Advertising, Types of Advertising, Benefits and Limitations of Advertising, Role of Advertising in Modern Business, Role of Advertising in Marketing Mix.  <b>Advertising Media:</b> Definition, Classifications and Characteristics of Different Advertising Media, Factors affecting Selection of Advertising Media, Media Mix, E-Advertising.	<ul style="list-style-type: none"><li>• Conceptual clarity of the meaning of advertising.</li><li>• To impart the knowledge about Advertising Media.</li></ul>

2	<b>Appeals and Approaches in Advertisement</b>	<b>Appeals:</b> Introduction of Different Appeals and their Significance, Advertising Message, Direct and Indirect Appeal, Relation between Advertising Appeal and Buying Motive,	<ul style="list-style-type: none"> <li>● To impart knowledge about the appeals and approaches in Advertisement.</li> </ul>
		<b>Approaches:</b> Positive and Negative Emotional Approaches to Advertisement.	<ul style="list-style-type: none"> <li>● To acquaint the students to direct and indirect appeals.</li> </ul>
3	<b>Economic, Social and Regulatory Aspects of Advertising</b>	<p><b>Economic Aspects</b>-Effects of Advertising on Production Cost, Effects of Advertising on Distribution Costs, Effects of Advertising on Consumer Prices, Advertising and Monopoly, Wastes in Advertising,</p> <p><b>Social Aspects</b> - Ethics in Advertising, “Truth” in Advertising, <b>Regulatory Aspects</b>-Role of Advertising Standards Council of India (ASCI).</p>	<ul style="list-style-type: none"> <li>● To make students understand the Effects of Advertising on Production Cost, Distribution Costs and Consumer Prices.</li> <li>● To help the students to develop the knowledge of Economic and Social and Regulatory Aspects of Advertising.</li> </ul>
4	<b>Brands and Brand Management</b>	Meaning & definitions of brand, Characteristics of brands, Types of brands, Advertising and Branding, Brand Extension, Brand identity, Identity Sources – symbols, logos, trademarks, Brand loyalty. Brand Management Process, Challenges in New Branding.	<ul style="list-style-type: none"> <li>● Conceptual clarity of meaning of brand.</li> <li>● To impart knowledge about Brand identity, Brand Extension and Brand loyalty.</li> </ul>

### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Expected Outcome
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1	14	Power Point Presentation, Survey Analysis	Short Film, AV Application Use of You Tube	<ul style="list-style-type: none"> <li>● Student will understand the concept of advertising and advertising media</li> <li>● To enable them to analyze and interpret</li> </ul>
2	10	Power Point Presentation, Group Discussion, Survey Analysis	Short Film, AV Application Use of You Tube	<ul style="list-style-type: none"> <li>● To enable the students to study the Appeals and Approaches in Advertisement</li> </ul>
3	12	Power Point Presentation, Group Discussion, Survey Analysis Feld visit	Short Film, AV Application Use of You Tube	<ul style="list-style-type: none"> <li>● It will help the students to apply the various Economic and social aspects of advertising.</li> </ul>
4	12	Group Discussion, Quiz, Poster Making	Short Film, AV Application Use of You Tube	<ul style="list-style-type: none"> <li>● It will help them to implement this knowledge in practical situations by enhancing their skills in the field of Marketing</li> </ul>

### Methods of Evaluation:

Topic No	Internal Evaluation	External Evaluation	Suggested Add on Course

<b>1</b>	Quiz, Project, Group Discussion	Practical, Descriptive Questions, Quiz	Certificate Course in Role of Advertising in Modern Business
<b>2</b>	Practical, Presentation	Practical, Descriptive Questions, Quiz	Short Course Advertising Appeal and Buying Motive.
<b>3</b>	Quiz, Group Discussion	Practical, Descriptive Questions, Quiz	Certificate Course in career options in Advertising.
<b>4</b>	Presentation, Group Discussion, Practical	Practical, Descriptive Questions, Quiz	Short Course in Branding.

### References:

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Marketing Management	Philip Kotler	Pearson Publication	New Delhi
<b>2</b>	Marketing Management	Rajan Saxena	McGraw Hill Education	New Delhi
<b>3</b>	Principles of Marketing	Philip Kotler	Pearson Publication	New Delhi
<b>4</b>	Advertising Management	Rajiv Batra	Pearson Publication	New Delhi

5	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	Noida
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**Savitribai Phule Pune University, Pune Third  
Year, B.Com.  
Revised Syllabi for Three Years B. Com. Degree Course  
(CBCS-2019 Pattern) (w.e.f. 2021-22)**

**Semester - V**  
**Course Code: 356 (i)**

**Subject: Agricultural and Industrial Economics III**  
**Total Credits: 4**

**Paper- III**

**Objectives:**

1. To understand the Features, Role and Recent Trends in Rural Economy.
2. To impart adequate knowledge about the role, types, and Problems of Agricultural Credit.
3. To understand the new Industrial Policy.
4. To acquaint the learner with various aspects of Liberalisation.

**Depth of the program – Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Purpose Skills to be Developed</b>
<b>1</b>	<b>Rural Economy of India</b>	1.1 Meaning and Features of Rural Economy 1.2 Recent Trends in Rural Economy 1.3 Interdependence of Agriculture and Industry 1.4 Need of Coordination in Agricultural Development and Industrial Development 1.5 Sustainable Agriculture- Concept, Needs, factors leading to Sustainable Agriculture	To understand the meaning and Features of Rural Economy To make the students know about Role of Agriculture in Rural Development To impart knowledge about Concept, and Need of Sustainable Agriculture
<b>2</b>	<b>Agricultural Credit</b>	2.1 Role and Importance of Agricultural Credit 2.2 Types and Sources of Agricultural Credit 2.3 Cooperative Credit Organisations and Agricultural Credit 2.4 Financial Sector Reforms and Rural Credit 2.4.1 Micro Finance in Rural Credit- Emergence, Role and Challenges	To understand the Role and Importance of Agricultural Finance, Types and Sources of Rural Credit, To make the students know about Financial sector reforms and Challenges of Agricultural Credit in
		2.4.1 Financial Sector Reforms and Cooperative Credit 2.5 Challenges of Rural and Agricultural Credit in India	India.
<b>3</b>	<b>Industrial Policy</b>	3.1 Importance of Industrial Policy in Industrial Development 3.2 New Industrial Policy 1991- Broad Features 3.3 Impact of New Industrial Policy 1991 on Indian Economy 3.4. Shortcomings of the New Industrial Policy 1991	To understand the Importance of Industrial Policy in Industrial Development To make the students know about the Industrial Policy 1991

<b>4</b>	<b>Towards Liberalisation</b>	4.1 Concept and Role of Multinational Corporations (MNCs) 4.2 Concept and Role Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII). 4.3 Special Economic Zones (SEZ)- Concept, Features, Role, Growth and Problems	To make the students know about the Concept and Role of Multinational Corporations, Foreign Direct Investment and Foreign Institutional Investment and SEZ
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### Teaching Methodology:

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome After completing this topic, the student will be able to understand</b>
<b>1</b>	<b>10</b>	Lecture, PPT/ Group Discussion, Library, Problemsolving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	Impact of Recent Trends on Agriculture Economy	Features of Rural Economy Recent Trends in Agriculture Economy Agriculture and Industry- Interrelations Sustainable Agriculture- Concept, Need and factors leading to leading to Sustainable Agriculture.
<b>2</b>	<b>14</b>	Lecture, PPT/ Group Discussion, Library, Problemsolving based learning, Case	Relevant videos, Consortium for Educational Communication- SWF E-Content	Visit to Any Agricultural Credit Society and Make a small project on Functioning of Credit Society	Role and Importance of Agricultural Credit Types and Sources of Rural Credit Financial Sector Reforms and Rural Credit

		study, Jigsaw reading, Practical based learning			Micro Finance in Rural Finance – Emergence, Role, and Challenges Challenges to Rural and Agricultural Credit in India
<b>3</b>	<b>10</b>	Lecture, PPT/ Group Discussion, Library, Problemsolving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	Write a note on Importance of Industrial Policy in Economic Development	Importance of Industrial Policy in Economic Development Industrial Policy 1991, Impact of Industrial Policy 1991 on Indian Economy, Shortcomings of the New Industrial Policy,
<b>4</b>	<b>14</b>	Lecture, PPT/ Group Discussion, Library, Problemsolving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E-Content	Make a short Project on Identify the role of MNCs, FDI and SEZ in Economic Development of India	Concept and Role of Multinational Corporations Concept and Role Foreign Direct Investment and Foreign Institutional Investment. Concept and Role, Growth and Problems of Special Economic Zone

#### **Recommended Books:**

1. Ramesh Chand, S. K. Srivastava and Jaspal Singh, (2017), Changing Structure of Rural Economy of India Implications for Employment and Growth, NITI Ayog Discussion Paper.
2. Dabesh Roy, Gopakumaran Nair, Gynendra Mani, (2018) Rural India Perspective 2017, Oxford University Press, India.
3. Devonath Narzary, Phanindra Goyari, (2011), Institutional Agriculture Credit in India, LAP Lambert Academic Publishing
4. J. Satyanarayana, (1996), The New Industrial Policy and Its Impact on India's Industrial Economy, Booklinks Corporation,
5. Puri V.K., Misra S.K., Indian Economy (2019), 37th Edition, Himalaya Publishing House.

6. Gardner, B.L. and G.C. Rausser (2001), Handbook of Agricultural Economics, Vol. I., Elsevier.
7. Kavimandan Vijay, (2009) KrushiArthshastra, Shri Mangesh Prakashan, Nagpur.
9. Kavimandan Vijay, KrushiArthshastra.
6. Ramesh Singh, Indian Economy, Tata Mc-Graw Hill, Publication
7. Annual Reports, Department of Agriculture, Govt. of Indi
8. Agricultural Statistics at a Glance 2019, Directorate of Economics and Statistics, Ministry of Agriculture, Government of India, New Delhi.

### Web reference

- 1) [https://niti.gov.in/writereaddata/files/document\\_publication/Rural\\_Economy\\_DP.pdf](https://niti.gov.in/writereaddata/files/document_publication/Rural_Economy_DP.pdf)
  - 2) <https://maitri.mahaonline.gov.in/PDF/Maharashtra%20New%20Industrial%20Policy-2019.pdf>
  - 3) <https://eands.dacnet.nic.in/PDF/At%20a%20Glance%202019%20Eng.pdf>
  - 4) <https://www.youtube.com/user/cecedusat5>) <https://www.swayamprabha.gov.in/>
- [http://14.139.13.96:8080/lectures.aspx?pno=Paper05\(O\)](http://14.139.13.96:8080/lectures.aspx?pno=Paper05(O)) -UGC CEC E Contain on Agricultural Economics  
[http://14.139.13.96:8080/lectures.aspx?pno=Paper06\(O\)](http://14.139.13.96:8080/lectures.aspx?pno=Paper06(O)) -UGC CEC E Contain on Industrial Economics

**T Y B Com (Semester V)**  
**(Choice Based Credit System)**  
**Revised Syllabus (2019 Pattern)**

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**SPECIAL ELECTIVE COURSE – I**

**Subject: Defence budgeting finance and Management special paper - III**

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**Total credits:**

**Course Code: 356 (j)**

**Objectives:**

1. To understand the impacts of war & how the economic structure affects
2. To know the elements of war ability
3. To understand the challenges in 21st century against Defence.
4. To Understand the system of financial management in Defence



Unit No.	Topic	No 'of lectures	Teaching Method	Proposed Skill to be Developed
1	<b>War Impact</b> <b>A)</b> Economic Structure <b>B)</b> Impact on Industry <b>C)</b> Post war Problem	12	Lecture group Discussion library work assignment field visit	Understanding the Impact of war on economy & the post war problem
2	<b>Determinates of war Ability</b> <b>A)</b> Economic <b>Determinates</b> <b>B)</b> <b>Natural Resources and raw Material</b> <b>C)</b> Man power & its utility <b>D)</b> Industrial Capacity <b>E)</b> Foreign Aides contributory Element	12	Lecture group Discussion library work assignment field visit	Understanding the elements of war economy, natural resources, manpower & Industrials capacity and contribution of foreign aid.
3	<b>Military power in 21st century An Analysis</b> <b>A)</b> Sources of military power <b>B)</b> Elements of military power <b>C)</b> Equation to Measure military power <b>D)</b> Nuclear Weapons	12	Lecture group Discussion library work assignment field visit	Understanding the sources of military power the elements of national power and the importance of nuclear weapons

<b>4</b>	<b>Latest contest in Defence &amp; financial management A)</b> System of financial management in defence <b>B) Linkages between planning &amp; Budget</b> <b>C) Arm Impact vs. Indigenisation, pitfans fans &amp; Impact on Defence Budget</b>	<b>12</b>	Lecture group Discussion library work assignment field visit	Understanding the financial management System in defence and the linkages between pit fans & defence Budget.
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## References

1. Deger s. & Sen S. (1986), 'Military Expenditure in the Third World countries: The Economic effects', Rout let & Kegan Paul.
2. Agarwal Rajesh K. (1978), 'Defence Production and Development', Gulab Vazirani for Arnold Heinemann publishers.
3. Thomas Raju G. C. (1988) 'Indian security policy', Princeton, New Jersey, University press.
4. Robert Loony and David winter ford (1995), 'Economic Causes and consequences of Defence Expenditure in the Middle East and South Asia', University press.
5. Shriniwas V.N. (2008), 'Budgeting for Indian Defence: Issues of contemporary Relevance', KW Publishers Pvt. Ltd. New Delhi.
6. Annual Report, Ministry of Defence, Government of India.
7. Report of the Finance Commission, Government of India

**T.Y. B.Com. (Semester -V) (2019 Pattern) **Special****  
**Paper-III, Course Code - 356 (K)**

**Insurance, Transport & Tourism-I**  
**(Insurance)**

**Objectives:**

- To know the insurance customer and their behaviors.
- To understand the principles of underwriting and its process.
- To study the insurance market and its regulators.
- To review the insurance business, challenges and its prospects.

Unit No	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
1	The Insurance Customer Customers are Different- Different Mind sets, Their Satisfactions-Ethical Behaviours- Risk Management- Avoidance or Prevention-Reduction- Retention- Transfer- The techniques, Separation- Duplication, Diversification- Retention and The Individual.	12	Lecture, PPT, Group Discussion, Library Work, Assignment, Visit to institutions etc.	Understanding the insurance customer and their behaviours.
2	<b>Underwriting</b> – Origin, Definition, Objectives & principles of underwriting, Underwriting process _ source of information concerning life insurance risk, special underwriting practices in areas such as non _ medical insurance, guaranteed issue insurance, reinstatement & policy changes and highly impaired risk.	12	Lecture, PPT, Group Discussion, Library Work, Assignments, etc.	Understanding the principles of underwriting and its process.
3	<b>The Insurance Market:</b> Life and Non-life Insurers- Reinsurers- Individual and Corporate Agents-Brokers- Surveyors- Medical Examiners- Third Party Administrators- Regulator IRDA- Insurance Councils- Ombudsmen- Educational Institutes- Councils- Tariff Advisory Committee.	12	Lecture, PPT, Group Discussion, Library Work, Assignments, tests, etc.	Understanding the insurance market and its regulators.

<b>4</b>	<b>Insurance Business Current Scenario &amp; Future</b> : Privatization, Foreign Direct Investment in India, Status of Indian Insurance Industry in the context of International Insurance Market, Challenges & Future of Insurance Business in India, Insurance Regulatory Systems in UK and USA. Right to Information Act and Insurance Business	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Visit to institutions, tests, etc.	Understanding insurance business, challenges and its prospects.
	<b>Total</b>	<b>48</b>		

#### References-

1. M. N. Mishra & S.B. Mishra (2016), 'Insurance Principles and Practices', S. Chand & Company, New Delhi.
2. M. Arif Khan (2016), 'Theory and Practice of Insurance', Educational Book House, Aligarh.
3. S. Balachandran, 'Life Insurance – Insurance Institute of India', Mumbai,
4. G. S. Panda (2011), 'Principles and Practices of Insurances, Kalyani Publishers, Ludhiana.
5. Kothari & Bahal (2019), 'Principles and Practices of Insurance', Sahitya Bhavan, Agra.
6. Dr. Inderjit Singh, Katyal, Sanjay Arora, 'Insurance Principles & Practices', Kalyani Publishers, Ludhiyana,
7. K. C. Mishra & C. S. Kumar (2009), 'Life Insurance Principle & Practice' Cengage Learning India Pvt. Ltd, Delhi.
8. Insurance Regulatory Development Act 1999
9. Life Insurance Corporation of India Act, 1956
10. Insurance Act. 1938

**Savitribai Phule Pune University, Pune**

**(T.Y. B.Com.)**

**Computer Programming and Application Special Paper II**

**Subject Name: Computer Networking and E-Commerce-II.    Course Code: 356 (L).**

**Term-II**

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Ref. Books</b>
1.	<b>Information Security Concepts</b> <b>Information Security</b> Overview: Background and Current Scenario <b>Types of Attacks</b> <b>Goals for Security</b> <b>E-commerce Security</b> <b>Computer Forensics</b> <b>Steganography</b>	12	Book No. 1,2,3

2.	<b>Security Threats and Vulnerabilities</b> Overview of Security threats <b>Weak / Strong Passwords and Password Cracking</b> Insecure Network connections <b>Malicious Code :-</b> Programming Bugs <b>Components of wireless networks</b> <b>Security issues in wireless</b>	12	Book No. 1,2,3
3	<b>Applications of Networks in E Commerce</b> <b>Framework of E-Commerce:</b> Application Services – Interface Layers - Secure Messaging - Middleware Services and Network Infrastructure - Site Security - Firewalls & Network Security TCP/IP – HTTP – Secured HTTP – SMTP – SSL.  <b>Applications of Ecommerce:</b> E-Commerce Organization Applications - E- Marketing - E-Advertising - E-Banking - Mobile Commerce - E-Trading - E-Learning - E- Shopping.	14	Book No 4,5
4.	<b>E-MARKETING TECHNIQUES :</b> <b>Introduction</b> - New Age of Information - Based Marketing - Influence on Marketing - Search Engines & Directory Services - Charting the On-Line Marketing Process - Chain Letters - <b>Applications of 5P's</b> (Product, Price, Place, Promotion , People) <b>E-  Advertisement</b> - Virtual Reality & Consumer Experience - Role of Digital Marketing .	10	Book No 4,5
<b>Total No. Lectures</b>		<b>48</b>	

**Teaching methodology**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
Unit – I	10	Use ICT or presentation on Information Security Concepts	U–tube Tutorial on Information Security Concepts	-	Familiar with Information Security Concepts
Unit – II	14	Use ICT or presentation on Security Threats and Vulnerabilities	U–tube Tutorial Security Threats and Vulnerabilities	-	Familiar with Security Threats and Vulnerabilities
Unit – III	10	Use ICT or presentation on Applications of Networks in E Commerce	U–tube Tutorial Applications of Networks in E Commerce	-	Familiar with Applications of Networks in E Commerce
Unit – IV	14	Use ICT or presentation on E-MARKETING TECHNIQUES	U–tube Tutorial E-MARKETING TECHNIQUES	-	Familiar with E-marketing techniques

**Recommended Books:**

1. Computer Networks – Andrew Tanenbaum (III Edition)
2. Data Communications & Networking - Behrouz Ferouzan (III Edition)
3. Complete Guide to Networking - Peter Norton



4. E-Commerce, Strategy, Technologies And Applications : David Whiteley, Tata Mcgraw Hill
5. E-Commerce & Mobile Commerce Technologies: Pandey, Saurabh Shukla, S. Chand

**Savitribai Phule Pune University**  
**Faculty of Commerce & Management**  
**S Y B Com (Semester III)**  
**(Choice Based Credit System)**  
**Revised Syllabus (2019 Pattern)**

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**CORE COURSE – I**

**Subject: Business Communication-I      Course Code: 231**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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**1. Objectives of the Course:**

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

Unit No.	Unit Title	Contents	Skills to be developed
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<b>1</b>	<b>Introduction of Business Communication</b>	1.1 Introduction, Meaning, Definition. 1.2 Characteristics, Importance of communication. 1.3 Principles of communication, Process of communication 1.4 Barriers to communication & Remedies. 1.5 Methods and Channels of Communication.	i. Conceptual ii. Clarity and understanding the Meaning , iii. Characteristics and Importance of communication. To understand the Principles and Process of communication To understand Barriers to communication
<b>2</b>	<b>Business Letters</b>	2.1 Meaning and Importance 2.2 Qualities or Essentials, Physical Appearance 2.3 Layout of Business	i. To understand the importance of business letters. ii. To understand Essentials

		Letter	Qualities of business letters.
<b>3</b>	<b>Soft skills</b>	3.1 Meaning, Need, Importance. 3.2 Elements of soft skills. a) Manners & Etiquettes, Grooming. b) Effective Listening & Speaking c) Interview Skills. d) Presentation e) Group Discussion. f) Problem-solving skills G) Time management abilities	i. To acquire the fundamental knowledge about soft skills ii. To understand the Elements of Soft Skills
<b>4</b>	<b>Resume writing &amp; Job Application letters</b>	4.1 Introduction, essential elements of Bio data, Resume writing, Curriculum Vitae. 4.2 Meaning & Drafting of Job Application letter.	To understand Resume writing and Job application letter.

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome

1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit ,	Relevant You Tub Videos ,Relevant slide show, online Video Short Film Show	Individual assignment report	Understanding of basic knowledge of Business Communication .
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		internet resources			
2	10	Pre-reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, case study	Relevant YouTube Videos , Short Film Show, A.V Application	Visit to Office	Understanding the importance and Essentials Qualities of business letters.
3	18	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop case study	Relevant YouTube Videos.PPT ,AV Application, online video	Presentation	Understanding the knowledge about soft skills.To create awareness about soft skill among the students
4	08	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment ,case study	Online Videos, Relevant slide show , Short Film Show	Individual Resume / Bio-Data Writing	To create ability among the students for writing resume and Job application letter. To create ability among the students for Business Correspondence
<b>Total</b>	<b>48</b>				

**References:**

Sr. No	Title of Book	Author/s	Publication	Place
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**SPPU/REVISED SYALLABUS/ S Y B.Com / CBCS/ 2019 Pattern /SEMSTER -III**

			Company	
2	Business Correspondence & Report Writing	R. C. Sharma & Krishan Mohan	Tata McGraw Hill Publishing Co. Ltd.	New Delhi.
3	Communication	C.S. Rayudu	Himalaya publication	Mumbai
4	Business Communication	Asha Kaul	Prentice Hall of India	New Delhi.
5	Business Communication	Vasishth Neeru & Rajput Namita	Kitab Mahal	Allahabad
6	Soft Skills	Dr. Alex	S.Chand Publication	Delhi
7	Essentials of Business Communication	Rajendra Pal & Korlahalli	Sultan Chand & Sons	New Delhi.
8	Managerial Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson	Delhi
1	Business Communication	K. K.Sinha	Galgotia Publishing	New Delhi.

#### **Guidelines for completion of Practical's:**

- 1) At least three Practical's should be completed during each semester by students in consultation with subject teacher.
- 2) Practical should be based on visit as well as library assignments, Project based, Activity based.
- 3) A subject teacher has special privileges to make the allotment of practical topics.
- 4) Students should discuss with the subject teacher at the time of selection of practical topics.
- 5) If a student fails to complete minimum number of practical's, then the student shall not be eligible for appearing at the practical examination.

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## **CORE COURSE – II**

**Subject: CORPORATE ACCOUNTING -I      Course Code: 232**

**Total Credits: 03**

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### **Preamble**

In the modern economic environment, the corporate sector is one of the major contributors towards GDP of any country and is also one of the largest and fastest growing sectors for providing employment opportunities. In last decade, the corporate sector has seen a massive growth in economic terms i.e. the volume of turnover, income and expenses etc. and also in terms of expansion of business across the globe. Accounting plays a vital role in this growth and to ensure safeguard of the interest of the stakeholders and the society. It is, therefore, important to educate the students of commerce in the accounting practices adopted by the corporate organizations.

### **Objectives of the course:**

1. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
2. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
3. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
4. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.
5. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
6. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
7. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
8. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.

## Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Skills to be developed
1.	<b>Accounting Standards</b>	<ul style="list-style-type: none"> <li>Standards 5, 10, 14 Accounting and 21</li> <li>Its applicability with Practical Examples.</li> </ul>	<ul style="list-style-type: none"> <li>To develop conceptual understanding about various Accounting Standards and its applicability in corporate accounting.</li> </ul>
2.	<b>Profit Prior to Incorporation</b>	<ul style="list-style-type: none"> <li>Introduction to the process on incorporation of a company.</li> <li>Difference between incorporation and commencement of a company.</li> <li>Accounting of incomes and expenses during Pre- and Post-Incorporation period.</li> <li>Basis of allocation and apportionment of income and expenses for the Pre- and Post-Incorporation period.</li> </ul>	<ul style="list-style-type: none"> <li>To develop Conceptual understating about Pre- and Post-Incorporation period.</li> <li>To develop analytical skills (by understanding the allocation and apportionment of incomes and expenses for the Pre- and Post-Incorporation)</li> </ul>
3.	<b>Company Final Accounts</b>	<ul style="list-style-type: none"> <li>Preparation of Company Final Accounts- Forms and contents as per Provisions Schedule III of the Companies Act 2013 ( with the amendments for the relevant academic year)</li> <li>Related adjustments and their treatment.</li> </ul>	<ul style="list-style-type: none"> <li>To understand Practical Application of financial statements along with various adjustments.</li> <li>To understand revised format of company final accounts.</li> </ul>
4.	<b>Valuation of Shares</b>	<ul style="list-style-type: none"> <li>Concept of Valuation,</li> <li>Need for Valuation,</li> <li>Special Factors affecting Valuation of Shares,</li> <li>Methods of Valuation –</li> <li>Net Assets Method,</li> <li>Yield Basis Method,</li> <li>Fair Value Method</li> </ul>	<ul style="list-style-type: none"> <li>To understand the concept and need of valuation of shares</li> <li>To understand the methods of valuation of shares.</li> </ul>

2	12	Use of e-contents, online lectures and quiz, PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	---	Knowledge about types of profit and their apportionment
3	18	Use of e-contents, , online lectures and quiz, PowerPoint Presentations	Study of the Final Accounts an Indian Company from its Annual Report	Individual assignment of solving practical problems	Conceptual Clarity and Practical understanding
4	08	Valuation of shares of an Indian company based on Financial statements of latest relevant financial year by a Chartered Accountant / Subject Expert	Lectures of experts available on YouTube and other digital platforms	Group Activity - Project Report on Valuation of shares of an Indian company based on Financial statements of latest 3 relevant financial years	Analytical skills enhancement and Decision making skills of students will be developed

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	Use of e-contents, online lectures and quiz, PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	Individual assignment report	Developing understanding on applicability of various Accounting Standards

**Method of Evaluation:**

<b>Subject</b>	<b>Internal Evaluation</b>	<b>External Evaluation</b>	<b>Suggested Add on Course</b>
Unit – I	MCQ / Small Practical Problems	As per University norms	--
Unit – II	Practical Problems	As per University norms	--
Unit – III	Practical Problems written Test / MCQ	As per University norms	--
Unit – IV	Written Test /Report writing on valuation of shares of a company from its latest annual report	As per University norms	Certificate course on GST

**List of Books Recommended :-**

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
2. Advanced Accountancy: By S.P. Jain & K.N. Narang ( Kalyani Publishers)
3. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L. Narang
5. Advanced Accounts: By Paul Sr.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
7. Corporate Accounting: By Mukharji & Hanif
8. Accounting Standards –as issued by Institute of Chartered Accountants of India.

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### **CORE COURSE – III**

**Subject: BUSINESS ECONOMICS (MACRO)**  
**233**

**Course Code:**

**Total Credits: 03**

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#### **Preamble:**

An approach to Macro Economics is to examine the economy as a whole. This paper aims to provide knowledge about macroeconomics that includes macro-economic variables and theories. It also aims to make students familiar about the various concepts

of macro-economics, national income, macro-economic theories and its implications in the economy.

### Scope of the programme –

Basic Knowledge of Macro Economics

### Objectives –

- To familiarize the students to the basic theories and concepts of Macro Economics and their application.
- To study the relationship amongst broad aggregates.
- To impart knowledge of business economics.
- To understand macroeconomic concepts.
- To introduce the various concepts of National Income.

Unit	Name and Content of the Chapter	Purpose & Skills to be Developed
Unit 1	<b>Introduction to Macro Economics</b>	<b>Purpose:</b> To make the students aware of concepts in macroeconomics <b>Skills:</b> Analyze & think critically, develop writing skills.
	1.1 Meaning and Definition of Macro Economics.	
	1.2 Nature of Macro Economics.	
	1.3 Scope of Macro Economics.	
	1.4 Significance of Macro Economics.	
	1.5 Limitations of Macro Economics.	
	1.6 Macro Economic Objectives.	
Unit 2	<b>National Income</b>	<b>Purpose:</b> To make the students aware of basic concepts in national income <b>Skills:</b> Analyze & think critically, quantitative aptitude and develop writing skills.
	2.1 Meaning and Importance of National Income.	
	2.2 Concepts:	
	2.2.1 Gross National Product ( GNP )	
	2.2.2 Net National Product ( NNP )	
	2.2.3 Gross Domestic Product ( GDP )	
	2.2.4 Per Capita Income ( PCI )	
	2.2.5 Personal Income ( PI )	
	2.2.6 Disposable Income ( DI )	
	2.3 Measurement of National Income:	

	Methods and Difficulties	
	2.4 Circular Flow of Income: Two sector model	
<b>Unit 3</b>	<b>Theories of Output and Employment:</b>	<p><b>Purpose:</b> To help the students to understand the concept of Employment and theory Output.</p> <p><b>Skills:</b> Understanding, writing skills, critical thinking.</p>
	3.1 The Classical Theory of Employment: J.B.Say	
	3.2 Keynes Criticism on Classical Theories of Employment.	
	3.3 Keynesian Theory of Employment.	
<b>Unit 4</b>	<b>Consumption, Saving and Investment:</b>	<p><b>Purpose:</b> To understand the concepts of Multiplier and Accelerator. To impart knowledge of Consumption Function, Saving and Investment Function</p> <p><b>Skills:</b> Understanding, ability to analyze, quantitative aptitude and writing skills.</p>
	4.1 The Consumption Function: 4.1.1 Meaning 4.1.2 Marginal Propensity to Consume (MPC) 4.1.3 Keynes's Psychological Law of Consumption. 4.1.4 Determinants of Consumption.	
	4.2 The Saving Function: 4.2.1 Meaning, 4.2.2 Marginal Propensity to Save (MPS) 4.2.3 Determinants of Savings 4.2.4 Relationship between Consumption and Saving Function (MPC and MPS)	
	4.3 Meaning and Types of Investment: Gross, Net, Induced and Autonomous.	
	4.4 Marginal Efficiency of Capital and its Determinants.	
	4.5 Concepts of Investment Multiplier and Acceleration Principal.	

**Teaching Methodology:**

<b>Unit No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be Used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	08	<ul style="list-style-type: none"> <li>• Open book discussion</li> <li>Digital lectures</li> <li>Reading</li> <li>Projects</li> </ul>	You tube lectures on macro economics	<ul style="list-style-type: none"> <li>• Difference in goals of developed and developing</li> </ul>	Students will understand basic concepts of macroeconomics



				economies • Comparison between macro and micro economics	Will be able to analyze and interpret
2	12	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Case studies</li> <li>• Problem solving based learning</li> </ul>	You tube lectures, Lectures on SWAYAM Portal	<ul style="list-style-type: none"> <li>• Difficulties in estimation of National income in India.</li> <li>• Method of National Income used by India</li> </ul>	Will know various concepts of national income Will understand the methods of calculation of national income and difficulties involved therein.
3	14	<ul style="list-style-type: none"> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Open book discussion</li> </ul>	Teacher oriented PPTs. You tube lectures	Critical evaluation of Classical theory Keynesian theory In present context	Will understand Says law of employment Will understand the difference between classical and Keynesian theory Able to interpret Keynes theory of effective demand.

4	14	<ul style="list-style-type: none"> <li>•Group discussion</li> <li>•Teacher d</li> <li>•Games and simulation</li> </ul>	You tube lectures Online PPTs	<ul style="list-style-type: none"> <li>• Changing trends of saving and investment in India</li> <li>• Comparison of the trends of saving and investment in India with any other developed or developing country.</li> <li>• Study the impact of multiplier and acceleration by taking an</li> </ul>	Will understand the concept of saving and investment Will know the effect of multiplier and acceleration in the economy.
				hypothetical example.	

### References:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. Macroeconomics: N. Gregory Mankiw, Worth Publishers, New York.
3. Macro- Economic Theory: M L Zingales, Vrinda Publications (P) Limited.
4. Samashti Arthshastri Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: output and employment - John Eatwell, Thames Polytechnic, 1979
6. Business Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), New Delhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowdon and Howard Vane, Routledge
9. Business Economics (Macro): Dr. Rasal, Bhadane, Fernandes, Idol Publication, Pune-2

10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (Latest Edition)
13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited
14. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor's pvt.ltd.
15. Money, Inflation, and Business Cycles the Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019. New York
16. Macroeconomics: N. Gregory Maki Worth Publishersw, New York
17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition), US
18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press
19. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press, 2017.

#### **Suggested Web References**

<b>Sr. No</b>	<b>Lectures</b>	<b>Films</b>	<b>Animation</b>	<b>PPTs</b>	<b>Articles</b>
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1.	<a href="https://www.youtube.com/watch?v=byqiVAk0dk4">https://www.youtube.com/watch?v=byqiVAk0dk4</a>	<a href="https://inomics.com/insight/10-movies-all-economists-will-love-1292886">https://inomics.com/insight/10-movies-all-economists-will-love-1292886</a>	<a href="https://www.youtube.com/watch?v=B2YYwIElg0c">https://www.youtube.com/watch?v=B2YYwIElg0c</a>	<a href="https://www.slideshare.net/hassanmujtaba7547/frame-work-of-macro-economics-ppt">https://www.slideshare.net/hassanmujtaba7547/frame-work-of-macro-economics-ppt</a>	<a href="https://www.journals.elsevier.com/journal-of-macroeconomics/recent-articles">https://www.journals.elsevier.com/journal-of-macroeconomics/recent-articles</a>
2.	<a href="https://www.economicnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Macroeconomics">https://www.economicnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Macroeconomics</a>	<a href="http://www.studyingeconomics.ac.uk/the-little-bits-we-like/films/">http://www.studyingeconomics.ac.uk/the-little-bits-we-like/films/</a>	<a href="https://www.youtube.co.watch=9q27h9o9gJQ">https://www.youtube.co.watch=9q27h9o9gJQ</a>	<a href="https://sites.google.com/site/davismacroclass/Home/powerpoint-presentations">https://sites.google.com/site/davismacroclass/Home/powerpoint-presentations</a>	<a href="https://www.britannica.com/topic/national-income">https://www.britannica.com/topic/national-income</a>
3.	<a href="http://web.econ.ku.dk/okocg/MATOEK/Mak%C3%98k2/Mak%C3%98k2-2015/Forel%C3%A6sninger/Pensum-M2-i-reen-fil-2015.pdf">http://web.econ.ku.dk/okocg/MATOEK/Mak%C3%98k2/Mak%C3%98k2-2015/Forel%C3%A6sninger/Pensum-M2-i-reen-fil-2015.pdf</a>	<a href="https://www.cambridge.org/core/books/entertainment-industry-economics/movie-macroeconomics/011C12934F13A076CD4B6D89E8351373">https://www.cambridge.org/core/books/entertainment-industry-economics/movie-macroeconomics/011C12934F13A076CD4B6D89E8351373</a>	<a href="https://journals.sagepub.com/doi/pdf/10.1177/056943451105600106">https://journals.sagepub.com/doi/pdf/10.1177/056943451105600106</a>	<a href="https://www.slideshare.net/rarichanm/national-income-42518576">https://www.slideshare.net/rarichanm/national-income-42518576</a>	<a href="https://academic.oup.com/qje/article/73/3/407/1873398">https://academic.oup.com/qje/article/73/3/407/1873398</a>

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## **CORE COURSE – IV**

**Subject: BUSINESS MANAGEMENT -I**

**Course Code: 234**

**Total Credits: 03**

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**1. Objectives of the course**

- a. To provide basic knowledge and understanding about various concepts of Business Management.
- b. To help the students to develop cognizance of the importance of management principles.
- c. To provide an understanding about various functions of management.
- d. To provide them tools and techniques to be used in the performance of the managerial job.

**2. Depth of the program – fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose / Skills to be developed</b>

1	Management :	<ul style="list-style-type: none"> <li>• Meaning definition of Management</li> <li>• Need for Management study</li> <li>• Process and levels of management</li> <li>• Functions of management</li> <li>• Contribution of F.W. Taylor, Henr Fayol, Peter Drucker, Mintzber and Michel Porter in developme of management thoughts</li> </ul>	<ol style="list-style-type: none"> <li>1. Understanding how management works</li> <li>2. Developing thought process as a manger</li> <li>3. Understanding functions of Management</li> <li>4. Understand the role of Management Thinkers in development of modern management process</li> </ol>
2	Understanding Management : Planning and Decision Making	<ul style="list-style-type: none"> <li>• Meaning, definition and nature of Planning</li> <li>• Forms and types of Planning</li> <li>• Steps in Planning</li> <li>• Limitations of Planning</li> <li>• Meaning and techniques of Forecasting</li> <li>• Meaning, Types and Steps in Decision Making</li> </ul>	<ol style="list-style-type: none"> <li>1. How to plan various management activities, programmes and events</li> <li>2. Developing of decision making skills to evaluate various alternatives and situations</li> <li>3. Understanding the concept of forecasting</li> </ol>
Unit No.	Unit Title	Contents	Skills to be developed

3.	Management at Work : The process of organizing and staffing	<ul style="list-style-type: none"> <li>• Meaning, Process and Principles of Organizing</li> <li>• Concept of Authority and Responsibility</li> <li>• Delegation of Authority</li> <li>• Difficulties in Delegation of Authority</li> <li>• Need and importance of Staffing</li> <li>• Recruitment : Sources and Methods</li> </ul>	<ol style="list-style-type: none"> <li>1. Understanding the importance and process of organisation</li> <li>2. Understanding authority and process of delegation of authority</li> <li>3. Understanding process of recruitment</li> </ol>
4.	Result orientation : Direction and Team Work	<ul style="list-style-type: none"> <li>• Meaning, Elements, Principles, Techniques and Importance of Direction.</li> <li>• Concept of Team Work, Group Dynamics and principles regarding interpersonal communication and Group Behaviour</li> </ul>	<ol style="list-style-type: none"> <li>1. How to direct a group / team?</li> <li>2. Team building skills</li> <li>3. Winning confidence of group members How to initiate healthy discussions to achieve consensus?</li> <li>4.</li> </ol>

### Teaching Methodology

Top ic No.	Total Lectur es	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	PowerPoint Presentations, YouTube Videos	Films on Process of Management and Films on Management Thinkers	Poster Presentation on Management Thinkers and their role in present business management	Students will get an idea about the basic managerial process
2	12	PowerPoint Presentations, YouTube Videos	Documentaries	Student group activities which involve Planning and Decision Making	Students will get an idea about how planning works in real life.
3	12	PowerPoint Presentations, YouTube Videos	Lectures on industry experts and documentaries on organizing and staffing	Poster Presentation	Students will understand the process of implementation of both the concepts.

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4	12	PowerPoint Presentations, YouTube	documentaries	Student group activities which involve direction and team work.	Students will understand importance of proper direction and
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		Videos			team work.
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#### References :-

1. Essentials of Management - Horold Koontz and Iteinz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
10. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
11. Business Organization & Management - Dr. Y.K. Bhushan
12. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
13. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
14. Business organization and Management by Talloo by Tata McGraw Hill
15. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House

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## **CORE COURSE – V**

**Subject: ELEMENTS OF COMPANY LAW**

**Course Code: 235**

**Total Credits: 03**

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### **Objectives of the Program**

1. To develop general awareness of Elements of Company Law among the students.
2. To understand the Companies Act 2013 and its provisions.
3. To have a comprehensive understanding about the existing law on formation of new company in India.
4. To create awareness among the students about legal environment relating to the company law.
5. To acquaint the students on e-commerce, E governance and e-filing mechanism relating to Companies.

<b>Unit No</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills</b>
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6. To

1.	<b>The Companies Act, 2013: Introduction and Concept</b>	<b>Company and its Formation</b> <b>1. Background and Features of company the Companies Act, 2013</b> <b>2. Company:</b> Meaning, Nature and Characteristics of Company. <b>3. Types of Companies:</b> On the basis of mode of formation, Number of members, liability and Control, <b>Public and Private Companies:</b> Distinction, Advantages, Disadvantages, Privileges and their Conversion into each other. <b>Other kinds of Companies:</b> One Person Company, Charitable Companies, Dormant Company, Sick Company, Small Company, Listed Company, Foreign Company and its business in India etc.	Understand the concept of company and Equip the students with knowledge of nature and types of companies.
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enhance capacity of learners to seek the career opportunity in corporate sector.



2.	<b>Formation and Incorporation of a Company</b>	<b>Formation and Incorporation of a Company:</b> Stages in the Formation and Incorporation. 1. Promotion: Meaning of the term 'Promoter' / Promoter Group - Legal Position of Promoters, Pre-incorporation contracts. 2. Registration/ Incorporation of a company : - Procedure, Documents to be filed with ROC. Certificate of Incorporation- Effects of Certificate of Registration. 3.Capital Subscription/Raising of Capital 4.Commencement of business	Acquaint the students with procedure of formation of company.
3.	<b>Principal Documents</b>	<b>Principal Documents:</b> <b>Documents relating to Incorporation and Raising of Capital:</b> 1 <b>Memorandum of Association:</b> Meaning and importance- Form and contents- Alteration of memorandum. 2 <b>Articles of Association:</b> Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management. 3 <b>Prospectus:</b> Meaning, contents, Statutory requirements in relation to prospectus- Deemed Prospectus- Shelf prospectus - Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement.	To make students understand the role and importance of various documents like Memorandum
4.	<b>Capital of the Company</b>	<b>Capital of the Company</b> 1. Various Modes for Raising of Share Capital including private placement, public issue, rights issue, bonus shares, ESOS, Sweat Equity Shares, Buy-back of shares. 2. Allotment of Shares: Meaning- - Statutory provisions for allotment, improper and irregular allotment- Consequences of irregular allotment. 3. Calls On Shares: Meaning- Requisites of a valid call, Calls in advance, Share Certificates: Meaning, Provisions regarding issue of share certificates - Duplicate Share Certificate.	To give Comprehensive insight about the capital of Company and various aspects of shares.



		4. Share Capital: Meaning, Structure (Kinds) – Concept of Securities – Definition, Nature and Kinds of Shares.	
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**[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]**

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	The Companies Act 2013 Document , PPT, Narration, , Survey Analysis Article review	You Tube clips about the Companies Act 2013.	Report Review	Acquaint with and maturity to 2013
2	12	Project making, , jingles, slogan , Quiz Competition,	Use of You tube, Review of Movie on relevant topic.	New Emerging Issues in Principle documents of company	To Acquaint knowledge and application of formation and incorporation of Company
3	12	Case study, Poster making, Interview with Company secretary	Case Analysis, format of principal documents of the company ,	Recent provisions of law and salient feature of principal documents of company.	To understand the knowledge about the principal documents of the company.





4	12	Virtual Learning, Group Discussion, Assignments on share capital, Interview of Corporate lawyer	Film on capital raising procedure, Internet precautions	Project on share capital of the company	To inculcate skills and capital of the company
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#### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation,	Written Exam	Seminar on The Companies Act, 2013
Unit – II	Continuous Evaluation	Written Exam	Awareness program
Unit – III	Continuous Evaluation,	Written Exam	Visit to company secretary's office
Unit – IV	Continuous Evaluation,	Written Exam	Awareness program

#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	The Companies Act with Rules	Taxmann	Tan Prints (India) Pvt. Ltd. Jhajjar	Chandigarh
2.	The Companies Act, 2013	Bharat	Bharat Law House Pvt. Ltd.	Delhi
3.	Company Law-A Comprehensive Text Book on Companies Act 2013	Dr. G.K. Kapoor & Dr. Sanjay Dhamija	Taxmann Publications Pvt. Ltd	Delhi
4	Company Law	Dr S R Meyani	Asia Law House	Mumbai
5	Company Kaydyachi Olakha	K Shriram	Aarti & Co.	Mumbai
6	Guide to Memorandum, Articles & Incorporation of Companies	Bhandari & Makheeja	Lexis Nexis	Mumbai
7	Elements of Company Law	Arun Gaikawad , Chandrakant Chaudhari & Devendra Bhawari	Bibha	Pune



8 .	Elements of Company Law	Prakash N. Chaudhary	Nirali Prakashan	Pune
9 .	E-Commerce : Legal Compliance	Pratima Narayan	Eastern Book Company	Mumbai

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Business Administration**

**Course Code: 236(A)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### **1. Objectives of the Course:**

- a. To provide basic knowledge about various forms of business organizations
- b. To acquaint the students about business environment and its implications thereon.
- c. To make them aware about the recent trends in business.

