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Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai



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Program: B. Com

Revised Syllabus of F.Y.B.Com. Commerce
As Per New Education Policy-2020 (60:40)
w.e.f. Academic Year 2024-25



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Sr. No.	Heading	Particulars
1	Title of Course	Commerce-I
2	Eligibility for Admission	12 th pass of all recognised Board
3	Ordinances/Regulations (if any)	--
5	No. of Semesters	Two
6	Level	U.G.
7	Pattern	Semester (60:40)
8	Status	Revised
9	To be implemented from Academic year	2024-25



Bachelor of Commerce (B.Com.) Programme

Preamble of the Syllabus:

Bachelor of Commerce (B.Com.) is a under graduation course of department of Commerce, Changu Kana Thakur Arts, Commerce & Science college, New Panvel (autonomous). The Choice Based Credit and Grading System to be implemented through this curriculum would allow students to develop knowledge in different areas of Commerce and enhance decision making abilities which help the learners to become competent and face the competitive environment. This syllabus is prepared to give the sound knowledge and understanding of Commerce to undergraduate students at first year of the B.Com. Degree course. The goal of the syllabus is to empower the learners and enable them to develop a strong footing in the fundamentals of commerce, so that they fit into the challenging business environment as intellectually active, socially responsible citizens always ready for continuous personal and professional growth to fit into the challenging business environment.



Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com.

(To be implemented from Academic Year- 2024-2025)

Semester I	Credits	Semester II	Credits
Major Course (MC)		Major Course (MC)	
Commerce - I	04	Commerce - II	04
-		Open Elective	
-		Management Foundation	02
*Skill Enhancement Courses (SEC)		**Skill Enhancement Courses (SEC)	
Event Management I	02	Event Management II	02
Total Credits	06	Total Credits	08



**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2024-2025**

Major Course

Commerce I

Introduction to Business

Paper Code: UCM1CM1

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business and Business Environment	15
2	Project Planning	15
3	Entrepreneurship	15
4	New Trends in Business and Strategy alternative in changing scenario	15
Total		60

Course Objectives:

● To explore the modern business world and to help students to understand the basic concepts of commerce and business.
● To serve the needs of those who intend to start their own businesses
● To help the students to make sound business decisions.
● To understand new trends in business



Course Outcomes:

	<ul style="list-style-type: none">To explain the concept of Business, Objectives of Business, Business Environment, and International Environment.
	<ul style="list-style-type: none">To Discover Project Planning, Promotion of Business Unit and statutory Requirement in promoting Business Unit.
	<ul style="list-style-type: none">To Develop Competencies of Entrepreneurship.
	<ul style="list-style-type: none">To Elaborate Various Strategies of Business.
<u>Sr. No.</u>	<u>Modules / Units</u>
<u>1</u>	<u>Business and Business Environment</u>
	<ul style="list-style-type: none">Introduction: Concept, Functions, challenges of business. Traditional and Modern Concept of business. Steps in setting business objectives, classification of business objectives.Business Environment: Concept and Importance of business environment, Inter- relationship between Business and Environment, Constituents of Business Environment, PESTEL Analysis.International Environment –Introduction to International Business and significance of International Business, WTO and Trading Blocs and their impact on Indian Business.
<u>2</u>	<u>Project Planning</u>
	<ul style="list-style-type: none">Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importanceBusiness Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.



	<ul style="list-style-type: none">● Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions.
3	<u>Entrepreneurship</u>
	<ul style="list-style-type: none">● Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur● The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.● Women Entrepreneurs: Problems and Promotion.
4	<u>New Trends in Business and Strategy alternative in changing scenario</u>
	<ul style="list-style-type: none">● New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies● Strategies for going Global: MNC, TNC, FDI● Contemporary Aspects in Business: concept and scope of CSR, Corporate Governance and its' impact.



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Reference Books

Commerce I

- *Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P.,International Book House*
- *Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House*
- *Introduction To Commerce, Vikram, Amit, Atlantic Pub*
- *A Course Book On Business Environment, Cherunilam,Francis, Himalaya Pub*
- *Business Environment, Cherunilam,Francis, Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa,K., Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa, Himalaya Pub*
- *Strategic Management, Kapoor, Veekkas, Taxmann*
- *Strategic Management, David,Fred R., Phi Leraning*
- *Strategic Management, Bhutani, Kapil, Mark Pub.*
- *Strategic Management, Bhutani, Kapil, Mark Pub.*
- *Entrepreneurship, Hisrich, Robert D, Mc Graw Hill*
- *Entrepreneurship Development, Sharma, K.C., Reegal Book Depot*