### **2. Depth of the program – fundamental Knowledge**

<b>UNIT No.</b>	<b>Unit title</b>	<b>Contents</b>	<b>Purpose/skills to be developed</b>
1	<b>Introduction to Business Administration</b>	Business-Definition, Characteristics, Scope Objectives of Business-Economic & Social Perspectives. Commerce-Meaning, Concept, Trade & Aids to trade- Meaning & Definition of the Terms-Administration, Management and Organisation, Functions of Administration	To understand the concept of Business To understand the various perspectives to business To know the various functions of Business Administration
2	<b>Types of Business Organisations</b>	Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Joint Stock Company, Non-Profit Joint Stock Company under Section 25 of the Companies Act, NGO, One Person Company, MNC, MSME Unorganised (informal)v/s Organized sector(registered/incorporated ) Entrepreneurship: Meaning, definition and importance, objectives, skills and qualities required of an entrepreneur,case study of a successful local entrepreneur.	To study the various forms of business organisations To understand the meaning and importance of organized and unorganized sector To introduce the concept of Entrepreneurship as a form of business
3	<b>Business Environment</b>	Meaning of Business Environment Constituents of Business Environment-	To understand the concept of Business Environment

		Economic, Social, Legal, Cultural, Educational, Political, Technological, Natural and international. Impact of New Policies on Business Administration	To study the various aspects of business environment To understand its impact on business
4	<b>Business Promotion and development</b>	Business unit- Promotion, Concept, Stages in business promotion, Business development: Concept, process. Business components to be focused for development like markets, customers and relationships.	To study the various stages in business promotion To understand how to develop a business To study the important factors to be emphasized for Business development

### Teaching Methodology

Unit No.	No. of lectures	Innovative method to be used	Project	Expected Outcome
1.	12	PowerPoint Presentations, YouTube Videos	Assignments, poster presentations	Students will get an idea about the basic concepts and functions in administration of business
2.	14	PowerPoint Presentations, YouTube Videos	Assignments, group projects in promotion of a business, generating new ideas of business	Students will get an idea about how different forms of business organisations can be formed and operated.
3.	10	Lectures of industry experts entrepreneurs and documentaries.	Introducing Case studies to understand the impact of the environment on business	Students will understand the impact that various factors operating in external environment can have on business
4.	12	Videos and lectures by experts	Student group activities,	The development strategies of business can be introduced .

### Recommended Books:

- Modern Business Organisation & Management-N.Mishra, Allied Publishers-Mumbai

- ii. Essentials of Business Administration- K. Ashwathappa-Himalaya Publication
- iii. Business Administration-S.C.Saxena-Sahitya Bhavan, Agra
- iv. The Administrative Process-Stephen Robbins
- v. Industrial Administration & Management- J.Batty
- vi. Basu, C. (2017). Business Organisation and Management. McGraw Hill Education.

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Banking and Finance-I (Indian Banking System - I) Course Code: 236(B)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### **Objectives:**

1. To provide the knowledge about Indian Banking System.
2. To create the awareness about the role of banking in economic development.
3. To provide the knowledge about working of Central Banking in India.
4. To know the functioning of private and public sector banking in India.

<b>UnitNo.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>	<b>Proposed skills to be developed</b>
1	Indian Banking Structure : Evolution of Banking in India Structure of Banking in India 1.1 1.2 1.3. Role of Banking in Economic Development 1.4. Scheduled Banks and Non-scheduled Banks Challenges before Banking in India 1.5 Impact of COVID-19 on Banking Sector in India 1.6	10	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the structure of Indian Banking. Analyze the role of Banking in Economic Development
2	Central Banking : Definition of 'Central Banking' 2.1 Evolution of Reserve Bank of India 2.2 Functions of Reserve Bank of India 2.3 Present currency 2.4	10	Lecture, PPT, Group and Panel Discussion, Library Work,	Understanding about the Central Banking in India





	<p>system in India Understanding of concepts : Bank Rate, Cash Reserve Ratio(C.R.R.), Statutory Liquidity Ratio (S.L.R.), Repo Rate – Reverse Repo Rate</p>		Assignments	
3	<p>Private Banking : 3.1 Meaning and features of Private Banking 3.2 Classification of Private Banking : i) Indian Private Banks – Old and New ii) Foreign Banks 3.3 Role of Private Banking in Economic Development 3.4 Performance of Private Banks in India 3.5 Challenges before Private Sector Banks in India</p>	12	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments, Projects	<p>Understanding of role and performance of Private Banking in India Analyze the past and present</p> <p>challenges before Private Banks in  India</p>
4	<p>Public Sector Banking: Definition and Features of Public Sector Banks 4.1 Classification of Public Sector Banks 4.2 4.2.1 State Bank of India – Evolution , Functions and Performance 4.2.2 Nationalised Banks – Social control , Meaning of Nationalisation, Arguments for and against Nationalisation – Merger of the Banks 4.2.3 Regional Rural Banks –</p>	16	Lecture, PPT,  Group and  Panel  Discussion, Library Work,  Assignments,  Projects	<p>Understanding of  Public sector  Banking in India  Analyze the challenges before Public Sector  Banks</p>

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	Objectives , Functions , Capital, Problems before Regional Rural Banks 4.2.4 Lead Bank Scheme 4.3 Challenges before Public Sector Banks in India			
	Total	48		

#### References:

1. Deb Joyeeta (2019), 'Indian Banking System', Evinco Publishing.
2. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
3. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
4. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
5. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and Government Initiatives', Kalpaz Publications.
6. Nararajan and Parameswaran (2007), 'Indian Banking' , S. Chand Company Ltd. New Delhi.
7. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
8. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
9. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher.
10. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20- Reserve Bank of India

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: BUSINESS LAWS AND PRACTICE – I      Course Code: 236(C)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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### **Objectives of the course:**

To develop an understanding of the significant provision of selective Business Law.

To gain the ability of students to address a basic business legal application- oriented issues.

### **Depth of the program:**

Basic & Fundamental

### **Objectives of the Subject:**

- To impart the students with the fundamental understanding of important business laws.
- To study & acquaint students an application & overview based knowledge of Business Law.
- To familiar the students with legal Business Environment of India.
- To develop & strengthen students through the legal practical knowledge and their implications on Indian Business organizations.

<b>Unit. No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose skills to be developments</b>
1	Maharashtra agricultural produce marketing (development and regulations) Act 1963	Introduction, Meaning of Agricultural Produce, Agriculturist, Broker, Buyer, bye-laws, Commission Agent, Director, Coolee, Local Authority, Market Area, Market Committee, Processor, Secretary, Retail sales, State Marketing Board. Establishment of National Integrated Produce Market; Direct marketing, establishment of private market	Students will get the basic knowledge of the MAPM Act 1963. Awareness about Marketing of Agricultural Produce



		and farmer-consumer market and redressal of disputes; Contract Farming Agreement (Sec. 5), Marketing of Agricultural Produce (Sec 6 to 10)	
2	General Insurance	Introduction, Meaning & Characteristics of Insurance, Importance of Insurance, Basic Principles of General Insurance, Contract of Insurance, Type of Insurance, Basic Terms – Insured, Insurer, Premium, Policy subject matter of Insurance, Claim, Proposal. Insurance Interest. Double Insurance and Reinsurance, Meaning of Fire Insurance, Marine Insurance & Miscellaneous Insurance	It will help the students to gain insights of General Insurance
3	Information Technology Act, 2000	Evolution of the IT Act, Digital Signature and Electronic Signature, Electronic Governance, Attribution, Acknowledgement and Despatch of Electronic Records, Secure Electronic Records And Secure Electronic Signature Introductions. (Sec 1 to 16)	To provide legal recognition to all transactions conducted through electronic data exchange, electronic communication or other means of e-commerce.
4	The Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017	Meaning, Introduction, Registration of Establishments, Opening and Closing Hours, Hours of Work, Interval For Rest, Spread-Over, Wages For Overtime and Weekly Off, Leave With Pay and Payment of Wages, Welfare Provision (Sec 1 to 26)	Understanding the process and methods of Registration, understand the regulation of conditions of work and employment in shops, and various establishments

**Teaching Methodology**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative Methods to be used</b>	<b>Visual Aids and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Cases of MAPM to be Studied. Group Discussion Article Reviews	E-Content on MAPM provided by UGC/University/M OOC etc. to be analyzed. Other open E- Content Internet Sources.	Project report shall be prepared on efficiency & effectiveness of MAPM.	Understanding the actual working of MAPM & its legal applications with benefits to the stakeholders.
2	12	Benefits of Insurance to be discussed in Group. Internet Sources. Discussion on Claim Settlement.	E-Content on General Insurance provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on benefits of General Insurance to the beneficiaries.	Understanding general insurance, the way to minimize various types of risk.
3	12	Internet Sources Cases on Information Technology.	Youtube E-Content Sources. E-Content on Cyber security/IT Act provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on Cyber Security Measures & Preventions	Use of online resources carefully. Measures & presentation while using online platform. Awareness about cyber security etc.

4	12	Benefits of Shop Act to be discussed in Group. Internet Sources. Discussion on Procedure to obtain permission under shopact.	You tube E-Content Sources. E-Content on Shop Act provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on Procedure & documents required to start small business under shop act.	Make students aware about shop act registration to small business owners. Benefits of shop Act to people etc.
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### References

Sr. No.	Title of the Book	Author/s	Publication
1	Labour Laws	Taxmann	Taxmann
2	Labour & Industrial Laws	S N Misra	Central Law Publication
3	General Insurance	Dr. L P Gupta	Dr. L P Gupta



4	Information Technology Act, 2000	Sachdeva Editorial Unit	Sachdeva Law Publishers
5	The Maharashtra Shops and Establishments Act, 2017	S.D.Puri	--
6	Labour and Industrial Laws	M.N. Mishra	Central Publications
7	Business & Commercial Laws	Sen & Mitra	--
8	Business Law for Management	Bulchandani K.R.	--
9	Information Technology Act, 2000	--	Government of India.

### **Practical for Semester – III**

<b>Topic</b>	<b>Mode of Practical</b>
Marketing of Agricultural Produce	Overview & Presentation can be taken.
Insurance Documents and Policy Terms and Conditions	Group Discussion & Survey can be conducted.
Electronic Governance	Online data analysis with library sources.
Registration of Establishments	Applications to studied.

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## **SPECIAL ELECTIVE COURSE – VI**

### **Subject: Co-operation and Rural Development Special Paper-I**

**Course Code: 236(D)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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#### **1. Objectives of the Course:**

- a. . To acquaint students with the Concept of Co-operation
- b. .To acquaint students with Co-operative legislation
- c. .To create awareness regarding the role of state government in development of Co-operative sector in Maharashtra
- d. : To acquaint students with the role of Social reformers in rural development
- e. : To understand the role of “Panchayat Raj” in rural development
- f. : To make the students aware about Globalization and its effects on rural development

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills to be developed</b>
1	Rural Development	1.1 Definition, Meaning, Scope and Objectives 1.2 Significance of Rural Development 1.3 Role of Co-operative Movement in Rural Development 1.4 Approaches of Rural Development – Individual, Group and Mass Approach	1. To understand the meaning of rural development and its significance 2. To understand the role co-operative movement played in rural development.

2	Thoughts and Work of Social Reformers in Rural Development	2.1 Mahatma Jotiba Phule 2.2 Chhatrapati Shahu Maharaj 2.3 Mahatma Gandhi 2.4 Vaikunthlal Mehta 2.5 Padmashree Vikhe Patil 2.6 Dr. Dhananjayrao Gadgil 2.7 Pandit Dindayal Upadhyay	1. To be acquainted with the thoughts of all the great thinkers
3.	Rural Development and Panchayat Raj System	3.1 Concept, Structure and Importance 3.2 Important provisions of Panchayat Raj Act 3.3 Effects of Panchayat Raj System on Rural Development 3.4 Limitations of Panchayat Raj	1. To know the importance of "Panchayat Raj." 2. To understand the structure of "Panchayat Raj." 3. To know its limitations

4.	Rural Development – People’s Participation and Impact of Globalization	4.1 Concept and Importance of People’s Participation 4.2 Mahatma Gandhi National Rural Employment Guarantee Scheme 4.3 Development of Model Villages – Ralegan siddhi -Hivre Bazar Bhagirath Gramvikas Pratishthan, Zarap Pani Foundation Naam Foundation 4.4 Globalization – Concept, Merits and Demerits 4.5 Impact of Globalization on Rural Development	1. To know and realize the importance of people’s participation in rural development
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**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Lecture method & class room discussion Visit to nearby Gram Panchayat.	-----	Report writing on the visit made to Gram Panchayat	Enhanced understanding of the village development
2	12	Class room presentations by the students, Group discussion	AV available on the life of all the great thinkers on ‘You tube’	Writing brief report on the contributions made by all the great thinkers.	Enhanced understanding of the work done by great thinkers
3	12	Class room lecture	-----	-----	Better understanding about rural development and Panchayat raj

4	12	Visit to any of the ongoing projects mentioned in contents	Films available on internet	Writing a report on the project visited	Enhanced level of knowledge
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### References:

- 1) G.S.Kamat –Cases in Co-operative management
- 2) N.L.Ghorpade- Co-operation and Rural Development
- 3) K.K.Taimani- Co-operative Organization and Management
- 4) G.S.Kamat – New Dimensions of Co-operative Management
- 5) Vasant Desai – Fundamentals of Rural Development
- 6) Dr. Dhiraj Zalte &Others –Theory & Practice of Co-operation, Prashant Publication
- 7) V.M.Dandekar and Rath – Poverty in India
- 8) Dr. P.R.Dubhashi – Rural Development and Administration in India
- 9) V.Reddy – Rural Development in India
- 10) S.K. Gopal – Co-operative Farming in India
- 11) B. Mukharji – Community Development
- 12) I.C.A State and C-operative Movement
- 13) <https://www.bhagirathgram.org/>

## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Cost and Works Accounting -I(BASICS OF COST ACCOUNTING)**

**Course Code: 236(E)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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### **Objectives:**

- 1. To prepare learners to know and understand the basic concepts of cost.**
- 2. To understand the elements of cost.**
- 3. To enable students to prepare a cost sheet.**

**4. To facilitate the learners to understand, develop and apply the techniques of inventory control.**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Skills to be developed</b>
1	Basics of Cost Accounting	a) Concept of Cost, Costing, Cost Accounting and Cost Accountancy. b) Limitations of Financial Accounting. c) Origin of Costing. d) Objectives of Cost Accounting. e) Advantages & Limitations of Costing. f) Difference between Financial Accounting and Cost Accounting. g) Cost Units and Cost Centers. h) Role of a Cost accountant in an organisation	1. To understand the concept of cost, costing and cost accounting. 2. To trace the cost to cost centres and cost units. 3. To identify role of cost accountant in an organisation
2	Elements of Cost and Cost Sheet	a) Material, Labour and other Expenses. b) Classification of Costs. c) Preparation of Cost Sheet, Tender, Quotation and Estimates.	1. To Understand different elements of cost 2. To be able to prepare a cost sheet
3	Purchase Procedure	a) Need and Essentials of Material Control. b) Functions of the Purchase Department. c) Purchase Procedure. d) Purchase Documentation.	To understand the purchase procedure and its documentation

4	Inventory Control	a) Methods of Inventory control a. Stock Levels. b. Economic Order Quantity (EOQ). c. ABC analysis d. Perpetual and Periodic Inventory Control e. Physical verification b) Inventory Turnover Ratio	. To understand the different methods of inventory control. . To calculate EOQ , stock levels and inventory ratio
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### Teaching Methodology

Unit No	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Practical	Expected Outcome
1	16	PowerPoint Presentations, Group discussions	YouTube Lectures and relevant multimedia a compact discs(CD)	Poster Presentation	To remember and understand basic concept of cost accounting. Development of an overall outlook of Cost Accounting
2.	16	PPT, Quiz		Visit small industries to develop an understanding of various cost inputs	Ability to prepare a cost sheet
3	10	Invite a purchase manager in the classroom to provide practical knowledge about Purchase procedures and their documentation.		PowerPoint Presentations	1)Ability to understand which procedures are used for purchasing the material 2)Understand the documentation for purchase procedures



		inventory control		methods are used to control the inventory	inventory
4	06	Invite a storekeeper in the classroom to provide practical knowledge about		Visit small units and understand which	Understanding methods used for controlling the

### Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add-On Course
Unit I	Multiple Choice Questions, Written Test, Internal Examination, PowerPoint Presentations, Orals, Assignments, Tutorials etc.	SPPU	Two industrial visits and subsequently reports on the visits.
Unit II			
Unit III			
Unit IV			

### References

Sr. No	Titles of the Book	Names of Authors	Names of Publisher	Place
01	Cost Accounting-Principles & Practices	Jawahar Lal & Seema Shrivastava	Tata Mcgraw Hill	New Delhi
02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi
03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Advanced Cost Accounting	Jain and Narang	Kalyani Publication	New Delhi
05.	Horngren's Cost Accounting-A Managerial Emphasis	Srikant M Datar & Madhav V Rajan	Pearson	Noida Up
06	Cost Accounting-Principles & Practices	Dr. M.N. Arora	Vikas Publishing House,	New Delhi

07	Advanced Cost Accounting	Dr. D. M. Gujarathi	Idol Publication	Pune
08	Advanced Cost Accounting	Dr. Kishor. M. Jagtap	Tech-Max Publication	Pune
09	Cost Accounting Principles And Practice	Jain and Narang	Kalyani Publication	New Delhi
10	Principles and Practice of Cost Accounting	N.K Prasad	Booksyndicate Private Ltd	Kolkata
11	Cost Accounting: Methods and Problems	B.K.Bhar	Academic Publications	Kolkata

**Web References**

Sr. No	Lectures	Films	PPTs	Articles	Others
For	Guest Lectures by	YouTube	Relevant	Articles from the Professional	<a href="https://ic">https://ic</a>

all the units.	Field Personnel such as working executives from industries and of practising Cost and Management Accountants.	films showing the working of different industries .	powerpoint presentations are available on all these topics.	Journals such as The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	<a href="http://mai.in">mai.in</a>  <a href="http://www.globalcma.in">www.globalcma.in</a>  <a href="http://eclm.unpune.ac.in">eclm.unpune.ac.in</a>
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**Notes: The breakup of marks in the Examination will be as follows:**

1. 50 % of the Total marks are assigned for Theory purpose whereas rest 50 % of the total marks are allotted for Numerical Problems.
2. Numerical Problems will be of Simple nature only.
3. **Areas Of Practical Problems:**
  - Preparation of Cost Sheet, Tender, Quotation and Estimates.
  - EOQ and Stock level.
  - Inventory Turnover Ratios.

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Business Statistics**

**Course Code: 236(F)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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### **Preamble to the syllabus:**

Tools and techniques learned in Statistics give a precise way of formulating and analyzing a problem and to make logical conclusions. Concepts and tools introduced in this course are useful to students for higher studies and career in any branch of Economics, Commerce and Management. Professionals working in these fields, wishing to upgrade their knowledge, will also benefit. The stress of the course will be on building the concepts and their applications.

In modern times, Statistics is viewed not as a mere device for collecting numerical data but as a means of developing some techniques for their handling and analysis and drawing valid inferences from them. Statistics provides tools for making decisions when conditions of uncertainty prevail. So it is very useful in various fields like agriculture, business, management, economics, finance, insurance, education, biotechnology and medical science etc.

### **Depth of the Course – Basic Knowledge of Elementary Statistics Objective of the Course**

1. To understand and Master the concepts, techniques & applications of Statistical Methods.
2. To develop the skills of solving real life problems using Statistical Methods.
3. To make students to understand the art of applying statistical techniques to solve some real life problems.
4. To gain knowledge of Statistical Computations.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose/Skills to be developed</b>
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2	<b>Multiple Regression, Multiple and Partial Correlation</b>	Introduction, Multiple Regression, Yule's Notation, Statement of equation of plane of regression of $X_1$ on $X_2$ and $X_3$ . Properties of residuals, Coefficients of multiple and partial correlation, Multiple correlation in terms total and partial correlation, Coefficient of regression, Standard Error of Estimate, Advantages and limitations of multiple Correlation Analysis, . example and problems	<ul style="list-style-type: none"> <li>To understand the multiple and partial correlation.</li> <li>To understand the concept of multiple regression.</li> <li>To apply the concept of multiple regression and multiple and partial correlation to real life problems.</li> </ul>
3	<b>Vital Statistics</b>	Introduction, Methods of collecting vital Statistics, Mortality rates : CDR, ASDR, STDR (direct method and indirect method), Fertility rates: CBR, ASFR, TFR, GFR Population Growth rate: GRR and NRR, example and problems	<ul style="list-style-type: none"> <li>To understand the concept of vital statistics and different methods of collecting vital statistics.</li> <li>To understand the different types of mortality, fertility and population growth rates.</li> <li>Apply concepts of vital statistics to real life problems.</li> </ul>
4	<b>Life Tables</b>	Introduction, Construction of life table, functions ( $l_x$ , $d_x$ , $L_x$ , $p_x$ , $q_x$ , $e_x$ , $T_x$ ) and their interpretation, Expectation of life, example and problems.	<ul style="list-style-type: none"> <li>To understand the concept and construction of life tables.</li> <li>To compute life expectancy and applications of life table in insurance.</li> </ul>
1	<b>Theory of Attributes (up to order three only)</b>	Introduction, Classification, Notation, dichotomy, types of classes, Order of a class, dot operator to find relation between class frequency (up to order three), Fundamental set of class frequencies, Consistency up to three attributes, Independence and Association of two attributes, Yule's Coefficient of association, example and problems.	<ul style="list-style-type: none"> <li>To understand the concept of attributes, independence of attributes and association of attributes</li> <li>To apply the concept of attributes to real life problems.</li> </ul>

### Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
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1	14	ICT	NA	NA	Students will be able to understand and apply concepts attributes to real world problems.
2	16	ICT	NA	NA	Students will be able calculate multiple regression, multiple correlation and partial correlation coefficients. Students will be able to fit real life data to regression plane and forecasting.
3	10	ICT	NA	NA	Students will be able to calculate different type of mortality, fertility and population growth rates for real world data and interpret it.
4	08	ICT	NA	NA	Students will be able to construct life tables.

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Business Entrepreneurship (Special Paper-I)**

**Course Code: 236(G)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### **Objectives of the course**

- To understand the concepts in Business Entrepreneurship and its aspects.
- To make students aware about the entrepreneur and entrepreneurship.
- To study the new age of entrepreneur and to know in details of entrepreneurship.
- To understand the creativity and innovation required or necessary in the entrepreneurship.

- e. To study the types of ethics and society responsibilities are followed in the conventional and corporate sector in the new edge followed by the rules and regulations.
- f. To familiarize the students with practical survey or through project work will be able to understand the concepts in the subject thoroughly.
- g. To create entrepreneurial encouragement through the study of successful entrepreneurs.

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneur and Entrepreneurship	<b>Definition, Meaning- Functions of an Entrepreneur.</b> <b>Need and Importance of Entrepreneurship-</b> Problem of Unemployment, Importance of Wealth Creation, Enterprise V/s Entrepreneurship – Self Employment V/s Entrepreneurship, Entrepreneurial Competencies, Qualities, Kakinada Experiment	To understand the concept Entrepreneur and Entrepreneurship. Students should be able to differentiate and understand the difference between Enterprise and Entrepreneurship. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.
2	New Age Entrepreneur	<b>The Internet Entrepreneur:</b> Definition, Advantages, How to Become a Successful Internet Entrepreneur (Example: Snap deal). <b>Environmental Entrepreneurs</b>	Students have to develop the ability to involve in positive thinking. Students should be able to understand the critical issues

		<p><b>(E2)-</b> Concept, Importance (Example: Help V/s Green, Ecotemme Green Nerdes, Sustain Earth)</p> <p><b>Social Entrepreneurs-</b> Meaning and Concept- goals of Social Entrepreneurs, Characteristics (Examples: DeAsra Foundation, Aaple Ghar).</p> <p><b>Artistic Entrepreneurs-</b>Concept, Things Artists and Artistic Entrepreneurs Have in Common.</p> <p><b>Motivated Entrepreneurs-</b> Concept and Meaning, ways for entrepreneurs to stay motivated.</p> <p><b>Failed Entrepreneurship-</b>Meaning and Reasons for Failed Entrepreneurship.</p>	<p>affecting the economy and environment.</p> <p>The students should be able to modernize tactics to solving social or environmental problems.</p> <p>To develop students and involve and engages them in new forms of entrepreneurship in the rightest of the world. Students should be able to find the ways to stay motivated as an entrepreneur.</p>
3	Creativity and Innovation	<p><b>Creativity-</b> Meaning, Creativity Process, Techniques and Tools of Creativity.</p> <p><b>Innovation-</b> Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.</p>	<p>Acquaint knowledge and skills of the entrepreneurial process, it shows that creative thinking of an entrepreneur. Understand the concept of innovation that how it refers to develop effective ideas for successful entrepreneurship in the global edge.</p>
4	Business Ethics and Social Responsibility of Business	<p><b>Business Ethics and Social Responsibility of Business.</b></p> <p>Business goals- Social Responsibility-Business Ethics- Social Responsibility Towards Their Stakeholders: Investors-Owners-Employees-Government and Society at Large. Leadership by Example. Code of Ethics- Ethical Structure- Social Audit. Brief Introduction to Corporate Governance.</p>	<p>Students should be able to understand the business ethics and social responsibility of business w.r.t. practices in entrepreneurship (e.g. corruption, harmful behaviour to the society).</p>

#### Teaching Methodology



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<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>	<b>Film shows and AV Applications</b>	<b>Project</b>	<b>Expected Outcome</b>
1	12	Group discussion and case	Related Videos and PPTs	Distribute personal and group project on	Understanding the difference in Entrepreneur and

		studies		new business creation.	Entrepreneurship.
2	12	Collecting the required information on the new age entrepreneur	Related Videos and PPTs	Ask students to prepare a detailed report on new age entrepreneur.	Understanding the new age entrepreneur and will learn each.
3	12	Business planning models (Product Development, Market Research)	Biographical videos or CDs of entrepreneurs	Assign small business models, product or project(s) to students to understand them with the 360 degree of the business.	Students will be able to do the SWOT analysis of their business model.
4	12	Conducting survey and collecting information of practices followed by the nearby organizations w.r.t. business ethics and social responsibility.	Annual Reports of the companies. Videos, PPTs	Assign small projects in individual or in group.	Students will practically study the practices followed by the organizations.

#### **References:-**

1. Business Environment, Francis Cherunilam, Himalaya Publishing House, New Delhi.
2. Entrepreneurship Development, Khanna S.S, S. Chand, New Delhi.
3. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi
4. Dynamics of Entrepreneurship, Desai Vasant, Himalaya Publishing House, New Delhi
5. Indian Economy,, Ruddar Datt, K.P.M. Sundharam, S. Chand, New Delhi
6. Udyog,Udyog Sanchalaya, Mumbai
7. Vyawasaya Udyojagata, Dr. S. L. Shiragave, Success Publication, Pune

## **SPECIAL ELECTIVE COURSE – VI**

### **Subject: Marketing Management**

**Course Code: 236(H)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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### **Preamble**

As the commercial scenario has totally changed, the need for advanced concepts has increased. Education system also has to change with the rapidly transforming times. Education system is trying to familiarize the students of commerce with advanced concepts in the field so that they are aware of the changing picture.

Marketing Management is an important subject and has been structured to create awareness of the Marketing Management by giving proper insight to the basics of Marketing, so that the foundation of this subject is strengthened for further studies in Marketing.

From this point of view Savitribai Phule Pune University has introduced Choice Based Credit System of course structure. This system will develop the logical independent thinking for accepting the challenges of the changing Business world. **Objective of the Course**

1. To introduce the concept of Marketing Management.
2. To give the students the basic knowledge of Marketing Management to be a successful modern marketer.
3. To inculcate knowledge of various aspects of marketing management through practical approach.
4. To interpret the issues in marketing and their solutions by using relevant theories of marketing management.

#### **Depth of the Program - Fundamental Knowledge of Marketing Management Objectives of the Program**

- To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
- To orient the students in Marketing Strategy and Consumer Behaviour.
- To help students understand how to craft Marketing Plan which help the organisation outline their marketing goals and objectives.
- To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills To Be Developed</b>
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<b>1</b>	<b>Elements of Marketing Management</b>	<b>1.1</b> Introduction <b>1.2</b> Meaning of Marketing Management <b>1.3</b> Nature & Scope of Marketing Management <b>1.4</b> Features of Marketing Management <b>1.5</b> Functions of Marketing Management <b>1.6</b> Components of Marketing Management	To give the students the basic knowledge of Marketing Management.
		<b>1.7</b> Problems of Marketing Management <b>1.8</b> Marketing Management Philosophy <b>1.9</b> Marketing Characteristics in Indian Context <b>1.10</b> Marketing Management Process	
<b>2</b>	<b>Marketing Strategy and Consumer Behaviour</b>	<b>2.1 Marketing Strategy</b> <b>2.1.1</b> Introduction <b>2.1.2</b> Concept of Strategy <b>2.1.3</b> Meaning of Marketing Strategy <b>2.1.4</b> Significance of Marketing Strategy <b>2.1.5</b> Aim of Marketing Strategy <b>2.1.6</b> Marketing Strategy Formulation <b>2.1.7</b> Bases of Formulating Marketing Strategy <b>2.2</b> <b>2.1.8</b> Types of Marketing Strategy <b>Consumer Behaviour</b> <b>2.2.1</b> Introduction <b>2.2.2</b> Meaning of Consumer Behaviour <b>2.2.3</b> Definition of Consumer <b>2.2.4</b> Scope of Consumer Behaviour <b>2.2.5</b> Determinants of Consumer Behaviour <b>2.2.6</b> Concept of Motivation <b>2.2.7</b> Theories of Motivation <b>2.2.8</b> Multivariable Models of Consumer Behaviour Behaviour	To develop the awareness amongst the students about how marketing strategy plays a vital role in making today's customers want to buy the products and services.

		<p><b>2.2.9</b> Buying Motives &amp; Consumer Importance of Buying Motives</p> <p><b>2.2.10</b> Monadic Models of Consumer</p>	
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		Behaviour	
3	<b>Marketing Planning</b>	<b>3.1</b> Introduction <b>3.2</b> Meaning of Marketing Planning <b>3.3</b> Definition of Marketing Planning <b>3.4</b> Nature of Marketing Planning <b>3.5</b> Scope of Marketing Planning <b>3.6</b> Elements of Marketing Planning <b>3.7</b> Importance of Marketing Planning <b>3.8</b> Types Marketing Planning <b>3.9</b> Principles behind Successful Planning <b>3.10</b> Steps in Marketing Planning Process <b>3.11</b> Relevance in Marketing Planning <b>3.12</b> Structure of Marketing Plan <b>3.13</b> Constraints to Effective Marketing Planning	To enable the students to plan and make the best possible utilization of all the human and physical resources so that pre-determined marketing objectives of the firm can be achieved.
4	<b>Marketing Research</b>	<b>4.1</b> Introduction <b>4.2</b> Meaning of Marketing Research <b>4.3</b> Definition of Marketing Research <b>4.4</b> Scope of Marketing Research <b>4.5</b> Role of Marketing Research <b>4.6</b> Marketing Research Agencies <b>4.7</b> Marketing Information Vs. Marketing Research <b>4.8</b> Objectives of Marketing Research <b>4.9</b> Marketing Research Procedure <b>4.10</b> Problem Definition <b>4.11</b> Research Design <b>4.12</b> Data Collection <b>4.13</b> Sampling and Sampling Designs <b>4.14</b> Probability Sampling Techniques <b>4.15</b> Data Analysis <b>4.16</b> Method of Reporting Research Findings	To make the students able to explain value of Market Research and its impact in decision making.

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<b>3</b>	<b>14</b>	Power Point Presentation, Group Discussion, Survey Analysis	AV Application	Market  Survey, Interviews of Seller	It will help  them to implement this  knowledge practical situations by enhancing their skills in the field of  Marketing.
<b>4</b>	<b>13</b>	Power Point Presentation,	Short Film, AV Application	Market  Survey,	To enable the students to study the effect of external



		Group Discussion, Field Visit		Interviews of Marketing Manager or Head	environment on decision- making of the firm.
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### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	14	Power Point Presentation, Article Review, Survey Analysis	AV Application	Market Survey	Student will get acquainted with the basics of Marketing Management subject
2	07	Group Discussion, Quiz, Poster Making	Short Film about Buyer Behaviour, AV Application	Interviews of the Buyer	It will help students to know the preferences, likes and dislikes of the consumer which lead to the further modernization of the sales strategies by marketer

### Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Quiz, Group Discussion	Examination	Certificate Course in Marketing Management

Unit – II	Practical, Presentation	Examination	Short Course in Sales & Marketing
Unit - III	Presentation, Group Discussion	Examination	E-Learning Training Course

Unit – IV	Project, Presentation	Examination	Marketing Research & Consumer Behaviour
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## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler	Pearson Publication	
2	Marketing Management	Rajan Saxena	McGraw Hill Education	
3	Principles of Marketing	Philip Kotler	Pearson Publication	
4	Marketing Planning & Strategy	Subhash Jain & George Haley	Cengage Learning India Pvt. Ltd	
5	Marketing Strategy	Anil Mishra & Amit Kumar Mishra	Excel Books	
6	Consumer Behaviour : Insight from Indian Market	Ramanuj Muzumdar	PHI Learning Pvt. ltd. (2009)	
7	Retail Management	Gibson Vedamani	Jayco Publication	
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	
9	Marketing Research	S. L. Gupta	Excel Books India, 2004	
10	Marketing Research	Naresh K. Malhotra	Pearson Publication	

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Agricultural and Industrial Economics**

**Course Code: 236(I)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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### **Objectives:**

1. To understand the basic concepts of Agricultural Economics.
2. To impart adequate knowledge and analytical skills in the field of agricultural economics issues, and enhance expertise in improving the performance.
3. To understand the basic concepts of Agricultural Economics.
4. To expose the students to the concept, significance and uses of Industrial Economics.

**Depth of the program – Fundamental Knowledge.**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Purpose skills to be developed</b>
<b>1</b>	<b>Fundamentals of Agricultural Economics</b>	1.1 Definition, Nature and Scope of Agricultural Economics 1.2 Importance of Agriculture in Indian Economy 1.3 Transition of Agricultural Sector 1.4 Theories of Agricultural Development (Schultz, Mellor)	<ul style="list-style-type: none"><li>▪ To understand the Basic Concept of Agricultural Economics.</li><li>▪ To make the students know about the Place of Agriculture sector in the Indian Economy.</li><li>▪ To impart knowledge about Theories of agricultural development</li></ul>

		3.4 Concepts of Private Sector, Large, Medium & Small Scale Industries	various sector in Industrial Economics.
4	<b>Location of Industry</b>	4.1 Factors Affecting the Location of Industries 4.2 Theories of the location of Industries-Weber and Florence. 4.3 Industrial Imbalance, Causes and Measures.	<ul style="list-style-type: none"> <li>Assess the factors affecting on the location of Industries &amp; students know about the Theories of Industrial Location</li> </ul>
2	<b>Economics of Agricultural Production</b>	2.1 Basic Concepts in Agricultural Production, 2.2 Agricultural Inputs/ Factors of Production 2.3 Price Behaviour in Agricultural Product, Causes of Price Fluctuation 2.4 Trends in Wholesale Price Index of Food Grains & Commercial Crops 2.5 Trade Cycle in Agriculture: Cob-web Theory 2.6 Large and Small Size of Firm-Advantages & Disadvantages	<ul style="list-style-type: none"> <li>To understand the Basic Concept of Agricultural Production Economics.</li> <li>To make the students know about various Price Concept of Agricultural Economics</li> </ul>
3	<b>Introduction of Industrial Economics</b>	3.1 Definition, Meaning, Nature, Scope and Importance of Industrial Economics. 3.2 Scope and Significance of Industrial Economics 3.3 The Concept of Plant, Firm and Industry.	<ul style="list-style-type: none"> <li>To understand the Basic Concept of Industrial Economics.</li> <li>Ability to compare Plant, Firm and Industry</li> <li>To make the students know about the concept of the</li> </ul>

**Teaching Methodology:**

<b>Topic No.</b>	<b>Total Lectures</b>	<b>Innovative methods to be used</b>
1	12	Lecture, PPT/ Group Discussion, Library, Problem solving based learning, Case study, Jigsaw reading, Practical based learning
2	12	Lecture, PPT/ Group Discussion, Library, Problem solving based learning, Case study, Jigsaw reading, Practical based learning
3	12	Lecture, PPT/ Group Discussion, Library, Problem solving based learning,

<b>Film shows and AV Applications</b>	<b>Project/ Practical</b>	<b>Expected Outcome</b>
Relevant videos, Consortium for Educational Communication- SWF E-Content	<ul style="list-style-type: none"> <li>▪ Evaluate the place of Agriculture Sector in the Indian Economy in Present Era.</li> </ul>	<p>After completing this topic, the student will be able to understand</p> <ul style="list-style-type: none"> <li>▪ The Definition, scope, Nature and Scope of Agricultural Economics.</li> <li>▪ Place of the agriculture sector in Indian Economy.</li> <li>▪ Different Theories of agricultural development</li> </ul>
Relevant videos, Consortium for Educational Communication- SWF E-Content	<ul style="list-style-type: none"> <li>▪ Sector one Agricultural produce and list out inputs and outputs of that produce.</li> <li>▪ Analyse the wholesale price Index of Agriculture selected Agricultural Produce.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Analyse Trade Cycle in Agriculture</li> <li>▪ The Basic Concept of Agricultural Production Economics.</li> <li>▪ Price Concept of Agricultural Economics</li> </ul>
Relevant videos, Consortium for Educational Communication- SWF E-	<ul style="list-style-type: none"> <li>▪ Evaluate the roll of Public and Privet sector in Indian Economy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the Basic Concept of Industrial Economics.</li> </ul>

		Case study, Jigsaw reading, Practical based learning	Content		<ul style="list-style-type: none"> <li>▪ To make the students know about the concept of various sector in Industrial Economics.</li> <li>▪ The role and importance of industrial sector vis-à-vis public and private enterprises in the economic development of India.</li> </ul>
4	12	Lecture, PPT/ Group Discussion, Library, Problem solving based learning, Case study, Jigsaw reading, Practical based learning	Relevant videos, Consortium for Educational Communication- SWF E- Content	<ul style="list-style-type: none"> <li>▪ Select one firm in your area and Analyse the factor affecting on localising of that firm</li> </ul>	<ul style="list-style-type: none"> <li>▪ To understand the factors affecting on the location of Industries</li> <li>▪ Analyse Theories of Industrial Location</li> </ul>

#### References:

1. Raju, V. T. Rao VS. (2017) Economic of Farm Production and Management, Oxford & Ibh, New Delhi.
2. Misra S.K. & V.K.Puri, (2017) Indian Economy, Himalaya Publication house Mumbai.
3. Kavimandan Vijay, (2009) KrushiArthshastra, Shri Mangesh Prakshan, Nagpur.
4. Gardner B.L.& Rausser G.C. (2001). Handbook of Agricultural Economics. Vol. I. Agricultural Production. Elsevier
5. Kavimandan Vijay, Krush iArthshastra.
6. Ramesh Singh, Indian Economy, Tata Mc-Graw Hill, Publication
7. Annual Reports, Department of Agriculture, Govt. of India,.
8. Barthwal R.R (2204) Industrial Economics Introductory Text Book, New Age International Limited, Kanpur

#### Suggested Web references:

<https://www.youtube.com/user/cecedusat> <https://www.swayamprabha.gov.in/>  
[http://14.139.13.96:8080/lectures.aspx?pno=Paper05\(O\)](http://14.139.13.96:8080/lectures.aspx?pno=Paper05(O))-UGC CEC E Contain on Agricultural Economics



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[http://14.139.13.96:8080/lectures.aspx?pno=Paper06\(O\)](http://14.139.13.96:8080/lectures.aspx?pno=Paper06(O)) -UGC CEC E Contain on Industrial Economics

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Defense Budgeting, Finance and Management-I**

**Course Code: 236(J)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### **Objectives**

1. To acquaint various concepts in Defence Economics
2. To create awareness different forms of Defence Programming and Budgets
3. To make the students aware about the structure of India's Defence budget
4. To acquire knowledge of different challenges of India's Defence Management

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>	<b>posed Skill to be Developed</b>
<b>I</b>	<b>Budgets : Introduction and Background</b> 1.1 Introduction 1.2 Parliamentary Budgets 1.3 Union Budget : India 1.4 Form of the Central Budget	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Field Visit	Students will be able to learn structure and trends in India's defense budget
<b>II</b>	<b>Defense Budgets</b> 2.1 Objectives of Defense Budget 2.2 Types of Budgets 2.3 Basic concepts of Planning, Programming and Budgeting System	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Field Visit	Students will be able to learn importance of defense planning and performance budget
<b>III</b>	<b>Structure of Indian Defense</b> 3.1 Defense v/s Development : a debate over expenditure 3.2 Role of DPSU's and Private Sector in India's Defense 3.3 Role of Ministry of Defense : 3.4 Role of DRDO in Indian Defense	<b>12</b>	Lecture, PPT, Group Discussion, Library Work, Assignment, Field Visit	Students will be able to learn the role of public and private sector in India's defense production

<b>IV</b>	<b>Defense Planning and Management in India</b> 4.1 Defense Management : Meaning, Concept, Nature and Scope 4.2 Application of Management in the Armed Forces 4.3 Industrial Management and Military Management 4.4 Role of Leadership in Defense Management 4.5 Principles of Management	<b>12</b>	Lecture, PPT, Group Discussion, Panel Discussion, Library Work, Assignment, Field Visit	Students will be able to learn importance of leadership in defense management and industrial management.
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### References:

1. John Downey (1987) , Management in the armed Forces, EBD Educational Pvt Ltd, Dehradun, India
2. Andre Beaufre(1974), Strategy for Tomorrow, Mac Donald Press, London
3. Defence Management, An Annual Journal of College of Defence Managemnet, Secundarbad
4. Mishra H. B. (2000), Defence Management in India, Author Press, New Delhi
5. Venkateshwaran A.L. (1967) , Defence Organization in India, Publication Division, Governemnt of India, New Delhi
6. Ron Mathews(1989), Defence Production in India, ABC, New Delhi

7. Raju G C Thomas(1978), The Defence of India: A Budgetary Perspective of Strategy and politics, MacMillan Publication, New Delhi
8. Sam-C-Sarekesian (1972), The Military Industrial Complex-A Reassessment, Sage publication
9. Maj. Gen Pratap Narain (Retd ) (1998), Indian Arms Bazar, Shilpa Publication, New Delhi,
10. Annual reports of The Ministry of Defence, Government of India
11. Brig. Pramod Sasius (2000), Military Logistics-Third Dimensions, Manaspublication, New Delhi,
12. NISDA Security Conference 8-10<sup>th</sup> October 2006 “Conceptualizing Impediments to National Security”, PROGRAMME BUDGETTING FOR OPTIMISING DEFENCE ALLOCATIONS, Air Marshal (Retd.) Dr. S. Kulkarni

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## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Insurance Transport and Tourism - I-A(Insurance)**

**Course Code: 236(K)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### **Objectives**

1. To acquaint the students with basic concepts in insurance.
2. To develop a proper understanding to study various facets of insurance.
3. To make aware about the role and importance of insurance.
4. To understand the legislation for insurance business in India.

<b>Unit No</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Method</b>	<b>Proposed skills to be developed</b>
<b>1</b>	<b>An Introduction to Life Insurance</b>	<b>12</b>	Lecture, PPT,	Understanding

	<p><b>1.1 Life Insurance Business:</b></p> <p>Components, Human Life Value Approach, Mutuality, Principle of Risk Pooling, Life Insurance Contract, Determinants of Risk Premium.</p> <p><b>1.2 Life Insurance Plans:</b></p> <p><b>1.2.1 Traditional-</b> Term Plans, Whole Life Insurance, Endowment Assurance, Dividend Method of Profit Participation Purpose of plans, Riders in plan - Introduction, Forms and procedures.</p> <p><b>1.2.2 Non Traditional -</b> Unit Linked Insurance Plan (ULIP)</p> <p><b>1.2.3 Difference -</b> Traditional and Non Traditional Plan</p>		<p>Group Discussion, Library Work, Assignment, Visit to LIC Institutions</p>	<p>the concept and products of insurance</p>
2	<p><b>Policy Conditions of Life Insurance</b></p> <p><b>2.1 Insurance Document:</b></p> <p>Proposal form, Policy form, Cover note, Certificate of Insurance, Endorsement, Co-insurance and Renewal receipt, Procedure of taking Life Insurance Policy.</p> <p><b>2.2 Settlement:</b></p> <p>Settlement of Claim on Maturity of Policy, Death of Policy</p>	10	<p>Lecture, PPT, Group Discussion, Library Work, Assignments</p>	<p>Understanding The conditions and settlement structure</p>



	holder,			
<b>3</b>	<b>General Insurance:</b> <b>3.1</b> Origin and growth of General Insurance  <b>3.2</b> Principles of General Insurance <b>3.3</b> Types of General Insurance- Motor, Accident Insurance, Health, Crop, etc.  <b>3.4</b> Laws relating to General Insurance Organization and Management of General Insurance in India <b>3.5</b> Study of Risk factors, Insurance claims <b>3.6</b> Effect of Globalization on Insurance Sector	<b>12</b>	Lecture, PPT, Group  Discussion, Library Work, Assignments, tests.	Understanding growth of GIC and effect of globalization
<b>4</b>	<b>Insurance Sector legislation and Regulatory Authority</b> <b>4.1 Insurance Act:</b>  Insurance Act of 1938, L. I. C. Act of 1956 and G. I. C. Act of 1972 – objectives, features and provisions.  <b>4.2 Fundamentals of Agency Law :</b> Procedure of becoming an agent, Code of conduct, Unfair practices and cancellation of license <b>4.3 Role of IRDA :</b> Insurance Regulatory and Development Authority - Constitution, Objectives, Duties and powers, Role of IRDA in appointing agents.	<b>14</b>	Lecture, PPT, Group  Discussion, Library Work, Assignment, Visit to institutions, tests, Interview of agent	Understanding legislation and authority
	<b>Total</b>	<b>48</b>		

**References:Book**

**s:**

1. Ghorpade Nitin (2015), *Insurance*, Success Publication, Pune.

2. Gupta L.P. (2018), *Insurance Claims Solutions- A Guide to Life and General Insurance Claims*, DR L.P Gupta Publisher.
3. Gupta P.K. (2017), *Principles of Insurance*, Himalaya Publishing House.
4. Gupta R.K. (2017), *Fundamental of Insurance*, Himalaya Publishing House.
5. Haridas R. (2011), *Life Insurance in India*, New Century Publication New Delhi.
6. P. Periasamy (2011), *Principles and Practice of Insurance*, Himalaya Publishing House.
7. Mishra M.N. and Mishra S.B. (2007), *Insurance Principles and Practice*, S. Chand and Company Ltd.
8. Pratchbal Shakti and Dwivedi N.P. (2017), *Principles of Insurance*, Himalaya Publishing House.
9. Taxmann (2014), *Insurance Laws and Manuals, An authorised publication of IRDA*, 14<sup>th</sup> Edition, Taxmann Publication Private Limited.
10. Taxmann (2015), *Insurance products (including Pension Products)*, Indian Institute of Banking and Finance Taxman.

#### ***Reports and Other:***

1. Annual Report- 2016-17, 2017-18, 2018-19, Insurance Regularity and Development Authority of India
2. Annual Report- 2016-17, 2017-18, 2018-19, Life Insurance Corporation of India
3. Annual Report- 2016-17, 2017-18, 2018-19, General Insurance Corporation of India
4. Annual Report (Integrated) 2016-17, 2017-18, 2018-19, SBI Life Insurance
5. Annual Report- 2017-18, ICICI Prudential Life Insurance
6. [https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral\\_NoYearList.aspx?DF=Creport&mid=12](https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_NoYearList.aspx?DF=Creport&mid=12)
7. [http://www.policyholder.gov.in/IRDAI\\_Annual\\_Reports.aspx](http://www.policyholder.gov.in/IRDAI_Annual_Reports.aspx)
8. <http://www.mospi.gov.in/104-insurance-statistics>
9. <https://www.ibef.org/download/insurance-feb-2019.pdf>
10. [https://nipfp.org.in/media/medialibrary/2013/08/insurance\\_report\\_final.pdf](https://nipfp.org.in/media/medialibrary/2013/08/insurance_report_final.pdf)

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**SPECIAL ELECTIVE COURSE – VI**

**Subject: Computer Programming and Application Course**

**Course Code: 236(L)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

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**Web base application in commerce**

**Objectives:**

**SPPU/REVISED SYALLABUS/ S Y B.Com / CBCS/ 2019 Pattern /SEMSTER -III**

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- a. To make the students familiar with Internet environment.
- b. . To make the students familiar with the basics of Web base technology and its application tools.
- c. . To make the students familiar with basics of Internet, Website and related concepts.
- d. To make awareness among students about applications of Internet in Commerce.

Unit No.	Unit Title	Contents	Skills to be developed
1	Introduction to Internet	1.1 Introduction to internet	Learner able to aware with Internet, Web and App with Cyber Ethics
		1.2 Applications of internet (Web and App), Concept of WWW, Types of Website	
		1.2 Web browsers (internet Explorer, firebox,...,etc.)	
		Surfing and searching and Search engines (Google, msn, yahoo)  Internet Banking	
		1.6 Introduction to Social media Application (Facebook, whakapapa Instagram)	
		1.7 Use of Social media application in business (Digital marketing, Advertisement, ....,etc) 1.8 Cyber Ethics	

2	<b>Operating Web Based Applications</b>	<p>2.1 Operating Web-based Applications</p> <p>2.2 Online Reservation Systems</p> <p>2.2.1 Advantages of Online Reservation System</p> <p>2.2.2 Precautions while Performing Online Transactions</p> <p>2.2.3 Using Online Reservation Systems</p> <p>2.2.4 Case Study: Book Rail Ticket</p> <p>2.3 E-Governance</p> <p>2.3.1 Initiative</p> <p>2.3.2 E-Governance Sites</p> <p>2.4 Online Shopping and Bill Payments</p> <p>2.4.1 Benefits of Online Shopping</p> <p>2.4.2 How it works</p> <p>2.4.3 Bill Payments</p> <p>2.4.4 Case Study: Online Shopping using Online Shopping Website</p> <p>2.5 Online Courses, Tutorials and Tests</p> <p>2.5.1 Online Educational Sites (Goggle classroom, WebEx, Webinar, Zoom,...,etc.)</p> <p>2.6 Project Management - Web Based Application Development</p> <p>2.6.1 Project Essentials and Tips</p>	Learner able to aware with Web-based application with case studies
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## Teaching Methodology Method of Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	30	70
Unit – II	30	70
Unit – III	30	70
Unit – IV	30	70

**Guidelines for Examination:**

Term End Exam (30 Marks):

To be conducted by college as per rules provided by University of Pune. Semester Exam 70 Marks):

To be conducted by University of Pune at the end of the academic year.

Passing marks for the course are 40  
(Out of which **minimum 32** marks are  
compulsory in Semester Examination).

**References :-**

1. HTML, Javascript, DHTML & PHP by Ivan Bayross- (BPB Publication)
2. HTML Black Book by Steven Holzner-(DreamTech Publication)
3. Web Technologies Black Book By Kogent Learning Solution
4. Thomas Powell. 8 January 2010. HTML & CSS: The Complete Reference, Fifth Edition. McGraw Hill Professional. ISBN 9780070701946
5. Kogent Learning Solutions Inc. Html 5 in Simple Steps. Published by Dreamtech Press, 2010. ISBN 10: 9350040867 / ISBN 13: 9789350040867 (Its EBook Free to Download)
6. Bryan Pfaffenberger. HTML, XHTML, and CSS. Fifth Edition. March 2011. Published by Wiley Publishing. Inc. ISBN: 978-1-118- 08130-3
7. Richard York.2005. Beginning CSS: Cascading Style Sheets for Web Design. Published by Wiley Publishing. ISBN:0-7645-7642-9
8. John Duckett.Beginning HTML, XHTML, CSS, and JavaScript. Published by Wiley (2010). ISBN: 9788126525515
9. DT Editorial Services. HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and jQuery. Dreamtech Press; 2 edition (13 October 2016). ASIN: B07BFTJQB1.

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Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Principles of Human Resource Management  
Course Code– GC - 301  
Credits - 3

Depth of the Course: Fundamental knowledge

Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to HRM	Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, Principles of HRM, Evolution of HRM, Functions of HRM, Challenges of HRM, Role of HR Manager, Difference between HRM& Personnel Management, Challenges before HRM	<ol style="list-style-type: none"><li>1. To understand the basic concept of HRM and develop knowledge about the various functions of HRM.</li><li>2. To understand the different roles the HR performs in an organisation</li></ol>
2	Job Analysis & Planning for Human Resources	Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	<ol style="list-style-type: none"><li>1. To make the students understand how Job Analysis &amp; Human Resource Planning play an important role in the Organisation.</li><li>2. To develop an understanding of the different methods of Job Evaluation &amp; Process of HRP in Specific Organisational functioning.</li></ol>

3	Career Planning , Employee Morale & Job Satisfaction	Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. Employee Morale & Job Satisfaction- Employee Morale- Meaning, Definition, causes of low Morale, Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction	1.To cultivate the knowledge about Career Planning, Employee Morale & Job Satisfaction among students. 2.To provide knowledge to the students regarding Career Planning which will help/motivate them to
		Caselets on Career Planning, Employee Morale & Job Satisfaction.	climb-up the Career Ladder through higher performance in the organisation. 3. To study the factors contributing to Job Satisfaction and its benefit in the Organisation.
4	HRM in Changing Environment & Trends in HRM	Work force Diversity, Technological Changes & HRM, International HRM, E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organisations, Work from Home, Out-Sourcing, Changing Role of HRM.	1. To make the students aware about Changing Environment of HRM. 2. To understand the different HRM trends.

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 (13 hrs)	Interactive teaching methods to be adopted. Role-Play on Challenges before HRM & Ice breaking sessions can be conducted for effective learning. Student Presentations.	1. 2. Describe the basic concept of HRM. Develop knowledge about the functions and different roles of HR 3. Manager. Understand the challenges before HRM

Unit 2 (13 hrs)	Job Analysis Report. Caselets solution sessions and discussion on the same.	<ol style="list-style-type: none"> <li>1. Understanding the importance of Job Analysis &amp; Human Resource Planning in the Organisation.</li> <li>2. Develop the Problem- solving and decision making skills.</li> </ol>
Unit 3 (13 hrs)	Employee Morale & Job Satisfaction Survey-its basic analysis & Presentation. Caselets solution sessions and its discussion.	<ol style="list-style-type: none"> <li>1. Development of basic ability to think about Employee Morale and Job Satisfaction.</li> <li>2. Development of problem-solving and decision-making skills.</li> </ol>
Unit 4 (9 hrs)	Student Presentations. Lab Activity.	<ol style="list-style-type: none"> <li>1. Understand the Changing Environment of HRM and its effects.</li> <li>2. The students must learn the recentHRM trends with the help of Lab Activities.</li> </ol>

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Role Play.	30	25% MCQ 35% short notes 40% long answers
II	1. 2. Report. Caselet Solution & Discussion		
III	1. 2. Survey Analysis & Presentation. Caselet Solution & Discussion.		
IV	1. Lab Activity 2. Presentation		
Total –		30	70

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

Savitribai Phule Pune University  
S.Y. BBA Semester III (CBCS) Pattern 2019  
Supply Chain Management  
Course Code: GC - 302  
Credits -3

Depth of the Course- Reasonable working knowledge.

Course Objectives:

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Supply Chain Management (SCM)	Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management.	<ul style="list-style-type: none"> <li>• To understand the functions of Supply Chain Management.</li> <li>• To know what is Bull-Whip Effect.</li> <li>• To understand the concept of Green Supply Chain Management.</li> <li>• .</li> </ul>
2	Manufacturing and Warehousing	Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision.Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space Management.	<ul style="list-style-type: none"> <li>• To know the process of Work Flow Automation. To understand Space Management.</li> <li>• To acquaint the students with different Strategies of Warehousing.</li> </ul>
3	Logistics Management and IT in Supply Chain Management	Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology	<ul style="list-style-type: none"> <li>• To learn the methods of Logistics Planning.</li> <li>• To know the role of Inventory Management in Customer Service.</li> </ul>
		in SCM, Role of IT in SCM, Current IT Trends in SCM, RFID, Barcoding. Retail SCM, Problems and Prospects.	<ul style="list-style-type: none"> <li>□ To understand the role of Information Technology in SCM.</li> </ul>

4	Key Operation Aspects in Supply Chain	Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.	<ul style="list-style-type: none"> <li>To learn the Supply Chain Network Design.</li> <li>To know the Role of Distributors in SCM.</li> <li>To understand Relationship Management with Customers and Employees</li> </ul>
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#### Teaching Methodology:

Unit No.	No. of lectures	Innovative Methods to be used		Expected Outcome
1	12	Visit any industry and list out the activities which come under Supply Chain Management  Role play of Bull-Whip Effect. Group discussion on Green Supply Chain Management.	Prepare a chart on Manufacturing Flow System	<ul style="list-style-type: none"> <li>The students must understand the functions of Supply Chain Management.</li> <li>The students must gain practical knowledge of Bull-Whip Effect</li> </ul>
2	10	Take students out to different Plant Locations to make them understand the Work-Flow Automation Visit a company and List out Space Management techniques used by them.	Prepare a write-up on storekeeping with a live example .	<ul style="list-style-type: none"> <li>The students must understand the importance of Space Management.</li> <li>The students must understand different types of Plant layout and their SCM</li> </ul>

3	13	<p>With the help of case study teach different methods of Logistic Management in an industry.</p> <p>Analysis of role of Inventory Management in Customer Service.</p> <p>List out the functions of IT in SCM</p>	A mini presentation on Current IT Trends in SCM	The student must learn different methods of Logistic Management. The students must understand the role of Information Technology in SCM
4	13	<p>Group discussion Role of Human Resources in SCM.</p> <p>Describe the Functions of Quality Circles in an industry</p>	Prepare a research based report on Issues in Workforce Management and Relationship Management with Suppliers,	<p>To understand the various Operation Aspects in Supply Chain</p> <p>To understand the linkage between HRM and SCM</p>

#### Evaluation Methods:

Unit No	Internal Evaluation	External Evaluation
1	<p>1 MCQ on concept meaning, classification of SCM</p> <p>2 Open Book Test</p> <p>3 Presentation on Value Chain and Value Delivery Systems for SCM.</p>	

2	1 Presentations on Different Material Handling System Design used by companies. 2 Case Study on actual factors affecting Store Keeping. 3 Chart making on Manufacturing Flow System.	25% MCQ 35% Short notes 40% Long answers
3	1 MCQ on Logistics Management 2 Situation Analysis- Problems and Prospects of Retail in	
	SCM. 3 Presentations on Role of IT in Supply Chain Management	
4	1 Case study on: Issues in Workforce Management 2 Situation Analysis of actual factors affecting Distributors in SCM	
Total	30	70

#### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management for Global Competitiveness	B.S.Sahay.	Macmillan India Limited	India
2	Supply Chain Management	Sunil Chopra, Peter Meindl & D.V. Kalra.	Pearson Education	UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink.	Tompkins Press	UK
4	Supply Chain Logistics Management	Donald Bowersox, David Clossand M. Bixby Cooper	McGraw-Hill Education;	India



5	Supply Chain Management: Text and Cases	Vinod V Sople	Pearson Education	UK
6	Logistical Management	Donald J.Bowersox & David J.Closs.	Tata McGraw-Hill	New Delhi
7	Designing and Managing the Supply Chain	David Simchi-Levi.	Tata McGraw-Hill Editions	New Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Global Competencies and Personality Development  
Course Code-GC- 303  
Credits – 03

Depth of the course: Reasonable knowledge about Competencies and Personality Development.

Course objectives:

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behaviour in social and professional circles.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction to Personality and its Development	<ul style="list-style-type: none"> <li>• Definition and nature of personality</li> <li>• Characteristics of good personality</li> <li>• Determinants of personality development</li> <li>• Theories of personality development</li> </ul> <p>i. Psychoanalytical Theory by Sigmund Freud ii. Trait Theory by Allport and Big Five model iii. Social Cognition Theory by Albert Bandura</p>	<ul style="list-style-type: none"> <li>• To study the nature and meaning of personality.</li> <li>• To understand various factors affecting personality development of an individual.</li> <li>• To learn various theories of personality development.</li> </ul>
2	Global Competence and Self Development	<ul style="list-style-type: none"> <li>• Meaning and need of global competence.</li> <li>• Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change,</li> </ul>	<p>To understand the concept of Global Competence. To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves.</p> <p>To develop self- esteem and self-confidence of the students.</p>
		<p>problem-solving ability, critical and comparative thinking).</p> <p>Building self-esteem and self confidence</p> <ul style="list-style-type: none"> <li>• SWOC Analysis and Personal Goal</li> <li>• Setting</li> </ul>	<p>To introduce the concept of SWOC Analysis and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.</p>

3	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> <li>• Effective communication skills, Preparation for self-introduction.</li> <li>• Working on attitude i.e. Aggressive, assertive and submissive</li> <li>• Development of leadership skills and introduction to Leadership styles. Team Building; develop ability to work under pressure, flexibility at workplace. Social empathy, building blocks of social empathy and development of social empathy.</li> <li>• Social Responsibilities</li> <li>• Workplace ethics</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• To explain various techniques for effective communication.</li> <li>• To train students for impressive self-introduction.</li> <li>• To introduce various methods for positive attitude development.</li> <li>• To explain various styles and qualities of leaders and encourage students for effective leadership.</li> <li>• To understand the structure of team and to develop ability to work under pressure and flexibility at workplace.</li> <li>• To develop social empathy and explain social responsibilities of the individual.</li> <li>• To introduce various workplace ethics.</li> </ul>
4	Projecting a Positive Social Image	<ul style="list-style-type: none"> <li>• Definition and importance of social image</li> <li>• Grooming basics and use of body language</li> <li>• Time management</li> <li>• Public-speaking</li> <li>• Proper e-mail and telephone etiquettes</li> <li>• International and social etiquettes</li> <li>• Social graces and table manners</li> </ul>	<ul style="list-style-type: none"> <li>• To explain the importance of positive social image of the individual.</li> <li>• To introduce basics of grooming and effective use of body language.</li> <li>• To explain the importance of the time management.</li> <li>• To develop ability of effective public speaking.</li> <li>• To train the students for writing e-mails and explain various telephone etiquettes.</li> <li>• To study various social and international etiquettes and table manners.</li> </ul>

Teaching Methodology:

Teaching Hours	Innovative methods to be used	Expected Outcome
Unit 1-12	Selected video films on the theories of personality. Interactive sessions. Reading of reference books, magazines and articles and preparing notes by students.	To learn various theories of personality development.
Unit 2-11	Flipping the classroom- students will gather information by using various tools and techniques available. Activities for SWOC and goal setting, Expert Talk can be organized.	To understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.
Unit 3-13	Collaboration-few selected students can take responsibility to guide other students through the role play as a mentors, supervisors for the students. It also teaches students empathy, negotiation skills, teamwork, and problem-solving skills. Work together as a team- Project work can be given to the students in groups.	<ul style="list-style-type: none"> <li>To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place.</li> <li>To develop social empathy and explain social responsibilities of an individual.</li> </ul>
Unit 4-12	Classes outside the classroom to understand social etiquettes, visit to corporate offices, seminars and conferences, public speech event etc. Activity of e-mail writing can be given to the students.	<ul style="list-style-type: none"> <li>The students should groom themselves and effective use of body language.</li> <li>To develop the skills of managing the time.</li> <li>To develop ability of effective public speaking.</li> <li>To train the students for writing e-mails.</li> </ul>

Evaluation:

Unit No.	Internal Evaluation	External Evaluation

Unit – I	Presentation on Theories of Personality Prepare a chart on successful personalities	
Unit – II	Open book test. Assignments	
Unit – III	Small project on Effective Communication, Social Empathy and Team Building in a group with time limitation Prepare a small handbook on workplace ethics of by visiting some organization or on the basis of collected information through newspapers, corporate magazines and internet.	Fill in the blanks True and False Short answer question 25% Short notes-35% Long answer questions40%
Unit – IV	Power point presentation on international etiquettes, Writing of an e-mail.	
Total –	30	70

#### Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	India
2	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju,	Himalaya Publishing House.	New Delhi,India
3	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	India
4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	New Delhi,India
5	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	New Delhi, India
6	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	New York

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Fundamentals of Rural Development  
SY BBA Course Code: GC - 304  
Credit: 3

Depth of the Course: Functional Knowledge about Rural Development

Course Objectives:

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

Unit No.	Unit Title	Contents	Purpose and Skills to be develop
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1	Introduction to Rural Development	1.1 Concept of Rural Development- Meaning and Definition. 1.2 Scope and Importance of Rural Development. 1.3 Approaches of Rural Development. 1.4 Need of Rural Development.	<input type="checkbox"/> To provide sound knowledge about rural development.
2	Rural Development Planning & Management	2.1 Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure 2.2 Functions of DRDA 2.3 NGO's and Rural Development 2.4 Self Help Groups (SHG's) formation	<input type="checkbox"/> The unit will help to gain knowledge regarding working in various Government and NGO's transformation.
3	Agriculture Enterprise & Agro-based industries.	3.1 Agricultural Entrepreneur- Meaning, Definition and Importance. 3.2 Agri-business Enterprises-Issues and prospectus 3.3 Micro-financing 3.4 Food and Agricultural Marketing and Management of agro products. 3.5 Agro-based industries	<ul style="list-style-type: none"> <li>• It gives opportunities to students to develop good communication skills, gain knowledge of local languages, ability to handle masses and leadership skills.</li> <li>• They should develop problemsolving skills and the ability of working with clients with diverse interests.</li> <li><input type="checkbox"/> Creation of interest of thereby planning for n farming.</li> </ul>
4	Information Technology and Rural Development	4.1 Rural Development and Internet. 4.2 Information & Communication Technology (ICT) for Rural Development 4.3 IT –Enable Services for an e-village 4.4 Challenges of Rural Development	<ul style="list-style-type: none"> <li>• To develop IT Skills.</li> <li>• To develop awareness regarding the challenges of Rural Development.</li> </ul>

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1 (8 hrs)	<ol style="list-style-type: none"> <li>1. Presentations.</li> <li>2. Group Discussion on scope and importance of rural development.</li> </ol>	<ol style="list-style-type: none"> <li>1. Describes the importance of rural development</li> <li>2. Better understanding of need for rural development</li> </ol>
Unit 2 (14 hrs)	<ol style="list-style-type: none"> <li>1. Debate/ Group discussion on “Role of SHG groups and their effectiveness”.</li> <li>1. Caselets solution sessions and discussion on same.</li> </ol>	<ol style="list-style-type: none"> <li>1. 2. Describes determinants of Rural Development Planning Develop the knowledge &amp; ability of the students about the concepts of NGO’s and Rural Development</li> <li>3. Development of understanding of Functions of DRDA</li> </ol>
Unit 3 (14 hrs)	<ol style="list-style-type: none"> <li>1. Visit to Bhimthadijatra to understand concept of agropreneuership</li> <li>2. Visit to financial institutions to understand Micro financing</li> <li>3. Caselets solution sessions and discussion on same.</li> </ol>	<ol style="list-style-type: none"> <li>1. 2. Describes determinants of agropreneuership Understanding of problems associated with rural entrepreneurship.</li> <li>3. Understanding the implementation of marketing initiatives</li> </ol>
Unit 4 (12 hrs)	<ol style="list-style-type: none"> <li>1. Role Play on role of internet and rural development.</li> <li>2. Chart presentation on(ICT) for Rural Development</li> <li>3. Project competition on IT –Enable Services for an e-village</li> <li>4. Caselets solution sessions and discussion on same.</li> <li>5. Students should collect the information about any one scheme of rural development and analyse it.</li> </ol>	<ol style="list-style-type: none"> <li>1. Understanding role of internet in rural development.</li> <li>2. Develop the knowledge &amp; ability of the students about the concepts ICT and e-development in villages.</li> <li>3. Understanding challenges of rural development.</li> <li>4. Candidates willing to for further research work, also suitable for the project.</li> </ol>

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Power point presentations on sub points		



II	1. 2. Debate/ Group Discussion Activities. Caselets Solution & Discussion	30	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
III	1. Visit to Bhimthadijatra and other rural initiatives		
IV	1. 2. Role Play. Caselets Solution & Discussion		
Total –		30	70

Suggested references:

Sr.No.	Title of the Book	Author	Publication	Place
1	Fundamentals of Rural Development	Mary Tahir & Tahir Hussain	I.K International Publishing House	India
2	Rural Development : Concept and Recent Approaches	A .Thomson William A.J.Christopher	Rawat Publications	Jaipur,India
3	Rural Poverty in India	Sib Nath Bhattacharya	Ashish Publishing House	New Delhi

4	Rural Development; Principles, Policies and Management	Katar Singh	SAGE Publication	India
5	Economic Policy and Development	B.L.Mathur	RB SA Publishers	Jaipur,India
6	Indian Economy	V.K.Puri S.K.Sharma	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Discipline Specific Electives (DSE- A- MM)

Consumer Behaviour & Sales Management

SY BBA Course Code- A 305 MM

Credits 3+1=4

Depth of the Course-Reasonable Knowledge & Insights in Consumer Behaviour & Sales Management.

Course Objectives:

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction and Determinants of Consumer Behaviour	<p>Basics: Meaning of Customers &amp; Consumers, Consumer Roles, Consumerism &amp; De-marketing.</p> <p>Culture &amp; Sub- Culture: Meaning, Characteristics &amp; Relevance to Marketing Decisions.</p> <p>Social Class: Meaning, Measurement, Effect on Lifestyles.</p> <p>Social Groups: Meaning &amp; Group Properties &amp; Reference Groups.</p> <p>Family: Family Life Cycle &amp; Purchasing Decisions.</p> <p>Marketing Mix: Influence of marketing mix variables.</p> <p>Personality &amp; Self Concept: Meaning of Personality, Influence on Purchase Decisions.</p> <p>Motivation &amp; Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.</p> <p>Learning &amp; Memory: Meaning &amp; Principal Elements of Learning, Characteristics of Memory Systems, Recall.</p>	<ul style="list-style-type: none"><li>• To know the Role &amp; Importance of Consumer Behaviour.</li><li>• Ability to learn how Consumer Behaviour impacts the Sales of an Organization. To understand how consumer behaviour is influenced by different environment. To know about determinants of consumer behaviour affects the marketing system.</li><li>• To understand the overall effect of concepts upon the consumer behaviour</li><li>• To develop strategy to influence consumer behaviour.</li></ul>

		Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intentions Behaviours.	
2	Consumer Decision Making Process	<p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p> <p>Search &amp; Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications</p> <p>Situational Influences on Purchase Decisions</p> <p>Purchasing Process: Why do people shop? Store &amp; Non-store Purchasing Processes, Purchasing Patterns.</p> <p>Post-purchase Evaluation &amp; Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.</p>	<ul style="list-style-type: none"> <li>• To develop the conceptual decision making insights.</li> <li>• To have the right understanding of situations as they influence the consumer behaviour. To develop the habit of taking calculated risks towards decision making process.</li> </ul>
3	Basics to Sales Management & its Organization	<p>Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,</p> <p>Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.</p> <p>Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.</p>	<ul style="list-style-type: none"> <li>• To provide the basic understanding of the processes followed in sales management To understand the importance of sales organizations &amp; its impact upon the performance of the organizations.</li> </ul>

4	Training, Managing & Motivating the Sales Force	<p>A. Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description B. Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added Selling C. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary</p>	<ul style="list-style-type: none"> <li>To provide an understanding of the tools and techniques necessary to effectively Manage &amp; Control the sales function - organization - sales individual.</li> <li>To understand the importance of target based marketing to achieve desired results for sales organization.</li> </ul>
		<p>compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising, D. Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.</p>	

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Tutorials /Project for 1 credit –	Expected Outcome
Unit I – 10Hrs	Group wise presentation to understand the nuances of Consumer behaviour.	Assignments to practice the basic concepts in consumer behaviour.	To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges.
Unit II – 14Hrs	Unguided session based upon the Case Studies, in which strategies are adopted by organizations.	Suggesting an adequate strategy to organizations based upon the analysis of the case study.	To help students develop an understanding towards Strategy building & its effectiveness.

Unit III– 14 Hrs	Group discussion amongst the students for developing innovative sales strategy to be followed by organizations.	Discussion & Analysis of success or failure factors behind the strategies implemented.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV – 10Hrs	Skit, Role Play, Presentation to propose relevant solutions to overcome dynamic challenges for sales organizations.	Suggestion & implementation of creative strategies designed to cope against distorting challenges of sales environment through role play or skit.	Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

## Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQ on Consumer Behavioural Concepts Analysis of Marketing Mix, Motivation & Attitude.	25% MCQ 35% short notes 40% long answers Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
Unit – II	MCQ on Problem Recognition, Search & Evaluation, Purchase Process, Post Purchase evaluation & Behaviour through short answers.	
Unit – III	MCQ on Sales Mgmt, Sales Planning & Control, Sales Organization. Short answers to evaluate the Sales strategy formation & its implementation.	
Unit – IV	MCQs and short answers	
Total –	20+30	
		50

### Suggested References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Consumer Behaviour & Sales Management	Still, Cundiff & Govani,	Pearson Education	New Delhi/Mumbai
2	Consumer Behaviour & Sales Management	Havaldar & Cavale	TMGH	Pune
3	Consumer behavior & Sales Mgmt	SL Gupta	Excel books	Pune
4	Consumer behavior & Sales Mgmt	David L.	Tata McGraw Hill	Mumbai
5	Consumer behavior & Sales Mgmt	Batra, Kazmi	Excel books	Mumbai
6	Sales Management,	Bill Donaldson	Palgrave Publications	UK
7	Consumer Behavior - An Indian perspective	Dr. S.L Gupta, Sumitra Pal	Sultan Chand and Sons	New Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019

Discipline Specific Electives (DSE- A- MM)

Retail Management

Course Code- DSE A 306 MM Credits

2+2=4

Depth of the course- Reasonable knowledge of Retail Management

### Course Objectives

1. To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Retailing	Structure of retail industry, types of retailers, market segments and channels, market trends, retail life cycle.	Retailing aims to develop students' understanding of retail strategy, retail operations management, innovation in retail, and the key issues impacting growth in retail firms
2	Retailing Strategy	Identifying and Understanding Customers, Customer segmentation, Selecting Target Market, Identifying Market Segments, selecting site locations, Strategic positioning and execution. Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)	To explore the strategic options available to retailers. To analysis the factors impacting store design and location selection.
3	Managing the Retail Business	Implementing Retail Marketing Plan, Brief Human Resource Requirements, Developing Product and Branding Strategies, Developing Merchandise Plans, Merchandising Strategy,	To study store operations, merchandising and customer management.
4	Future of Retailing	Introduction to recent trends and Technological Advancements in retailing. Omni Channel Retailing, shopping with AR (Augmented reality),Pop up shops, social shopping, private lable brands.	To get conversant with the latest tool used in retail industry. To understand the innovative channels to reacout the target customers to sustain in new markets.

### Teaching Methodology

Teaching Hours Theory + /Project	Innovative methods to be used	Expected Outcome
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Unit I –10Hrs	Group presentation to understand the perspectives of students of retail industry.	Assignments for practice of basic concepts in retail management.	To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.
Unit II – 14Hrs	Presentation to understand the lay out and customer flow on the floor.	Take an example of a retail store of any MNC to study in store dynamics.	To help students understand the planning process behind a retail business.
Unit III – 14Hrs	Discussion of examples of innovative methods adopted by companies to execute their retail strategy	On the same project find the reasons for the success or failure while analysing the execution strategies adopted by the organization.	Giving insights to the challenges while implementing a plan, in context of retail management.
Unit IV –10Hrs	Demonstration of current trends in retail sector. Brain storming sessions to propose solutions to recent challenges in retail sector.	Application of the innovative methods and their possible outcomes, opportunities and challenges, for the above implemented project.	Developing critical thinking ability to explore various angles while facing challenges in the retail sector.

## Evaluation

Subject	Exposure project Evaluation	External Evaluation
Unit – I	Students are expected to visit Minimum 5 Retail Business Outlets covering all categories like Food & Beverages, Clothing & Apparel, Daily Essentials, Automobile & Electronics Retail and Medicines, etc.	25% MCQ
Unit – II		35% short notes
Unit – III		40% long answers

Unit – IV	Students shall prepare project report on the points like: Store layout, Product display, logistics and SWOC analysis, etc. and Viva-voce will be conducted on the submitted project report.	Fill in the blanks True and False Short answer question -25% Short notes -35% Long answer questions -40%
Total –	50	50

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press	New Delhi, India
2	22 immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd.	UK
3	Retail Management	Gibson	Pearson Publication	UK
4	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill	USA
5	Retail Marketing	Swapna Pradhan	TMGH	India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH	India
7	Retail Marketing Management	David Gilbert	Pearson Publication	UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Unival	Oxford University Press	New Delhi, India

Savitribai Phule Pune University  
S.Y. BBA Semester III (CBCS) Pattern 2019 Discipline  
Specific Electives (DSE- B- FM)  
Corse Title – Management Accounting  
Course Code- B 305 FM

Credit 3+1=4

Depth of the Course- Functional knowledge of Management Accounting

Course Objectives: -

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting. To develop decision making skill of the managers with the use of various management accounting tools.
2	Analysis and interpretation of Financial statement	Introduction of Schedule III as per Company Act 2013, (Statement of Profit & Loss, Statement of Balance sheet format) Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement. Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios	To study schedule III as per Company Act 2013 and understand the format of Statement of Profit & Loss & Statement of Balance sheet of company. To study different methods of analysis. Application of various methods of analysis. Analytical skill for comparing financial position of any business will be developed.

		<p>(Introduction and Problems on following ratios only)</p> <p>Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, Operating expenses ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio</p>	
3	Marginal Costing	<p>Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS</p>	<p>To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.</p>
4	Budget & Budgetary control	<p>Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budgetary control, Problems on cash budget.</p>	<p>To understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.</p> <p>To study the concept of budget and its various types. On the basis of past data, future growth and plans, estimated cash inflow and cash outflow can be prepared. Estimated requirement of funds in future and its application in business can be calculated.</p>

## Teaching Methodology

Teaching + Tutorials Hours	Innovative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1- 8	PPT, Group di scussion	NA	To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting.
Unit 2- 14	PPT, Video, Case study , Group discussion	<input type="checkbox"/> Financial Analysis of any company of three years using trend percentage, comparative statement, ratio analysis. <input type="checkbox"/> Financial Analysis of two different companies using trend percentage, comparative statement, ratio analysis.	To understand different methods of analysis and classification of various ratios and its application.
Unit 3- 13	PPT, Video, Case study , Group discussion	NA	To calculate contribution and breakeven point to reach profitability level of any business.
Unit 4- 13	PPT, Video, Case study , Group discussion	<input type="checkbox"/> To prepare budget of any activity or event to be organized in the college.	To learn how to make various types of budgets as per need and requirement of business.

## Evaluation

Subject Management Accounting	Internal Evaluation	External Paper Pattern (50 Marks)
Unit – I	MCQ/ long question/ short notes	Q.1 A Fill in the blanks 5M) Q.1 B Write Short Notes (Any 2) (10M) Q.2 Long Answer (15M) OR Q.2 Problems on ratio analysis Q.3 Problem on marginal costing (10M) Q.4 Problem on Cash budget(10M) OR Q.4 Long Answer
Unit – II	MCQ/Long questions/ problem/ short notes	
Unit – III	MCQ/Long questions/ problem/ short notes	
Unit – IV	MCQ/Long questions/ problem/ short notes	
Total –	30+ 20 marks for project= 50 Marks	50 Marks

## Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Accounting	L.M.Pandey	Vikas Publishing House	Delhi
2	Management Accounting	S.K.R.Paul	New Book Central Agency	

3	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publishing House	Delhi
4	Management Accounting	M.Y.Khan, P.K.Khan,	Mcgraw Hill Education	Delhi
5	Management Accounting	Anthony A. Atkinson, Robert S. Kaplan, Ella Mac Matsumura, G. Arun Kumar, S. Mark. Young	Pearson Education	Delhi

Savitribai Phule Pune University  
S.Y. BBA Semester III (CBCS) Pattern 2019  
Discipline Specific Electives (DES- B- FM)  
Course Title – Banking & Finance Course  
Code- B 306 FM  
Credits 2+2= 4

Depth of the course- Functional knowledge of banking Operations and various Regulatory Authorities in India.

Course Objectives

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Introduction- Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India	Overview of evolution and banking structure in India

2	Functions of Banks	Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services	Students will understand various functions and activities of banks.
3	Regulatory Authorities in India	Reserve Bank of India (RBI) – Role and functions of RBI, Credit control measures, Qualitative and quantitative credit control Insurance Development Authority (IRDA)- Objectives, Powers and functions of IRDA SEBI- Objectives, power and functions of SEBI	Knowledge of functioning and powers various Regulatory Authorities in India.
4	Technology in banking	Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift (Society for worldwide interbank financial telecommunication) cyber security in E- banking	Use of technology in banking and study of security measures while using E- banking

#### Teaching Methodology

Teaching Hours Theory + Project -Practical	Innovative methods to be used			Expected Outcome
Unit 1- 10 Lectures	PPT, Video, discussion,	Group	Applicable(Project)	Students will understand structure of banking system in India.
Unit 2- 12 Lectures	PPT, Video, discussion	Group	Bank Visit	Students will understand functions and operations of banks.
Unit 3- 13 Lectures	PPT, Video, discussion	Group	Applicable(Project)	Students will get basic knowledge of function of various regulatory Authorities in India



Unit 4- 13 Lectures	PPT, Video, Group discussion	Applicable(Guest lecture)	Knowledge of how to use new technology in banking operations along with its cyber security.
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Evaluation

Subject Management Accounting	<p>Guidelines regarding Exposure project (50 marks)</p> <p>Students need to prepare Exposure project on the following topics- (Any 3) 1. Guest lecture/ workshop on any topic mentioned in the syllabus.</p> <p>2. Visit to any bank and observe banking functions and operations. (group project)</p> <p>3. PPT on any topic from the syllabus.</p> <p>Conducting survey/ project based on the following themes-</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Study of different types of banks &amp; their performance</li> <li><input type="checkbox"/> Comparative study of performance of nationalized banks, co- operative banks &amp; foreign banks.</li> <li><input type="checkbox"/> Conducting customer survey of banks customers of any specific bank.</li> <li><input type="checkbox"/> Awareness &amp; conducting financial literacy among different stake holders of the society (e.g. students, house wives, rural area etc.)- Student can conduct a survey by framing a small questionnaire.</li> </ul> <p>Note: Colleges can change the project topics according to their convenience.</p>	<p>External Evaluation</p> <p>25% MCQ</p> <p>35% Short Notes</p> <p>40% Long Answers</p>
	SPPU Project viva= 50 marks	Theory paper = 50 marks

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd	Delhi
2	Banking and Insurance	O.P.Agarwal	Himalaya	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial services and Markets	Dr. S.Gurusamy	Thomas	Delhi
5	Banking Law and Practice in India	Maheshwari	Kalyani publisher	Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Discipline Specific Electives (DES- C- HRM)  
Organisational Behaviour (OB)  
Course Code: DSE- C -305 HRM Credits:  
3+1=4

## Depth of the Course-Comprehensive Knowledge of Organisational Behaviour

### Course Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Organisational Behaviour (OB)	Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that contribute to the OB field, Models of OB, Challenges for OB	<ol style="list-style-type: none"><li>1. To understand and explain how and why Organisational Behaviour study is important to students.</li><li>2. To make use of the models of Organisational Behaviour in Specific Organisational Settings.</li></ol>
2	Individual Determinants of Organisational Behaviour	Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality Value & Attitude- Meaning, Definition and Types. Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory Caselets on Personality, Motivation, Value & Attitude	<ol style="list-style-type: none"><li>1. To explain determinants of Organisational Behaviour at Individual Level.</li><li>2. To make use of the Theories of Personality by adding new perspective for overall development of the Organisation.</li><li>3. To make students understand how Values and Attitudes play a vital role in the Organisation.</li><li>4. To make use of Theories of Motivation to motivate employees to achieve higher performance in Organisation.</li></ol>

3	Group Interaction & Organisational Behaviour	<p>Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness</p> <p>Conflict - Meaning, Definition, Traditional &amp; Modern View of Conflict, Organisational Performance &amp; Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating.</p> <p>Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership</p> <p>Caselets on Group Dynamics, Conflict Management &amp; Leadership</p>	<ol style="list-style-type: none"> <li>1. To explain determinants of Organisational Behaviour at Group Level.</li> <li>2. To understand the Group Behaviour by learning Theories of Group Formation.</li> <li>3. To enable students to understand the relation between Organisational Performance &amp; Conflict.</li> <li>4. To explicate students, the different styles of Leadership.</li> </ol>
4	Dynamics of Organisation	<p>Organisational Culture- Meaning, Definition, Levels, Formation &amp; Sustaining Organisational Culture</p> <p>Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change</p> <p>Caselets on Organisational Culture &amp; Change Management</p>	<ol style="list-style-type: none"> <li>1. To explain determinants of Organisational Behaviour at Organisational Level.</li> <li>2. To identify the factors that create and sustain Organisation's Culture.</li> <li>3. To identify and manage the forces that act as stimulants to change.</li> </ol>
5	Project/ Tutorial	Students can prepare project on any topic which they have learnt under this subject.	<ol style="list-style-type: none"> <li>1. To develop better understanding of theoretical concepts by undergoing the project.</li> </ol>

## Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	In novative methods to be used	Tutorials /Project for 1 credit	Expected Outcome
Unit 1 (10 hrs)	3. 4. Presentations. Group Discussion on Models of OB.	----	3. Describes importance of Organisational Behaviour. 4. Better understanding of Models of Organisational Behaviour.
Unit 2 (14 hrs)	2. Role Play on different types of Personality. 3. Debate/ Group discussion on Motivation (Monetary Motivation v/s Non-Monetary Motivation). 4. Caselets solution sessions and discussion on same.	----	1. Describes determinants of Organisational Behaviour at Individual Level. 2. Develop the knowledge & ability of the students about the concepts of Personality, Motivation, Value & Attitude. 3. Development of Problem-solving and decision making skills of students.
Unit 3 (14 hrs)	4. Role Play on Stages in Group Formation & Group Cohesiveness. 5. Role Play on Conflict Management. 6. Debate/ Group Discussion on Leader v/s Manager. 7. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Group Level. 5. Develop the knowledge & ability of the students with respect to the concepts of Group Dynamics, Conflict Management & Leadership. 6. Development of Problem solving and decision making skills.