**Revised Syllabus of Courses of B.Com. Program at Semester II
With Effect from the Academic Year 2024-2025**

Major Course (MC)

Commerce II

Service Sector

Paper Code: UCM2CM2

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Concept of Services	15
2	Retailing	15
3	Recent Trends in Service Sector	15
4	E-Commerce	15
Total		60

Course Objectives:

● To introduce students to the service sector.
● To make learners familiar with the banking, Insurance, and retailing sector
● To enable learners to understand various aspects of E-Commerce
● To make the learners familiar with current challenges and issues in the service sector



Course Outcomes:

<ul style="list-style-type: none">● Explain the Concept of service, Marketing Mix for Services, service marketing, and service strategies.
<ul style="list-style-type: none">● Summarize Retailing, its format and Retail scenario.
<ul style="list-style-type: none">● Compare Recent Trends and Conventional Trends in Service Sector namely ITES sector, Banking Sector, Insurance Sector and Logistics.
<ul style="list-style-type: none">● Evaluate E-Commerce, Concept of World Wide Web its Types and Models.

<u>Sr. No.</u>	<u>Modules / Units</u>
<u>1</u>	<u>Concept of Services</u>
	<ul style="list-style-type: none">● Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance and Challenges of service sector in the Indian● Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people● Service Marketing: Concept, Service Marketing Triangle, Role of Service in Modern Economy, Goods v/s Service Marketing.
<u>2</u>	<u>Retailing</u>
	<ul style="list-style-type: none">● Introduction: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.● Retail Format: Store format, Non – Store format, Store Planning, design and layout● Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing



3	<u>Recent Trends in Service Sector</u>
	<ul style="list-style-type: none">● ITES Sector: Concept and scope of BPO, KPO, LPO, and ERP.● Banking Sector: Methods of E-Payment (Debit & Credit Cards, Smart Cards, E-Wallets, NEFT, RTGS) Payment Gateways, online banking and M- Banking (Importance and risk involved), FDI and its impact on Banking in India, Insurance- Features, Principles, Types, Opportunities, and Challenges. IRDA● Logistics: Networking – Importance – Challenges-Trends in Logistics
4	<u>E-Commerce</u>
	<ul style="list-style-type: none">● Introduction: Meaning, Features, Functions, and Scope of E-Commerce-Importance and Limitations of E-Commerce● Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C.● Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates, Government E-Marketplace, World Wide Web- Concept of Web Server, Web Site, Web page, Principles of Website Design.

Reference Books

Commerce II
<ul style="list-style-type: none">● <i>Service Marketing, Temani, V.K., Prism Pub</i>● <i>Service Marketing, Temani, V.K., Prism Pub</i>● <i>Management Of Service Sector, Bhatia, B S, V P Pub</i>● <i>Introduction To E – Commerce, Dhawan, Nidhi, International Book House</i>● <i>Introduction To Retailing, Lusch,Robert F., Dunne,Patrick M., Carver,James R.,Cengage Learning</i>● <i>Retailing Management, Levy Michael., Weitz Barton A,Tata Mcgraw Hill</i>



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

❖ Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 40 %

40 Marks

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



(For Courses with Practical)

Sr. No.	Particular	Marks
01	Practical Examination	20 Marks
	Journal	05 Marks
	Viva Voce	05 Marks
	Laboratory Work	10 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



Question Paper Pattern

(Periodical Class Test)

Maximum Marks: 20

Duration: 40 Minutes

Questions to be set: 02

All Questions are Compulsory

Question No.	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks

B) Semester End Examination: 60 %

60 Marks

- Duration: The examination shall be of 2 hours duration.

Question Paper Pattern

Theory question paper pattern
<ol style="list-style-type: none">1. There shall be four questions each of 15 marks (30 marks with internal options).2. All questions shall be compulsory with internal options.3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit/module.



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Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



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Revised Syllabus of F.Y.B.Com. Commerce
As Per New Education Policy-2020 (60:40)
w.e.f. Academic Year 2024-25

Syllabus of Courses of B.Com. Programme at Semester I with effect from the
Academic Year 2024-2025



**Syllabus of Courses of B.Com. Programme at Semester I with effect from
the Academic Year 2024-2025**

Skill Enhancement Course (SEC)

Paper Code: UCM1EM1

1. Event Management I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Event Management	15
2	Planning & Designing of Events	15
	Total	30



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Course Outcomes (Cos) Semester I