Unit 4 (10 hrs)	5. Role Play on Resistance to Change. 6. Caselets solution sessions and discussion on same.	----	4. Describes determinants of Organisational Behaviour at Organisational Level. 5. Develop the knowledge & ability of the students about the concepts of Organisational Culture & Change. 6. Development of Problem solving and decision making skills.
Exposure	1. Preparation of Google Form for Questionnaire of Project, Collection of data and Submission of Project. 2. Power Point Presentation.	Project evaluation of the students on the basis of Project Submission & Presentation of Project	1. Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Role Play, Debate/ Group Discussion Activities.	30	25% MCQ 35% short notes 40% long answers
II	1. 2. Role Play, Debate/ Group Discussion Activities. Caselet Solution & Discussion		
III	1. 2. Role Play, Debate/ Group Discussion Activities. Caselet Solution & Discussion.		
IV	1. Role Play. 2. Caselet Solution & Discussion		
Project	1. 2. Project Submission. Presentation.	20	
Total –		50	50

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Legal Aspects in Human Resources DSE - C 306 (HRM)  
Course Code: DSE - C 306 (HRM)  
Credits: 2+2=4

Depth of the course- Functional Knowledge

Course Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
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1	Introduction	Employer, employee, Rights of an employee at work place. HR Policy- Meaning and its importance. Legal issues related to HR in the Organisation	<ol style="list-style-type: none"> <li>1. To study and explain rights of employees at work place.</li> <li>2. To understand the legal issues related to HR in an organisation.</li> </ol>
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	Wage & Salary Administration- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels The Workmen's Compensation Act,1923- Introduction,Main Features of the Act, Definitions, Provisions under the Act.	<ol style="list-style-type: none"> <li>1. To understand the basic concepts of Wage &amp; Salary Administration.</li> <li>2. To understand the Applications of The Workmen's Compensation Act, 1923.</li> </ol>
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention,	The Payment of Gratuity Act,1972 Introduction, Scope and Application, Definitions and Provisions under this Act.	<ol style="list-style-type: none"> <li>1. To gain knowledge &amp; Applications of The Payment of Gratuity Act,1972</li> <li>2. To understand the Applications of Sexual Harassment of Women at</li> </ol>
	Prohibition and Redressal) Act 2013	Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013 Introduction, Main Features of the Act, Provisions, Vishaka Guidelines	Workplace (Prevention , Prohibition And Redressal) Act 2013



4	Business Exposure in HR		<ol style="list-style-type: none"> <li>1. To introduce the students to the general HR practices in the organisation.</li> <li>2. To enhance the awareness of the students towards different Acts and its application.</li> </ol>
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### Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project in Legal Aspects 2 Credits	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	<ol style="list-style-type: none"> <li>1. Students are required to visit and collect data from HR department of any small/ medium or large scale industry individually or in groups and study HR policies, Legal issues, calculations of Wage Differentials.</li> <li>2. Students can visit regional gratuity office to understand its functioning.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of the rights of employees at workplace.</li> <li>2. Describes understanding of the legal issues related to HR in organisation.</li> </ol>
Unit 2 (12 hrs)	<ol style="list-style-type: none"> <li>1. Exercise on Wage Differentials</li> <li>2. Caselets solution sessions and discussion on same.</li> <li>3. Group Discussion on The Workmen's Compensation Act,1923</li> </ol>		<ol style="list-style-type: none"> <li>1. Develop the knowledge &amp; ability of the students about the concepts Wage &amp; Salary Administration.</li> <li>2. Better understanding of Workmen's Compensation Act,1923.</li> </ol>

Unit 3 (12 hrs) & Project work	1. Exercise on Calculation of Gratuity. 2. Caselets solution sessions and discussion on same. 3. Role play on Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013	3. Students are required to prepare Project on collected data.  Note – Colleges can change the topics for projects as per the requirements of the course.	1. Better understanding of The Payment of Gratuity Act,1972 2. Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013
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### Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	--  Project 30 marks & Viva 20 marks	25% MCQ 35% short notes 40% long answers (50 marks)
Unit – II		
Unit – III		
Project VIVA		--
Total –	50 marks	50 marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Labour & Industrial Laws	S.N.Mishra	Central law publication	Allahabad
2	Industrial and Labour Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co. (P) LTD.	New Delhi
3	Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013	-	Professional book publishers	Delhi
4	Labour and Industrial laws	H L Kumar	Universal Publication	Delhi
5	Labour and Industrial laws	P.K. Padhi	PHI learning Private Ltd	Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Discipline Specific Electives (DSE- D- SM) Fundamentals  
of Services Management

Course Code: D-305 SM

Credits: 3+1=4

Depth of the Course: Basics and Overall Perspective of Service Management

Course Objectives:

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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I	Understanding Various Aspects of Services	<p>Introduction to services: Concept, Scope, Classification &amp; characteristics of services, Service as key differentiator for manufacturing industries. Functions of Service Management. Changing dynamics &amp; challenges of service sector.</p> <p>Growth in service sector :- Importance, Growth &amp; Development of service sector in India.</p>	<p>Purpose: -</p> <ul style="list-style-type: none"> <li>-To understand the basic concept of services.</li> <li>-To highlight upon new revolution in services.</li> <li>-To understand recent trends &amp; new developments in Service Sector.</li> </ul> <p>Skills to be developed: -Positive approach towards service sector, Identifying opportunities in services.</p>
II	Service Mix Elements- Introduction	<p>Product: - The service products, Service Product Life-Cycle and its Strategies.</p> <p>Place: -Managing Distribution Channels in Service Industry, Factors affecting</p>	<p>Purpose: -</p> <ul style="list-style-type: none"> <li>- To understand various elements of service mix.</li> <li>- To gain practical knowledge of various tools of sales promotion in service sector.</li> <li>- Understanding of difference between products and service sector.</li> </ul>
		<p>choice of channel, Strategies for distribution.</p> <p>Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.</p> <p>Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy.</p>	<p>Skills to be developed: -</p> <p>Professionalism in the area of services.</p>

III	Service Environment	<p>Micro &amp; Macro Service Environment: PESTEL Analysis of Service Sector, Six Market Model.</p> <p>Market Analysis &amp; Segmentation: - Planning process, Rethinking the customer service function, Focusing &amp; positioning target customers.</p> <p>Service Design:- Introduction , Building a service blueprint and its benefits.</p>	<p>Purpose: -</p> <ul style="list-style-type: none"> <li>- To learn various models of service market analysis.</li> <li>- To understand the service environment. Skills to be developed: -</li> <li>- Developing Analytical ability for proper market analysis.</li> <li>- Innovation &amp; creativity.</li> </ul>
IV	Research in Service Industry	<ul style="list-style-type: none"> <li>- Environmental changes leading to service boom.</li> <li>- Impact of globalisation on service</li> </ul> <p>Sector: An Overview</p> <ul style="list-style-type: none"> <li>- New Economic policy &amp; its impact on service sector.</li> <li>- Preparation of small report based on service market analysis.</li> </ul>	<p>Purpose: -</p> <ul style="list-style-type: none"> <li>-Overview of changing dynamics &amp; challenges of service sector.</li> <li>- To gain knowledge of New economic policy &amp; its impact on service sector.</li> </ul> <p>Skills to be developed: -</p> <p>Enhancement of service leadership skills through practical learning.</p>

Teaching Methodology: (Pedagogy for Course Delivery): -

Teaching Hours	Innovative Methods to be used	Practical for 1 credit	Expected outcome
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12	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Preparing small reports on field visit experience as assigned by subject faculty	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units(organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Asking students to prepare report on any of the service organisation of their own choice w.r.t Service elements.	Development of interest in service sector and implementation of various concepts in practice.
12	Preparation of PPT and Use of PPT based on field work for service Market analysis by Using different models like PESTEL, Six Market Model etc.	Assigning students with tasks based on current situation and its impact on service sector.	Ability to collect relevant data and its analysis and interpretation.
12	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.

Evaluation: -Internal (30+20=50) and External – 50 Marks

Subject : Service Management (305)	Internal Evaluation	External Evaluation
Unit – I	Various aspects like assignment, presentation, GD etc. as decided by college authorities(30 marks)	25% MCQ  35% Short Notes  40% Long Answers
Unit – II	Class tests , PPT	
Unit – III	Notes preparation	
Unit – IV	Field visit / project report for 20 marks	
4	30+20=50 marks	50 marks

Suggested References: -

Sr.No	Title Of the Book	Author/s	Publication	Place
1.	Service Marketing Operations & Management	Vinnie J. Juhari, Kirti Dutta	Oxford University Press	Delhi
2.	Service Marketing Management: An Indian Perspective	Dr. B. Balaji	S. Chand & Co.	Delhi
3.	Service Management: Strategy & Leadership in Service business	Richard Normann	Wiley & Sons,Ltd	NewYork
4.	Service Management: The New Paradigm in Retailing	Jay Kandmpully	Springer	New York



Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Principles & Functions of Services Management- DSE - D-306 SM  
Course code DSE - D-306 SM  
Credits: 2+2=4

Depth of the Course: Understanding Core Aspects of Service Management Course

Objectives:

1. To recognise & understand different types of service based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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I	Understanding Consumer/Customer Behaviour	<p>Customer expectation, strategies for managing customer expectation, 4C's of customer service mix. - Creating the right service philosophy: - Customer service pre &amp; post transaction elements, Meeting the service challenges.</p> <p>-Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight.</p> <p>-Managing demand &amp; supply of services: Managing demand, Patterns &amp; determinants of demand, Strategies of managing demand, waiting line strategies.</p>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>-Learning &amp; understanding the concept of customer satisfaction.</li> <li>-Understanding efficient management of demand &amp; supply of services. Skills to be developed: -</li> <li>-Development of Behavioural Skills. - Management Skills such as facing Risk, challenges, etc.</li> </ul>
II	ITES Introduction	-Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage	<p>Purpose: -</p> <ul style="list-style-type: none"> <li>- Learning significance of ITES.</li> </ul>
		outsourcing, types & stages of outsourcing, global trends in outsourcing & role of India in outsourcing. - KPO/BPO :- Introduction, significance, third party service providers, future of KPO/BPO, challenges faced.	<ul style="list-style-type: none"> <li>-Understanding the working &amp; challenges faced by KPO/BPO.</li> <li>- Availing opportunities available in outsourcing.</li> </ul> <p>Skills to be developed: -</p> <ul style="list-style-type: none"> <li>-Adaptability to New /Recent trends and Flexibility.</li> </ul>

III	Delivering Quality Services and Value Process	<p>-Service based components of quality, perceived quality, Implementing TQM in service sector &amp; its effect.</p> <p>-Service performance failure – concept of service failure &amp; recovery, customer response to service failure &amp; recovery, service recovery following customer complaints, solving problems &amp; preventing recurrence.</p> <p>Creating service value and defining its benefits.</p> <p>- Service Value Chain: Introduction, significance.</p> <p>-Case studies related to service value chain in Banking &amp; Insurance, Hospital &amp; Health Care, Travel &amp; Tourism, Hotel&amp; Catering.</p>	<p>Purpose: -</p> <p>-To understand the importance of quality in service chain.</p> <p>-To learn the concept of service failure &amp; techniques of recovery from it. Skills to be developed: -</p> <p>- Development of service providing abilities and skills.</p> <p>Purpose: -</p> <p>-Learning various service providing sectors through case study.</p> <p>-Understanding key factors for success &amp; failure of service sectors.</p> <p>Skills to be developed: -</p> <p>-Problem Solving Ability, Case study analysis.</p>
IV	Business Exposure in services		To help students understand the core aspects of service management with reference to different service industries.

Teaching Methodology: -

Teaching and Project Hours	Innovative Methods to be used	Business Exposure for 2 credits (50 Marks)	Expected outcome
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6	Interactive Sessions followed by feedback, You Tube Videos for better understanding.	Visit to Five different Service sector organisations as mentioned in syllabus is mandatory.	Learning will be more practical based on theory, thereby aid students in better understanding.
12	Visits to various service oriented units (organisations) to gain practical knowledge w.r.t service elements and its effective implementation.	Preparing reports by selecting different service sector organisations based on visits in consultation with subject expert.	Development of interest in service sector and implementation of various concepts in practice.
12	Use of PPT Use of Microsoft word and Excel for project preparation	Students are required to prepare consolidated report of all five visits and appear for viva-voce.	Ability to collect relevant data and its analysis and interpretation.
(2 credits)	Arranging Sessions of experts from service industry (Guest lecture series)	Maintaining record of every session by the students for evaluation by the teachers	Awareness of actual scenario w.r.t. service operations and its management.

Evaluation: - Internal 50 and External 50

Subject : Service Management (306)	Internal Evaluation	External Evaluation 50 marks Paper
Unit – I	Exposure Report and Viva-Voce (50 marks)	(Based on Theory) 25% MCQ or Objective type, 35% short notes ,40% long answers
Unit – II	-Project report 30 marks and Viva 20marks and total 50 marks	
Unit – III		
Unit – IV		
Total = 4 credits	50 Marks	50 Marks

Suggested References: -

Sr. No.	Title Of the Book	Author/s	Publication	Place
1.	I) Competitive Advantage	Porter,Michael E.	The Free Press	New York
	ii) Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
	iii) Service Sector Management: An Indian Perspective	C.Bhattacharjee	Google Book library	Online source
2.	i)Management of Service Organisations	SassersR..P.	Allyn and Bacon	Boston
3	ii) Service Marketing	Hellen	W.Macmilan India Ltd.	New Delhi

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Course Title: Agriculture and Indian Economy- DSE - E 305 ABM  
Course Code DSE – DSE - E 305 ABM  
Credits: 3+1=4

Depth of the Course: Functional Knowledge about Indian Agriculture and rural India

Course Objectives-

- 1.To understand importance of agriculture in Indian economy.
- 2.To impart knowledge in the field of agriculture marketing.
- 3.To understand various problems and prospects Indian agriculture.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
I	Agriculture and economic Development	1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity.	For the rural development and industrialization which helps to maximize the production and also essential to economic progress.

II	Agricultural Credit	2.1 Co-Operative credit system; NANBARD 2.2 Role of commercial bank, Self-Help Group- meaning and Impact 2.3 Agriculture Finance 2.4 Agricultural credit: Challenges, Opportunities, Strategies,	To know the functioning of NABARD and micro-credit institutions for augmenting flow of credit to self-employed and rural sector.
III	Agricultural Marketing and Prices	3.1 Agricultural Market, Marketing policy 3.2 Regulated market, Marketing channels 3.3 Behaviour of agricultural prices 3.4 Objectives of agricultural price policy.	To achieve a correct balance between the demand and supply of money.  Candidate should know the structure and objectives of regulated market.
IV	Agricultural Growth in India	4.1 Recent trends in agricultural growth in India. 4.2 Inter-regional variations in growth of output and productivity 4.3 Cropping Pattern shifts 4.4 Problems and prospects of Indian agriculture. 4.5 International trade in agricultural commodities.	For the liberalized agro-industries policy with maintain sustained growth in productivity and gainful employment.  To know the problems of Indian agriculture to accelerate the future growth and prospectus of economy.  To know the issues related to import and exports of agriculture commodities.

### Teaching Methodology-

Teaching Hours Theory +Tutorials/Project Practical	Innovation methods	Tutorials For 1 Credit	Expected outcome
4 credit Unit 1 – 12 hours Unit 2 – 11 hours Unit 3 – 12 hours Unit 4 – 13 hours	<ul style="list-style-type: none"> <li>• Discussion method</li> <li>• Guest lecture method</li> <li>• Workshop/Seminar</li> <li>• Website visits</li> <li>• Preparing Charts on agri development in India and comparison within the state</li> </ul>	<ul style="list-style-type: none"> <li>• Students can collect information on</li> <li>• Tutorial on Green Revolution</li> <li>• Study of local agricultural market.</li> <li>• And conducting surveys on</li> <li>• Difficulties faced by the farmers, supply chain management, shortage and surplus of Farm products</li> <li>• Data Collection on behaviour of agricultural prices</li> </ul>	<ul style="list-style-type: none"> <li>• Concept clarity regarding Agriculture and Indian Economy</li> <li>• Easy understanding of interdependence between industry and agriculture</li> </ul>

### Evaluation

Topics	Internal evaluation 30+20 = 50	External evaluation 50 marks	Suggested add on course
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UNIT 1	<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Practical survey of agricultural market</li> <li>• Oral expression of agricultural development in India</li> </ul>	25% MCQ 35% short notes 40% long answers (50 marks) --	<ul style="list-style-type: none"> <li>• Certificate course on Indian Agricultural Developments</li> <li>• Certificate course on Agricultural Management</li> </ul>
UNIT 2			
UNIT 3			
UNIT 4	<ul style="list-style-type: none"> <li>• Oral presentation by using (charts/Placards/Newspaper cutting/colourful images)</li> <li>• Group presentation on agri based Indian economy</li> </ul>		<input type="checkbox"/> Agriculture income and Indian economy.

Suggested references:

Sr.No.	Title of the Book	Author	Publication	Place
1	Agricultural Economics	Bilgrami S.A.	Himalaya Publishing House	Delhi
2	Indian Economy	Dhingra, I.C	Sultan Chand	Delhi
3	Indian Agricultural Development since Independence	Dantwala M.L. et.al	Oxford & IBH	New Delhi
4	Trade Liberalization and Indian Agriculture	Gulati A. and t. Kelly	Oxford University Press	New Delhi
5	Agriculture Price Policy in India	Kahlon A. S. and Tyagi D. S.	Allied Publisher	New Delhi
6	Agricultural growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha	Oxford University press	New Delhi
7	Banking Reforms and Agricultural Finance in India	Akhtar S.M.andSidhiqi N.A.,	-	-
8	Reserve Bank of India-Hand book of statistics on Indian economy			

Savitribai Phule Pune University  
SY BBA Semester III (CBCS) Pattern 2019  
Rural Development: Principles and Practice DSE - E 306 (ABM)  
Course Code DSE - E 306 (ABM)  
Credits: 2+2=4

Depth of the course: Functional Knowledge about rural development

Course Objectives:

1. To develop appropriate attitude and values required of a rural manager.
2. To develop conceptual and exploratory skills to work for rural development

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basic elements of Rural Development	Meaning of Rural Development, Need for Rural and its importance. Features of Rural Economy. Size and Structure of Rural Economy, Rural versus Urban development, Growth versus Development. Rural Poverty and Rural Income.	<ol style="list-style-type: none"> <li>1. To study and explain various concepts of Rural Development To</li> <li>2. understand sectoral Development of rural India</li> </ol>
2	Rural Development Policies in India	Need for Rural Development Policy, Goals of Rural Development Policy. Characteristics of Growth and equality orientation Program, Poverty and Unemployment eradication programs. Cooperative Sector and Rural Development, Features of Co-operative Sector and advantages and limitations of Co-operative Sector.	<ol style="list-style-type: none"> <li>1. To understand the basic rural developmental policies in India. To</li> <li>2. understand the various programs of rural Development and initiatives taken the Government.</li> </ol>
3	Role of Agriculture and Sustainable development.	Role of Agricultural and Non-Agricultural sector in rural development. Impact of globalization on rural development. Need, Advantages and limitations of globalization	<ol style="list-style-type: none"> <li>1. To develop the insights for equal development and opportunities To</li> <li>2. understand the linkages and dependency on each other.</li> </ol>

		Sustainable development - Various initiatives taken by Government for agriculture and industry linkages, rural and urban linkages, advantages and effects, Challenges and opportunities for linkages. Initiatives for rural sustainable development. Gandhian Model of Rural Development	
4	Business Exposure in Agri Business Management		

### Teaching Methodology

Teaching Hours Theory + Project	Innovative methods to be used	Project for 2 credits Project and Viva for 50 marks	Expected Outcome
Unit 1 (6 hrs)	1. Presentations	1. Students are required to visit and collect data on various aspects of rural development. 2. Visit to nearby villages and identify problems faced by them.	1. Better understanding to need for rural development. 2. Describes need for equal distribution of resources. .
Unit 2 (12 hrs)	1. Exercise on Differentiating aspects 2. Discussion on same. 3. Group Discussion on Government initiatives.	3. Collecting data about various Government initiatives and creating awareness in rural areas.	1. Develop the knowledge & ability of the students about the concept mentioned in the syllabus.
Unit 3 (12 hrs)	1.Charts will be prepared on Global agri development. 2.Case lets solution sessions and discussion on same.	4. This course requires the students to read a number of syllabus related articles, both old and recent.	Importance of sustainable agriculture and Learning agricultural ecosystem

Business Exposure		5. Visit and interview an Agri-exporter to understand the opportunities in Agri-business	1. Project outcome Better understanding of theoretical concepts by visit of students in agri- product Industries. Agri-export Houses.
			2. To expose students while engaging in experiential learning to internalize rural environment institutions and initiatives

### Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	--	25% MCQ 35% short notes 40% long answers (50 marks)
Unit – II	--	
Unit – III	--	
Project VIVA	Project 30 marks VIVA 20 marks	--
Total –	50 marks	50 marks

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Agricultural Economics,	.Bilgrami S.A.R.	Himalaya Publishing House, (1996)	Delhi.
2	“Indian Economy”	Dhingra,I.C	sultan chan.	Delhi
3	Agricultral growth, Rural poverty and Environmental Degradation in India	Rao C.H.Hanmantha (1975)	Oxford University press ,	New Delhi
4	Agriculture Price Policy in India ,	Kahlon A. S. and Tyagi D. S.( (1983)	Allied Publisher	New Delhi
5	Trade Liberalization and Indian Agriculture,	Gulati A. and t. Kelly(1999)	Oxford University Press ,	New Delhi
6.	Rural Development: Principles, Policies and Management	Katar Singh	Publication Year: 2009 DOI: <a href="http://dx.doi.org/10.4135/9788132108399">http://dx.doi.org/10.4135/9788132108399</a>	Online Book

Savitribai Phule Pune University  
SY BBA Semester IV ( CBCS ) Pattern 2019  
Subject: Entrepreneurship and Small Business Management- GC-401  
Course Code – 401  
Credits – 3

Depth of the Course: Basic and functional knowledge of entrepreneurship and small business management

Course Objectives:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Entrepreneurial Perspective	<ul style="list-style-type: none"> <li>• Concept of Entrepreneur, Manager, Intrapreneur Entrepreneur and Entrepreneurship Meaning, Definition, Evolution.</li> <li>• Types of Entrepreneurs, Qualities and Functions of Entrepreneur.</li> <li>• Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.</li> <li>• Role of Entrepreneur in growth and development of the small business.</li> <li>• Problem of Unemployment and Importance of wealth creation.</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>• Learning &amp; understanding the concept of Entrepreneur and process of Entrepreneurship.</li> <li>• Highlighting the role of entrepreneurs in growth and development.</li> <li>• Understanding importance of Entrepreneurial as career</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>• Inculcating Entrepreneurial skills and abilities.</li> <li>-</li> </ul>
2	Business Opportunity Identification	<ul style="list-style-type: none"> <li>• -Definition of business, industry &amp; commerce and their interrelationship in today's environment.</li> <li>• Opportunity Search:</li> <li>• Divergent Thinking Mode: Meaning Objectives</li> <li>• Tools and Techniques: Environmental scanning for business opportunity Identification.</li> <li>• Opportunity Selection:</li> <li>• Convergent Thinking Mode: Meaning, Objectives</li> <li>• ,Tools And Techniques: Market Survey</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>• Environmental Scanning for identification of Business opportunities.</li> <li>• Learning various tools and techniques of opportunity search and its appropriate selection.</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>• Development of Divergent and Convergent thinking abilities.</li> </ul>



3	Management of MSMEs and Sick Enterprises :	<ul style="list-style-type: none"> <li>• Meaning, Objectives and Functions of MSMEs</li> <li>• Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. -</li> <li>• Financial Assistance for Small Enterprise: Institutional: a) Bank Loan</li> <li>• b) Angel Funding c) Venture Funding</li> <li>• d) Self Employment Schemes of Government of Maharashtra.</li> <li>• e) Government Financial Institutions: Khadi and</li> <li>• Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY)</li> <li>• f) Prime Minister Employment Generation Programme (PMEGP).</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>• To understand the concept of MSME and its challenges.</li> <li>• Creating awareness about financial assistance of various institutions</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>• Learning about fund raising for small businesses.</li> <li>• Knowledge about self-employment schemes.</li> <li>• Development of practical approach towards new businesses.</li> </ul>
4	Study of Women-founded Start-ups in India and Entrepreneurs' biography	<ul style="list-style-type: none"> <li>• -Upasana Taku, Anisha Singh, Sabina Chopra.</li> <li>• Azim H. Premji, Ratan Tata, DR. Shiva Nadar.</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>• Understanding key factors for success &amp; failure</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>• Problem Solving Ability</li> <li>• Qualities/Skills can be acquired from these business leaders to become successful.</li> </ul>

Teaching Methodology (Pedagogy for Course Delivery) :-

Teaching Hours	Innovative Methods to be used	Expected outcome
Unit 1 -12 Hours	Interactive Sessions followed by feedback, Role Play for various types of entrepreneur.	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.

Unit 2 -12 Hours	Group Discussion and Brain Storming sessions for generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start ups.
Unit 3 -12 Hours	Use of PPT for better understanding of various financial institutions and Schemes	Ability to collect relevant data and its analysis and interpretation.
Unit 4 -12 Hours	Arranging Sessions of experts from service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.

Evaluation :- Internal Marks 30

Subject :	Internal Evaluation	External Evaluation
Unit – I	Evaluation of the students on the basis of various criteria of assessment as prescribed by college	70 Marks Final Examination based on pattern of question papers as prescribed by SPPU.
Unit – II		
Unit – III		
Unit – IV		
Total =4	30 Marks	70 Marks

Suggested References :-

Sr. No	Title Of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Entrepreneurship and Small Business Management  
Course Code - 401

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA Semester IV (CBCS) Pattern 2019  
Course: Production and Operation Management- 402 GC  
Course Code -402 GC Credits -  
3

Depth of Course: Reasonable Working knowledge.

Course Objectives:

- 1.To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

of

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	<ul style="list-style-type: none"> <li>• Introduction to Production and Operation Management – Meaning, Nature, Scope,</li> <li>• Objectives, Importance, Functions of Production and Operation Management,</li> <li>• Variety of business, Methods of manufacturing, Plant layout, Service layout,</li> <li>• Safety considerations and environmental aspects.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept Production and Operation Management and various methods of manufacturing.</li> <li>• To understand the different layout and safety considerations used for production management.</li> </ul>
2	Production Design, Planning , Control	<ul style="list-style-type: none"> <li>• Production Design: Meaning, Objectives, product policy, Techniques of product development.</li> <li>• Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.</li> <li>• Production Control –Meaning, Objectives, Factors affecting production control.</li> <li>• Caselets on design, planning and control.</li> </ul>	<input type="checkbox"/> To make the students understand how product developed, planned and controlled in manufacturing.
3	Productivity and Ergonomics	<ul style="list-style-type: none"> <li>• Productivity and Quality Control- Meaning, Definition, Importance,</li> <li>• Measurement techniques, Quality control, Quality circles, TQM.</li> <li>• Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the concept of productivity and quality management.</li> <li>• To provide knowledge to the students regarding Ergonomics and safety measures.</li> </ul>
4	Maintenance Management	<ul style="list-style-type: none"> <li>• Maintenance Management : Introduction , Meaning, Types,</li> <li>• Planning, Scheduling, Techniques.</li> <li>• Modern Scientific maintenance methods ,</li> <li>• Automation and computer integrated manufacturing.</li> </ul>	<input type="checkbox"/> To make the students aware about Changing Environment, Production and operation maintenance methods.

Teaching Methodology

Teaching Hours Theory	Innovative methods to be used	Expected Outcome
Unit 1 - 12 Hours	Interactive teaching methods to be adopted. Role-Play.	1. Describe the basic concept of production and operation management. 2. Understanding the manufacturing methods and various plant layouts used in industries.
Unit 2 - 12 Hours	Production Design , Planning and Control Caselets solution sessions and discussion on the same.	1. Understanding the importance of product design, production planning and Control. 2. Develop the Problem- solving and decision making skills.
Unit 3 - 12 Hours	Student Presentation. Caselets solution sessions and its discussion.	1. To understand the peoples efficiency in their working condition
Unit 4 - 12 Hours	Student Presentations.	1. Understand the Changing Environment, maintenance methods of production and operation .

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	2. Role Play.		
II	3. Caselet Solution & Discussion		

III	3. Students Presentation. 4. Caselet Solution & Discussion.	30	25% MCQ 35% short notes 40% long answers
IV	1.Presentation		
Total		30 Marks	70 Marks

#### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House	New Delhi
2	Production and Operation Management	Chase	Irwin Professional Publishing	U. S.
3	Production and Operation Management ( With skill development- caselets and cases)	N.Suresh	Newage International publication	New Delhi
4	Operation Management	B.Mahadevan	Pearson Education India	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA  
 University Examination Sub: Production Operations Management  
 Course Code - 402

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks



Savitribai Phule Pune University  
SY BBA Semester IV ( CBCS ) Pattern 2019  
Course: Decision Making and Risk Management- 403 GC  
Course Code – 403 GC  
Credits – 3

Depth of the Course: Functional Working Knowledge

Course Objectives:

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.
5. Develop a risk management process.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
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1	Introduction to Decision making and Risk Management	<ul style="list-style-type: none"> <li>Decision Making and Risk Management – Introduction, Concept, Problem definition and framing.</li> <li>Rational Models of decision making, Other models - Myers Briggs, Bounded Rationality model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.</li> </ul>	<input type="checkbox"/> To understand the role and scope of Decision making and Risk management in organisations.
		<ul style="list-style-type: none"> <li>Types of Decisions, Steps in Decision making process, Creative decision making process.</li> <li>Why rational models fail ?, Traps and cognitive barriers that lead to suboptimal decisions</li> </ul>	
2	Decision making Tools and Models	<ul style="list-style-type: none"> <li>Decision Making - Groupthink versus the wisdom of crowds, Avoiding decision-making traps.</li> <li>Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis.</li> <li>EQ (Emotional Intelligence) versus IQ as essential decision making traits to manage risks</li> <li>Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision making leadership and brain chemistry</li> <li>Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept.</li> </ul> <p>Decision Models in strategic management, Decision making systems.</p>	<input type="checkbox"/> To understand the importance of Decision making tools and models in business.

3	Role of Decision Making and leadership	<ul style="list-style-type: none"> <li>• Definitions of leadership and followership, Motivational theory; common motives of leaders and followers.</li> <li>• Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles.</li> <li>• Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership.</li> <li>• Decision making and Leadership - Values as underpinnings of leadership.</li> </ul>	<input type="checkbox"/> To understand the role of leadership and its allied aspects while making decisions.
4	Organizational Values in Decision Making and Risk Management	<ul style="list-style-type: none"> <li>• Importance of Team composition, Understanding your own value system and how it influences choices, political views, personal and organizational decisions</li> <li>• Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks.</li> <li>• Vision statements as organizing templates for where organizations or individuals are aiming., Examples of individual and corporate vision statements</li> <li>• Developing and communicating your own view of what needs changing or what is possible to avoid risks.</li> <li>• Risk communication, Risk Sharing, Strategic and integral planning of projects,</li> </ul>	<input type="checkbox"/> To understand the role and importance of organizational values in Decision making and Risk Management

#### Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
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Unit 1 - 12 Hours	Case Studies/ Videos/ Discussions on various models of Decision making and Risk management.	To understand the role and scope of Decision making and Risk management in organisations.
Unit 2 - 12 Hours	Case Studies/ Videos/ Discussions on Decision making tools and techniques.	To understand the importance of Decision making tools and models in business.
Unit 3 - 12 Hours	Case Studies/ Videos/ Discussions on Leadership tools and techniques.	To understand the role of leadership and its allied aspects while making decisions.
Unit 4 - 12 Hours	Case Studies/ Videos/Discussions on Organizational values and its importance in decision making and risk management.	To understand the role and importance of organizational values in Decision making and Risk Management

#### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Decision and Risk Analysis for Construction Management	Melvin W. Lifson, Edward F. Shaifer	John Wiley & Sons 1st.	U.S.
2	Credit appraisal, risk analysis and decision making	D.D. Mukherjee,	Snowwhite Publications 9 <sup>th</sup> Edition.	India
3	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward,	Wiley Publications.	Newyork
4	Process Systems Risk management	Ian Cameron, Raghu Raman	Elsevier Academics Press	
5	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill	New Delhi

6	Hand book of Environmental Risk Assessment and Management	Calow P	Blackwell Science Ltd	Oxford, UK
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Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA  
 University Examination Sub: Decision Making and Risk Management  
 Course Code - 403

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA Semester IV ( CBCS ) Pattern 2019  
Course: International Business Management- 404 GC  
Course Code – 404 GC  
Credits – 3

Depth of the Course: Functional Working Knowledge

Course Objectives:

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to International Business	<ul style="list-style-type: none"><li>• Meaning, Nature and Scope of International Business</li><li>• Globalization – Effects on Economy, Advantages and Challenges</li><li>• International Trade Theories and its applications – Reasons for international trade Ricardo’s Theory, Hecksher Ohlin Theory, Michael Porter’s Diamond model.</li></ul>	<ul style="list-style-type: none"><li>• Understand the Role and Scope of International Business.</li><li>• Understand the concepts and role of International trade theories.</li></ul>

2	International Business Environment	<ul style="list-style-type: none"> <li>• International Corporations – Meaning, Scope and Nature</li> <li>• Role and Importance of Multi National Corporations in International Business.</li> <li>• Foreign Direct Investment – Meaning, Concept, Importance.</li> <li>• Legal Aspects of FDI from Indian Context.</li> <li>• Cultural and Demographic Environment – Meaning and Importance in International Business</li> </ul>	<ul style="list-style-type: none"> <li>• Role of International Business and its importance at National and International Level.</li> <li>• International Business study in Business Environment.</li> </ul>
3	International Finance	<ul style="list-style-type: none"> <li>• Meaning of Exchange Rate</li> <li>• Determination of exchange rate – Fixed, flexible and managed.</li> <li>• Concept of Spot Rate, Forward rate and Futures</li> <li>• Balance of Trade and Balance of Payments – Introduction, Concept and Importance.</li> <li>• Documentation in International Trade and EXIM Finance.</li> <li>• Financing Techniques and Export Promotion Schemes</li> <li>• World Bank and International Monetary Fund – Objectives and Functions</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding terms of trade in the International Market.</li> <li>• Understanding various Finance and Trade techniques at International level.</li> <li>• Understand the Global Finance Institutions functioning.</li> </ul>
4	International Economic Zones and Foreign Trade	<ul style="list-style-type: none"> <li>• World Trade Organization (WTO) – Evolution and Functions</li> <li>• Regional Trading Agreements, India and Trade Agreements, Regional Integration.</li> <li>• Global Sourcing – Introduction, Concept, Challenges,</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the functions of International Organizations.</li> <li>• Understand the opportunities and risks for India with respect to financial globalization.</li> </ul>
		Advantages ( Indian Context )	



		<ul style="list-style-type: none"> <li>• Composition and Direction of India's Foreign Trade since 2000.</li> <li>• Case Studies in International Business with reference to Indian Economy on – <input type="checkbox"/> International Marketing</li> <li><input type="checkbox"/> International Finance</li> <li><input type="checkbox"/> International Human Resource Management</li> <li><input type="checkbox"/> International Strategic Management</li> <li><input type="checkbox"/> Ethics in International Business</li> </ul>	<input type="checkbox"/> Understand the world economy and factors affecting it through Case Studies.
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## Teaching Methodology

Teaching Hours Theory	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1 - 12 Hours	Films/Videos of International trade/ Business practices adopted by different countries. Videos on financial ministers of different countries explaining the International trade scenario	To understand the basics of International Business concept and its role.
Unit 2 - 12 Hours	Films/Videos on International Trade theories and its importance.  Case Studies on various International trade theories and its impact.	To understand the various International trade theories' use and experiments on the world trade.

Unit 3 - 12 Hours	Case Studies on International trade and its concept.	To understand the International trade concepts and various key concepts affecting the terms of trade.  To understand how a country can gain through International trade practices.
	Case studies on MNC's and Foreign Direct Investment Policies.  Case studies/Videos on the importance of balance of payments and International money standards concept.	
Unit 4 - 12 Hours	Case studies/videos on Cultures and Demographics of different countries.	Understand the concept of currency exchange rate in the International market.  To understand the role and contribution of International trade organizations.  Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role.  Understand the Regional Integration and Regional groups' concept in International trade.
	Case Studies/ Quiz/ Discussion on policies adopted by International trade organizations. Case Study/Debate on Financial globalization and its impact. Films/videos/Case study/ Discussion on the 2008 world crisis/recession. Films/Videos on the India's Foreign Trade Policies. Case studies and discussions on free trade and protection policies. Case studies and discussions on Regional Trade Agreements.	

### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	3. Role Play. MCQs ,Presentations		

II	4. Caselet Solution & Discussion	30	25% MCQ 35% short notes 40% long answers
III	5. Students Presentation. 6. Caselet Solution & Discussion.		
IV	1.Presentation		
Total –		30	70

**Suggested References:**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Economics –,	Francis Cherunilam	Tata McGrawHill.1999	New Delhi
2	International Economics –	Salvatore D.L.	Prentice Hall. 7th Edn.2001	U. S.
3	International Economics –	Sodersten Bo,	Macmillan Press Ltd.1981	New Delhi
4	International Economics	Dr. D. M. Mithani2000	Macmillan Press Ltd.1981	New Delhi
5	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	New Delhi
6	International Business	K Aswathappa	Tata McGrawHill.1999	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA  
 University Examination Sub: International Business Management  
 Course Code - 404

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA Semester IV (CBCS) Pattern 2019  
Course: Advertising and Promotion Management- DSE- 405 A-MM  
Course Code - 405 A-MM Credits  
– (3+1)=4

Depth of Course: Reasonable Working knowledge.

Course Objectives:

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.
4. To understand the process of online advertising.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
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1	Introduction and Advertising Effectiveness.	<ul style="list-style-type: none"> <li>• Meanings, Definition, Functions, Criticism, Ethics, Social issues.</li> <li>• Strategic advertising decisions -advertising budget, advertising framework planning and organisation.</li> <li>• Advertising agency- Definition, functions, types structure.</li> <li>• Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of advertising and social issues, ethics.</li> <li>• To understand how to measure the effectiveness of advertising.</li> </ul>
2	Copy and medias decisions	<ul style="list-style-type: none"> <li>• Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format.</li> <li>• Copy creations, pre-testing methods and measurements.</li> <li>• Media decisions – advertising media, media planning , media research , media selection .</li> </ul>	<input type="checkbox"/> To provide the knowledge regarding copy creations and media selection.
3	Promotion Management	<ul style="list-style-type: none"> <li>• Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions.</li> <li>• Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion.</li> </ul>	<input type="checkbox"/> To make the student aware about promotion techniques.
4	Online advertising	<input type="checkbox"/> Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising.	<input type="checkbox"/> To cultivate the knowledge regarding online advertising and various types.

#### Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative methods to be used	Projects	Teaching Outcome
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Unit 1 -10 Hours	Understanding concept of advertising and its effectiveness. Read, Watch and analyse the advertise effectiveness	A report on advertising policies used by any one company.	To learn the effectiveness of advertising on performance and profit.
Unit 2 -14 Hours	Case lets solutions and discussion on the same.	Make a PPT on different modes advertising layouts, components, layout format.	Understanding the copy creations, medias planning and media selection.
Unit 3 - 14 Hours	Students' presentation on sales promotion, techniques, caselets solution, group discussion.	A mini project on types promotion techniques	To understand the effectiveness of promotion.
Unit 4 - 10 Hours	Presentation and display on online advertising .discussion on the same.	Draw a flow chart of online advertising	To understand the advantages of online advertising.
And Tutorial -			

## Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	<input type="checkbox"/> Role Play.	30	25% MCQ
II	<input type="checkbox"/> Caselet Solution & Discussion		
III	<ul style="list-style-type: none"> <li>Students Presentation.</li> <li>Caselet Solution &amp; Discussion.</li> </ul>		

IV	□ Presentation and viva – 20	20	35% short notes 40% long answers
Total –		50 Marks	50 Marks

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing management	Philip kotler , kellerjha-	Pearson education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	<u>Rajeev batra and davidaaker</u>	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya publishing house	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and sandra, pearson	Pearson education	New Delhi



University Examination Sub: Advertising and Promotion Management  
Course Code – 405 A Credit -  
4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
SY BBA Semester IV ( CBCS ) Pattern 2019  
Course: Digital Marketing- DSE 406 A- MM  
Course Code – 406 A-MM

Credit –(2+ 2) = 4

Depth of the Course: Reasonable Knowledge and Insights in Digital Marketing.

Course Objectives:

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

Unit No	Unit Title	Contents	Purpose & Skills to be develop
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1.	Introduction to Digital Marketing	<ul style="list-style-type: none"> <li>• Concept and meaning of Digital Marketing, Digital Marketing Process</li> <li>• Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility.</li> <li>• Concept of Engagement, Visitors Engagement, its importance and examples of engagement.</li> <li>• Bringing Targeted Traffic</li> <li>• Inbound and outbound marketing</li> <li>• Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process</li> <li>• Tools of Digital Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role &amp; Importance of Digital Marketing.</li> <li>• To learn how Digital Marketing impacts the Sales of an Organization</li> <li>• To understand the overall effect of Digital Marketing upon the sales of an Organization.</li> <li>• To develop digital strategy to influence consumer behaviour.</li> </ul>
2	Digital Marketing Planning and Structure	<ul style="list-style-type: none"> <li>• Creating initial digital marketing plan, Target group analysis, Inbound vs Outbound Marketing,</li> <li>• Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.</li> <li>• WWW, Domains, Buying a Domain, Website Language &amp;</li> <li>• Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web analytics, Web analytics – levels</li> </ul>	<ul style="list-style-type: none"> <li>• To develop the conceptual insights for Digital Marketing.</li> <li>• To develop the right understanding of the situations as they are influenced under Digital Marketing.</li> </ul>
3	Social Media Marketing	<ul style="list-style-type: none"> <li>• Introduction of Social Media Marketing, Procedure and Fundamentals of – □ Facebook Marketing,</li> <li>• Google AdWords, YouTube Marketing,</li> <li>• Email Marketing - Content Writing</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the role of Facebook, Google Ad words, YouTube and Email in digital marketing.</li> <li>• To understand the importance of Digital Platforms &amp; its impact upon the performance of the organizations in complex &amp; varied environment.</li> </ul>

4	Computer Laboratory Work	<p>Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX)</p> <p>PPC Advertising With Google Ad-words</p> <p>Create Search Campaigns</p> <p>Creating Display Campaign</p> <p>Optimising Display Campaign</p> <p>Remarketing Google Ad-words</p> <p>Social Media Marketing like .....</p> <ul style="list-style-type: none"> <li>• Creating Search Engine Campaign Ads</li> <li>• Creating Display Campaign</li> <li>• Optimising Display Campaign</li> <li>• Creating Facebook Advertising Campaign and other social media campaign</li> <li>• Create Remarketing Campaign</li> <li>• PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience</li> <li>• Use of Marketing Communication tools effectively □ Prepare the MARCOM strategy</li> </ul>	<ul style="list-style-type: none"> <li>• To have the hands on the designing of website and use of it</li> <li>• To know the optimum use of various social media platforms.</li> </ul>
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Teaching Methodology :

Teaching Hours Theory + Project	Innovative methods to be used		Expected Outcome
Unit I –10 Hours	Group wise presentation to understand Digital Marketing concept.	Individual Assignments to practice the basic concepts in Digital Marketing.	To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges.
Unit II–14 Hours	Case Study based session in which strategies are adopted by organizations.	Inviting Suggestions through an effective strategy to organizations based upon the analysis of the Case Study.	To help students develop an understanding towards Digital Strategy building & its effectiveness.
Unit III–14 Hours	Group discussion amongst the students for developing innovative Digital sales strategy to be followed by organizations in digital era.	Discussion & Analysis of success or failure factors behind the strategies implemented digitally.	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit IV-10 Hours		Designing digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.	To use the digital tools effectively for marketing
Computer training Project		Anyone of the above	

### Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I		25% MCQ 35% short notes	Basics & Tools of Digital Marketing.
Unit – II			

Unit – III		40% long answers 25% MCQ	Hands on Web site creation, SEO, etc
Unit – IV	Practical Examination to be conducted in Computer Lab.Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.		
Total –	50 Marks	50 Marks	

#### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Digital Branding	Daniel Rowles	Kogan Page	New Delhi/Mumbai
2	Digital Marketing	Dave Chaffey	Pearson	Pune/ Mumbai
3	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson	Pune/ Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page	Mumbai
5	Digital Marketing	Dave Chaffey/Fiona Ellis	Pearson	Mumbai
6	Social Media Marketing All-In-One for Dummies,	Jan Zimmerman and Deborah		

#### A 406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

#### Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of Computer Technologies and its applications in various fields. Method of Conducting Practical Training.

Requirement – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business or actual life situations.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium. (UI and UX) PPC Advertising

With Google Adwords

Create Search Campaigns

Creating Display Campaign

Optimising Display Campaign

Remarketing Google Adwords

Social Media Marketing like .....

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign
- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Users Interfere and Users Experience
- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Digital Marketing  
Course Code – 406 A Credit -  
4 (2+2)



Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Course: Business Taxation- 405- B-FM

Course code 405 –B-FM Credits:

(3+1) = 4

Depth of the Course: Understanding Core Aspects of Business Taxation.

Course Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
I	Introduction to Income Tax act 1961.	<ul style="list-style-type: none"><li>• Income Tax Act -1961 (Meaning, Concepts and Definitions)</li><li>• History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,</li><li>• Canons of Taxation,</li><li>• Objectives of Income Tax,</li><li>• Taxation structure in India,</li><li>• Concept and definitions- Income, Person, Assessee, Assessment year, Previous year, Residential Status</li></ul>	<ul style="list-style-type: none"><li>• To understand the basic concepts of Income tax act.</li><li>• To know &amp; study the tax structure of India.</li><li>• Understanding the historical background of Indian Income tax structure.</li></ul>

		of an Assessee. Permanent Account Number (PAN)- Uses & Benefits.	
II	Heads of Income and computation of total income as per Income Tax 1961.	<p>Different heads of Income: -</p> <p>a) Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)</p> <p>b) Income from House Property: Basis of Chargeability Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Basic Practical Cases).</p> <p>c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.</p> <p>d) Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains- permissible deductions (Only Theory).</p>	<ul style="list-style-type: none"> <li>• To understand &amp; study different heads of income under income tax act 1961.</li> <li>• To know various exemptions &amp; deductions under Income tax act 1961.</li> <li>• To know the tax compliances of business &amp; Individual person.</li> </ul>
		e) Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.( only Theory).	

III	Computation of Total Taxable Income & Filing of Online ITR.	<ul style="list-style-type: none"> <li>• Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.</li> <li>• Form 26 AS- Uses</li> <li>• Various types of ITR,</li> <li>• Procedure to file various online ITRs.</li> <li>• Refund of Tax.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the computation of total taxable income.</li> <li>• To know &amp; understand the procedure of online ITR filing.</li> </ul>
IV	Other important aspects of Income tax act 1961	<ul style="list-style-type: none"> <li>• Tax deducted at source (TDS), (TDS section 192-194)</li> <li>• Tax Collection at Sources (TCS)</li> <li>• Advance payment of Tax,</li> <li>• Methods of payment of Tax, (Theory Only).</li> </ul>	<input type="checkbox"/> To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Teaching Methodology: -

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Practical/tutorials	Expected outcome
Unit 1 -10 Hours	Interactive Sessions followed by feedback, You Tube Videos for better	Group discussion on tax structure of India can be conducted. Use of PAN & its benefits & applications can be discussed.	Learning will be more practical based on theory, thereby aid students in better understanding.

	understanding of history of Indian Income tax structure.		
Unit 2 -14 Hours	Use of e-content to understand different forms of Income under income tax act 1961. Conceptual short videos can be given to the students for better understanding.	Short videos of different heads of income can be created. Practical assignments to be given to students, students may collect comprehensive data regarding all the heads of income, it can be studied in a group.	Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961.
Unit 3 - 14 Hours	Use of Income tax website/portal to show students all types of ITR utilities. Comprehensive list of exemptions U/S 80 can be prepared & be given to students for study.	Students are required to prepare consolidated ITR of all five heads of income. Students can take any assumption based example of having income from all the sources.	Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961.(as per the union budget of every financial year by Government of India).
Unit 4 - 10 Hours	Arranging Sessions of tax experts to understand various important concepts of Income tax act.	To understand various types of TDS & it's sub-sections, it can be divided among the group of students, their PPT presentations can be taken to make everyone understand.	Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.
Tutorial			

Evaluation: - Internal 50 and External 50

Subject : Business Tax	Internal Evaluation	External Evaluation 50 marks Paper
Unit – I	Internal Assessment 30 marks and Practical based Viva 20 marks total 50 marks	(Based on Theory & Practical) 50% Theory & 50% Practical Problems
Unit – II		
Unit – III		
Unit – IV		
	50 Marks	50 Marks

Notes: 1. Amendments made prior to commencement of every Academic Year in the above act should be considered.

2. Theory questions will carry 50% marks.

3. Problems will carry 50 % marks.

Suggested References: -

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Taxmann's Students' Guide to Income Tax.	Dr.Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.	New Delhi.
2	Practical Approach to Income Tax	GirishAhuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi.
3	Indian Income Tax Ac	H.C.Malhotra	SahityaBhavan Publication.	Mumbai.
4	Income Tax Laws	V K Singhannia,	Taxmann Publication.	New Delhi.
5	Direct Taxes	B. B. Lal, N. Vashisht.	I K International Publishing House Pvt. Ltd.	New Delhi.

6	Students Handbook on Taxation	T N Manoharan& G R Hari	Snow White	--
7	Direct Tax Laws and Practice	VinodSinghania	Taxmann Publication.	New Delhi.

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Business Taxation  
Course Code – 405 B Credit -  
4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	5 Marks
2	Solve any 1 out of 2	Problem on income for salary with computation of tax liability	1*15 Marks	15 marks
3	Solve any 1 out of 2	Problem on house property with basic adjustment	1*10 Marks	10 Marks
4	Solve any 1 out of 2	Long answer question	1*10 Marks	10 Marks
4	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			50 Marks

Savitribai Phule Pune University  
SY BBA Semester IV (CBCS) Pattern 2019  
Course: Financial Services. 406 B- FM  
Course code: 406 B-FM Credits: 4  
= (2+2)

Depth of the Course: Fundamental knowledge of financial services.

Course Objectives:

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Indian Financial system: an overview	<ul style="list-style-type: none"> <li>• Introduction to Indian Financial System</li> <li>• Structure of Financial system- financial institutions, markets, financial instruments and financial services.</li> <li>• Overview of Indian Financial System</li> <li>• Financial intermediaries in Financial System- Merchant Bankers, underwriters, depositors, Brokers, Sub brokers, bankers.</li> </ul>	<ul style="list-style-type: none"> <li>• To study &amp; understand the basic concepts of Indian Financial system.</li> <li>• To take an overview of Financial structure of the nation.</li> </ul>
2	Fundamental of Financial Markets	<ul style="list-style-type: none"> <li>• Primary Markets: Meaning, functions, Role in Economic Development.</li> <li>• Secondary markets: Meaning, functions, Role in Economic Development.</li> <li>• Issue &amp; Management of IPOs</li> <li>• Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions.</li> <li>• Money Market Instruments.</li> <li>• Difference between Money Market &amp; Capital Market.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the functioning of primary &amp; secondary market.</li> <li>• To study the role of stock exchanges in India.</li> </ul>
3	Financial Services in India and Derivatives &Commodity Market	<ul style="list-style-type: none"> <li>• Mutual Funds- Meaning, Types, Advantages and Disadvantages, Factors affecting investment in mutual fund. Mutual fund investment- Selection of best mutual funds.</li> <li>• Factoring- Meaning, types, advantages and disadvantages.</li> </ul>	<input type="checkbox"/> To Study & examine various financial services provided by various financial institutions in India

		<ul style="list-style-type: none"> <li>• Venture Capital- meaning, importance, process.</li> <li>• Credit rating Agencies-Importance &amp; Role. Derivatives- Meaning &amp; Definition, Importance.</li> <li>• Future and Options- meaning, types, importance.</li> <li>• basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc. Commodities, Multi Commodity Exchange of India Limited (MCX)- Functioning &amp; Importance.</li> <li>• Exchange traded funds- Functioning &amp; Importance.</li> </ul>	<input type="checkbox"/> Basic knowledge of derivatives & Commodity market.
4	Computer laboratory work	<input type="checkbox"/>	

#### Teaching Methodology

Teaching Hours Theory + Tutorials /Project/ Practical	Innovative methods to be used	/Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	PPT, Video, Group discussion,	<ul style="list-style-type: none"> <li>• Guest lecture on Indian Financial system</li> <li>• PPT</li> </ul>	Understanding of Financial system of India.
Unit 2- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> <li>• Visit to BSE OR NSE</li> <li>• Study of different types of Debt equity listed at stock market</li> <li>• Comparative study of IPO launched in last 5 years</li> </ul>	Understanding of the functioning of Financial markets of India.

Unit 3- 14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"><li>• Different types of Mutual funds introduced in last 5 years</li><li>• Study of mutual funds on the basis of risk, return and investors preference Opening Demat account and live trading</li><li>• Virtual trading</li></ul>	Actual functioning of financial institution of India.  Understanding new trends of financial market.  Making students aware about derivatives & commodity market.
Unit 4- 10 Hours	PPT, Video, Group discussion	This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.	
Project	Computer training		

#### B-406 - Guidelines for Computer Training Courses

2 credits for Project Report and evaluation will be based on Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen.

For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same. Tentative projects for Financial Services B 406

Practical - Course Details (Students can prepare the project individually or in a group and can (select any) five topics from the list.

- Computers in Banking and Financial Institutes
- Concept of Core Banking Details, standalone system and new integrated system
- Basics of Banking Software, Web server technology, Standards for Core Banking Software
- General Guidelines for using software, Cloud Security
- Online banking, internet banking UPI payments and Payment gateways, Security aspects for the same.
- Demo on free online banking software by using Projects

- For Example - Collect information There are three core banking software/systems used by different banks in India; For Example - □ Finacle by Infosys.
- BaNCS by TCS.
- Flexcube by Oracle.
- Blockchain . ...
- Artificial Intelligence. ...
- Mobile Banking. ...
- Customer Relationship Management (CRM) ...
- Cyber security.
- IT report of Banking technologies on - Future of Banking :Fintech firms and bigtech how the information is captured capturing value chain, providing services such as payments, checking etc.
- IT in banking sector - Technologies include Artificial Intelligence (AI), big data, robotic process automation (RPA), The Controller of Certifying Authorities, Institute for Development and Research in Banking Technology (IDRBT)
- Certification Authority (CA) for digital signatures. Process of registration authorities (RA) negotiated dealing system (NDS), the electronic clearing service (ECS) and electronic funds transfer (EFT)
- Customer-to-customer one-click payments, the consumer-to-business effortless digital banking system, password-free biometrics, new crypto currency opportunities, location administrations and offers, and conversational Interface

Evaluation

Internal Evaluation	External Evaluation
30 marks for project+ 20 marks viva= 50 marks	25% MCQ , 35% Short Notes , 40% Long Answers

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Capital Markets and Financial Services	Srinivasan D.	Everest Publishing House	Delhi
2	The Indian financial System	Vasant Desai	Himalaya	Delhi
3	Financial Markets & Services	Financial Markets & Services	Himalaya	Delhi
4	Financial Services and Markets	Dr.S.Gurusamy	Thomson	Delhi
5	Financial Markets, Institutions, And Financial Services	Clifford Gomez	Online	
6	Financial Institutions & Markets	Bhole	Tata McGraw hill Education Pvt Ltd.	New Delhi.
7	Indian Financial System	M. Y. Khan	Tata McGraw hill Education Pvt Ltd.	New Delhi.

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Financial Services B  
Course Code – 406 B  
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks

		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
 SY BBA Semester IV (CBCS) Pattern 2019  
 Course- Human Resource Management Functions& Practices- DSE 405 C- HRM  
 Course Code: DSE- 405 –C-HRM Credits:  
 (3+1) = 4

Depth of the Course-Comprehensive Knowledge of Human Resource Management Functions & Practices



Course Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	<ul style="list-style-type: none"> <li>• Introduction to HRM Functions ,</li> <li>• Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal.</li> <li>• Promotion, Demotion, Transfer and Separation.</li> <li>• Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training</li> </ul>	<ul style="list-style-type: none"> <li>• To understand and explain the Concepts of Performance Appraisal, Training and Executive Development.</li> <li>• To make use of Methods Performance Appraisal, Training and Executive Development for overall development of the Organisation.</li> </ul>
		<input type="checkbox"/> Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.	
2	Employee Compensation and Other Functions of HRM	<ul style="list-style-type: none"> <li>• Employee Compensation :Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.</li> <li>• Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management</li> </ul>	<ol style="list-style-type: none"> <li>5. To understand and explain the Concepts of Employee Compensation and other functions of HRM.</li> <li>6. To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation.</li> </ol>

3	Introduction to HRM Practices, Workers Participation in Management	<ul style="list-style-type: none"> <li>• Introduction to HRM Practices,</li> <li>• Workers Participation in Management: Definitions, objectives, Importance,</li> <li>• Forms,</li> <li>• Workers participation in Management practices in India.</li> </ul>	<input type="checkbox"/> To develop an understanding about how Workers Participation is an important aspect in an organization and various forms of WPM.
4	Organisational Development	<ul style="list-style-type: none"> <li>• Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD –</li> <li>• Organizational learning organizational Development Interventions.</li> </ul>	<input type="checkbox"/> To develop an understanding among the students regarding OD Programme and its interventions.

#### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1 -10 Hours	1. Chart preparation and Presentation of Process of Performance Appraisal, Training and Executive Development.	1. Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.
	2. Caselets on Performance Appraisal, Training and Executive Development. 3. Role plays on Promotion, Demotion, Transfer and Separation.	2. Development of Problem-solving and decision making skills of students.

Unit 2 -14 Hours	<ol style="list-style-type: none"> <li>1. Project report on Fringe Benefits of anyone organisation.</li> <li>2. Caselets on Employee Compensation and other Functions of HRM.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of Fringe Benefits and its application in Organisation.</li> <li>2. Development of Problem-solving and decision making skills of students.</li> </ol>
Unit 3 - 14 Hours	<ol style="list-style-type: none"> <li>1. Role-Plays on Workers Participation in Management.</li> <li>2. Caselets on Workers Participation in Management.</li> </ol>	<ol style="list-style-type: none"> <li>1. Better Understanding of importance of WPM.</li> <li>2. Development of Problem-solving and decision making skills of students.</li> </ol>
Unit 4 - 10 Hours	<ol style="list-style-type: none"> <li>1. Group Discussion/ Debate on Organizational Power and Politics.</li> <li>2. Caselets on Organisational Development Programme and Interventions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Creation of awareness about Organizational Power and politics.</li> <li>2. Understanding of Application of OD Interventions.</li> <li>3. Development of Problem-solving and decision making skills of students.</li> </ol>
Tutorial	Students can prepare project on any topic which they have learnt under this subject.	Develop better understanding of theoretical concepts by undergoing the project.

#### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	<ol style="list-style-type: none"> <li>1. Role Play</li> <li>2. Chart Preparation and Presentation</li> <li>3. Debate</li> <li>4. Group Discussion</li> <li>5. Caselet Solution &amp; Discussion</li> </ol>	30	25% MCQ 35% short notes 40% long answers
II			
III			
IV			
Project	<ol style="list-style-type: none"> <li>3. Project Submission.</li> <li>4. Presentation.</li> </ol>	20	

Total –	50 Marks	50 Marks
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Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Human Resource Management Functions & Practices  
Course Code – 405 C Credit -  
4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions		

		Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
 SY BBA Semester III (CBCS) Pattern 2019  
 Course : Employee Recruitment & Record Management DSE- 406 C- HRM  
 Course Code: DSE-406 C- HRM  
 Credits: 4 = (2+2)

Depth of the course- Functional Knowledge

Course Objectives:

1. To study and explain employee acquisition and its importance in industry.

2. To cultivate right approach towards employee recruitment and record management.

Unit No.	Unit Title	Contents	Purpose & Skills to be Develop
1	Manpower Planning and Forecasting	<ul style="list-style-type: none"> <li>• Manpower planning, Meaning, Need, Definition,</li> <li>• Objectives, Levels, Importance,</li> <li>• Process, Techniques of Manpower Forecasting,</li> <li>• Factors influencing estimation of Manpower, Barriers to Manpower Planning</li> </ul>	<ol style="list-style-type: none"> <li>1. To study and explain Process and Importance of Manpower Planning.</li> <li>2. To understand the Techniques of Manpower Forecasting.</li> </ol>
2	Recruitment and Selection	<ul style="list-style-type: none"> <li>• Recruitment : Meaning, Definition, Need,</li> <li>• Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,</li> <li>• Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition,</li> <li>• Difference between Recruitment and Talent Acquisition.</li> <li>• Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,</li> </ul>	<ol style="list-style-type: none"> <li>1. To Study and Explain the Sources and Methods of Recruitment.</li> <li>2. To understand detailed Process of Selection in the Organisation.</li> </ol>
3	Employee Record Management	Meaning, Definition, Essentials of a Good Record Principles of Record Keeping, Precautions in Maintaining Records, Importance of Employee records, Types of Employee records.	<ol style="list-style-type: none"> <li>1. To gain knowledge &amp; Applications of Employee Record Management in Organisation.</li> <li>2. To understand the types of Employee Records.</li> </ol>

4	<p>Computer Course (Prescribed Course or Online Course)</p> <p>C-406 HRM Tentative –Computer Enabled Project Topics for C-406</p> <p>Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list .</p>	<ul style="list-style-type: none"> <li>• Blockchain integration. ...</li> <li>• People analytics tools. ...</li> <li>• Real-time performance management. ...</li> <li>• Biometric time tracking. ...</li> <li>• Connected platforms in the workplace. ...</li> <li>• Harassment-reporting tools.</li> <li>• HRMS Business Value</li> <li>• HCM cloud application</li> <li>• Employees engagement</li> <li>• Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT).</li> <li>• Data Security and Privacy Controls HRMS to Oracle HCM Cloud, <ul style="list-style-type: none"> <li>• Core Human Resources</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• To familiarise Computer applications used in particular department and understanding jargons of the field.</li> <li>• To understand various concepts and steps relating to designing of computer technologies and its applications in various field.</li> </ul>
		<ul style="list-style-type: none"> <li>• Onboarding</li> <li>• Benefits</li> <li>• Absence Management</li> <li>• Workforce Modeling and Predictions</li> <li>• Workforce Directory</li> <li>• HR Help Desk</li> <li>• Work Life Solutions</li> <li>• Advanced HCM Controls</li> </ul>	

## Teaching Methodology

Teaching Hours Theory + Practical, Computer Lab	Innovative methods to be used	Expected Outcome
Unit 1- 10 Hours	<ol style="list-style-type: none"> <li>1. Preparation and Presentation of Chart of Process of Manpower Planning and Techniques of Manpower Forecasting.</li> <li>2. Caselets on Manpower Planning and Forecasting.</li> <li>3. Instead of types of Interviews you can state how to face interviews.</li> <li>4. Case studies signifying application of different trends in HRM</li> </ol>	<ol style="list-style-type: none"> <li>1. Better understanding of the Process Manpower Planning.</li> <li>2. Describes the understanding of Techniques Manpower Forecasting.</li> </ol>
Unit 2- 14 Hours	<ol style="list-style-type: none"> <li>1. Group Discussion/ Debate on Internal Sources V/S External Sources of Recruitment.</li> <li>2. Project Report on Application Blank Formats and Reference Check Formats of Small scale, Medium Scale and Large Scale Industry.</li> <li>3. Caselets on Recruitment and Selection.</li> <li>4. Newspaper cut outs showing different recruitment adds,</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop the knowledge &amp; ability of the students about Advantages and Disadvantages of Internal Sources External Sources Recruitment .</li> <li>2. Better understanding of Process of Selection.</li> </ol>

of

of



of , of	Unit 3- 14 Hours	<ol style="list-style-type: none"> <li>1. Guest Lecture on New Trends in Employee record Management.</li> <li>2. Caselets on Employee Record Management</li> <li>3. Students' participation in workshops, conferences to emphasize on and off the job training.</li> </ol>	1. Better understanding of New Trends in Employee record Management.
	Unit 4- 10 Hours	<ul style="list-style-type: none"> <li>• Teachers will run the software through dummy entries and will explain the process to the students.</li> <li>• Students are expected to learn from online demo modules and its utility in the business</li> </ul>	1. This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection identification of particular source information and how the information is further processed. Reports are generated based on the filled data.
	Computer Training		

#### C 406- Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen.

For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

#### Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off- line). The students will have to prepare requirement sheets of various industry and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same. Evaluation

Subject	Internal Evaluation	External Evaluation
Unit – I	Practical Examination to be conducted in Computer Lab.Good combination of Oral+ Written Exam + Actual Practical Work can be conducted.	25% MCQ
Unit – II		35% short notes
Unit – III		40% long answers (50 marks)
Project VIVA		--
Total –	50 marks	50 marks

#### Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA  
 University Examination Sub: Employee Recruitment & Record Management  
 Course Code – 406 C  
 Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
SY BBA  
Semester IV ( CBCS ) Pattern 2019  
Subject: Banking and Insurance Management –DSE 405 D-SM  
Course Code – 405 D-SM  
Credits – (3+1) = 4 Depth

of the Syllabus: Functional Working Knowledge

Course Objectives:

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector .
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Customer Relationship Management in Banking and Insurance Sector	<ul style="list-style-type: none"><li>• Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.</li><li>• Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.</li><li>• Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business &amp; market.</li><li>• Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.</li></ul>	<ul style="list-style-type: none"><li>• Understand the Role and concept of CRM services in Banking and Insurance sector.</li><li>• Understand the role of Ombudsman services offered.</li></ul>

2	Retail Banking Services	<input type="checkbox"/> Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone	<input type="checkbox"/> Understand the ancillary retail banking services offered and its importance.
		<p>Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.</p> <input type="checkbox"/> E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.	Understand the electronic services offered by banks as an add on service.
		<input type="checkbox"/> Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.	
3	Universal Banking Services	<input type="checkbox"/> Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance. <ul style="list-style-type: none"> <li>• Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.</li> <li>• Online opening of bank accounts – savings &amp; current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector</li> </ul>	Understand the services offered by banks for their products other than traditional banking.
4	Insurance Services and Types	<ul style="list-style-type: none"> <li>• Introduction, emerging trends, Need and Importance, Purpose. Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.</li> <li>• Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the need of emerging types of Insurance plans and policies.</li> <li>• Understand the online and digital medium of services offered by Insurance companies.</li> </ul>

## Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1 -10 Hours	Films/Videos on CRM policies and services offered on Banking and Insurance sector. Videos/ Discussions on Importance of CRM services.	Listing out various services offered through CRM techniques in the banking and Insurance sector.  List out the functions of Ombudsman.	To understand the role and significance of CRM in Banking and Insurance sector.
Unit 2 -14 Hours	Films/Videos on Importance of ancillary Retail banking and services. Case studies/Discussions on Retail banking services and its growth	List out the significance and evolution and growth of Retail banking and ancillary services offered in financial management.	To understand the functions and significance of Retail banking and its ancillary services.
Unit 3 - 14 Hours	Videos, Case Studies/ Discussions on Universal banking, and mobile banking services.  Analysis of the universal and mobile banking services.	List out the Universal banking policies and services offered.  Evaluate the growth and scope of universal banking services	To understand the concept and various services offered under Universal banking system.

Unit 4 - 10 Hours	Videos, Case Studies/ Discussion on Insurance services offered and its types.  Videos, case studies on digital methods adopted by Insurance sector for offering services.	Identify various Insurance services offered by Insurance companies.  List out various digital platforms rendered to offer services in Insurance sector. Students are expected to visit Minimum 5 banks & insurance organizations covering all business aspects Students shall prepare project report based upon these visits. Viva will be conducted at college level - For 20 marks	To Understand various novel services offered by Insurance companies along with traditional policies  To understand various services of Insurance sector on digital platform.
Tutorial		Anyone of the above	

**Evaluation:**

Subject	Internal Evaluation	External Evaluation
Unit – I to IV	Internal evaluation for 30 marks MCQ on Banking Concepts MCQs, Short and long answers based on insurance industry, sales implementation concepts. MCQs  Tutorial – presentation for 20 marks	25% MCQ 35% short notes 40% long answers
Total –	50 Marks	50 Marks

**Suggested References: -**

Sr. No.	Title of the Book	Author/s	Publication
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1	Retail Banking.	Indian Institute of Banking and Finance,	Macmillan India Ltd (2010/Latest)..
2	Commercial Bank Management	Kanhaiya Singh and VinayDutta.	McGraw Hill
3	Bank management and financial services.	Rose, Peter, and Sylvia Hudgins	The McGraw–Hill,
4	Bank management: text and cases	Hempel, George H., Donald G. Simonson, and Alan B. Coleman,	Taxmann Publication.
5	E-Banking in India: Challenges and Opportunities-	RimpiJatana, R. K. Uppal .	-
6	Frontiers of E-Commerce	Ravi Kalakota, Andrew B. Whinston	Pearson Education
7	E-CRM – Concepts and Cases	MadhaviGarikaparthi,	The ICFAI University Press..

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Banking and Insurance Management  
Course Code – 405 D Credit -  
4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks

		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
 SY BBA Semester IV ( CBCS ) Pattern 2019  
 Course: Social Service and NGO Management DSE- 406 D-SM  
 Course Code – 406 D-SM Credits  
 – (2+2) = 4

## Depth of the Course: Functional Working Knowledge

### Course Objectives:

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Professional Social Work	<ul style="list-style-type: none"><li>• Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.</li><li>• Contexts of social work practice – Social service, Social welfare, Social reform, Social policy, Social security, Social justice and Social development.</li><li>• Social Work as a Profession – Qualities of EQ and Ethics in social services ,Philosophy, values, principles and code of ethics of professional social work</li><li>• – Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field.</li></ul>	<ul style="list-style-type: none"><li>• Understand the Role and Scope of Social Work with various aspects.</li><li>• Understand the concepts and role Social Work practice.</li></ul>
2	Social Casework as a method of Social Work –	<input type="checkbox"/> Concept & Definition – Historical development of Social Casework – Distinctions between needs and wants,	<input type="checkbox"/> Understand the role of Social Individual and Group work.

		<ul style="list-style-type: none"> <li>• Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.</li> <li>• Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role playing, confrontation.</li> <li>• CSR Management – Purpose, Need and Role of Industry.</li> <li>• Fieldwork – Nature and objectives – Importance of field work supervision</li> <li>• Professional Associations of social work</li> <li>• Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership</li> <li>• Community organization with vulnerable communities – Migrants, Refugees, Slum dwellers and transgender</li> </ul>	<input type="checkbox"/> Understand the role of CSR and Community management towards Social Work.
3	Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness	<ul style="list-style-type: none"> <li>• Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India</li> <li>• NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.</li> <li>• Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mindset.</li> <li>• National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.</li> <li>• Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy</li> <li>• Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals</li> <li>• Elaboration of a grant proposal, with good examples and exercises</li> <li>• NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.</li> <li>• Schemes for NGOs under various ministries of Government of India</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding the role and importance of NGO in society.</li> <li>• Understanding various Functions, objectives and scope and legal aspects of NGO.</li> <li>• .Understand the process of fundraising and grant proposals to the Institutions.</li> <li>• Understand various schemes of NGO and the structure of grant proposals</li> </ul>

4	Computer based laboratory	<input type="checkbox"/> Please refer end of syllabus	<input type="checkbox"/> .
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### Teaching Methodology

Teaching Hours Practical, Computer Lab –	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1- 10 Hours	Films/Videos/Case Studies on social work done all over the world.	Listing out various kind of social work undertaken all over the world by many organisations.	Understand the Role and Scope of Social Work with various aspects. Understand the concepts and role Social Work practice.
Unit 2- 14 Hours	Films/Videos/Case Studies on Social Individual Group Work and CSR activities done by corporates.	List out the CSR activities carried out by MNC's all over the world.	Understand the role of Social Individual and Group work. Understand the role of CSR and Community management towards Social Work.
Unit 3- 14 Hours	Case Studies NGO management and its functions and role.	List out various NGO's working actively and their contribution to the society.	Understanding the role and importance of NGO in society Understanding various Functions, objectives and scope and legal aspects of NGO

Unit 4- 10 Hours	Computer based laboratory		
Computer training			

#### D406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

#### Objectives of Computer Enabling Activities.

- To familiarise Computer applications used in particular department and understanding jargons of the field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of conducting practical Training.

Requirement – High Speed internet or Wi-Fi, computer and screen.

For the specialisation course teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project guidelines for students.

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various difficulties faced and identify probable solutions for the same.

D 406 Social Service and NGO management (Services Management)

Tentative –Computer Enabled Project Topics D 406

Practical - course contents (students can perform the project in the group or individual and can ant five topics from the list .

Customer relationship - Delight & retain your customers by integrating real-time chat inside your website or mobile apps to provide instant & convenient support to your valuable customers.

Customer Management -Manage all your customer details at a single place with our flexible CRM solution. Build long term relationships with customers by using their order history details in the most effective way.

Business Analytics -Know numbers that matter the most to your business - repeat customers, most ordered items & revenues. Understand your customers' behaviour & target them with your new offerings.

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign
- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience

- Use of Marketing Communication tools effectively
- Prepare the MARCOM strategy

Recommended Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to social work.	Chowdhry, Paul.	Atma Ram and Sons	New Delhi
2	International social work	Cox, David and Manohar Pawar	Vistar Publications.	New Delhi
3	Towards a philosophy of Social Work in India	Dasguta, S.	Popular Book Services	Mumbai
4	Concepts and methods of social work.	Gore, M. S	Prentice hall of India	Mumbai
5	Social work and social work education	Hepworth, Dean H.	Asia Publication House	Bombay



Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Social Service and NGO Management  
Course Code – 406 D  
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Course : Rural Marketing : Concepts and Practices- DSE-405 E- ABM

Course Code – 405 E-ABM

Credits – (3+1) = 4

Depth of the Course: Conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required to planning of Rural Products.

Course Objectives:

1. To develop better understanding of the Indian Rural Economy.
2. Identification of challenges and opportunities in Rural Marketing.
3. To provide exposure to the Rural Marketing Environment and Rural Market.
4. To understand the applications of marketing to Rural Marketing.
5. To understand the application of the Rural Marketing Mix (4 A's) and (4 P's).

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Rural Marketing	<ul style="list-style-type: none"><li>• Concept, Scope, Nature, and Evolution of Rural Marketing in India. Factors affecting rural marketing: Socio-cultural, economic, and other environmental factors.</li><li>• Rural Marketing Strategies: 4 P's and 4 A's., -Challenges and Future of Rural Marketing.</li><li>• Indian Rural Market: Rural Vs Urban Market.</li><li>• Rural Infrastructure: Connectivity, Electricity, Communication, Healthcare, Education.</li></ul>	<p>Purpose :- -Developing better understanding of Indian rural Economy -Better understanding of Rural Marketing Challenges and Opportunities in India.</p> <p>Skills to be developed :- - Analytical abilities : SWOT, SWAC Analysis etc.</p>

2	Consumer Behaviour and Rural Marketing	<ul style="list-style-type: none"> <li>• Characteristics of Buying Behaviour :</li> <li>• Awareness, Understanding, Consumer Purchase Decision, Salesmen influence.</li> <li>• Problems of Rural Consumer :</li> <li>• Adulteration, Short Weight and Measures, Behavioural Aspects: lack of awareness due to illiteracy(unfair Warranties and Guaranties).</li> <li>• Distribution Models in Rural Markets :</li> <li>• FMCGs, Durables, Agri-inputs. Haats, Vans.</li> <li>• PDS, Cooperative Societies, NGOs.</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>- Understanding of various characteristics of Rural Consumer Behaviour.</li> <li>- Creating awareness about difference between Urban and Rural Consumer Behaviour.</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>-Development of Divergent and Convergent thinking abilities w.r.t. Rural Marketing and in general.</li> </ul>
3	Agricultural Marketing And Role of Indian Government :	<ul style="list-style-type: none"> <li>• Agricultural Marketing :</li> <li>• Importance, Prospects and Issues.</li> <li>• Role of Cooperative and Self Help Groups(SHG) in Rural Marketing.</li> <li>• Commodity Board:</li> <li>• Role and Contribution of Commodity Board in revenue generation and employment in rural India.</li> <li>• Agricultural Export :Role of (APEDA)</li> <li>• Contribution of Agricultural Export in generating revenue for India:</li> <li>• Food Grains, Organic Products, Fruit Export.</li> <li>• Government and Rural India :</li> <li>• NREGA, Jan DhanYojana, Aysuhman Scheme, Skill Development.</li> <li>• Microfinance and Credit Services</li> </ul>	<p>Purpose :-</p> <ul style="list-style-type: none"> <li>-Identification of Rural Marketing Opportunities.</li> <li>- Understanding Potential of Rural Marketing.</li> <li>- Awareness of various Government schemes and Financial Assistance</li> </ul> <p>Skills to be developed :-</p> <ul style="list-style-type: none"> <li>knowledge about selfemployment</li> <li>-En-cashing the opportunities offered by the fund raising of Govt.</li> </ul>

4	Recent Trends in Rural Marketing	<ul style="list-style-type: none"> <li>E- Commerce: Importance and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</li> <li>Online Marketers: Role of online Marketers, Growth and Challenges.</li> </ul>	Purpose :- -Highlighting recent trends in rural marketing. Skills to be developed :-
			Knowledge of recent trends in rural Marketing

Teaching Methodology (Pedagogy for Course Delivery) :-

Teaching Hours	Innovative Methods to be used	Expected outcome
Unit I-10 Hours	Interactive Sessions followed by feedback, Practical Assignments.	It enables students to learn the basics of Rural Marketing which will help them to provide vision for new businesses in rural market
Unit II-14 Hours	Group Discussion on opportunities in Rural Marketing, Theory lectures for conceptual understanding, Primary Research on Rural Consumer Behaviour.	Development of interest and positive approach towards Rural Marketing.
Unit III-14 Hours	Use of PPT for better understanding of various financial assistance and Government Schemes.	Ability to collect relevant data and its analysis and interpretation.
Unit IV- 10 Hours	Arranging Sessions of Experts from Rural Marketing and Presentations by students for self-learning.	Practical understanding of recent trends in Rural Marketing
Tutorial	Anyone of the above	

Evaluation: Internal Marks 50

Subject	Internal Evaluation	External Evaluation
Unit – I	Evaluation of the students on the basis of various criteria of assessment as prescribed by college and guidelines provided by SPPU.	25% MCQ 35% short notes 40% long answers
Unit – II		
Unit – III		
Unit – IV		
Total =4	50 Marks	50 Marks

Suggested References:-

Sr.No	Title Of the Book	Author/s	Publication	Place
1	The Rural Marketing	PradeepKashyap	Pearson, (Latest)	New Delhi
2	Rural Marketing in India	K.S.Habeeb-Ur-Rahman	Himalaya Publishing House	New Delhi
3	Indian Agricultural Since Independence	M.L.Dantwala	Oxford & IBH Publishing Co. Pvt. Ltd.	-
4	Rural Mraketing : Concepts & Practices	BalramDogra, KarminderGhuman	McGraw Hills	New Delhi

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA  
University Examination Sub: Rural Marketing : Concepts And Practices  
Course Code – 405 E Credit -  
4 (3+1)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
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1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
SY BBA Semester IV (CBCS) Pattern 2019  
Course: Banking Operations and Finance-DSE- E406-ABM  
Course Code 406 E-ABM  
Credits (2+2) =4

Depth of the Course: Reasonable Knowledge about available financial assistance for agriculture sector and rewards and risk associated with it.

Course Objectives:

1. To provide the management students with the knowledge of banking and finance in the area of agriculture.
2. To enable students to know various sources to avail agriculture finance.
3. To study computation of risk as well as rewards with respect to agriculture finance.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to Agricultural Banking Operations and Finance	<ul style="list-style-type: none"> <li>• Meaning of banking operations and finance</li> <li>• Need, importance and scope of agriculture finance</li> <li>• Various available types of available agriculture finance</li> <li>• Classification of types of finance for agri business</li> <li>• Scope of banking operations and finance in India for modern agriculture and related business</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of agriculture finance.</li> <li>• To understand the financial operations with respect to agriculture finance.</li> <li>• To study the importance and use of agriculture finance.</li> </ul>
2	Sources of Agriculture Finance	<ol style="list-style-type: none"> <li>3. Various types of finance available for agriculture and its related business</li> <li>4. Traditional and modern sources of finance</li> <li>5. Money lenders and Zamindars</li> <li>6. Institutional credit agencies like NABARD, Government cooperative societies, Commercial banks, Primary agriculture societies, Primary and Central land development banks, Kisan Credit Card</li> </ol>	<ul style="list-style-type: none"> <li>• To understand the various traditional and modern means of finance available for agriculture sector.</li> <li>• To study the benefits and drawbacks if any of various sources of agriculture finance.</li> <li>• To understand the operations with respect to availing finance from</li> </ul>
			various financial institutions for agriculture.



3.	Computation of Risk and Rewards with respect to Agriculture finance	<ul style="list-style-type: none"> <li>• Time value of money</li> <li>• Cost of capital</li> <li>• Capital budgeting decisions like NPV, ARR, IRR. Payback period, Cost of capital and Weighted average cost of capital</li> </ul> <p>1. Whether to take or not decision</p>	<ul style="list-style-type: none"> <li>• To understand the various associated risk prevailing with agriculture finance.</li> <li>• To compute various financial risk using various modern tools of risk assessment.</li> <li>• To find out the real time value of returns or loss with respect to agriculture finance.</li> </ul>
4	Computer Laboratory Work	<ul style="list-style-type: none"> <li>• Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile</li> <li>• App by Digital India</li> <li>• Online study of PM Fasal Bima Yojana,</li> <li>• Introduction to Agri-Fintech startup farMart</li> <li>• All Agriculture Technology</li> </ul> <p>Introduction to IFFCO KisanApp, Agri Media Video App, KisanYojana, Mera mobile app, Crop Insurance Mobile</p> <ul style="list-style-type: none"> <li>• App by Digital India.</li> <li>• Online study of PM Fasal Bima Yojana.</li> </ul> <p>Introduction to Agri-Fintech start-up far Mart.</p>	<ul style="list-style-type: none"> <li>□ To give practical knowledge about the use of technology and applications used for agricultural banking and finance.</li> </ul>

#### E 406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

### Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

### Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

### Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off- line). The students will have to prepare requirement sheets of various industry and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project Practical	Innovative methods to be used	Expected Outcome
Unit 1-10 Hours	1. Interactive teaching methods to be adopted. 2. Practically the importance of finance for agriculture sector should be explained to the students 3. Students belonging to agriculture background are to be requested to share their knowledge with respect to agriculture finance and its banking related experiences	<ul style="list-style-type: none"> <li>• To understand the use of making available finance for agriculture sector in the most profitable manner.</li> <li>• To create interest among the students to take benefits of available finance for agriculture sector.</li> </ul>
Unit 2 -14 Hours	1. Provide project work with respect to various operations of financial institutions in the area of agriculture 2. Government facilities like subsidies, low or no interest loans etc. to be explained through presentation. 3. Visits to various agricultural finance institutions can be planned for better understanding of the topic.	<ul style="list-style-type: none"> <li>• To understand the changing scenario of agriculture finance.</li> <li>• To understand the eligibility and procedure to avail agriculture finance from various financial institutions dealing with it.</li> <li>• To understand the best source of available finance to be availed amongst the various available sources.</li> </ul>
Unit 3 -14 Hours	1. To give live examples of agriculture finance through the source of internet or other available sources. 2. Experts from agricultural finance can be invited for talk with students.	<ul style="list-style-type: none"> <li>• To understand the various calculations which are necessary at or before the time of availing finance.</li> <li>• Development of problem-solving and decisionmaking skills.</li> <li><input type="checkbox"/> Comparative analysis of various available sources of finance from different sources and find out the best available options amongst them.</li> <li><input type="checkbox"/> To understand the risk and rewards associated with the finance to be availed.</li> </ul>

Unit 4 – 10 Hours	<input type="checkbox"/> Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various	<input type="checkbox"/> To familiarise Computer applications used in particular department and understanding jargons of the field.
	difficulties faced and identify probable solutions for the same.	<input type="checkbox"/> To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

#### Evaluation

Unit Number	Project and Practical		External Evaluation
4	Practical and project work on the basis of Computer Course assigned to students and guidelines received from SPPU.	50	25% MCQ 35% short notes 40% long answers
Total –		50 Marks	50 Marks

#### Suggested References:

Sr.	Title of the Book	Author/s	Publication	Place
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No.				
1	Agricultural Finance and Management	Reddy S S	Oxford and IBH Publication	Delhi
2	Introduction to Agricultural Economics	Pearson John B	Pearson India	Delhi
3	Agricultural Finance and Management	Singh and Sharma	Friends Publication	Merrut
4	Kisan Credit Card Scheme: Impact, Weakness and Further Reforms	Sharma Anil	National Council of Applied Economics Research	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA  
 University Examination Sub: Banking Operations and Finance  
 Course Code – 406 E Credit -  
 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

### Acknowledgement

The Syllabus Restructuring of BBA Programme (CBCS-2019 Pattern) is a manifestation of excellence in the field of Management. Savitribai Phule Pune University's focus has always been in raising the academic standards and excellence in the field of education.

The BBA Programme predominantly endeavours for holistic development of students. It has emphasized on cultivating various skills and has also desired business acumen amongst the students.

This revision has been possible only with the help and support of different eminent personalities. The contribution of all the members as a team has enabled the robust revision of all the titles of the Programme. This synergy of the contributors is very crucial in fine tuning of the BBA Programme in its present form.

SPPU is grateful to Hon. Vice Chancellor Dr. Nitin Karmalkar, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, who has always lent continuous support and encouraged everyone involved in this task of restructuring.

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Dr. Tanuja Devi, on behalf of SPPU, headed the BBA Restructuring Committee. The experienced members of the Syllabus Restructuring Committee, Dr. Goje – BOS Chairman has contributed through technological blended part in the course content. Dr. Vishwas Iresh Swami, Dr. Prashant Kalshetti, Mr. Prashant Bankar, and Dr. Satish Jagtap, have enabled the revision in a smooth manner. The team is thankful to Dr. Snehal Gaur for her assistance to all the members in framing the syllabus. Dr. Sharmila Kavediya, Dr. Ganesh Patare, and Shri. Sumeet Gaikwad also gave inputs to the curriculum.

Savitribai Phule Pune University  
SY BBA –IB Semester III (CBCS) Pattern 2019 Course:  
Elements of Human Resource Management.

Course Code- 301

Credit – 3

Depth of the Course- Functional Knowledge of Human Resource Management

Course Objectives:

1. To introduce fundamental concepts of Human Resource Management.
2. To introduce the processes pertaining to different functions of HRM.
3. To introduce the recent trends with respect to global HRM

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Human Resource Management (HRM)	<ul style="list-style-type: none"><li>• Introduction,</li><li>• Development of HRM,</li><li>• Concept of Human Resource Development (HRD)&amp;HRM, Importance of Human Resource Management.</li><li>• Functions of Human Resource Management.</li><li>• Role of HR Manager,</li><li>• Structure of HRM Department,</li><li>• Duties and Responsibilities of HR-Manager.</li></ul>	<ul style="list-style-type: none"><li>• To understand the basic concept of Human Resource Management and its functions.</li><li>• To understand duties and responsibilities of HR manager</li></ul>



2	Manpower Planning And Recruitment and selection.	<ul style="list-style-type: none"> <li>• Definition and objectives,</li> <li>• Need, Importance of Human Resource Planning: Short term and Long term,</li> <li>• Process of Human Resource Planning.</li> <li>• Concept of Recruitment,</li> <li>• Importance of Recruitment,</li> </ul>	<ul style="list-style-type: none"> <li>• To help understand the concept of Manpower Planning</li> <li>• To understand the Recruitment and Selection process in detail.</li> </ul>
		<ul style="list-style-type: none"> <li>• Sources of Recruitment.</li> <li>• Concept of Selection,</li> <li>• Importance of selection,</li> <li>• Selection Tests and Types of Interviews</li> <li>• Facing Interviews</li> <li>• Basis of Selection, Induction</li> </ul>	<input type="checkbox"/> To gain knowledge about various sources and methods of the Recruitment and Selection.
3	Training and Development and Performance Appraisal	<ul style="list-style-type: none"> <li>• Definition of Training and Development,</li> <li>• Methods &amp; Types of Training,</li> <li>• Objectives and Importance of Training,</li> <li>• Training Methods,</li> <li>• Evaluation of Training Programme,</li> <li>• Models of Evaluation,</li> <li>• Cross-Cultural Training,</li> <li>• Concept of Management Development,</li> <li>• Concept of Performance Appraisal, Importance of Performance Appraisal,</li> <li>• Methods of Performance Appraisal,</li> <li>• Errors of Appraisal.</li> <li>• Merit Rating: Need, and Methods, Job Evaluation, Job Description, Movement of human resources within organisation (Promotion, Transfer, Job Enlargement, Job</li> </ul>	<ul style="list-style-type: none"> <li>• To help understand the concept of training and development.</li> <li>• To understand the process of training and its methods and importance</li> <li>• To help understand the concept of performance appraisal</li> <li>• To understand the process of performance appraisal its methods and importance</li> </ul>

		Enrichment, Job rotation, Job Sharing.)	
4	Trends in HRM	<ul style="list-style-type: none"> <li>• Changes in Labour Force, composition, knowledge workers, Employee Engagement and empowerment,</li> <li>• HRM challenges-</li> <li>• Strategic issues in merges &amp; acquisitions -Downsizing, Reengineering, outsourcing,</li> <li>• Current trends -TQM, Global Workforce, Multiculturalism and Cultural Sensitivity.</li> </ul>	<input type="checkbox"/> To know in brief the modern trends in HRM

Teaching Hours Theory + Tutorials /Project  Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Power Point presentations, Explain concept and functions of HRM and Role of HR Manager	To understand the basic concept of human resource management and its functions, duties and role of HR manager
Unit 2- 12 hours	Newspaper cut outs showing different recruitment adds,  Mock interviews of students in the class How to face of interviews.  Instead of types of Interviews you can state how to face interviews.	To help understand the concept of manpower planning.  To understand the Recruitment and Selection process in detail.  To gain knowledge about various sources and methods of the Recruitment and Selection.
Unit 3- 12 hours	Students' participation in workshops, conferences to emphasize on and off the job training.	To help understand the concept of training, its process and methods.  To help understand the concept of performance appraisal its process and methods.
Unit 4 - 12 hours	Case studies signifying application of different trends in HRM	To know the modern trends in HRM

### Evaluation

Subject	Internal Evaluation	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Chart preparation of functions of HRM, Duties of HR manager, Concept of HRM/HRD	25% MCQ, Short notes-35%,  Long answers- 40%	Basic Managerial skills/ Etiquettes and Mannerisms/ Communication skill for managers
Unit – II	Assignment on the chapter comprising of short and long questions		
Unit – III	Group discussion on concepts mentioned in the chapter		
Unit – IV	MCQ test on trends of HRM		
	Total – 30	Total-70	

### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human resource management text and cases	K.Aswathappa	Tata McGraw Hill	New Delhi
2	Human resource management text and cases	L.M. Prasad	Sultan Chand and Sons	New Delhi

3	Human resource management text and cases	V.S.P Rao	Excel Books	New Delhi
4	Organisational Behaviour	L.M. Prasad	Sultan Chand and Sons	New Delhi

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: Elements of Human Resource Management  
Course Code - 301

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions  Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA –IB Semester III (CBCS) Pattern 2019  
Course -Global Competencies and Personality Development  
Course Code- 302  
Course Credits: 3

Depth of the Course-Fundamental Knowledge to develop well -groomed Positive Personality.