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Dr. S.B. Yadav
Subject: Event Management I	Course: SEC Course code : UCM1EM1	Course: SEC Course code: UCM1EM1
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	summarize the concept of Event Management	II. Understanding
C02	understand the practical aspects of Event Planning & Designing an Event.	II. Understanding



Event Management I

Sr. No.	Modules / Units
1	Introduction to Event Management
	<ul style="list-style-type: none">• Meaning Need & Importance of Event Management• Activities in Event Management• Creating & Developing Events• Code of Ethics in Event Management
2	Planning & Designing of Events
	<ul style="list-style-type: none">• Importance of planning an event• Steps Involved in Event Planning• Role of Event Planner, Sponsorship of Events• Risk Associated with an Event

Reference

- *A textbook of Event Management, Logan Gaspar*
- *Event Management, A professional and development approach, Dr. B. C. Mathur*
- *Event planning, Allen, J. (2000), Ontario: Etobicoke*
- *Operational management, Badmin, P. Coombs, M. and Rayner, G. (1992)*
- *Event marketing, Behrer, M. & Larsson, A. (1998)*



Scheme of Examination (Amended) Faculty of Commerce (Under-graduate Programmes)

Choice Based Credit System (CBCS)

Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Practical Examinations (PE)/Field Work (FW)/Test Based on Tutorials: 40 % 20 Marks

Journal/Lab book/workbook, Viva Voce	05 Marks
Practical/Laboratory Work/field work/Test based on tutorials	15 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be two/three questions each of 15/10 marks.
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
Q-1	<i>OR</i> Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
Q-2	<i>OR</i> Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
Q-3	<i>OR</i> Theoretical Question	10 Marks



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Passing Standard

- For Major courses: The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Assessment (CIA) and 40% marks in Semester End Examination (SEE) (i.e. 24 out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Assessment (CIA) and Semester End Examination (SEE).
- For AEC, VEC, VSC, SEC, IKS, Minor, OE and CC courses: Learners should remain present for Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination (PE). A learner will be said to have passed the course if the learner obtains minimum of 40% marks in the Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination together and obtain minimum 10 marks out of 30 marks in Semester End Examination (SEE)/ Practical Examination (PE).



**Syllabus of Courses of B.Com. Programme at Semester I with effect from
the Academic Year 2024-2025**

Skill Enhancement Course (SEC)

Paper Code: UCM2EM2

1. Event Management II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Event Management Feasibility & Event Marketing	15
2	Event Management Logistic, Safety & Security	15
	Total	30



Course Outcomes (Cos) Semester II

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Dr. S.B. Yadav
Subject: Event Management II	Course: SEC Course code : UCM2EM2	Course: SEC Course code: UCM2EM2
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Interpret event management feasibility	II. Understanding
C02	Understand event marketing, and legal compliance	II. Understanding
C03	Summaries Event Management Logistics, Safety, and Security.	II. Understanding



Event Management II

Sr. No.	Modules / Units
1	Event Management Feasibility & Event Marketing
	<ul style="list-style-type: none">• Meaning of Event Management Feasibility, Types of Feasibility• Legal Compliance, Developing Procedure for Event Compliance• Event Marketing & Promotion• Event Branding, Modes of Publicity
2	Event Management Logistic, Safety & Security
	<ul style="list-style-type: none">• Event Management logistics• Site layout• Map Design and Overall event management• Safety & Security related to events

REFERENCES

- Event Management, Bowdin, G. McDonnell, I, Allen, J and O Toole (1994)
- Special event: Best practices in modern events management, Goldblatt, J.J. (1997) New york
- Service Management, Gronroos, C (1990)
- Risk and decision making in event management, Laybourn, P. (2004)
- Evaluation of service quality at event, Oneill, M, Getz, D. and Carlsen, J (1998)



Scheme of Examination (Amended) Faculty of Commerce (Under-graduate Programmes)

Choice Based Credit System (CBCS)

Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Practical Examinations (PE)/Field Work (FW)/Test Based on Tutorials: 40 % 20 Marks

Journal/Lab book/workbook, Viva Voce	05 Marks
Practical/Laboratory Work/field work/Test based on tutorials	15 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern

4. There shall be two/three questions each of 15/10 marks.
5. All questions shall be compulsory with internal options.
6. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



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- For AEC, VEC, VSC, SEC, IKS, Minor, OE and CC courses: Learners should remain present for Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination (PE). A learner will be said to have passed the course if the learner obtains minimum of 40% marks in the Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination together and obtain minimum 10 marks out of 30 marks in Semester End Examination (SEE)/ Practical Examination (PE)



**Syllabus of Courses of B.Com. Programme at Semester I with effect
from the Academic Year 2024-2025**

Open Elective Courses (OE)