Course Objectives:

1. To understand the importance of personality leading to self-development.
2. To help the students to build positive personality traits.
3. To enhance one's Employability and life skills.
4. To ensure all topics are taught not just for creating personality adaptable in domestic work environment but also globally

Unit No	Unit Title	Contents	Purpose & Skills to be developed
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1.	Understanding Personality and its Determinants	<ul style="list-style-type: none"> <li>Define Personality and different types of Personalities.</li> <li>Factors of Association-Five Factor Model.</li> <li>Personality Traits /Determinants. (Traits required to be successful at global level)</li> <li>Developing Positive Personality.</li> <li>Importance of Empathy and Emotional Intelligence.</li> <li>Ethics and Values (National and International protocols for individuals as well as business) Building emotional stability.</li> </ul>	<ul style="list-style-type: none"> <li>To understand complex personalities and what forms them.</li> <li>To study the Factors that build up the personality.</li> </ul>
2	Self -Awareness and Development	<ul style="list-style-type: none"> <li>Self-Assessment-Finding Own Personality type (Conduct any Personality Test like MyersBriggs' 16 Categories of Personalities)</li> <li>Self- Analysis and Goal Setting- SWOT Analysis</li> <li>Developing positive self- esteem and building self confidence</li> <li>Interpersonal skills</li> <li>Understanding people/Social behaviour- Johari Window (Understand how behaviours and social etiquette differ across the world)</li> <li>Ability to work in Team- Be a team player, Adapt in different cultural and work styles,</li> <li>Maintain professional and social relationships</li> </ul>	<input type="checkbox"/> Students will be able to get a clear idea of their own personality type and the areas of improvement to work upon with lot of practical exposure

. 3	Techniques in Personality Development and image management	<ul style="list-style-type: none"> <li>• Creating Positive Self Image</li> <li>• Building Positive Attitude</li> <li>• Positive thinking and critical thinking skills □ How to handle success and failure?</li> <li>• Manage work and life stress effectively.</li> <li>• Importance of Time Management in building positive personality.</li> <li>• Motivation-Need for self- motivation and factors that keep one motivated.</li> </ul> <p><u>National and International standards and how they differ in major countries of business)</u></p> <ul style="list-style-type: none"> <li>• Social Etiquettes and Grooming basics.</li> <li>• Body Language-Basic understanding and projecting Positive Body Language □ Dressing Etiquettes and Hygiene. □ First Impressions</li> </ul>	<ul style="list-style-type: none"> <li>• Based on prior understanding of one's flaws and strengths, various techniques in this chapter will help towards building a strong and robust personality</li> <li>• Building smart and presentable personalities while enhancing their employability skills.</li> </ul>
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4	Global Competencies	<ul style="list-style-type: none"> <li>• What are Global Competencies?</li> <li>• Core attributes and skills</li> <li>• 7 Global Competencies</li> <li>• Need to globalize as individuals.</li> <li>• Traits of a globally competent individual – (Adaptability/Team player/flexible/people's skills etc.)</li> <li>• Self- adaptability and awareness about others (Cross culture adaptiveness)</li> <li>• Bridging the differences</li> <li>• Understanding Cross-Cultural values and ethics.</li> <li>• Global Communication Styles.</li> <li>• Business protocols and practices and personal lifestyles –(How they vary from country to country and the need to adapt)</li> </ul>	<input type="checkbox"/> To make students aware about the global culture, so that in future students can adapt and fit in the professional set-up globally.
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Teaching Methodology:

Teaching Hours Theory + Tutorials /Project  Practical	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> <li>• Personality analysis through Body Language and Individual Habits</li> <li>• Psychometric Testing</li> </ul>	Basic understanding of personality and traits

Unit 2- 12 hours	<ul style="list-style-type: none"> <li>• Creating Personal Johari Window</li> <li>• Personal SWOT -Personality Test</li> </ul>	Understanding of one's own Personality.
Unit 3- 12 hours	<ul style="list-style-type: none"> <li>• Role Plays on life situation /Simulation techniques</li> <li>• Use of AV's to understand personality attributes Mock GD's and Interviews</li> </ul>	Development of one's personality through practice
	<input type="checkbox"/> Making own Resume and preparing self-introduction Presentation on any topic to build confidence and public speaking skills	Readiness to participate in competitive activities
Unit 4- 12 hours	<ul style="list-style-type: none"> <li>• Student exchange program</li> <li>• Cross cultural training.</li> </ul> A study on work place etiquette of different countries and analysis of how they differ from each other.  Email and telephone etiquette -Globally acceptable standards	Students should be fit Culturally and Professionally at the global level.

#### Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
	30 marks	70 marks	

Unit – I	Methods of Evaluation  MCQ's on concept of personality and its Determinants.  Presentation on Five factor model	25%MCQ, Short notes- 35%,  Long answers- 40%	<ul style="list-style-type: none"> <li>• Personality Development course on Swayam Portal</li> <li>• Enhancing Soft Skills and Personality on Swayam Portal/ The 11 essential career soft skills-Udemy</li> </ul>
Unit – II	Participation in Team activities to build interpersonal skills and Business Games to analyze personality types.		
Unit – III	Case study on Handling Failures and stress, Mock GD and Interview participation		
Unit – IV	Research on Global Skills and current adaptability skills.		
	Total – 30	Total-70	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Personality Development	Hurlock, E.B	Tata McGraw Hil	New Delhi
2	Organizational Behavior 16th Edition	Stephen P. Robbins and Timothy A. Judge	Prentice Hall	New Delhi

3	Personality Development and soft skills	BarunMitra	Oxford University Press	New Delhi
4	The Ace of Soft Skills: Attitude, Communication and Etiquette for Success	<u>Gopalaswamy Ramesh</u>	Pearson's	New Delhi
5	Body Language	Smith, B	Rohan Book Company. 2004	New Delhi
6	Group Discussions and Interview Skills	PriyadarshiPatnaik	Foundation Books, Cambridge University Press.	New Delhi
7	Habits of Highly Effective People	Stephen Covey	Pocket Books	New Delhi

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: Global Competencies and Personality Development  
Course Code - 302

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions  Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	

		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA –IB Semester III (CBCS) Pattern 2019  
Course: International Economics  
Course Code – 303  
Credits – 3 Depth

of the course: Functional Knowledge on International Economics.

Course Objectives:

1. To provide a comprehensive understanding of the concepts of International Economics.

2. To develop theoretical tools to understand current international issues their impact on business.
3. To analyze and test International trade models.
4. To analyze the International Investment and risks associated with it.
5. To understand financial crisis in world economies, their causes and solutions.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to International Economics	<ul style="list-style-type: none"> <li>• Meaning, Nature and Scope of International Economics</li> <li>• Inter-regional and International Trade</li> <li>• Trade as an engine of Economic Growth</li> <li>• International Trade Flows</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Role and Scope of International Economics.</li> <li>• Role of Trade and its importance at National and International Level.</li> </ul>
2	Theories of International Trade	<ul style="list-style-type: none"> <li>• Adam Smith – Absolute Cost Advantage Theory</li> <li>• Ricardo – Comparative Cost Theory</li> <li>• Hecksher – Ohlin Theory</li> <li>• Empirical Evidence of Trade Theory</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the concepts and role of International trade theories.</li> <li>• Compare alternative theories of International Trade.</li> </ul>
3	Terms of Trade and Gains from	<ul style="list-style-type: none"> <li>• Concept of Terms of Trade – Barter System □ Terms of trade &amp; Income Terms of Trade.</li> <li>• Factors influencing Terms of Trade – MNC's and</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding terms of trade in the International Market.</li> <li>• Understanding various factors affecting the</li> </ul>

	International Trade	<p>Foreign Direct Investments.</p> <ul style="list-style-type: none"> <li>• International Labour Mobility</li> <li>• Balance of Payments – Introduction, Concept and Importance.</li> <li>• International Money Standards- Introduction and Concept</li> <li>• Gains from Trade – Static and Dynamic</li> <li>• Welfare comparisons at International and Domestic level.</li> </ul>	<ul style="list-style-type: none"> <li>• terms of trade.</li> <li>• Analyze the nation's balance of payment policies.</li> <li>• Understanding the Welfare and Gain concept.</li> </ul>
4	Trade Policy and Role of International Economic Organizations	<ul style="list-style-type: none"> <li>• Free Trade Policy – Meaning, arguments for and against.</li> <li>• Protection Policy – Meaning, Arguments for and against.</li> <li>• Tariff Barriers and Non-Tariff Barriers – Commercial Policy and Preferential Trade Agreements</li> <li>• Exchange Rate in the Short run and Long run and its impact.</li> <li>• World Trade Organization (WTO) – Evolution and Functions</li> <li>• International Monetary Fund – Concept, Objectives and Functions.</li> <li>• World Bank – Objectives and Functions</li> <li>• Financial Globalization: Opportunity and Crisis of India.</li> <li>• The 2008 International Financial crisis and its current implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the impact of tariff and non-tariff barriers.</li> <li>• Identify the validity and efficiency of protectionist policies.</li> <li>• Understand how a foreign exchange market operates.</li> <li>• Understand the functions of International Organizations.</li> <li>• Understand the opportunities and risks for India with respect to financial globalization.</li> <li>• Understanding the World economic crisis and its impact.</li> </ul>

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project  Practical	Innovative Methods to be used/ AV Applications	Expected Outcome
Unit 1- 12 hours	Films/Videos of International trade, Practices adopted by different countries.  Videos on financial ministers of different countries explaining the International trade scenarios.	<input type="checkbox"/> To understand the basics of International economics, concept and its role.
Unit 2- 12 hours	Films/Videos on International Trade theories and its importance.  Case Studies on various International trade theories and its impact.	<input type="checkbox"/> To understand the use of various International trade theories' and experiments on the world trade.



Unit 3- 12 hours	<p>Case Studies on terms of trade and its concept.</p> <p>Case studies on MNC's and Foreign Direct Investment Policies.</p> <p>Case studies/Videos on the importance of balance of payments and International money standards concept.</p>	<ul style="list-style-type: none"> <li>• To understand the International money standards concept and various key concepts affecting the terms of trade.</li> <li>• To understand how a country can gain through International trade practices.</li> </ul>
	<p>Case studies/videos on wealth and gain theory concept through trade.</p> <p>Case studies and discussions on free trade and protection policies.</p> <p>Case studies and discussions on tariff barriers and non-tariff barriers.</p> <p>Films/Videos on the exchange rate concept and its fixation in the money market.</p>	<ul style="list-style-type: none"> <li>• To understand the balance of payments concept for the International trade.</li> <li>• To understand various free trade and protection policies implementation and its role.</li> <li>• Understand the tariff and non-tariff barriers concept in International trade. Understand the concept of currency exchange rate in the International market.</li> </ul>

Unit 4 - 12 hours	<p>Case Studies/ Quiz/ Discussion on policies adopted by International trade organizations.</p> <p>Case Study/Debate on Financial globalization and its impact.</p> <p>Films/videos/Case study/ Discussion on the 2008 world crisis/recession.</p>	<ul style="list-style-type: none"> <li>• To understand the role and contribution of International trade organizations.</li> <li>• Understand the concept of financial globalization and its benefits and adversities.</li> <li>• Understand the implications of 2008 global crisis on various economies.</li> </ul>
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#### Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
	30 marks	70 marks	

Unit – I	Methods of Evaluation  MCQ's basics concepts of trade  Presentation on topics under unit 1	25% MCQ ,Short notes 35%, Long answers- 40%	
Unit – II	Chart preparation on various theories mentioned in the chapter.		
Unit – III	Case study on MNC's and Foreign Direct Investment Policies		
Unit – IV	Case studies and discussions on free trade and protection policies.  Case studies and discussions on tariff barriers and non-tariff barriers.		
	Total – 30	Total-70	

Recommended Books:

Sr.No	Title of the Book	Author/s	Publication
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1.	International Economics	Francis Cherunilam	Tata McGrawHill 1999
2.	International Economics	Salvatore D.L.	Prentice Hall7th Edn.2001
3.	International Economics	Sodersten Book	
4.	International Economics	Dr. D. M. Mithani	2000

Savitribai Phule Pune University

Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: International Economics  
Course Code - 303

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA –IB Semester III (CBCS) Pattern 2019  
Course: Production and Operations Management  
Course Code: 304 Credits -  
3

Depth of the Course- Reasonable working knowledge

Course Objectives:

1. To enable the students to have a comprehensive understanding of the subject.
2. To understand key concepts and issues of Production and Operations Management.
3. To understand Production Management and its role in developing Business Strategy.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Production and Operations Management	<ul style="list-style-type: none"><li>• Meaning &amp; Definition of Production and Operations Management, Classification,</li><li>• Objectives and Scope of Production and Operations Management,</li><li>• Automation-Meaning and Definition, Need and Types of Automation - Advantages and Disadvantages.</li><li>• Waste Management - Scrap and Surplus Disposal, Salvage and Recovery.</li></ul>	<ul style="list-style-type: none"><li>• To understand the importance of Production Management.</li><li>• To know the types of Automation.</li><li>• To learn how to handle waste in an Industry.</li></ul>

SPPU  
BBA

2	Plant Location and Layout	<ul style="list-style-type: none"> <li>• Definition and Objectives of Plant Location,</li> <li>• Importance of Location, Locating Foreign Operations Facilities, Location Decision Process;</li> <li>• Layout Planning: Advantages and Functions of Layout Planning,</li> </ul>	<ul style="list-style-type: none"> <li>• To know the process of selecting location for a plant.</li> <li>• To understand the different factors affecting layout.</li> <li>• To get acquainted with different plant layouts.</li> </ul>
		<input type="checkbox"/> Principles of Layout, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layout	
3	Materials and Maintenance Management	<ul style="list-style-type: none"> <li>• Definition of Material Management,</li> <li>• Material Handling Principles and Practices,</li> <li>• Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification.</li> <li>• Inventory Control: Definition and Importance of Maintenance Management,</li> <li>• Objectives of Maintenance Management, Types of Maintenance Systems</li> </ul>	<ul style="list-style-type: none"> <li>• To study the method of Material handling in an industry.</li> <li>• To know different standards' used in selecting Material.</li> <li>• To study different types of Maintenance System in business.</li> </ul>

4	Production Planning and Production Control	<ul style="list-style-type: none"> <li>• Production Planning: Meaning, Objectives, Scope, Importance &amp; Procedure of Production Planning, Routing Scheduling,</li> <li>• Master Production Schedule, Production Schedule, Dispatch, Follow up.</li> <li>• Production Control-Meaning, Objectives, Factors affecting Production Control.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn the production planning process.</li> <li>• To know different types of Production Control Systems used in production.</li> </ul>
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#### Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative Methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
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Unit 1- 12 hours	Visit any industry and list out the stages of PPC with as many details as possible. Preparing charts on Operation Management of a company. Group discussion on Advantages and Disadvantages of Automation	-	<ul style="list-style-type: none"> <li>The students must understand classification of Operation Management.</li> <li>The students must gain practical knowledge of Handling Waste Management.</li> </ul>
Unit 2- 12 hours	Take students out to different Plant Locations to make them understand the actual difference. Visit a company and List Out Environmental issues.	-	<input type="checkbox"/> The students must understand the importance of selecting good plant location and understand different types of Plant layout
Unit 3- 12 hours	With the help of case study teach different methods of Material handling in an industry. Analysis of different standards' used in selecting Material. List out the Functions of Materials management in an organization	-	<input type="checkbox"/> The student must learn different Maintenance systems used in Business and different types of material handling.
Unit 4 - 12 hours	Group discussion on importance of Quality Control Describe the Functions of Quality Circles in an industry	-	<input type="checkbox"/> To understand the various Quality Control Systems used by the companies. To learn the production planning process.

Evaluation Structure:

Unit No	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	1.MCQ on concept meaning, classification 2. Open Book Test 3. Presentation on Waste Management	25% MCQ 35% Short notes 40% Long answers	Packing and Material Handling
Unit – II	1.Presentation on different layouts used by companies 2. Case Study on actual factors affecting Plant Layout 3. Model making on Plant Layout		
Unit – III	1.MCQ on Material and Maintenance Management 2. Situation Analysis on how management fails or succeeds in Selecting Materials 3.Presentations on different types of Maintenance System		
Unit – IV	1.Case study on Quality Control issues 2. Situation Analysis on actual factors affecting Production Control		
Total	30 Marks	70 Marks	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operations Management	By S. N. Chary	Tata McGraw-Hill Education	New Delhi
2	Production and Operations Management	K. Aswathappa & K. Shridhara Bhat	Himalaya Publishing House Pvt. Ltd.	Mumbai
3	Production, Planning Control & Industrial Management	K. C. Jain & L. N. Aggarwal	Khanna Publishers	New Delhi
4	Production Operations Management Concepts Models	Everett E. Adam, Ronald J. Ebert	Prentice Hall	Toledo, OH, U.S.A.
5	Productivity Techniques	Srinivas Gondhalekar & Uday Salunkhe	Himalaya Publishing House Pvt. Ltd	New Delhi,
6	Plant Layout and Materials Handling	Apple, James M	Wiley	Houston, TX, U.S.A.)
7	Production & Operations Management	J.P. Saxena	Mcgrawhill HED	New York U.S

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA (IB)  
 University Examination Sub: Production Operations Management  
 Course Code - 304

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions  Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA- IB Semester III (CBCS) Pattern 2019  
Subject: Foreign Language:French  
Course Code -: A 305  
Credits: 4 =(3+1)

Depth of the Course: Fundamental Knowledge Course Objective -:

1. Students should get acquainted with the basic sentence patterns of French language so that they can communicate in French if required.
2. The students should be able to read, write, understand and speak French with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to developed
1	Self-introduction. –Profession, Nationality Greetings. Address	Subject pronouns Definite and indefinite articles Être, avoir, some – er ending  Verbs Plural of some nouns Some	<ul style="list-style-type: none"><li>• To know fundamental French vocabulary with respect to greetings and conversations.</li><li>• To know pronouns, articles ,plural and some adjectives</li></ul>

		Adjectives.	
2	To understand personal information given by others and to ask and give personal information  Family ,0- 30 numbers, to reserve a hotel room 31-60 numbers. Dates, telephone numbers.	S'appeler Possessive adjectives Some interrogatives,  Present tense of some –ir and  Some –re ending verbs	<ul style="list-style-type: none"> <li>• To learn to communicate with simple questions.</li> <li>• To know alphabets, and numbers.</li> </ul>
3	Travelling- make a program and to tell it Understand and read the time schedules.	Interrogation ,Some interrogatives, Some irregular verbs.	<ul style="list-style-type: none"> <li>• To converse regarding cities, languages known.</li> <li>• To understand orientation of time.</li> </ul>
4	To buy a train ticket ,To understand train schedules  Understand and give directions 61-1000	Some adjectives Contracted and partitive articles Negation Some more –ir ending verbs	<ul style="list-style-type: none"> <li>• To know numbers.</li> <li>• To converse regarding travel.</li> <li>• To know adjectives, articles and verbs.</li> </ul>

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project  Practical	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	Dialogues between students in pairs using words from learnt vocabulary.  Power point presentation regarding concepts in the chapter	-	<ul style="list-style-type: none"> <li>To know fundamental French vocabulary with respect to greetings and conversations.</li> <li>To know pronouns, articles ,plural and some adjectives.</li> </ul>
Unit 2- 14 Hours	Audio tools to teach phonetic sounds of alphabets.  Dialogue between students exchanging numbers and discussing personal information	-	<ul style="list-style-type: none"> <li>To learn to communicate with simple questions.</li> <li>To know alphabets, and numbers</li> </ul>
Unit 3- 14 Hours	Group discussion regarding general topics with facilitation from instructor.	-	<input type="checkbox"/> To converse regarding cities, languages known. <input type="checkbox"/> To understand orientation of time.

Unit 4- 10 Hours	<p>Role play method where students play different roles in train travel.</p> <p>Learning the use of French dictionary to learn new words.</p>	-	<ul style="list-style-type: none"> <li>To know numbers.</li> <li>To converse regarding travel.</li> <li>To know adjectives, articles and verbs.</li> </ul>
Tutorial		<p>To have a dialogue with the student using vocabulary used by him.</p> <p>Tutorial to be conducted in viva voce format to gauge the speaking ability of the student</p>	

#### Evaluation

Unit Number	Internal Evaluation External Evaluation	External Evaluation	Suggested Add on Course



		Marks	Marks	
Unit – I	1. Assignment of Conjugation of verbs	30		Foreign language
Unit – II	2. MCQ test			
Unit – III	3. Chart Activity			
Unit – IV	4. Group Activity			
Project		20		
Total –		50	50	

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication
1	Le Français à grandevitesse.	Hachette. F.L.E.	S. Truscott, M. Mitchell, B. Tauzin

Savitribai Phule Pune University  
SY BBA- IB Semester III (CBCS) Pattern 2019  
Subject: Foreign Language -German.(I)  
Course Code -: B 305  
Credit 4 =3+1

Depth of the course: Fundamental Knowledge Course

Objectives:

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to be developed
1	International words in German, Greetings, Conversation in the Café.	Numbers, Alphabets, formulate questions, conjugation of verbs in present tense, personal pronouns, the verb 'to be'	<ul style="list-style-type: none"><li>• To develop fundamental German vocabulary with respect to greetings and conversations.</li><li>• To study alphabets, numbers and tenses.</li></ul>
2	Communication in a language course.	Nouns: singular and plural forms, negation, definite and indefinite articles, questions starting with an interrogative pronoun, and a verb.	<ul style="list-style-type: none"><li>• To learn to communicate with simple questions.</li><li>• To understand fundamentals of singular, plural, articles, and to frame basic questions.</li></ul>

3	Cities, countries and languages, People and houses.	Past tense of the verb 'to be', Accusative case, Possessive articles in the nominative case, adjectives in a sentence.	<ul style="list-style-type: none"> <li>To converse regarding cities, languages known, and people.</li> <li>To understand tenses of verbs, adjectives in sentences.</li> </ul>
4	Appointments and Orientation	Time, asking questions related to time, prepositions, verbs with a separable prefix,	<input type="checkbox"/> To understand orientation of time.
		Prepositions + Dative.	<input type="checkbox"/> To know about prepositions, verbs with separable prefix and datives.

### Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 10 Hours	Audio tools to teach phonetic sounds of alphabets.  Assignment of Conjugation of verbs.	-	To know fundamental German vocabulary with respect to greetings and conversations.

Unit 2- 14 Hours	Dialogues between students in pairs using words from learnt vocabulary.  Power point presentation regarding concepts in the chapter.	–	To understand fundamentals of singular, plural, articles, and to frame basic questions.
Unit 3- 14 Hours	Group discussion regarding general topics with facilitation from instructor.		To converse regarding cities, languages known, and people.
Unit 4- 10 Hours	Using 24 hours clock in order to understand time implication.		To understand orientation of time.
	Learning the use of German dictionary to learn new words.		
Tutorial		To have a dialogue with the student using vocabulary used by him. Tutorial to be conducted in viva voce format to gauge the speaking ability of the student	

Unit Number	Internal Evaluation		External Evaluation	Suggested Add on Course
		Marks	Marks	
Unit – I	1. Assignment of			

	Conjugation of verbs			
Unit – II	2. MCQ test	30		Foreign language
Unit – III	3. Chart Activity			
Unit – IV	4. Group Activity			
Project		20		
Total –		50	50	

Reference Books: Studio D A1, Netzwerk A1 Savitribai Phule Pune University

Question paper Pattern 2019 for SY BBA (IB)

University Examination Sub: German (I)

Course Code –B 305 Marks 50

Frage 1: Beantworten Sie die folgenden Fragen ! 3

(Answer the following questions)

Frage 2: Übersetzen Sie ins Englisch ! 3

(Translate into English) Frage 3:  
Wortschatz

(Vocabulary)

A) Schreibe die Zahlen ins Wörter ! 3

(Write the Number Names)

B) Ergänzen Sie die Vokale ! 3

(Fill in the blank with suitable Vowel)

C) Ergänzen Sie das richtige Wort ! 3

(Fill in the blank with suitable word)

D) Welches Wort passt nicht ! 3

(Pick the Odd one out) Frage 4:

Grammatik :

A) Ergänzen Sie die Verben in richtigen Formen !

3 (Fill in the blank with suitable Verb)

B) Ergänzen Sie die Personalpronomen ! 3

(Fill in the Personal Pronoun)

C) Ergänzen Sie den Artikel (bestimmt/unbestimmt/nominative/akkusativ)

3 (Fill in the blank with appropriate Article)

D) Ergänzen Sie die Possessivartikel! 3

(Fill in the blank with Possessive Article)

E) Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum ! 3

(Fill in the blank with past tense of the given Verbs)

F) Bilden Sie die Fragen ! 3

(Frame questions with reference to the underlined part)

Frage 5: Lies den Text und beantworte die Fragen ! 10

(Comprehension)

Frage 6: Schreiben Sie 6-8 sätze über das Thema: 4

(Write an Essay on one of the topics given below)

Savitribai Phule Pune University  
S.Y. BBA (IB) Semester III (CBCS) Pattern 2019  
Course - Supply Chain Management  
Course Code: A 306 (I) Credits:  
(2 +2) = 4

Depth of the Course: Reasonable Working Knowledge.

Course Objectives:

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Supply Chain Management (SCM)	<ul style="list-style-type: none"> <li>• Concept, Objectives and Functions of Supply Chain Management,</li> <li>• Supply Chain Strategy, Global Supply Chain Management,</li> <li>• Value Chain and Value Delivery Systems for SCM,</li> <li>• Bull-Whip Effect. Concept, Importance and Objectives of Green Supply Chain Management.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the functions of Supply Chain Management.</li> <li>• To know what is Bull-Whip Effect.</li> <li>• To understand the concept of Green Supply Chain Management.</li> </ul>
2	Manufacturing and Warehousing	<input type="checkbox"/> Concept & Definition- Manufacturing, Scheduling, <ul style="list-style-type: none"> <li>• Manufacturing Flow System, Workflow Automation,</li> <li>• Material Handling System Design and Decision.</li> <li>• Warehousing and Store Keeping,</li> <li>• Strategies of Warehousing and Storekeeping, Space Management.</li> </ul>	<input type="checkbox"/> To know the process of Workflow Automation . <ul style="list-style-type: none"> <li>• To understand Space Management.</li> <li>• To get acquainted with different Strategies of Warehousing</li> </ul>



3	Logistics Management and IT in Supply Chain Management	<ul style="list-style-type: none"> <li>• Concepts &amp; objectives of Logistics Management,</li> <li>• Integrated Logistics Management, Logistics Planning and Strategy,</li> <li>• Inventory Management and its Role in Customer Service.</li> <li>• Information and Communication Technology in SCM, Role of IT in SCM, Current IT Trends in SCM, RFID, Bar Coding. Retail SCM, Problems and Prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn the method of Logistics Planning.</li> <li>• To know the role of Inventory Management in Customer Service</li> <li>• To understand the role of Information Technology in SCM</li> </ul>
4	Key Operation Aspects in Supply Chain	<ul style="list-style-type: none"> <li>• Supply Chain Network Design, Distribution Network in Supply Chains,</li> <li>• Channel Design,</li> <li>• Factors Influencing Design,</li> <li>• Role and Importance of Distributors in SCM,</li> <li>• Role of Human Resources in SCM.</li> <li>• Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees,</li> <li>• Linkage between HRM and SCM.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn Supply Chain Network Design.</li> <li>• To study the Role of Distributors in SCM.</li> <li>• To understand Relationship Management with Customers and Employees.</li> </ul>

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Business Exposure	Expected Outcome
Unit 1- 10 Hours	Visit any industry and list out the activities which come under supply Chain Management  Role play of Bull-Whip Effect. Group discussion on Green Supply Chain Management.	1. Visit any 4 Industries like (eg: Manufacturing, IT, Service, Agricultural, NGO) 2. Individual Power Point Presentation of students on any one industry visited. 3. Submission of PPT printout and report to subject teacher 4. Preparation of report on industries visited.	The students must understand the functions of Supply Chain Management.  The students must gain practical knowledge of Bull-Whip Effect.
Unit 2- 14 Hours	Take students out to different Plant Locations to make them understand the Work Flow Automation.  Visit a company and List out Space Management techniques used by them.	Following points are to be covered for report writing :  Visit1: Prepare a chart on Manufacturing Flow System of the company visited  Visit2: Prepare a write-up on Storekeeping of the company visited.	The students must understand the importance of Space Management. Understand different types of Plant layout and their SCM
Unit 3- 14 Hours	With the help of case study, teach different methods of Logistic Management in an industry.  Analysis of role of Inventory Management in Customer Service.	Visit3: A mini project on Current IT Trends in SCM with reference to the company visited.	The student must learn different methods of Logistic Management. The students must understand the role of Information Technology in SCM

	List out the functions of IT in SCM	Visit4: Prepare a report on Issues in Relationship Management with Suppliers with reference to the company visited.	
Unit 4- 10 Hours	Group discussion on Role of Human Resources in SCM. Describe the Functions of Quality Circles in an industry.		To understand the various Operation Aspects in Supply Chain. To understand the linkage between HRM and SCM

Evaluation Methods:

Unit No	Internal Evaluation and Exposure project total 50 marks	External Evaluation	Suggested Add on Course
1	1.MCQ on concept meaning, classification of SCM 2. Open Book Test 3. Presentation on Value Chain and Value Delivery Systems for SCM,	25% MCQ 35% Short notes 40% Long answers	Carrying and Forwarding Activities
2	1.Presentation on different Material Handling System Design used by companies. 2. Case Study on actual factors affecting Store Keeping. 3. Chart making on Manufacturing Flow System.		
3	1.MCQ on Logistics Management 2. Situation Analysis: Problems and Prospects of Retail in SCM. 3.Presentations on Role of IT in Supply Chain Management.		
4	1.Case study on Issues in Workforce Management. 2. Situation Analysis on actual factors affecting Distributors in SCM.		

Total	Project based Viva 50 marks	50	
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- Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management For Global Competitiveness.	B.S.Sahay.	Macmillan India Limited,	India
2	Supply Chain Management	Sunil Chopra, Peter Meindl & D.V. Kalra	Pearson Education	UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink	Tompkins Press	UK
4	Supply Chain Logistics Management	Donald Bowersox, David Closs and M. Bixby Cooper	McGraw-Hill Education;	India
5	Supply Chain Management: Text and Cases	Vinod V. Sople	Pearson Education	UK
6	Logistical Management,	Donald J. Bowersox & David J. Closs,	Tata McGraw-Hill	New Delhi

7	Designing and Managing the Supply Chain	David Simchi-Levi,	Tata McGraw-Hill Editions	New Delhi
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Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: Supply Chain Management  
Course Code: A 306 (I)  
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
S.Y. BBA (IB) Semester III (CBCS) Pattern 2019  
Course :Logistics Management (I)  
Course Code: B 306 (I)  
Credit - 4 (2+2) Depth

of the Course: Reasonable working knowledge.

Course Objectives:

1. To keep students informed of current industry trends in logistics and business.
2. To provide an overview of the key activities performed by the logistics functions.
3. To understand Logistic Management and its role in developing Business Strategy.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Introduction	<ul style="list-style-type: none"> <li>Logistics Management- Definition and Objectives,</li> <li>Inbound, Internal and Outbound Logistics in SCM,</li> <li>Logistics in Maximizing Profitability and cash flow,</li> <li>3PL, 4PL, International Logistics, Reverse Logistics.</li> </ul>	<ul style="list-style-type: none"> <li>To understand the importance of Logistics Management.</li> <li>To know Internal and Outbound Logistics.</li> <li>To learn about Reverse Logistics.</li> </ul>
2	Procurement and Transportation	<ul style="list-style-type: none"> <li>Sourcing of Material,</li> <li>Global Sourcing – Issues and Problems.</li> <li>E-Procurement, Group Purchasing, Reserve Auctions, Supplier Partnerships, Multi-tier Supplier Partnerships.</li> <li>Transportation - Modes of Transport</li> <li>Transportation formats,</li> </ul>	<ul style="list-style-type: none"> <li>To know the Issues and Problems of Global Sourcing.</li> <li>To understand the different factors affecting Transportation Performance.</li> </ul>
		<ul style="list-style-type: none"> <li>Factors affecting Transportation Performance, Factors influencing the selection of transporter,</li> <li>Vehicle Scheduling and Routing,</li> <li>Milk run and Cross Docking.</li> </ul>	<input type="checkbox"/> To get acquainted with Vehicle Scheduling and Routing.

3	Inventory Management	<ul style="list-style-type: none"> <li>• Inventory Management in Supply Chain(SC) Role and importance of inventory in SC, Inventory Policies, Inventory as an element of customer service,</li> <li>• JIT, VMI, Outsourcing,</li> <li>• Factors influencing the decision making process of outsourcing.</li> </ul>	<ul style="list-style-type: none"> <li>• To study the importance of inventory in the Supply Chain.</li> <li>• To know different Inventory Policies.</li> <li>• To learn the decision making process of outsourcing.</li> </ul>
4	Warehousing	<ul style="list-style-type: none"> <li>• Warehousing – Types of warehouses, warehousing operations,</li> <li>• Warehouse automation,</li> <li>• Warehouse Management Systems.</li> <li>• Role and importance of Material Handling Systems,</li> <li>• Pricing, Revenue Management</li> <li>• Role of IT in SCM.</li> </ul>	<ul style="list-style-type: none"> <li>• To know types of warehouses. To understand the Role and importance of Material Handling Systems.</li> </ul>



Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Exposure Project for 2 credits	Expected Outcome
Unit 1- 10 Hours	Visit a warehouse and study the operations of warehousing. Preparing charts on advantages of Reverse Logistics Case study on 3PL, 4PL used by organisations.	1. Visit any 4 Industries like (eg: Manufacturing, IT, Service, Agricultural, NGO) 2. Individual Power Point Presentation of students on any one industry visited.	<ul style="list-style-type: none"> <li>The students must understand operations of Warehousing</li> <li>The students must gain practical knowledge of Reverse Logistics</li> </ul>
Unit 2- 14 Hours	Take students out to different Warehouses to make them understand different layouts. Visit a company and educate them about milk run distribution.	3. Submission of PPT printout and report to subject teacher 4. Preparation of report on industries visited. Following points are to be covered for report writing : Visit1 A report on reverse logistics used by the company visited.	<input type="checkbox"/> The students must understand factors affecting Transportation Performance. Understand different types of Warehouse layouts.
Unit 3- 14 Hours	With the help of case study, teach difference between JIT and VMI. Analysis of different factors influencing the decision making process of outsourcer List out the importance of inventory in SC	Visit2: Prepare a writeup on different modes	<input type="checkbox"/> The student must learn the different types of Inventory Policies.

Unit 4- 10 Hours	Group discussion of Material Handling		To understand the role of material handling system in an organisation.
	Describe the different types of Warehouses.	of transportation used by company visited.  Visit3: A mini project on types of Inventory Policies used by company visited.  Visit4: Draw a flow chart of Material Handling of company visited.	To learn warehousing operations.

#### Evaluation Methods

Unit No	Internal Evaluation	External Evaluation
Unit – I	Presentation on different, Global scenarios in logistics management.	25% MCQ 35% Short notes 40% Long answers
Unit – II	Case Study on actual Factors affecting Transportation Performance	
Unit – III	Model making on ideal Warehouse Layout	
Unit – IV	Situation analysis how management fails or succeed in inventory management	
Total	Project based Viva 50 marks	50

- Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Logistic Management	Donald J. Bowersox, David Closs , Omar K. Helferich	Tata McGraw-Hill Education	New Delhi
2	“Purchasing and Supply Chain Management”	Leenders, Michiel R and others.	Tata McGraw-Hill Education	New Delhi
3	“A Logistics Approach to Supply Chain Management”	Coyle, J.J. Bardi E.J. etc.,	Cengage	US
4	“The Outsourcing Hand Book-How to Implement a Successful Outsourcing Process”	Power Mark J & Others	Kogan Page	UK
5	Logistics Management.	S.K. Bhat	Himalaya Publishing House	Mumbai
6	Inventory Management	D. Chandra Bose	Himalaya Publishing House	Mumbai.

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: Logistics Management(I)  
Course Code: B 306  
Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	

2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
SY BBA –IB Semester IV(CBCS) Pattern 2019  
Course:Import Export Procedure  
Course Code- 401  
Credit – 3

Depth of the Course- Fundamental knowledge of Import export procedure

Course Objectives:

1. To understand in detail concepts of Import and Export
2. To introduce the procedure to be followed for import and export of goods.

3. To introduce various schemes related to foreign trade.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Basics of Import and Export	<ul style="list-style-type: none"> <li>• Meaning of Exports and Imports</li> <li>• Classification of Exports and Imports</li> <li>• Categories of Exporters</li> <li>• Strategy and Preparation for Foreign Trade</li> <li>• Identifying Foreign Markets</li> <li>• Methods of Entering International Market</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the basic concept of import and export and its functions.</li> <li>• To understand categories of export</li> </ul>
2	Export Procedure	<p>Export Procedure</p> <ul style="list-style-type: none"> <li>• Basic Documentation</li> <li>• Excise clearance for export</li> <li>• Quantity – Pre-shipment inspection</li> <li>• Packaging, Marketing, Labeling</li> <li>• Shipment of Goods</li> <li>• GSP [Generalized System of preferences] Rules &amp; Origin</li> <li><input type="checkbox"/> Role of overseas agent &amp; remittance of commission.</li> </ul>	<input type="checkbox"/> To help understand export procedure in detail
		<ul style="list-style-type: none"> <li><input type="checkbox"/> Incentives for export from Govt.</li> <li><input type="checkbox"/> Various modes of transport.Basis of Selection, Induction</li> <li><input type="checkbox"/> Benefits of export</li> </ul>	

3	Import Procedure	<ul style="list-style-type: none"> <li>• Categories of Importers</li> <li>• Import Licence</li> <li>• Import Contract</li> <li>• Pre-import Procedure</li> <li>• Legal Dimensions of Import Procedure</li> <li>• Customs Clearance for Imported Goods</li> <li>• Warehousing of Imported Goods</li> <li>• Valuation for Customs Duty</li> <li>• Benefits of Import</li> </ul>	<input type="checkbox"/> To understand the import procedure in detail.
4	Duty Drawback & Remittance Scheme	<ul style="list-style-type: none"> <li>• Advance License</li> <li>• Replenishment license</li> <li>• Special Interest License</li> <li>• DEPR Scheme [Duty Entitlement Pass Book Scheme]</li> <li>• DFRC Scheme [Duty Free Replenishment Certificate]</li> </ul>	<input type="checkbox"/> To understand various schemes
Teaching Hours Theory + Tutorials /Project  Practical		Innovative methods to be used	Expected Outcome
Unit 1- 12 hours		Power Point presentations, chart making on classification of import and export	<p>To be able to classify import and export.</p> <p>To understand the methods of entering the international market.</p>
Unit 2- 12 hours		Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of export procedure

Unit 3- 12 hours	Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of import procedure
Unit 4 - 12 hours	Comparative study of schemes	To know pros and cons of various schemes.

#### Evaluation

Subject	Internal Evaluation	External Evaluation
		70 marks
Unit – I	Written assignment on chapter 1 contents	25% MCQ, Short notes-35%, Long answers- 40%
Unit – II	Chart making for export procedure	
Unit – III	Chart making for Import procedure	
Unit – IV	MCQ test on various schemes	
	Total – 30	Total-70



Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Trade – Theory, Procedures, Practices and Documentation	Dr.Khushpat S. Jain, Dr.Apexa V. Jain	Himalaya Publication	Mumbai
2	EXIM policy 2004-09 Import – Export Documentation-	By M.I. Mahajan	Himalaya Publication	Mumbai
3	Export Management	by D.C. Kapoor	Himalaya Publication	Mumbai

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA (IB)  
 University Examination Sub: Import Export Procedure  
 Course Code - 401

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SY BBA –IB Semester IV(CBCS) Pattern 2019  
Course: Research Methodology  
Course Code- 402  
Credit – 3

Depth of the course-Reasonable working knowledge

Course Objectives:

1. To Develop appropriate understanding of Research
2. To understand the process of Research Designing
3. To make the students familiar to undertake small research projects.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research Methodology	<ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Research</li> <li>• Significance &amp; Limitations of Research</li> <li>• Types of Research</li> </ul>	<input type="checkbox"/> To understand what is meant by research, why research is important, and what are limitations. To understand the types of research.
2	Research Design	<ul style="list-style-type: none"> <li>• Meaning and Definition,</li> <li>• Objectives &amp; limitations</li> <li>• Essentials of good Research Design</li> </ul>	<input type="checkbox"/> To understand Research design and its essentials. To understand the process of the research.

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BBA

		<ul style="list-style-type: none"> <li>Process of Research</li> </ul>	
3	Data Collection	<ul style="list-style-type: none"> <li>Primary Data: - Definition, Advantages, Disadvantages</li> <li>3.2 Methods of collection of Primary Data (Observation, Interview, Scheduling, Questionnaire)</li> <li>Secondary Data ((Definition, Advantages, Disadvantages, Types &amp; Methods of collection of Secondary Data)</li> <li>Introduction to Sampling (Types)</li> </ul>	<ul style="list-style-type: none"> <li>To understand the data collection process separately for Primary data and Secondary collection.</li> <li>To understand sampling types</li> </ul>
4	Data Analysis & Report Writing –	<ul style="list-style-type: none"> <li>Data Processing, Analysis, Interpretation,</li> <li>Meaning &amp; Characteristics of Research Report, Steps involve in report writing</li> </ul>	<input type="checkbox"/> To understand how the data is processed and analyse. And to understand how to write reports.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	Analysing surrounding and identifying the research areas.  Practice in group- Defining a problem statement	The ability to identify the research area.

Unit 2- 12 hours	Designing a research project to be submitted at the end of the semester  Practice in group and individual manner -Finalizing research process of the project	Ability to finalize research process suitable for the individual project
Unit 3- 12 hours	Designing survey questionnaire for the project  Practice in group and individual manner - Finalizing the data collection methods and Designing the project to be undertaken,	Ability to identify suitable data collection method for the project
Unit 4 - 12 hours	Statistical analysis demo with available data.  Practice in group and individual manner - Analysing the data and writing a report.	Ability to analyse the data and write the results in a report form .

Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQs on all topics  Short notes of Research limitations & Significance  Short questions on types of research	25% MCQ  Short notes 35%  Long answers 40%
Unit – II	MCQs on all topics  Short note on essentials of good research design long question on process of research	

Unit – III	Presentations on Primary data methods and secondary data methods.	70 marks
Unit – IV	Preparation of report of small project undertaken by the students	
Total –	30 marks	

Suggested references:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Research Methodology .–	– J. K. Sachdeva	Himalaya Publication)	
2	Research Methodology	C. R. Kothari		
3	Business Research Methodology	D. K. Sharma & A. K. Gupta		

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: Research Methodology  
Course Code - 402

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
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1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		Answer in one sentence	5	
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SYBBA-IB Semester IV ( CBCS ) Pattern 2019  
Subject: Business Ethics  
Course Code – 403  
Credits – 3

Depth of the course: Functional Knowledge

Objectives:

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyse the role of Ethics on business, Government and Society.

4. To analyse the Ethical scenario with respect to Environment and consumer protection.

Unit No	Unit Title	Contents	Purpose and Skills to be Developed
1	Introduction to Business Ethics	<ul style="list-style-type: none"> <li>• Meaning, Nature and Scope of Business Ethics:</li> <li>• Ethics in Contemporary Business</li> <li>• Organizational Ethical Climate – Ethical Decision Making and Importance of framing ethical policies</li> <li>• Why Ethical Problems occur in Business</li> <li>• Difference between workplace Ethics and Laws</li> <li>• Normative and Individual ethics</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the Role and Scope of Business Ethics.</li> <li>• To study the Role and Importance of Ethics at National and International Level in business.</li> <li>• To study the Role and Importance of Ethics at Individual level.</li> </ul>
2	Corporation and Stakeholder Ethics	<ul style="list-style-type: none"> <li>• Impact of Business Decisions on Stakeholders</li> <li>• Ethics of Employer – Employee relationship and its effects on Stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the concepts and role of Business and Stakeholder ethics.</li> <li>• Modern Organization role and responsibility towards stakeholder ethics.</li> </ul>
		<ul style="list-style-type: none"> <li><input type="checkbox"/> Organization of Modern corporation and Interaction with stakeholders</li> <li><input type="checkbox"/> Whistle-blower Act and Employee Rights: Privacy and Safety</li> <li><input type="checkbox"/> Collective Bargaining and Role of Management in implementing Ethics.</li> </ul>	



3	Business, Government and Societal Ethics	<ul style="list-style-type: none"> <li>• Role and Responsibility of Organizations towards government and society.</li> <li>• Development and Maintenance of Interest groups               <ul style="list-style-type: none"> <li>– Meaning, Introduction and Types</li> </ul> </li> <li>• Influence of Interest groups on government. Government protection policies against illegal business practices.</li> <li>• Public Relations management -skills, activities and structure</li> <li>• Government policies promoting economic interests.</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding concept of business, government and societal ethics.</li> <li>• Understanding various factors affecting the government.</li> <li>• Understanding the Government policies and various Interest groups affecting the business operations.</li> </ul>
4	Environmental and Consumer Ethical Issues	<ul style="list-style-type: none"> <li>• Environmental Ethics and Human values – Meaning and Impact on Environmental problems</li> <li>• Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming ecologically sustainable organization.</li> <li>• Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.</li> <li>• Difference between Customer and Consumerism</li> <li>• Government regulation agencies for Consumer protection and Protecting consumer privacy online.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the role of Environmental rules and regulations in protecting the environment.</li> <li>• Initiatives taken towards building sustainable role models.</li> <li>• Understanding the need of ethics and laws in consumer protection.</li> </ul>

## Teaching Methodology

Teaching Hours	Innovative Methods to be used/ AV Applications	Project	Expected Outcome
Unit 1- 12 hours	<ul style="list-style-type: none"> <li>Films/Videos of Business Ethics practices adopted by different companies.</li> <li>Videos on corporates explaining the Business ethics scenario</li> </ul>	<ul style="list-style-type: none"> <li>Listing out various business ethics and practices adopted by major corporates.</li> <li>List out one companies ethical policy which has benefitted the economy and society at large</li> </ul>	<input type="checkbox"/> To understand the basics of Business Ethics and its role.
Unit 2- 12 hours	<ul style="list-style-type: none"> <li>Films/Videos on corporates and stakeholder ethics and its importance.</li> <li>Case Studies on various International business ethics theories and its impact.</li> </ul>	<ul style="list-style-type: none"> <li>List out any one International case with respect to ethical behaviour.</li> <li>List out the corporate and stakeholder ethics theories holding more practical relevance for Indian society.</li> </ul>	<input type="checkbox"/> To understand the various corporate and stakeholder ethics policies and its use.
Unit 3- 12 hours	<ul style="list-style-type: none"> <li>Case Studies on government and societal policies impacting ethical behaviour.</li> <li>Case studies on Interest groups policies and its impact.</li> <li>Case studies/Videos on the importance of government protection policies.</li> <li>Case studies/videos on public relations management.</li> </ul>	<ul style="list-style-type: none"> <li>List out the Government and societal ethics concept.</li> <li>Evaluate India's Interest groups and its impact.</li> <li>Analyse the government protection policies in India.</li> <li>Analyse the impact on Public relations management through ethics.</li> </ul>	<ul style="list-style-type: none"> <li>To understand the Government and societal concepts of ethical behaviour.</li> <li>To understand how a country is impacted through various interest groups.</li> <li>To understand the government protection policies and public relations management.</li> </ul>

Unit 4 - 12 hours	<ul style="list-style-type: none"> <li>Case study on policies and law adopted to protect the environment.</li> <li></li> <li>Case study/ Discussion on consumer protection policies and its role.</li> </ul>	<ul style="list-style-type: none"> <li>To list out the policies and procedures adopted by leading countries to protect the environment.</li> <li></li> <li>To identify various protection policies on consumer protection and its impact on the society.</li> </ul>	<ul style="list-style-type: none"> <li>To understand the role of government in framing the environmental protection policies.</li> <li></li> <li>To understand the importance of consumer protection act and its role.</li> </ul>
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Evaluation:

Subject	Internal Evaluation	External Evaluation
Unit – I	MCQs on all topics	25% MCQ  Short notes 35%  Long answers 40%
Unit – II	Chart preparation on topics from the unit	
Unit – III	Presentations points under the unit	
Unit – IV	Preparation of report of unethical cases in business and its consequences.	
Total –	30 marks	70 marks

Recommended Books

Sr. No.	Title of the Book	Author/s	Publication	Place
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1	Business Ethics	GautamPherwani	Everest Publishing House	New Delhi
2	Business Ethics	RituPamraj		
3	Business Ethics	Prof.Agalgatti	Nirali Publication	Pune
4	Business Ethics	Manuel G Velasquez	Prentice Hall	New York
5	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell	–	–

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA (IB)  
 University Examination Sub: Business Ethics  
 Course Code - 403

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks

3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
SYBBA-IB Semester IV (CBCS) Pattern 2019  
Subject: Management Information System  
Course Code – 404  
Credits – 3

Depth of the Course-Fundamental Knowledge of Management Information System

Course Objectives:

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Management Information Systems	<ul style="list-style-type: none"><li>• Meaning of MIS, Need, Purpose and Objectives of MIS, Contemporary Approaches to Management Information</li><li>• Systems (MIS), Information as a strategic</li><li>• Resource, Use of information for competitive</li><li>• Advantage, Management Information Systems as an instrument for the organizational change. Types of information.</li></ul>	<ul style="list-style-type: none"><li>• To understand the concept of MIS, and its importance.</li><li>• To know the types of information and their significance.</li><li>• To understand the use of information for competitive advantage.</li></ul>

2	System Analysis and Design	<ul style="list-style-type: none"> <li>• System Approach in Planning Organizing and Controlling MIS, Fundamentals of Data Processing</li> <li>• System Building Approaches, Prototyping model</li> <li>• Spiral model, Rapid Development Tools, CASE Tools.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand system approach in management.</li> <li>• To understand the fundamentals of data processing.</li> <li>• To know models and tools of system designing.</li> </ul>
3	Decision making and Decision Support Systems:	<ul style="list-style-type: none"> <li>• Models of Decision Making, Classical, Administrative and Herbert Simon's Models, Meaning of DSS, characteristics and components of DSS Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand various models of decision making.</li> <li>• To know the meaning, components and characteristics of DSS.</li> <li>• To understand concepts of EIS, ES, AI.</li> </ul>
4	Management Issues in MIS	<ul style="list-style-type: none"> <li>• Information Security and Control, Quality Assurance, Ethical and Social Dimensions of information protection, Intellectual Property Rights as related to IT</li> <li>• Services /IT Products Managing Global Information Systems.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand issues regarding information security.</li> <li>• To know about IPR intellectual property rights.</li> <li>• To understand issues and challenges in MIS</li> </ul>

Teaching Methodology



Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1 - 12Hours	<input type="checkbox"/> Power Point Presentations. Chart Preparation on types of information..	<input type="checkbox"/> Understanding the meaning and importance of MIS and to know about the types of information in detail.
Unit 2 - 12 Hours	Practical demonstration of usage of system development tools by instructor.	<input type="checkbox"/> Understanding the various tools in developing management information system in a comprehensive manner.
Unit 3 - 12 Hours	<input type="checkbox"/> Group activity to understand different models of decision making. Practical demonstrations of EIS, ES, AI applied in different areas.	<input type="checkbox"/> Understanding the fundamentals of DSS.
		<input type="checkbox"/> Conceptual understanding of extended DSS components such as EIS, EI, AI.
Unit 4 - 12 Hours	<input type="checkbox"/> Caselets on breach of IPR with respect to information technology. Group discussion/Debate on challenges in MIS	<input type="checkbox"/> Fundamental knowledge of challenges faced by management in the implementation of MIS.

#### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	5. Power point presentations		

II	1. Chart presentation	30	25% MCQ  35% short notes  40% long answers
III	1. Multiple choice questions.		
IV	1. Group discussion/ debate. 2. Caselet Solution & Discussion		
Total –		30	70

#### Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Information Systems,	Laudon and Laudon	Pearson	Asia
			Education	
2	Management Information Systems,	Jawadekar	Tata McGraw Hill.	New Delhi
3	Management Information Systems,	Davis and Olson	Tata McGraw Hill.	New Delhi
4	Management Information Systems,	Schulthesis	Tata McGraw Hill.	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA (IB)  
 University Examination Sub: Management Information Systems  
 Course Code - 404

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions	5	20 Marks
		Multiple Choice Questions		
		Match the Pairs		
		Answer in one sentence		
		Fill in the blanks	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Savitribai Phule Pune University  
 SY BBA- IB Semester III (CBCS) Pattern 2019  
 Foreign Language: French II  
 Course Code -: A 405

Credits: 4 (3+1) Depth

of the Course: Functional Knowledge

Course Objective -:

1. Students should get acquainted with the basic sentence patterns of French language so that they can communicate in French if required.
2. The students should be able to read, write, understand and speak French with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to developed
1	Checking in a hotel  Ask information about the Hotel,  Housing in France	<ul style="list-style-type: none"><li>• Contracted and partitive articles continued To tell the time.</li><li>• Demonstrative adjectives. Some qualificative adjectives – singular and plural</li></ul>	<ul style="list-style-type: none"><li>• To know fundamental French vocabulary with checking into a hotel and asking its information.</li><li>• To know about basic accommodation facilities.</li><li>• To know partive articles, demonstrative and qualificative adjectives singular and plural</li></ul>
2	Reserving a table at a hotel  Ordering at a restaurant  Likes and dislikes,  Order travellers cheques	<ul style="list-style-type: none"><li>• Partitive articles continued</li><li>• Past tense with ‘avoir’</li><li>• Recognising direct object</li><li>• Verbs followed by infinitive</li><li>• Futurproche</li></ul>	<ul style="list-style-type: none"><li>• To learn to communicate in case of travel with respect to food and banking transactions.</li><li>• To know grammatical concepts mentioned.</li></ul>

	Exchange rate, banking Opening a bank account		
3	Shopping , Asking for directions To talk in the future Asking information at Gas station  Services of gas-station Understand road signs Customs	<ul style="list-style-type: none"> <li>• Imperative</li> <li>• Some irregular verbs</li> <li>• Future tense</li> <li>• Past tense with 'être'</li> </ul>	<ul style="list-style-type: none"> <li>• To be able to converse and navigate with ease.</li> <li>• To understand irregular verbs, future tense and past tense with 'être.'</li> </ul>
4	Concept of Francophony	<input type="checkbox"/> Revision	<input type="checkbox"/> To understand the concept of francophony.  <input type="checkbox"/> To revise the content mentioned in previous chapters.

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 9 Hours	<p>Role play method between students acting as concierge and guests to a hotel.</p> <p>Power point presentation using illustrations.</p>	-	<ul style="list-style-type: none"> <li>To know fundamental French vocabulary with checking into a hotel and asking its information.</li> <li>To know about basic accommodation facilities.</li> <li>To know partive articles, demonstrative and qualificative adjectives singular and plural</li> </ul>
Unit 2- 14 Hours	<p>Dialogue between students on concepts mentioned in the chapter.</p> <p>Organizing an activity such as a food fair for students to practice food related vocabulary.</p> <p>Role play method between students acting as customer and banker.</p>	-	<ul style="list-style-type: none"> <li>To learn to communicate in case of travel with respect to food and banking transactions.</li> <li>To know grammatical concepts mentioned.</li> </ul>
Unit 3- 14 Hours	<p>Dialogue between students on concepts mentioned in the chapter with facilitation from the instructor.</p>	-	<ul style="list-style-type: none"> <li>To be able to converse and navigate with ease.</li> <li>To understand irregular verbs, future tense and past tense with 'être.</li> </ul>

Unit 4- 11 Hours	Learning the use of French dictionary to learn new words.	-	<input type="checkbox"/> To understand the concept of francophony. <input type="checkbox"/> To revise the content mentioned in previous chapters.
Tutorial work		To have a viva voce using the vocabulary and	
		grammatical knowledge from both semesters.  To document the experience of visit to a hotel, food joint and bank transactions.	

#### Evaluation

Unit Number	Internal Evaluation		External Evaluation
	Evaluation of students on the basis of	Marks	
I	1. Assignment of Conjugation of verbs		
II	2. MCQ test		

III	3. Chart Activity	30	
IV	4. Group Activity		
Project			
Total –		50	50

- Book recommended : Le Français à grandevitesse. □ Publisher : Hachette. F.L.E.
- Authors: S. Truscott, M. Mitchell, B. Tauzin



Savitribai Phule Pune University  
SY BBA- IB Semester IV (CBCS) Pattern 2019  
Subject: Foreign Language -German.(II)  
Course Code -: B 405  
Credit 4 (3+1)

Depth of the course: Fundamental Knowledge Course

Objectives:

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.

Unit No	Unit	Grammar	Purpose and skills to be developed
1	Profession and Daily routine	<input type="checkbox"/> Modal Verbs (müssen, können, wollen), possessive articles in accusative case	<ul style="list-style-type: none"> <li>To know different types of professions and activities carried out within it.</li> <li>To converse daily routine activities</li> </ul>
2	Berlin (Tourism)	<input type="checkbox"/> Prepositions (Accusative and Dative),	<ul style="list-style-type: none"> <li>To learn about different sightseeing places in Berlin, map reading and to understand excursion program</li> <li>To learn to write a postcard</li> </ul>
3	Vacation in Germany – Food, Drinks and Weather	<input type="checkbox"/> Perfect Tense, Degree of comparison, Demonstrative Article	<ul style="list-style-type: none"> <li>To converse regarding shopping</li> <li>To understand food and drinking habits, weather conditions</li> <li>To converse regarding holidays and vacations in Germany</li> </ul>
4	Clothes, Body and Health	<input type="checkbox"/> Adjectives in accusative, Imperative, personal pronoun in accusative, modal verb (dürfen)	<ul style="list-style-type: none"> <li>To understand fashion and clothes</li> <li>To know about body and health</li> <li>To learn to write a small letter/Text</li> </ul>

Teaching Methodology

Teaching Hours Theory + Tutorials /Project  Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit 1- 8 Hours	Visual tools to be used to teach various profession and activities related to profession  Chart Activity	-	To know fundamental German vocabulary with respect to profession and activities related to that profession
Unit 2- 14 Hours	Games (Like Pantomime) between students to understand map, directions, popular sightseeing places in Berlin.  Power point presentation regarding concepts in the chapter.	–	To understand fundamentals of prepositions and vocabulary with respect to travel by play way method.
Unit 3- 14 Hours	Audio tools to be used to teach food and drink habits, weather conditions		To know regarding fundamental German vocabulary with respect to food, drinks and weather conditions.
Unit 4- 12 Hours	Group discussion regarding general topics with facilitation from instructor  Learning the use of German dictionary to learn new words.		To converse regarding fashion, clothes, body and health

Tutorial work		To have a dialogue with the student using vocabulary used by him. Tutorial to be conducted in viva voce format to gauge the speaking ability of the student	
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Unit Number	Internal Evaluation		External Evaluation	Suggested Add on Course
		Marks	Marks	
Unit – I	5. Chart Activity	30		Foreign language
Unit – II	6. Assignment			
Unit – III	7. MCQ test			
Unit – IV	8. Group Activity			
Project	Tutorial	20	50	
Total –		50		

Reference Books: Studio D A1, Netzwerk A1

Savitribai Phule Pune University  
Question paper Pattern 2019 for SY BBA (IB)  
University Examination Sub: German (II)  
Course Code –B 405 Marks 50

Frage 1: Beantworten Sie die folgenden Fragen ! 3

(Answer the following questions)

Frage 2: Übersetzen Sie ins Englisch ! 5

(Translate into English) Frage 3:  
Wortschatz

(Vocabulary)

E) Ergänzen Sie das richtige Wort ! 3

(Fill in the blank with suitable word)

F) Welches Verb passt am besten? 3

(Pick out the suitable verb)

G) Bilden Sie die Sätze ! 3

(Build sentences)

H) Welches Wort passt nicht ! 2

(Pick the Odd one out) Frage

4: Grammatik :

G) Ergänzen Sie das Perfekt ! 4

(Fill in the blank with suitable Verb in perfect tense)

H) Ergänzen Sie die Präposition ! 4

(Fill in the preposition)

I) Ergänzen Sie die Adjektivendungen 4

(Fill in the blank with Adjective ending)

J) Ergänzen Sie die Modalverben! 3 (Fill in the blank with Model verb)

K) Schreiben Sie die Sätze im Imperativ! 3

(Write the sentence in imperative )

Frage 5: Lies den Text und beantworte die Fragen ! 8

(Comprehension)

Frage 6: Schreiben Sie 6-8 sätze über das Thema: 5

(Write an Essay on one of the topics given below)

Savitribai Phule Pune University  
S.Y. BBA (IB) Semester IV (CBCS) Pattern 2019  
Subject: International Warehouse and Supply Chain Management  
Course Code: 406 A Credits: 4  
=- (2 +2)

Depth of the Course: Reasonable Working Knowledge.

Course Objectives:

1. To identify and relate to the concepts of supply chain and warehousing globally and to be able to understand the process differences
2. To understand international Warehouse management and supply chain in depth

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Warehouse Management	<ul style="list-style-type: none"> <li>• Concept of Warehouse: Meaning, Role of warehouse in Regional and Global supply chain, Types of warehouses ,Warehouse Layout, Warehouse location, Functions of Warehouses, Modern Warehouse Operations, World-class Warehousing, ,Warehouse processes, Role of a warehouse manager, Warehousing Strategies, Warehouse operations and Storage Systems – Warehousing Cost Analysis</li> <li>• Warehouse Management Systems (WMS) - choosing a WMS, Modern trends in warehousing,</li> </ul>	<ul style="list-style-type: none"> <li>• To understand in depth about warehousing and its importance in supply chain.</li> <li>• To understand various Warehousing strategies and concept.</li> </ul>
2	Global Warehousing	<ul style="list-style-type: none"> <li>• Introduction to warehousing and its impact on business globally,</li> <li>• Importance of Warehouse in a Value Chain, Supply Chain's Impact on Stores and Warehousing.</li> <li>• Value Added services of Warehousing.</li> <li>• Role of government (Globally) in warehousing and supply chain efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>• To know how supply chain impacts warehousing decisions and vice versa</li> <li>• To understand modern and upcoming trends with respect to global warehousing.</li> <li>• To know the challenges associated with global warehousing.</li> </ul>



3	Global Supply Chain	<ul style="list-style-type: none"> <li>• Introduction to supply chain and its impact on business globally,</li> <li>• Analyse supply chain dynamics and various issues of supply chain performance.</li> <li>• Introduction to International Supply chain – Issues in International Supply Chain Management, International versus Regional Product.</li> <li>• eSCM, benefits and communication networks.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand how supply chain succeeds internationally.</li> <li>• To know the challenges associated with the global supply chain.</li> </ul>
4	Computer based Laboratory	Please refer at the end of the syllabus.	

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Expected Outcome

Unit 1- 10 Hours	<ul style="list-style-type: none"> <li>• Visit a Warehouse of any MNC and study its operations</li> <li>• Brainstorming on eSCM and its benefits</li> <li>• Videos on worlds Warehousing facilities and operations</li> </ul> <p>A study of difference between National and International Warehousing practices and standards</p>	The students must gain knowledge of importance of Warehouse in Supply chain efficiency and various aspects with respect to its decisions
Unit 2- 13Hours	<ul style="list-style-type: none"> <li>• Case studies global warehousing facility.</li> <li>• (Case) challenges in warehousing.</li> </ul>	<ul style="list-style-type: none"> <li>• The students must understand which companies globally are at an advantage due to successful warehousing facility.</li> <li>• They must also understand how dynamic is supply chain environment and upcoming technologies.</li> </ul>
Unit 3 – 10Hours	<ul style="list-style-type: none"> <li>• Case studies on top Global supply chains.</li> <li>• (Case) Seven Eleven Japan • The greatest supply chain disasters of all time.</li> </ul>	<input type="checkbox"/> The students must understand which companies globally are at an advantage due to successful supply chain. They must also understand how dynamic is supply chain environment and upcoming technologies.
Unit 4 - 15 Hours	Computer based laboratory work	Please refer at the end of the syllabus.

#### Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities.

- To familiarise Computer applications used in particular department and understanding jargons of the field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of conducting practical Training.

Requirement – High Speed internet or Wi-Fi, computer and screen.

For the specialisation course teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project guidelines for students.

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off line). They will have to prepare requirements sheet of various industry and will analyse computer enabled activities. They will study various difficulties faced and identify probable solutions for the same.

## SYBBA –IB

### Warehouse management System ( A 406)

Note : Computer training - The software mentioned in the list are suggests names of the software companies. Teachers can choose any other software as per the availability. Students can perform the project in group or individually and can select any topic /s from the list.

Suggestive Names of the software companies and their products

- NetSuite and likewise many more software for enterprise resource planning (ERP) and customer relationship management (CRM) functions.

- MacWinLinuxand : Cloud Zoho Inventory is a cloud-based inventory management solution designed for small to midsize businesses.
- inventory management , inventory control, -Reporting and analysis,
- Vendor managed inventory
- Magaya WMS and likewise software companies
- warehouse management inventory, automate accounting processes, □ and improve warehouse management.
- The software provides a mobile app “Track2Go”
- Real-time delivery process □ Fishbowl Inventory
- Fishbowl - hybrid manufacturing and warehouse management solution designed for small and midsize companies.
- Material requirements planning (MRP),
- Job shop floor control,
- CommerceBlitz for Logistics purpose and likewise many more
- Warehouse Management Software
- Wholesale platform. web-based
- Excalibur WMS is a cloud-based or warehouse management solution (WMS), designed exclusively for third-party logistics
- 3PL warehouse manager is a cloud-based warehouse management system designed for third-party logistics companies to manage multiple customers, processes and billing schedules.
- Infoplus WMS is a web-based warehouse management software solution for small to midsize companies -overall inventory, warehouse operations and shipping.
- WISE by Royal 4 Systems is a rules-based warehouse Management
- Lead Commerce is an integrated order management suite that offers applications like inventory management, merchandise planning, and customer relationship management.
- Omna- cloud-based ERP that allows businesses of all sizes to manage processes for the supply chain lifecycle, point of sale, warehousing, customer relationship management
- Oracle SCM Cloud is a cloud-based supply chain management solution that offers distribution, manufacturing, inventory management and fleet management within a suite.

- Agiliron cloud-based point-of-sale (POS) solution is designed to serve both in-store and mobile businesses as well as online sales channels.
- The Generix Group WMS is a highly flexible and adaptive warehouse management system built for companies that need their supply chains to be nimble, efficient, and scaling, while ensuring execution excellence, compliance, and operational
- Synapse is a cloud-based and on-premise warehouse management solution by Zethcon for small and mid-sized businesses.
- Kechie, a SaaS platform suited for businesses with \$1M+ in revenue, was developed to manage goods and services from the point of origin to consumption.
- Cadre Technologies' Cadence WMS is a warehouse management system that integrates warehouse operations with logistics and fulfilment.
- Foysonis WMS is warehouse management system for small to mid-sized warehouses interested in utilizing cloud computing technology to integrate with currently installed hardware.
- Shipedge is a cloud-based warehouse management solution for small, midsize and large enterprises. It caters to e-commerce warehouses,

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Evaluation Methods:

Unit No	Internal Evaluation and Exposure project total 50 marks	External Evaluation
1	1.MCQ on concept meaning 2.Presentations on study of Warehouses in different companies /Industries	25% MCQ 35% Short notes 40% Long answers
2	1.Case study analysis and Brain storming	
Total	Project based Viva 50 marks	50

- Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	World Class Warehousing & Material Handling	Frazelle	Tata McGraw-Hill	New Delhi
2	Global Logistics and Supply Chain Management	John Mangan, Chandra Lalwani	Tim Butcher John Wiley & Sons	USA
3	Designing & Managing the Supply Chain	David Simchi, Levi, Philip Kaminsky, Ravi Shankar	Tata McGraw Hill	New Delhi

Savitribai Phule Pune University  
 Question paper Pattern 2019 for SY BBA (IB)  
 University Examination Sub: International Warehouse and Supply Chain Management (II)  
 Course Code: 406 A  
 Credit - 4 (2+2)

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

Savitribai Phule Pune University  
S.Y. BBA (IB) Semester III (CBCS) Pattern 2019  
Course - International Logistics & Port Management (II)  
Course Code: 406 B  
Credits: (2 +2) = 4 Depth

of the Course: Reasonable Working Knowledge.

Course Objectives:

1. To enable the students to have a comprehensive understanding of International Logistics
2. To understand key concepts and issues of Port Management.
3. Develop understanding of issues of logistics and how they can be interpreted with different theoretical approaches.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
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1	Overview of International Logistics	<ul style="list-style-type: none"> <li>• Concept, objectives and scope of International Logistics</li> <li>• Logistics Documents for International Trade</li> <li>• International supply chain management and logistics.</li> <li>• Factors Influencing International Logistics.</li> <li>• Concept and functions of 3PL and 4 PL.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the scope of International Logistics</li> <li>• To know Factors Influencing Logistics.</li> <li>• To understand the concept of 3PL and 4 PL.</li> </ul>
2	Transportation & Logistic Intermediaries	<ul style="list-style-type: none"> <li>• Containerisation: Classification, Benefits and Constraints.</li> <li>• Road-Multi-Modal Transportation</li> <li>• Definition &amp; Core Functions of CONCOR , Logistics Services Offered by CONCOR</li> <li>• Role of Intermediaries Including Freight Booking, Shipping Agents, C&amp;F Agents.</li> <li>• Total Cost Approach to Logistics.</li> </ul>	<ul style="list-style-type: none"> <li>• To know benefits of Containerisation</li> <li>• To understand Road-Multi-Modal Transportation</li> </ul>
3	Port Structure and Functions Development & Administration	<ul style="list-style-type: none"> <li>• Definition, Types and Layout of Ports.</li> <li>• Organisational Structure- Functions and Features of Ports.</li> <li>• Pre Shipment Planning, Stowage Plan and on Board Stowage.</li> <li>• Cargo Positioning and Stowage on Terminal.</li> <li>• Phases of Port Development.</li> <li>□ Port Time, Ship Time in Port, Just-In-Time Port Operation.</li> <li>• Cargo Transfer - Services and Facilities for Cargo.</li> </ul>	<ul style="list-style-type: none"> <li>• To learn Layout of Ports</li> <li>• To know what is Cargo Positioning</li> <li>• To learn Phases of Port Development.</li> <li>• To study Facilities for Cargo.</li> <li>• To understand Port Time, Ship Time in Port</li> </ul>
4	Computer Based Laboratory	□ Please refer end of the syllabus	□ Please refer end of the syllabus

Teaching Methodology:

Teaching Hours Theory + Tutorials /Project	Innovative Methods to be used	Projects and activities	Expected Outcome
Unit 1- 10 Hours	<p>Visit any industry and list out the activities which come under International Logistics</p> <p>Discussion on 3PL Vs. 4 PL. Group discussion on factors influencing International Logistics</p>	<p>Prepare a chart on logistic activity in Manufacturing Company</p> <p>1.MCQ on concept meaning ,classification of International Logistics</p> <p>2. Presentation on Concept and functions of 3PL and 4 PL.</p>	<p>The students must understand the scope of International Logistics. The students must gain practical knowledge of factors Influencing Logistics.</p>
Unit 2- 14 Hours	<p>Visit a Plant Locations to make students understand the logistic Activities</p> <p>Show different method of Containerisation used by any industry</p>	<p>Make a report on key activities of international Logistics</p> <p>1.Presentation on Core Functions of CONCOR</p> <p>2. Case Study on Containerisation</p> <p>3. Chart making on Road-Multi-Modal Transportation</p>	<p>The students must understand the benefits of Containerisation. Understand different types of the logistic Activities .</p>

Unit 3- 14 Hours	Visit dry port with students  Presentation on functions of port  Discussion on Cargo Security	A mini project on layout of Port 1.MCQ on Port Management 2.Situation Analysis: Safety of Cargo Operations  3.Presentations on Stowage Plan and on Board Stowage.	The student must know different layouts of port.  The students must understand what is Cargo Positioning & Cargo Security.
Unit 4- 10 Hours	Group discussion on Just-InTime Port Operation.   Describe the Phases of Port Development	Prepare a research based report on Issues in Ship Time in Port 1.Case study on Port Related Services. 2.Assignment on Phases of Port Development 3. Class test on Container Handling ,Terminal Operation	To understand the various phases in port management.  Understand development in cargo
Tutorial work			

#### Guidelines for Computer Training Courses 2 credits for

project report and evaluation will be for Project and Viva for 50 marks.

#### Objectives of Computer Enabling Activities.

- To familiarise Computer applications used in particular department and understanding jargons of the field.

- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of conducting practical Training.

Requirement – High Speed internet or Wi-Fi ,computer and screen.

For the specialisation course teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to make decisions, Data Collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project guidelines for students.

Students can search information after learning through demo. Students will prepare a project report based on data collected (Online or offline). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. They will study various difficulties faced and identify probable solutions for the same.

(B 406) (Collect Information on select any 5 fields minimum) International Logistics & Port Management

Note : Computer training - The software mentioned in the list are suggests names of the software companies. Teachers can choose any other software as per the availability. Students can perform the project in group or individually and can select any topic /s from the list.

Suggestive Names of the software companies and their products

- License Procurement and Installation
- Implementation & Customization
- SAP Business One SQL to HANA Migration
- Add- Ons Development

- Upgradation – ( Standard Products | Add-Ons )
- Training and Documentation- ( On-Site | Off-Site )
- Support – ( On-Site | Off-Site )
- Automated Parcel Sorting System
- AI-backed shipment sorting and rider allocation software
- Asset Tracking And Logistics Enterprise Management Solution
- Managing Pick-ups and Deliveries
- Geo-coding and geo-fencing allows transparency in operations
- Reverse Delivery Scheduling
- Multiple returns
- Customer App One-touch Communication ☐ Customers to track order status and find accurate ETA.
- Payments options - debit cards, net banking and wallets.
- Agents Management -Real-time tracking -Track all the agents on a real-time basis, and monitor them efficiently.
- Mobile applications Agent Applications -Share notes, images or calendar with the co-workers in a flash. ☐ Complete Mobility Enterprise Suite that Empowers your Logistics Business
- DTDC

Evaluation Methods:

Unit No	Exposure project viva - total 50 marks	External Evaluation
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	Guidelines for Computer Lab Course 2 credits	25% MCQ 35% Short notes 40% Long answers
Total	Project based Viva 50 marks	50

- Note: The internal evaluation shall be based on business exposure projects for 50 marks. Chapter wise internal evaluation methods are indicative only.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Logistical Management,	Donald J.Bowersox& David J.Closs,	Tata McGraw-Hill	New Delhi
2	Port Management and Operations.,	Maria G.Burns	CRS Press	U.K.
3	Logistics Management	S.L. <u>Ganapathi</u> & S.K. <u>Nandi</u>	Oxford university Press	India
4	International Logistics	<u>Faustino Taderera</u> & <u>ZeibertMahachi</u>	LAP Lambert Academic Publishing	Germany
5	International Logistics Management	Robert Chira	Authorhouse	U.S

6	Port Management	<u>H. Haralambides</u>	Macmillan Publishers ,	Chennai,
7	Port Management and Operations	Mariya G. Burns	CRC Press	U.K

Savitribai Phule Pune University  
S.Y. BBA (IB) Semester III (CBCS) Pattern 2019  
Course - International Logistics & Port Management (II)  
Course Code: B 406  
Credits: (2 +2) = 4

Q.No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5	10 Marks
		Match the Pairs	5	
2	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
3	Solve any 1 out of 2	Long Answer Question	1*10 Marks	10 Marks
4	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			50 Marks

## Acknowledgement

The Syllabus Restructuring of BBA IB Programme (CBCS-2019 Pattern) is a manifestation of excellence in the field of Management.

Savitribai Phule Pune University's focus has always been in raising the academic standards and excellence in the field of education. The BBA (IB) Programme predominantly endeavours for holistic development of students. It has emphasized on cultivating various skills and has also desired business acumen amongst the students.

This revision has been possible only with the help and support of different eminent personalities. The contribution of all the members as a team has enabled the robust revision of all the titles of the Programme. This synergy of the contributors is very crucial in fine tuning of the BBA(IB) Programme in its present form.

SPPU is grateful to Hon. Prof. Dr. Nitin Karmalkar, Vice Chancellor, Hon. Dr. N. S. Umarani, Pro-Vice Chancellor, who has always lent continuous support and encouraged everyone involved in this task of restructuring. SPPU is also grateful to Hon. Dr. Parag Kalkar, Dean, Faculty of Commerce and Management and Dr. Yashodhan Mithare, Associate Dean, Faculty of Commerce and Management. They have been an inspiration for all the members to complete the work. Dr. Tanuja Devi, on behalf of SPPU, headed the BBA(IB) Restructuring Committee. The experienced members of the Syllabus Restructuring Committee Dr. Goje (BOS – Chairman) has contributed in technological aspect in the course content Gurmeet Kaur Rajpal, Mrs. Mansi Gaur, Dr. Sushumna Kane, Dr. Shweta Bapat, Prof. Minal Mahajani (German Language) have enabled the revision in a smooth manner. The team is thankful to Dr. Snehal Gaur for her assistance to all the members in framing the syllabus., Dr. Ganesh Patare, and Shri. Sumeet Gaikwad also gave inputs to the curriculum.

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**Savitribai Phule Pune University**

*(Formerly University of Pune)*

**Three Year B. Sc. Degree Course in  
WINE, BREWING AND ALCOHOL TECHNOLOGY**

**Syllabus**

**(To be implemented from Academic Year 2019-20)**

**S.Y.B.Sc.  
(Wine, brewing and alcohol technology)**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year 2019-2020**

## **Preamble:**

Wine Technology, being one of the youngest branch of Life Science, has expanded and established as applied science. Global and local focus has slowly shifted to not only current “Century of Knowledge” but also on to technology development and application in life sciences. Although, wine has traditionally been consumed throughout history with evidence dating back to Harappa civilization, commercial wine production is a pretty recent phenomenon, with the first commercial grape wine plant being set up only in the 1980s. Since then, three major players – Chateau Indage, Grover Vineyards and Sula Vineyards – emerged in the domestic winemaking scene and the last few decades saw vineyards cropping up all over the country.

Then came the tide of globalization and India, bowing to WTO’s demands, had to reduce tariffs on imported liquor with the consequence that the market was suddenly flooded with incredibly refined Italian and French wines of unmatched quality – much to the delight of the wine lovers and to the woe of the Indian winemakers.

Coming back to the present times, finding a foothold in an area that has been eternally dominated by European players (read: France, Italy, and Spain, in that order) has been quite an uphill task for Indian winemakers. However, the recent growth numbers – the wine market is currently growing at a rate of 25-30 per cent – have given them some cause to celebrate. A larger market translates to more demand, which in turn means that Indian wines can, now, share a shelf with their French and Italian counterparts. Moreover, Indians wines are considerably cheaper than their Western counterparts; thus, enabling it to achieve a particular target audience of its own.

Back home, statistics reveal that India’s rich and prosperous are finally warming up to this delicious drink; India has a wine market of roughly 1.2 million cases, while experts predict that consumption will grow at a CAGR of around 30% during 2009-2013. Lastly, right marketing strategies and increased awareness will go a long way to ensure that this historically significant drink finally conquers Indian hearts.

## **Introduction:**

The syllabi till today had been sufficient to cater to the needs of students for building up their careers in industry and research. However, with the changing scenario at local and global level, we feel that the syllabus orientation should be altered to keep pace with developments in the education and industrial sector. The need of the hour is to design appropriate syllabi that emphasize on teaching of technological as well as the economical aspects of Wine, Alcohol and Brewing industry. Theory supplemented with extensive practical skill sets will help a graduate student to avail the opportunities in the applied fields (research, industry or institutions), without any additional training. Thus, the university / college itself will be developing the trained and skilled man-power.

## **Objectives to be achieved:**

- To introduce the concepts in various allied subjects
- To enrich students’ knowledge
- To help the students to build interdisciplinary approach
- To inculcate sense of scientific responsibilities and social and environment awareness
- To help students build-up a progressive and successful career

**Eligibility:** Candidates applying for B.Sc. Wine, Brewing And Alcohol Technology should be H.S.C. in science disciplines OR 10 +2 years diploma course in Agriculture or Diploma in Fruit Processing and Wine Technology or Horticulture.

Admissions will be given as per the selection procedure / policies adopted by the respective college keeping in accordance with conditions laid down by the University of Pune.

Reservation and relaxation will be as per the Government rules.

Medium of Instruction: English

### **SPECIAL FEATURES**

1. More stress will be given to this process development and scale-up system along with marketing.
2. Evaluation of waste for production of valuable products will be given prime importance
3. Energy Production and Conservation will be considered during the tenure of the courses.
4. Industry attached Educational system, is more feasible concept

### **Carrier Opportunity**

#### **1. Government sector in India**

- Agriculture departments
- Agriculture Institute
- Excise Department
- Bureau of Indian Standards
- Import Export Departments

#### **2. International and national Brewing, Wine and Alcohol Industry**

- Vineyard management and marketing services
- Research techniques
- Technical assistance
- Winery laboratory technicians
- Wine marketing services
- Quality controlling Brewing and wine industry.

#### **3. Self employment**

- own winery, Brewery
- winery consultant
- wine taster, winemaker



**Course Structure:**

- CGPA will be calculated based on core 132 credits only
- Each theory credit is equivalent to 15 clock hours of teaching (12hrs classroom+3hrs of tutorials-active learning method) and each practical credit is equivalent to 30 clock hours of teaching in a semester.
- For the purpose of computation of workload, the following mechanism may be adopted as per UGC guidelines:
  - 1 Credit = 1 Theory period of one-hour duration per week
  - 1 Credit = 1 Tutorial period of one-hour duration per week
  - 1 Credit = 1 Practical period of two-hour duration per week
- Each theory Lecture time for FY, SY, TY is of 1 hour = 60 min
- Each practical session time for FY is of 3 hour = 180 min
- Each practical session time for SY & TY is of 4 hour = 240 min

**Award of Credits:**

- Each course having 4 credits shall be evaluated out of 100 marks and student should secure at least 40 marks to earn full credits of that course.
- Each course having 2 credits shall be evaluated out of 50 marks and student should secure at least 20 marks to earn full credits of that course.
- GPA shall be calculated based on the marks obtained in the respective subject provided that student should have obtained credits for that course.

**Evaluation Pattern:**

- Each course carrying 100 marks shall be evaluated with Continuous Assessment (CA) and University Evaluation (UE) mechanism.
- Continuous assessment shall be of 30 marks while University Evaluation shall be of 70 marks. To pass in a course, a student has to secure minimum 40 marks provided that he should secure minimum 28 marks in University Evaluation (UE).
- Each course carrying 50 marks shall be evaluated with Continuous Assessment (CA) and University Evaluation (UE) mechanism.
- Continuous assessment shall be of 15 marks while University Evaluation shall be of 35 marks. To pass in a course, a student has to secure minimum 20 marks provided that he/she should secure minimum 14 marks in University Evaluation (UE).
- For Internal examination minimum two tests per paper of which one has to be a written test 10 marks
- Methods of assessment for Internal exams: Seminars, Viva-voce, Projects, Surveys, Field visits, Tutorials, Assignment, Group Discussion, etc (on approval of the head of the centre)

**ATKT Rules:**

- Minimum number of credits required to take admission to Second Year of B. Sc.: 31 [70%]
- Minimum number of credits required to take admission to Third Year of B.Sc.: 44 credits [100%] to be completed from F.Y.B.Sc and atleast 22 credits from S.Y. B.Sc
- Completion of Degree Course: A student who earns 140 credits, shall be considered to have completed the requirements of the B. Sc. degree program and CGPA will be calculated for such student.

**Title of the Course: F.Y.B.Sc. (Wine, Brewing and Alcohol Technology)****Structure of the course:****Semester: I****Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-101	Basic Microbiology Paper I	2Credits	30	50 (35External+15Internal)
WT-102	Industrial Microbiology Paper I	2Credits	30	50 (35External+15Internal)
WT-103	Introduction to Botany	2Credits	30	50 (35External+15Internal)
WT-104	Plant Development and Anatomy	2Credits	30	50 (35External+15Internal)
WT-105	Basic Biochemistry Paper I	2Credits	30	50 (35External+15Internal)
WT-106	Metabolic Pathways Paper I	2Credits	30	50 (35External+15Internal)
WT-107	Wine Technology	2Credits	30	50 (35External+15Internal)
WT-108	Sensory Evaluation of wine paper-I	2Credits	30	50 (35External+15Internal)

**Practicals**

WT-109	Practical's in Microbiology	1.5 Credits	10P	50 (35 External +15Internal)
WT-110	Practical's in Botany	1.5 Credits	10P	50 (35External+15 Internal)
WT-111	Practical's in Biochemistry	1.5 Credits	10P	50 (35External+15 Internal)
WT-112	Practical's in Wine Technology	1.5 Credits	10P	50 (35External+15 Internal)
<b>Total Credits(Theory+ Practical)</b>		<b>22 Credits</b>		

**Title of course: F.Y.B. Sc (Wine , Brewing and Alcohol Technology)****Structure of the Course****Semester : II****Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-201	Basic Microbiology Paper II	2Credits	30	50 (35External+15Internal)
WT-202	Industrial Microbiology Paper II	2Credits	30	50 (35External+15Internal)
WT-203	Plant Physiology	2Credits	30	50 (35External+15Internal)
WT-204	Applied Botany	2Credits	30	50 (35External+15Internal)
WT-205	Basic Biochemistry Paper II	2Credits	30	50 (35External+15Internal)
WT-206	Metabolic Pathways Paper II	2Credits	30	50 (35External+15Internal)
WT-207	Introduction to Beer, Wine and Alcohol Technology	2Credits	30	50 (35External+15Internal)
WT-208	Sensory evaluation of wine paper-II	2Credits	30	50 (35External+15Internal)

**Practical's**

WT-209	Practical's in Microbiology	1.5 Credits	14P	50 (35 External +15Internal)
WT-210	Practical's in Botany	1.5 Credits	14P	50 (35External+15Internal)
WT-211	Practical's in Biochemistry	1.5 Credits	14P	50 (35External+15Internal)
WT-212	Practical's in Wine Technology	1.5 Credits	14P	50 (35External+15Internal)
<b>Total Credits (Theory+ Practical)</b>		<b>22 Credits</b>		



**Title of course: S.Y.B. Sc. (Wine, Brewing and Alcohol Technology)**

**Structure of the Course**

**Semester: III**

**Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-301	Yeast technology paper -I	2Credits	30	50 (35 External+15 Internal)
WT-302	Fermentation technology paper-I	2Credits	30	50 (35 External+15 Internal)
WT-303	Brewing technology -I	2Credits	30	50 (35 External+15 Internal)
WT-304	Alcohol technology -II	2Credits	30	50 (35 External+15 Internal)
WT-305	Biochemistry Paper -III	2Credits	30	50 (35 External+15 Internal)
WT-306	Vineyard technology paper -I	2Credits	30	50 (35 External+15 Internal)
WT-307	Environmental awareness	2Credits	30	50 (35 External+15 Internal)
WT-308	English communication	2Credits	30	50 (35 External+15 Internal)

**Practical's**

WT-309	Practical's course -I	2 Credits	14P	50 (35 External +15 Internal)
WT-310	Practical's course -II	2 Credits	14P	50 (35 External+15 Internal)
WT-311	Practical's course -III	2 Credits	14P	50 (35 External+15 Internal)
<b>Total Credits(Theory+ Practical)</b>		<b>22 Credits</b>		



**Title of course: S.Y.B. Sc . (Wine, Brewing and Alcohol Technology)****Structure of the Course****Semester : IV****Theory**

Course Code	Course Title	Credits	Number of Hours	Marks
WT-401	Yeast technology paper-II	2Credits	30	50 (35External+15 Internal)
WT-402	Fermentation technology paper-II	2Credits	30	50 (35External+15 Internal)
WT-403	Wine technology -I	2Credits	30	50 (35External+15 Internal)
WT-404	Wine technology -II	2Credits	30	50 (35External+15 Internal)
WT-405	Waste treatment paper -I	2Credits	30	50 (35External+15 Internal)
WT-406	Vineyard technology paper-II	2Credits	30	50 (35External+15 Internal)
WT-407	Environmental awareness	2Credits	30	50 (35External+15 Internal)
WT-408	English communication	2Credits	30	50 (35External+15 Internal)

**Practical's**

WT-409	Practical's course -I	2 Credits	14P	50 (35 External +15 Internal)
WT-410	Practical's course -II	2 Credits	14P	50 (35External+15 Internal)
WT-411	Practical's course -III	2 Credits	14P	50 (35External+15 Internal)
<b>Total Credits(Theory+ Practical)</b>		<b>22 Credits</b>		

**Course Code : WT-301 Yeast technology paper-I (2 Credit course) Total Hours=30**

Serial No.	Topics	No. of Hours
I	I Yeast –Introduction, taxonomy& morphology and yeast cell structure and functions of various cellular components.	03
II	ii. Importance of yeast strains in wine making.	01
III	iii. Maintenance of yeast strains and preservation of strain characteristics.	05
IV	iv. Yeast culture techniques, stability of cultures and autolysis	05
V	v .Normal micro flora and pathogens of grapevine	02
VI	vi. Types of microbial spoilage of wine, Prevention of microbial spoilage of wine during fermentation, curing and storage of wine	06
VII	vii. Primary, secondary and targeted screening of yeast strain.	06
VIII	viii Primary, secondary metabolites produced by yeast	02

**Reference books for yeast technology and fermentation technology –**

1. Patel, A.H. (2008). Industrial Microbiology. Macmillan Publication, New Dehli.
2. Stanbuzy, Peter & Whitaker, A. (2008). Principal of Fermentation Technology. Butterworth Heinemann.
3. Casida L.E. (2005). Industrial Microbiology. New age International Publishers.
4. Srivastava, M.L. Fermentation Technology.
5. Singh, B.D. (2008). Biotechnology. New age International.

**Course Code :WT-302 Fermentation technology paper-I (2 Credit course)Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>Types of fermenters:</b> i. Fermenter configuration ii. Types :- Batch fermenter, Continuous fermenter, Stirred tank fermenter, Tubular fermenter, Fluidized bed fermenter, Solid state fermenters, Hollow Fibre Reactors	08
Unit -2.	<b>Parts of fermenters:</b> i. Body construction and temperature control ii. Aeration and agitation: Aerator (sparger), Agitator (Impellers, baffles) iii. Achievement and maintenance of aseptic conditions: sterilization of fermenter, sterilization of air supply, sterilization of exhaust gas, addition of inoculum, nutrients and other supplements, sampling, feed ports, sensor probes, foam control, monitoring and control of various parameters iv. Piping and Valves. a. Factors affecting design b. Fermenter operation modes: (Single, dual, multiple, batch, fed-batch, continuous )	12
Unit —3.	<b>Utilities required for fermentation:</b> Boilers, Compressors, Cooling towers, Refrigeration and air conditioning, Chilling plants, Water treatment plants	10



**Course Code :WT-303 Brewing technology-I (2 Credit course) Total Hours=30**

<b>Unit No.</b>	<b>Topics</b>	<b>No of Hour</b>
<b>Unit 1</b>	i. How Different Beer Styles are Created – 1. Ingredients –Water, Fermentable Carbohydrates, Hops, Yeast 2. Processing- 1. Equipment configuration and design Grain milling, Mashing, Lautering, Boiling — type and length. Temperature of fermentation., Time of maturation, Filtration etc 3. Culture ii. Origins of Style, Methods Used to Define Brewers Association's Beer Style Guidelines iii. The Beer Styles –Ales ,lagers etc	<b>08</b>
<b>Unit 2</b>	<b>Outline of brewing :</b> Outline of the Brewing Steps-Malts, Adjuncts ,brewing liquor, milling, mashing, Wort separation, Wort boiling, Trub removal, Wort cooling/aeration , Yeast handling, Yeast pitching, Fermentation , Yeast removal, Aging, Clarification, Packaging , Warehousing and distribution	<b>15</b>
<b>Unit 3</b>	<b>Malting technology :</b> i. Barley and Malt: - Barley – Structure and function: the husk the pericarp, testa, Aleurone Layer, Starchy Endosperm, The Embryo. ii. Malt Production: Drying, Storage, and Handling, steeping, Germination, Kilning and Malt Quality, Malt varieties	<b>07</b>

**Reference Books for brewing technology:**

1. Harnesey, Tan S.(2003). A History of Beer & Brewing. Royal Society of chemistry.
2. Steven, Deeds. (2013). Brewing Engineering : Great Beer Through Applied Science.USA Publication.
3. lewis, Michel j. & Young, Tom.W.(2013). Brewing. Kluwer Academic/ Plenum Publisher, New york.
4. John, J Palmer & Colin. Kaminski. (2013). Water : a comprehensive guide for brewers. Brewers Publications.
5. white ,Chris & Zaiansef, jamil. Yeast : the practical guide to beer fermentation.
6. Mallett , John. (2014). Malt : a practical guide from field to brewouse. Brewers Publications.
7. Hieronymus, Stan. (2012). Hops: the practical guide to aroma, bitterness and the culture of hops. Brewers Publications.

**Course Code :WT-304 Alcohol technology -I (2 Credit course) Total Hours=30**

<b>Unit No.</b>	<b>Topics</b>	<b>No of Hours</b>
<b>Unit 1</b>	<b>Unit-1 Introduction to distillery.</b> 1.1- Role of wine technologist in distillery-Scope & functions of technical person in distillery 1.2- Process flow diagram of distillery- 1.3 - Raw materials used in alcohol production- Sugar containing; starch containing and cellulosic raw materials. 1.4- Stoichiometry- Calculation of theoretical yield from single glucose unit 1.5- Beverage alcohol products-Pot and continuous distillate products for making maturation & white sprits	<b>08</b>
<b>Unit 2</b>	<b>Unit-2.Fermentation :</b> 2.1- Yeast propagation under plant conditions in molasses and starch based distillery, characteristics of distillers yeast. 2.2- Conventional batch process for distillery. 2.3- Calculation of efficiency and recovery in alcohol production.	<b>06</b>
<b>Unit 3</b>	<b>Unit-3 Starch processing and role of Enzymes in distillery-</b> 3.1- Starch-Introduction to starch (types of starch molecules, structure), Saccharification process 3.2- Enzymes- Introduction and working of enzyme (Lock and key analogy), Enzymes used in distilleries ( $\alpha$ -amylase and amyloglucosidase) 3.3- Enzyme Activity-Effect of temperature and pH on the activity of the enzyme. 3.4- Enzyme handling and storage	<b>10</b>
<b>Unit 4</b>	<b>Molasses handling :</b> 4.1-Overview of Molasses composition, grades, storage and cost 4.2-Molasses dilution practices adopted and design of diluter. 4.3 Preclarification of molasses advantages and drawback 4.4 Molasses sterilization/pasteurization.	<b>06</b>

**Course Code :WT-305 Biochemistry paper-III (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit-1	<b>General methods for extraction and purification of metabolites from fermentation broth:</b> Separation of microbial cells and protein impurities Filtration and centrifugation, Crystallization, Ion exchange, Electrodialysis, Solvent extraction, De-colorization techniques involve in industry	08
Unit-2	<b>The metabolites produced in wine and microbiological stabilization of wine</b> i. Production of acetic acid by yeast, ii. Importance of skin contact -phenolic compounds, unsaturated fatty acids and sterols iii. Biological degradation of malic acid	08
Unit-3	<b>Microbiological control of wine during storage</b> i. Controlling the flora spoilage ii. The fermentation and production of H <sub>2</sub> S during wine fermentation iii. Bacterial degradation of citric acid, Tartaric acid and glycerol degradation iv. Methodology for the microbiological stabilization of must and wine, Technique used to determine a wine's propensity to develop turbidity Identification of sediment in wine	14

**References book for biochemistry:**

1. Keith Wilson. (2005). Practical Biochemistry Biology Principles & Techniques. Cambridge university press.
2. Deb, A. C. (1999). Concepts of biochemistry : theory & practical. Book & Allied Publication.
3. Lehninger, Albert L. (1984). Biochemistry. Kalyani Publishers.
4. Nelson, David L. & Michael, M. (2005). Lehninger principles of Biochemistry. W.H. Freeman & Company
5. Sadasivam, S. & Manickam, A. (2010). Biochemical Methods. New age International Publications.
6. Chaiwal, Gurdeep P. & Anand, Sham K. (2007). Industrial methods of chemical Analysis. Himalaya publishing house.
7. Deb, A. C. (2004). Fundamentals of biochemistry. New Central Bank Agency.



**Course Code : WT-306 Vineyard technology paper-I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>1.Introduction to soil: Soil is a basic unit of life for quality grape production</b> 1.1. The study of soil and its function; study of different soil in Maharashtra & India 1.2. Principles of weathering of rocks and materials 1.3. Physical and chemical properties of soil 1.4. Content of soil colloids and effect on nutrient availability	10
Unit -2.	<b>2. Study of vineyard establishment</b> 2.1. History and origin of grape vines in India and world 2.2. Relationship of grapevine and climatic factors 2.3. Study of different wine grape varieties (clone) and root stock 2.4. Selection of grape (Wine grape) varieties for plantation 2.5. Method of plantation: Pit and Trenches 2.6. Care of young vine: Irrigation, Nutrients (fertilizers) 2.7. Weed control, giving shape and maintaining frame work of young grape vine	10
Unit -3.	<b>3. Canopy management and nutrition of grapevine</b> 3.1. Definition and concept of canopy 3.2. Canopy microclimate: Canopy attenuation, solar radiation 3.3. To study training and pruning practices and its effect in canopy management 3.4. Study of different trellising system and its effect on grape maturity 3.5. Technique to be followed for canopy management 3.6. Availability of nutrients and influence on uptake, Study of macro and micronutrients	10

**Course Code - WT 309 : Practical's course –I (2 Credit Course) Total conduct any 14 practical's.**

Sr No	Experiment Title	No. of Practical's
1	Study of effectiveness of hand washing.	1
2	Preparation of Nutrient media and Morphological identification of yeast	1
3	Preparation of Nutrient media and Morphological identification of LAB & AAB	2
4	Determination of cell density of given microorganism by Turbidity method	1
5	Isolation of yeast from infected grape or must and its identification.	1
6	Determination of aptitude of yeast to form hydrogen sulphide	1
7	Experiment for resistance development of yeast strain for higher concentration of sulphur-di-oxide. or To study the effect of SO <sub>2</sub> on yeast growth	1
8	Determination of sensitivity of yeast to antibiotic streptomycin.	1
9	Effect of variable pH on yeast growth.	1
10	To determine the thermal death rate of the given organism (TDR).	1
11	Determination of thermal death time of the given organism (TDT).	1
12	To study the effect of U.V radiations on Microbial growth	1
13	Case study-culture preservation methods.	1
14	Bacterial motility by swimming growth method.	1



**Course Code - WT 310: Practical's course –II ( 2 Credit Course) Total practical's -14**

Sr No	Experiment Title	No. of Practical's
1	To know the technique of collecting and preserving representative sample of soil	1
2	To determine the particle size of the soil sample	1
3	To determine the water holding capacity of the given soil sample	1
4	To determine the temperature and pH of the soil sample	1
5	To know the conductivity of the soil sample by using specific apparatus	1
6	To determine calcium and magnesium contents of the given soil sample	1
7	To determine Phosphorus and Nitrogen in the given soil sample	1
8	To determine alkalinity, Chlorides and Sulphates contents in the soil sample	1
9	To study grape varieties suitable for propagation in a favourable climatic conditions	1
10	To study method of plantation, irrigation and supply of nutrients for the grape plants	1
11	To observe and study the morphology of weeds occur in vine yard	1
12.	To study training and pruning techniques in vineyard for canopy management	1
13	To study and observe nutrient deficiency in grape plant	1
14	Field visit to nearby Vine Yard and submission of a report	1

**Course Code- WT 311: Practical's course –III ( 2 Credit Course) Totally conduct any 14 practical's**

Sr No	Experiment Title	No. of Practical's
1	Determination of total, fixed and volatile acidity rectified spirit.	1
2	Fusel oil determination in spirit sample.	1
3	To conduct potassium permanganate test for finding the quality of spirit	1
4	Determination alcohol content of given spirit by hydrometer method	1
5	Determination alcohol content of given spirit by specific gravity method.	1
6	Reduction and blending of spirit	1
7	Sampling & grading of barley	1
8	Estimation of protein content of barley by suitable method	1
9	To determine the °Brix, specific gravity of the molasses.	1
10	To determine the pH of the molasses and wort	1
11	To determine the reducing sugars in the given molasses sample	1
12	Microscopic observation of alcoholic fermented wash	1
13.	Estimation of residual sugar in molasses fermented broth	1
14	Estimation of alcohol content in molasses fermented broth	1
15	Estimation of volatile acids in molasses fermented broth	1
16	Visit to brewery or distillery and submission of the report	1

**S.Y.B.Sc Wine, Brewing and Alcohol technology Semester –IV****Course Code : WT-401 Yeast technology paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hours
Unit -1.	i.. Preparation of yeast starter cultures. ii. Phage contamination of yeast cultures. iii. Controlling degree of anaerobiosis during alcoholic fermentation, iv. Killer factors in fermentation.	12
Unit -2.	i.. Types of growth of yeast in wine. ii. Role of yeast in grape flavor development. iii. Aromatic substances and their transformation by yeasts. iv. Significance of yeast and bacterial enzymes in varietal characteristics of wine.	18

**Reference books for yeast technology and fermentation technology –**

1. Patel, A.H. (2008). Industrial Microbiology. Macmillan Publication, New Dehli.
2. Stanbuzy, Peter & Whitaker, A. (2008). Principal of Fermentation Technology. Butterworth Heinemann.
3. Casida L.E. (2005). Industrial Microbiology. New age International Publishers.
4. Srivastava, M.L. Fermentation Technology.
5. Singh, B.D. (2008). Biotechnology. New age International.



**Course Code :WT-402 Fermentation technology paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No of Hours
Unit -1.	<b>Process Optimization:</b> a. Types of inoculums. b. Media Formulation. i) Composition of grape juice as fermentation medium with respect to: Source of 'C', 'N', Amino acids, vitamins, minerals, pH, water, Buffering capacity, Additives used in wine fermentation ii) Media Optimization iii) Media Sterilization principles - Different Methods, Decimal Reduction Time	10
Unit -2.	<b>Process parameters and their importance:</b> Temperature, pH, agitation, foam, pressure, dissolved oxygen, effect of prolonged anaerobiosis, exhaust gas analysis (N <sub>2</sub> , CO, CO <sub>2</sub> ), etc., ii. Yeast cell autolysis, Measurement and control of process parameters, computer applications in process controls.	12
Unit -3.	<b>Products of fermentation. General outline only</b> i. Oriental fermented foods. ii. The microbial production of organic acids iii. The microbial production of amino acids iv. Fruit based alcoholic beverages	08

**Course Code :WT-403 Wine technology -I (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
<b>Unit 1</b>	<b>Red wine – objectives:</b> i. To Provide an overview of red wine varieties and styles. ii. To Provide a brief overview of making of rose style wines. iii. To Provide enough information to understand the red wine making process and to differentiate it from white wine making. iv. Effect of temperature on grape maturation v. Effect of seasonal fluctuations on quality of grape.	12
<b>Unit 2</b>	<b>Red wine making process:</b> i. Harvesting grapes & crushing. ii. Skin + Juice + Seeds (must preparation) & extraction methods iii. Maceration , Fermentation option, type of yeast, Addition of active yeast. cap management iv. Pump over operation : Adjustment of temperature and extraction of color. v. Pressing ( free run or pressed fraction combined or kept separate or without MLF)- vi. Malolactic fermentation, Clarification and stabilization. v. barrel Ageing & maturation in bottle , Quality control & bottling. vi. Study of different yeast strain used for red wine making .	18

**Reference Books for vineyard technology:**

01. (2000). Proceeding American society for Enology and viticulture. American Society of Enology & viticulture.
02. Phil, Nicholas, Peter, Magarey & Malcom, Wachtel (2003). Diseases and pests Grape production series. Winetitles.
03. Dry, P.R. & Coombe, B.G. (2005). Viticulture Vol.1 Resources. Winetitles.
04. Dry, P.R. & Coombe, B.G. (2006). Viticulture vol. 2 practices. Winetitles.
05. John, Kent & Richard, Early (2003). Pesticide applications in Vineyards. Charles stuart university.
06. White, Robert E. (2003). Soil for fine wines. Oxford university press.
07. Andrew, Markides & Richard, Gibson. Australian Society of Viticulture & Enology.
08. Flaheherty, Donald L., Peter, Christensen L., Thomas, Lalini W., Marosis, James J., Philips, Phil A. & Wilson, Lloyd T. Grape pest management.
09. Kunkee, Ralph E. Introduction to wine making : viticulture and enology-3.
10. Helmut , Konig. Biology of microorganisms on grapes : in must and wine.

**Course Code :WT-404 Wine technology –II (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
<b>Unit 1</b>	<b>Production of white wine:</b> i. White wine Varieties and style. ii. Chemical composition of grape juice. iii. Study of yeast strains used in white wine making styles.	05
<b>Unit 2</b>	<b>White wine making process:</b> i. Harvesting ,crushing ,pressing ,juice adjustments ,addition of active yeast ii. Fermentation: Control of fermentation parameter ,option of fermentation iii. Post fermentation treatments – Racking ,Clarification and stabilization, Maturation and aging ,Blending, Chilling, filtration using filter aid, v. bottling- corking, sealing, adjustment of sulfur dioxide before bottling the wine.	15
<b>Unit 3</b>	<b>Other wine making process :</b> i. Basic Outline of sweet wine production. ii. Basic Outline of sparkling wine production. iii. Basic Outline of fortified wine production.	10

**Recommended Textbooks and References for Wine technology:**

- 1) Gayon, P. Riberealll , Denis, Dubardieu, B. & Doneche, Aline Lonvalld . (2000). Hand book of enology volume–I. John Wiley 7 Sons, ltd.
- 2) Jockson , Ron S. (2000). Wine science principles practices & perception. Academic press.
- 3) Zoecklein, Brue W., Fugelsang, Kenneth, Gump, Barry H. & Nury, Fred S. (1999). Wine Analysis and production. Kluwer Academic/Plenum Publication.
- 4) . Ough, C. S. (1992). Wine making Basics. The Howorth press, Inc.
- 5) Boulton , Roger B. (1996). Principles and practices of winemaking. Sptinger sciencet Business Media.Inc.
- 6) Peynalld, Emile. (1984). Knowing & making wine. John wiley & sons.
- 7) Iland , Patrice & Gago, Peter .(1997). Australian wine from the grasp vine to the glass. Patrick Iland wine Promotion.



Unit No.	Topics	No of Hours
Unit-1	<b>Fermentation industry waste:</b> Wastewater composition, Waste water characterization studies, Types of wastes (Solids, Liquids, Gases, Mixtures), Wastewater treatment objectives and regulations, Wastewater Treatment Plant Design	10
Unit-2	<b>Physical Unit Operations:</b> Flow measurement, Screening, Flow equalization, Mixing, Sedimentation, Accelerated gravity separation, Flotation, Granular medium filtration, Gas transfer, Volatilization and gas stripping of Volatile Organic compounds (VOCs), <b>Chemical Unit Processes:</b> Chemical precipitation, Adsorption (including biosorption), Disinfection (chlorine, ozone and Ultraviolet), Dechlorination <b>Biological Unit Processes:</b> Aerobic, Anaerobic, Denitrification. Sludge treatment and disposal	20

#### Recommended Textbooks and References for Waste Treatment:

01. Henze M, Springer, 2010. Waste water treatment. Publisher Springer, Edn. 3. Pg.430.
02. Rao, M. N, & Datta, A. K. 2017. Waste water Treatment. Publisher Oxford & Lbh. Edn3.
03. Marcos Von Sperling, 2007. Biological Waste Water Treatment, IWA publisher, London, Vol. 6, P. 237.
04. Lzrali, S & Mathai, P.K. 2005. Waste Water Sludge Processing, P. 368.
05. Dilek Sanin, F, Aarne Vesilind & William Wade Clarkson. 2011. Sludge Engineering: The Treatment and Disposal of waste water sludges.

**Course Code :WT-406 Vineyard technology paper-II (2 Credit course) Total Hours=30**

Unit No.	Topics	No. of Hours
Unit -1.	<b>1. Study of propagation technique</b> 1.1. Collection and storage of cuttings 1.2. Propagation of own rooted vines in India 1.3. Propagation of grafted vines in India 1.4. Study of bench grafting technique 1.5. Study of budding technique	06
Unit -2.	<b>2. The grape and its maturity</b> 2.1. Study of phenology: Vegetative and reproductive cycle 2.2. Description and composition of mature grape 2.3. Development stages of grape 2.4. Grape berry morphology 2.5. Changes in grape during maturation 2.6. Evaluation of organic acids, minerals and nitrogen and origin, 2.7. Production of phenolic and aromatic compounds with respect to wine making style and wine varieties 2.8. Vintage planning-sampling and study of maturity	07
Unit -3.	<b>3. Study of harvesting techniques and machinery</b> 3.1. Study of hand harvesting: advantages and disadvantages 3.2. Study of machine harvesting: advantages and disadvantages 3.3. Study of farm machine (e.g. tractors, power trailers, plough pumps, motors, etc.)	02
Unit – 4.	<b>4. Plant management program (PMP)</b> 4.1. Study of different diseases and pest with respect to causal organism, Scientific name and origin, symptoms and control measures (Physical, Chemical and Biological, IPM) 4.2. Study of different disorders like pink berry, water berry, short berry, Chicken and hen etc 4.3. Study of different nutrient deficiency and control measures, precautionary and preventative measures.	15



**Course Code - WT 409 : Practical's course -I(2 Credit Course)Totally conduct any 14 practical's**

Sr.No	Experiment Title	No. of Practical's
1	Evaluation of alcohol as skin detergent	1
2	Visualization of yeast by vital staining.	1
3	Inoculum development of yeast and determination of exponential phase of growth	1
4	Microscopic observation of yeast during all stages of wine production	1
5	Determination of viable count of yeast from fermenting wine sample by Neubauer's chamber	1
6	Preparation of slide culture method	1
7	Study of normal flora of grape berry and leaf.	1
8	Measurement of growth of wine yeast(Direct cell count)	1
9	To study the effect of alcohol concentration on yeast growth	1
10	Log sheet of fermentation and its graphical representation	1
11	Isolation of bacteria (E.Coli) from wastewater, Perform confirmed test for coliform bacteria & biochemical identification by IMViC test	3
12	Fermentation waste and their utilization for the production of value-added product:	1
13	Determination of ability to produce acetic acid by yeast strain.	1
14	checking efficiency of disinfectant with phenol coefficient technique	1

**Course Code - WT 410 : Practical's course -II( 2 Credit Course)Total conduct any 14 practical's**

Sr No	Experiment Title	No. of Practical's
1	To learn the techniques of Stem cuttings and its propagation	1
2	To learn the technique of "Whip" grafting for propagation of grape plants	1
3	To learn the "tongue" grafting for propagation of grape plant	2
4	To know the technique of "T" budding for propagation of grape plant	1
5	To study and observe the anatomy of the stem of grape plant	1
6	To study the morphology, anatomy and microscopic features of a matured berry of grape	1
7	To study and learn harvesting techniques of matured grape fruits	1
8	To study the morphological and anatomical structure of infected part of Powdery mildew of grape leaf	1
9	To study the morphological and anatomical structure of infected part of Downy	1
10	To study the morphological and anatomical structure of infected part of Anthracnose of grape leaf	1
11	To observe and study the different disorders like pink berry, water berry, short berry, of grape fruits	1
12.	To study and observe nutrient deficiency symptoms of Nitrogen, Phosphorus and Magnesium in grape plants	1
13	To study different equipment and implements used in Vineyard	1
14	To study the morphological characters of wine varieties of grape berries	1
15	A field visit to nearby winery and submission of the report	1
16	Determination of BOD of given sample(winery/distillery/brewing waste )	1
17	Determination of COD of given sample(winery/distillery/brewing waste )	1
18	Perform decolouring of waste using microorganism	1

**Course Code - WT 411: Practical's course –III ( 2 Credit Course) Total practical's -14**

Sr. No	Experiment Title	No. of Practical's
1	Determination of pH of juice (grape or any fruit)	1
2	Determine the total acidity of juice (grape or any fruit)	1
3	Study the total soluble solids of grape juice/wine/must by refractometry	1
4	Study the total soluble solids of grape juice/wine/must by hydrometry	1
5	Determination of pH of wine red wine & white wine	1
6	Determination of sulphur-di-oxide by ripper method.	1
7	Determination of reducing sugar by Lane and Eynon method	1
8	Innovative idea or concept in wine production world: A case study	1
9	Determination of volatile acidity, fixed acidity and tiratable acidity in wine	2
10	Conduct heat stability test for protein stability in wine	1
11	Alcohol estimation in wine	1
12.	Sensory evaluation of sparkling wines	1
13	Sensory evaluation of dessert wines	1





**UNIVERSITY OF PUNE**

**SYLLABUS**

**T. Y. B. Sc. (WINE TECHNOLOGY)**

**w. e. f. June 2009**

**PROF. B. P. KAPADNIS**

**CHAIRMAN, SUBCOMMITTEE**

**BOS IN MICROBIOLOGY**

## T.Y. B. Sc. Wine Technology

	Course Code	Course Title	Work load/course (Hrs)	Marks	
				Int	Ext.
<b>Semester - III</b>	WT-331	<b>Project 1.Viticulture</b>	48	10	40
	WT-332	<b>Basic Chemical Engg. Principles</b>	48	10	40
	WT-333	<b>Equipment &amp; Utilities</b>	48	10	40
	WT-334	<b>Pre-&amp; Post-fermentation Processing in Winery</b>	48	10	40
	WT-335	<b>Health benefits of wine</b>	48	10	40
	WT-336	<b>Byproducts and waste management</b>	48	10	40
<b>Semester - IV</b>	WT-341	<b>Project 2. Winery</b>	48	10	40
	WT-342	<b>Fruit and fortified wines</b>	48	10	40
	WT-343	<b>Wine defects, identification &amp; rectification</b>	48	10	40
	WT-344	<b>Wine laws, Management &amp; Taxation</b>	48	10	40
	WT-345	<b>Wine market &amp; Marketing</b>	48	10	40
	WT-346	<b>Term paper &amp; Seminar, 2 each, relevant to curriculum</b>	48	10	40
<b>Practical Courses (Semester III and IV)</b>		<b>WT-301:Sensory evaluation of wine</b>	96	20	80
		<b>WT-302: Microbiology &amp; Wine making</b>	96	20	80
		<b>WT-303 : Practicals based on Chemical Engg.</b>	96	20	80

## GENERAL INSTRUCTIONS

1. Distribution of Courses semester-wise:

Semester	Theory Courses	Practical Courses	Project/Term paper/Seminar
Semester - III	WT-332, WT-333, WT-334, WT-335, WT-336	WT-301, WT-302, WT-303	WT-331 (Project 1: Viticulture establishment to be conducted in the vineyard)
Semester - IV	WT-442, WT-443, WT-444, WT-445,	WT-301, WT-302, WT-303	WT-341 (Project 2: Winery establishment to be conducted in the winery) WT- 446 ( Term paper & Seminar, 2 each)

2. Practical courses of Semesters - III & IV i.e. **WT – 301, WT-302, and WT-303** and **project** courses of Semester – III & IV i.e. **WT-331** and **WT-441 (Dissertation)** and term papers and seminars of semester IV i.e. **WT-446** shall be examined by university appointed examiners for practicals, at the end of academic year i.e. in the month of April / May of the respective academic year..
3. Practicals for courses. **WT-301, WT-302** and **WT-303** will be conducted throughout the academic year and side by side students can carry out the dissertation work **in vineyard/winery** in respective semester.
4. The format for dissertation will be similar to the research thesis style; incorporating chapters on: Introduction, Materials and Methods, Results and Discussion and References / Bibliography. The dissertations will be submitted in a typewritten and bound form. Copy of each dissertation will be submitted to the respective department at the end of respective semester and the center will place them before the University practical examiners for assessment.
5. Each Laboratory course will occupy six hours / week.
6. Each **project work/dissertation** will occupy equivalent to one laboratory course i.e. 6 hours a week.
7. Dissertation will be compulsory to all students. Students will carry out dissertation work individually in respective semester in **vineyard/winery**.
8. Concerned department shall provide all required infrastructure to carry out dissertation work.
9. Every student will write two term papers/ review articles based on original and recently published scientific research papers and submit them to the dept. at the end of **semester IV**, in wire bound form.

10. Every student will give two seminars/ oral presentations in **IVth semester** , which will be evaluated by the faculty. Marks for the oral presentation will be incorporated in the internal assessment of **the course WT-446**. Final evaluation of the term papers and write-up of seminars submitted will be done by the University examiners for practical exam.
11. Marking system will be as mentioned for I & II semesters of B Sc Wine Technology (Each theory course, project course and WT-446 (term paper/seminar) course is assigned 50 marks, out of which 10 marks for internal assessment; Each practical course is assigned 100 marks out of which 20 for internal assessment.
12. Each theory course, project course and term paper/ seminar course is equivalent to 48 lectures per semester. Each practical course is equivalent to 96 lectures.

## **T. Y. B. Sc. (WINE TECHNOLOGY) Curriculum**

### **Semester III:**

Project Course I -	WT-331	<b>Project 1. Viticulture</b>
Theory Course I -	WT-332	<b>Basic Chemical Engg. Principles</b>
Theory Course II -	WT-333	<b>Equipment &amp; Utilities</b>
Theory Course III-	WT-334	<b>Pre- &amp; Post-fermentation Processing in Winery</b>
Theory Course IV-	WT-335	<b>Health benefits of wine</b>
Theory Course V-	WT-336	<b>Byproducts and waste management</b>
Practical Course I	- WT-301	<b>Sensory evaluation of wine</b>
Practical Course II	- WT-302	<b>Microbiology &amp; Wine making</b>
Practical Course III	-WT-303	<b>Practicals based on Chemical Engg.</b>

### **Semester IV:**

Project Course II	- WT-441	<b>Project 2. Winery</b>
Theory Course VI	- WT-442	<b>Fruit and fortified wines</b>
Theory Course VII	- WT-443	<b>Wine defects, identification &amp; rectification</b>
Theory Course VIII	-WT-444	<b>Wine laws, Management &amp; Taxation</b>
Theory Course IX	-WT-445	<b>Wine market &amp; Marketing</b>
Theory Course X	-WT-446	<b>Term paper &amp; Seminar, 2 each, relevant to curriculum</b>
Practical Course I	- WT-301	<b>Sensory evaluation of wine</b>
Practical Course II	- WT-302	<b>Microbiology &amp; Wine making</b>
Practical Course III	-WT-303	<b>Practicals based on Chemical Engg.</b>



**WT-331: PROJECT 1.VITICULTURE ESTABLISHMENT (Each student is expected to carry out the project/dissertation work in the vineyard)**

**WT-332: BASIC CHEMICAL ENGINEERING PRINCIPLES**

**1. Basic Fluid flow and fluid mechanics:**

- 1.1 Properties of liquids: Density, Viscosity and stress in fluid flow
- 1.2 Measurement of Viscosity: Capillary tube viscometer, Rotational viscometer, influence of temperature on viscosity, Properties of non-Newtonian liquids
- 1.3 Handling systems for Newtonian liquids: Flow characteristics, Reynolds number, Laminar flow and turbulent flow.
- 1.4 Mechanical Energy Balance: as a function of Potential and Kinetic Energy, pressure and frictional forces
- 1.5 Pump Selection and Performance: Characteristic Diagrams of pumps, Net Positive suction head, computation of pump requirements
- 1.6 Flow Measurement: Pitot tube, Orifice meter, Venturi meter, paddle flow meters, magnetic flow meters.

**2. Liquid filtration:**

- 2.1 Introduction to liquid filtration, filter media, classification of liquid filtration, formation of filter cake, Darcy Equation, Constant rate/ Constant pressure filtration, typical wine filtration conditions using dead-end filters, cross-flow filters, plate & frame filters, cartridge filters, membrane filters, ultrafiltration/microfiltration Sizing of filtration equipment.

**3. Heat Transfer and Thermal Processing:**

- 3.1 Systems for heating and cooling of liquids: Plate heat exchanger, Tubular heat exchanger
- 3.2 Thermal properties of foods; Specific heat, Thermal conductivity, Conductive heat transfer, convective heat transfer
- 3.3 Thermal processing: Decimal Reduction time (D), Thermal resistance constant, thermal death time (F),
- 3.4 Relationship between chemical Kinetics and Thermal processing Parameters: Decimal reduction time, rate constants  $k$  and  $Q_{10}$  Thermal resistance constant  $z$ , Activation energy  $E_a$  and their inter-relationship

**4. Energy for Wine Processing**

- 4.1 Steam generation: Steam generation systems, Thermodynamics of phase change, steam tables, Steam utilization
- 4.2 Electric Power utilization: Electrical terms and units, Ohms law, Electric circuits, electric motors, electrical controls,

**5. Refrigeration**

- 5.1 Selection of Refrigerants, components of refrigeration system (Evaporator, Compressor, Condenser and expansion valve)
- 5.2 Basic design of chilling systems, calculation of heat loads

### **WT333: WINERY EQUIPMENTS AND UTILITIES:**

**1. Utilities:** **Water**– Various water sources, Hardness and need for softening, Water pressure requirements, Hot water needs & systems. **Electric supply** – Power supply requirement to run various equipments, Energy conservation using solar power for hot water, insulation. Decision on back-up power supply. **Air-conditioning, humidifiers, de-humidifiers**- Temperature and humidity levels - Barrel room, bottle storage areas, finished goods area, **Chilling system, Gas Supply**- carbon dioxide, nitrogen, oxygen, **Lighting, Catwalks and man ways. Computers.**

#### **2. Equipments:**

**Process equipments:** Functions, types, and uses of -Sorting tables, Receivers/ hoppers, Pneumatic press, De-stemmers and crushers, basket press, transfer pumps ( centrifugal, piston, diaphragm, positive displacement, flexible impeller, rotary lobe, peristaltic), heat exchangers (Plate heat exchanger & Tube –in-tube exchanger), Tanks (stainless steel – open tops/ closed top, concrete, cooling with limpet coils/ dimpled jackets), temperature sensors, actuators, display and control panel, Hoses and fittings, special devices (Punch down devices, mixing devices, sprinklers, Venturi systems), Micro-oxygenation systems, Various filters & clarification equipment (Pressure-leaf, plate & frame, rotary drum vacuum, centrifuge, cross-flow filters) .

**Cleaning, Hygiene and Sanitation equipments:** Functions, types, and uses of - CIP systems, Pressure cleaners, Spray nozzles, Air locks, Pest controllers, Bottling filtration systems, pest controllers

**Material handling equipments:** Functions, types, and uses of - Pallet jacks, Forklifts, Man lifts, Barrel racks, Loading/Unloading bay/ platforms, Wine transfer pumps.

**Packaging equipments:** Functions, types, and uses of - Bottling machines with specifics on rinsers, fillers, corking machines, screw cappers, labelling machines, carton packing machines

**Special Lab equipments:** Functions, types, and uses of - Ebulliometer, Centrifuge, Dissolved oxygen meter, Torque tester, Oven/ Desiccator, Sampling devices, Thieves, Pressure checking equipment, Spectrophotometer.

**Sparkling wine making equipments:** Functions, types, and uses of - Neck freezer, Disgorging and Dosage machines, Corking and wirehooding machine, Foiling and labelling machines, manual riddling racks, gyro-pallets.

#### **References:**

1. David Storm . 1997.Winery Utilities .
2. David Bird. 2005. Understanding Wine technology- Vol.1, Resources.
3. Roger B. Boulton, Vernon Singleton, Linda Bisson and Ralph Kunkee . Principles and Practices of Winemaking.

### **WT334 : PRE - & POST FERMENTATION PROCESSING IN WINERY:**

1. Grapes sampling: Random berry sampling, whole cluster sampling, variations in sampling, maturity analysis –visual, sensory and chemical.
2. Grapes handling: Receiving fruit at winery, use of dry ice, use of carbon dioxide, bins & receiving hoppers, sorting of bad fruit, leaves, unwanted material, sorting table/ manual sorting.
3. Pressing/ Destemming: Sanitizing methods, cleaning the presses, hoses, tanks and all equipment. Deciding the press program, cycles of pressing, holding times and length of program.
4. Selection of yeasts & consumables: Selection of yeasts based on desired characters, turnover time, fermentation aids
5. Fermentation process: Settling & Racking off juice lees, Checking nitrogen content of juice, pre-fermentation analysis, Adjustments to juice/ must, Inoculation
6. Barrel fermentation/aging: Age of barrels to be used, composition of new, 1year old, 2 year old and neutral barrels, use of used white and red barrels, topping and maintaining SO<sub>2</sub> in wine stored in barrels, racking from barrels.
7. Malo-lactic fermentation: Natural vs. Inoculated fermentations, Selection of cultures, sulphur dioxide and alcohol levels.
8. Post fermentation racking: Deciding racking times, lees and wine character, fine lees vs. coarse lees, batonnage in barrels, racking from tanks and barrels
9. Blending, Fining and filtration: Sensory analysis of lots, classification and blending of lots, deciding fining requirements, over-fining. Turbidity of wine & need for filtration, coarse filtration, polish filtration, membrane filtration, unfiltered wines – pros and cons.
10. Packaging: choice of bottles, shape and colour, labels and capsules, screwcap vs. Cork, analysis at bottling
11. Bulk Wine & bottled wine storage: managing ullages/ headspace, Temperatures of bulk wine storage, bottled wine storage – stacking method, temperature, light and humidity. Carton Packaged wine storage in warehouse

## References:

1. Roger B. Boulton, Vernon Singleton, Linda Bisson and Ralph Kunkee. Principles and Practices of Winemaking.
2. Bruce Zoecklein, Kenneth Fugelsang, Barry Gump and Fred Nury, 1995. Wine Analysis and Production.
3. P. Ribereau- Gayon, 2006. Handbook of Enology: Volume 2: Chemistry of Wine Stabilization and Treatments –, 2<sup>nd</sup> Edition.
4. David Bird. 2005. Understanding Wine technology-, Vol.1, Resources.
5. Emile Peynaud, 1984. Knowing and Making Wine –, 1<sup>st</sup> Edition .
6. Albert Julius Winkler, W. M. Kliever, Lloyd A. Lider, James A. Cook, . 1974 . General Viticulture,

## **WT335: CONTRIBUTION OF WINE TO HUMAN HEALTH**

- French Paradox
- Emerging research on mealtime alcohol consumption
- Wine polyphenols as antioxidants and free radical scavengers
- Major wine antioxidants: Procyanidins (OPCs), salicylic acid, DHBs, epicatechin, gallic acid, quercetin and resveratrol
- Moderate alcohol consumption and associated health benefits: liver, lungs and heart health benefits, anti- ageing effects, reduced dementia, reduction in various causes of mortality, lower risks of strokes, ulcer and kidney stones.
- Role of wine antioxidants in preventing; cardiovascular diseases, cancer (prostate, lung and ovarian cancer in women), anti-degenerative diseases (Parkinson's, Alzheimer's and Rheumatoid diseases) and anti- LDL.
- Synergism of alcohol and antioxidants in wine

## References:

1. Catherine Cheze, Joseph Vercauteren, R. Verpoorte, (2001). Polyphenols, Wine and Health .
2. Red wine for your health – Andrea Schaffer
3. C. A. Crampton "Fermented Alcoholic Beverages, Malt Liquors, Wine, And Cider", Also available from Amazon: Fermented Beverage Production, Second Edition.
3. Bruce Zoecklein, Kenneth Fugelsang, Barry Gump and Fred Nury.(1995) Wine analysis and Production.

## **WT-336 : WINERY BYPRODUCTS AND WASTE MANAGEMENT**

### **1. Byproducts from wine production**

Grape seed oil

Grape seed tannins

Tartaric acid;

Salts, anthocyanins from peels

Methods of extraction and uses.

Rochelle salt and natural color,

Evaluation of products from winery wastes: Cattle feed

### **2. Waste management**

Types of waste and their characteristics

Concept of 4R principle in Waste treatment

Physicochemical methods of treatment

Biological methods of treatment (aerobic and anaerobic)

Integrated approach to waste treatment

## **WT-341: PROJECT 2: WINERY ESTABLISHMENT (Each student is expected to carry out the project/dissertation work in the winery)**

### **WT 342: FRUIT AND FORTIFIED WINES**

Traditional and nontraditional fruits.

Harmonious blends of fruits with grape wine

The concept of fruit beer and alcoholic wine as compared to synthetic beverages.

Prospect of fruit wines: Banana and orange wine.

Propensity of wine making: Guava wine and strawberry wine.

Technology of sparkling wine production : Sparkling cider.

Concept of fortification, different styles of fortified wine (Late harvest style, port style wine)

Methods of increasing berry sugar. *Botrytis cinerea* affected desert wines.

Useful and harmful effect of *Botrytis cinerea*

Addition of Brandy alcohol or liquor in wine

Preparation of wine from grapes with high sugar levels without *Botrytis* influences.

Wines made by addition of juice concentrate to a dry white wine.

Retention of portion of grape sugar in wine.

### **3. Evaluation of winery for sustainable production.**

Most of the fruits are seasonal and perishable, wines from grape: Soft or hard as per consumer demand wines from traditional fruits: pomegranate, orange or any other fruit of choice, wine from non-traditional fruits: Jamoon, cashew nut; nonalcoholic beverages from fruits: Concept of nonalcoholic fruit wine. Carbonated fruit beverages as alternative for the synthetic drinks.

### **WT 343: WINE DEFECTS: IDENTIFICATION AND RECTIFICATION**

1. Oxidation : acetaldehyde, acetic acid, ethylacetate
2. Sulfur compounds: sulfur oxides, hydrogen sulfide, mercaptans, dimethyl sulfide
3. Environmental : cork taint, heat damage, light strike, lady bird taint
4. Microbial : Brettanomyces (Dekkera). Geosmin, Lactic acid bacteria (bitterness taint, diacetyl, geranium taint, mannitor, ropiness), Mousiness, Refermentation
5. Acids in wine : volatile acidity (acetic acid), tartaric, malic, citric, lactic and succinic.
6. Wine aging factors and influences: with some little or no aging potential, bottle and dumbphase aging
7. Study of various practical techniques to solve defects during processing – phenolic wines, reduced wines, harsh and drying tannins, deacidification, acidification, dealing with stuck fermentation.
8. Understanding grape aroma flavour characteristics.
9. Additives allowed in making wine: Study of compounds and levels listed by OIV, AWRI, BIS.

#### **References:**

1. Ultimate Wine Tasting Kit: Wine Spectator, 2004, 1<sup>st</sup> edition.
2. Handbook of Enology vol. 2, Chemistry of Wine Stabilization and Treatment- P. Ribereau- Gayon, 2006, 2<sup>nd</sup> edition
3. Oxford Companion to Wine – Jancis Robinson, 3<sup>rd</sup> edition
4. Wine Grape Varieties- George Kerridge, Alan Antchiff, 1999.

## **WT-344: WINE LAWS, MANAGEMENT & TAXATION**

### **Introduction, and Historical background:**

#### **Federal wine laws:**

**State wine laws:** laws that govern the distribution of wine, selling of wine, state taxation of wine, shipping of wine by producers and consumers.

**State distribution laws:** Suppliers (wineries) that produce the wine, brokers, companies, and individuals that represent the winery and sell its product for a commission., Distributors, companies that purchase large amounts of wine in cases from suppliers and store it in their own warehouses while they sell it to retailers by the case or by the bottle, retailers, either on-premise (restaurants and bars) or off-premise (wine shops and grocery stores), who sell wine directly to consumers.

#### **State Laws governing Wine sales:**

#### **State laws governing taxation of wine:**

#### **State laws governing shipping**

#### **Patents and secret process:**

**The patent:** Concept of patent, composition of patent, subject matter and characteristics of patent. Protection of right of inventor; infringement, cost of patent. Product and process patent.

## **WT345: WINE MARKET AND MARKETING:**

1. Understanding Marketing
2. The Global Wine market – Leading producers and regions, Top markets
3. Principles, logistics, and strategies of wine marketing and sales
4. Understanding the market and finding a niche, and developing a successful plan.
5. Case studies of real world examples from both wine and business experts
6. Indian wine market – Study of facts and figures

#### **References:**

1. Marketing Management, Philip Kotler, 13<sup>th</sup> edition
2. World's Wine Markets – Kym Anderson, 2004, 1<sup>st</sup> edition
3. Successful Wine Marketing – James Lapsley, Kirbey Moulton, 2001, 1<sup>st</sup> Edition
4. Wine Marketing and Sales – Liz Thach, Janeen Olson 7 Paul Wagner, 2008
5. Wine Marketing – Michael Hall, 2006, 1<sup>st</sup> Edition

## **WT-346: TERM PAPERS AND SEMINARS, TWO EACH RELEVANT TO CURRICULUM**

### **WT301: SENSORY EVALUATION OF WINE**

- The organization of wine evaluation: the space, equipment, temperature, order of serving the wines
- Wine evaluators selection based on their capacities and motivation and their fundamental education for sensory evaluation and scoring
- Sensory testing: sensory thresholds, acquaintance with the basic tastes, recognition of basic tastes, classification based on taste, smell, clarity and color, sight, touch, feeling and memory.
- Expression of senses perception (vocabulary); the types and methods of evaluation
- Performing and methods of sensory assessment (pair, three-angel, duo-trio test, the differentiation test, ranking test hedonic rating test and description analysis).
- The sensory evaluation by aroma wheel (varietal aroma, flavour and wood ageing)
- Analysis of substances responsible for astringency, bitterness and color of the wine.
- The influence of major technological properties during grape processing, wine making and nursing (grape maturation, maceration, changes before, during and after alcoholic and/or malolactic fermentation, wine maturation and blending)
- The study of sensory quality along with the wine origin and differentiation between the "technological wines" and "terroir wines" (geographical origin, wine sort, vintage, crop load, agro- ampelo techniques, technological maturity, harvest, etc.)
- Basics of wine and food pairing bases on sweetness, acidity, texture, tannin levels, oiliness and spice characteristics.

#### **References:**

Lawless, H.T. and Heymann, H. (1998) Sensory Evaluation of Food: Principles and Practices. (Chapman and Hall: New York).

Meilgaard, M., Civille, G.V. and Carr, B.T. (2007) Sensory evaluation techniques. (CRC Press Inc.: Boca Raton).

Stone, H. and Sidel, J.L. (2004) Sensory Evaluation Practices. (Elsevier Academic Press Inc: San Diego, CA).

S. Ranganna, (2001) Hand Book of Analysis and quality control for fruits and vegetables, , 2<sup>nd</sup> edition



J. Patric Handerson Dellie Rex (2002) Wine: Sensory evaluation : How the senses respond to wine.

Taste of Wine- Emile Peynaud, 1989, 1<sup>st</sup> edition

Wine aroma wheel- Ann C. Noble, 1990 1<sup>st</sup> edition.

### **WT302: MICROBIOLOGY AND WINE MAKING**

1. Grapes and wine microorganisms: Yeasts ( fermentation and wine spoilage), lactic acid and acetic acid bacteria filamentous fungal pathogens like *Aspergillus*, *Botrytis* *Penicillium*: Introduction, taxonomy, nutritional requirements, metabolism
2. Microbial ecology during vinification: natural flora of grapes and other fruits, interactions of microorganisms, host-pathogen interaction
3. Microbial and biochemical profiling of wine fermentation
4. Wine spoilage: spoilage organisms, microorganisms from winery equipments, spoilage during fermentation and post-fermentation
5. Quality control parameters for wine fermentation

#### **Practicals:**

1. Phase Contrast Microscopy
2. Different isolation and selective media for microorganisms
3. Estimation of population density
4. Identification of wine spoilage organisms: phenotypic, biochemical and molecular methods
5. Microbial profiling of wine

### **WT303: PRACTICALS BASED ON CHEMICAL ENGINEERING.**

1. Measurement of properties of liquids (must, wine, sugar syrups etc) using Specific gravity bottle, Brix hydrometer, hand held refractometer
2. Measurement of viscosity of liquids using Capillary tube viscometer, Rotational viscometer
3. Measurement of flow of liquids using rotameters, Pitot tube, Orifice meter, Venturi meter, paddle flow meters, vortex flow meters, magnetic flow meters etc.
4. Filtration of liquids through cake filters, Estimation of flux as a function of  $\Delta P$ , area, etc calculation of values of  $\alpha$  and  $\beta$  in the Darcy equation.
5. Calculation of heat load, chilling plant specifications etc, using a laboratory Plate heat exchanger/ shell & tube heat exchanger
6. Estimation of thermal death coefficient  $k$  for normal wine contaminants
7. Practical calculation of refrigeration loads for wine storage