1. Business Organisation I

Paper Code: UOE1BO

Modules at a Glance

<u>Sr. No.</u>	<u>Modules</u>	<u>No. of Lectures</u>
1	Introduction to Business	15
2	Services	15
	Total	<u>30</u>



Course Outcomes (Cos) Semester 1

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Dr. S.B. Yadav
Subject: Business Organisation	Course: OE Course code : UOE1BO	Course: OE Course code:UOE1BO
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Understand the concept of business	II. Understanding
C02	classify business organizations	II. Understanding
C03	understand the service sector & E-commerce.	II. Understanding



Modules

Sr. No.	Modules / Units
1	Introduction to Business <ul style="list-style-type: none">• Concept of business (Trade, Industry, Commerce) Scope of business, Importance of Business• Classification of business organization, Factors influencing the choice of organization• Sole trader, Features of a sole trader, Partnership- Features of Partnership, Concept of a company, Private Company, Public Company, One Person Company• Documents required for Promotion of company, Distinguish between Memorandum of Association & Article of Association
2	Services <ul style="list-style-type: none">• Introduction to services, Types of services, Importance of service Sector• Banking -Types, Principles• Insurance - Types, Principles• E-Commerce, Features of E-commerce

REFERENCES

- *Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House*
- *Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House*
- *Introduction To Commerce, Vikram, Amit, Atlantic Pub*
- *A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub*
- *Business Environment, Cherunilam, Francis, Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa, K., Himalaya Pub*
- *Essentials Of Business Environment, Aswathappa, Himalaya Pub*
- *Service Marketing, Temani, V.K., Prism Pub*
- *Service Marketing, Temani, V.K., Prism Pub*
- *Management Of Service Sector, Bhatia, B S, V P Pub*
- *Introduction To E – Commerce, Dhawan, Nidhi, International Book House*



***Syllabus of Courses of B.Com. Programme at Semester II with effect
from the Academic Year 2024-2025***

Open Elective Courses (OE)

Paper Code: UOE2MF

Management Foundation

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Management	15
2	Entrepreneurship	15
Total		30



Course Outcomes (Cos) Semester II

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Dr. S.B. Yadav
Subject: Management Foundation	Course: OE Course code: UOE2MF	Course: OE Course code: UOE2MF
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	summarize the concept of Management	II. Understanding
C02	understand concept of entrepreneurship	II. Understanding
C03	Interpret start-up ventures.	II. Understanding



Management Foundation

Sr. No.	Modules / Units
1	Introduction to Management
	<ul style="list-style-type: none">• Concept of Management, Objectives of Management, Importance of Management• Characteristics of Management, Functions of Management, Henry Fayol Principle of Management• Management by Objective, Advantages of Management by Objective, Advantages of Management by Exception• Essentials in decision making, Components of Management Information Systems
2	Entrepreneurship
	<ul style="list-style-type: none">• Concept of entrepreneurship, Features of entrepreneurship, Skills required for an entrepreneur• Steps to start an enterprise, Sources of Finance, Challenges to start an enterprise• start-up venture- Identification of business opportunities, Incentives by the government,• Factors influencing women's entrepreneurship, Challenges faced by women's entrepreneurship



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Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL

(AUTONOMOUS)

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)

'College with Potential for Excellence' Status Awarded by UGC

'Best College Award' by University of Mumbai

REFERENCES

1. Management Today Principles & Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective – Heinz Weihrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems – Alexis Leon , Mathews Leon
Vijay Nicole, Imprints Pvt Ltd.
5. Management – Task , Resp, Practices – PetaDruche “willian Heinemann LTD.
6. Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
7. Entrepreneurship Development, Sharma, K.C., Reegal Book Depot



Scheme of Examination (Amended) Faculty of Commerce (Under-graduate Programmes)

Choice Based Credit System (CBCS)

Revised Scheme of Examination
For Open Elective Courses (OE) (50 Marks)

The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Continuous Internal Assessment (CIA): 40 %

20 Marks

Sr. No.	Particular	Marks
01	One project / case study / Test based on Practical skills/test based on tutorials (Workbook)/ Open book test based on curriculum to be assessed by the teacher concerned	20 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern
<ol style="list-style-type: none">1. There shall be two/three questions each of 15/10 marks.2. All questions shall be compulsory with internal options.3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



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Passing Standard

- For Major courses: The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Assessment (CIA) and 40% marks in Semester End Examination (SEE) (i.e. 24 out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Assessment (CIA) and Semester End Examination (SEE).
- For AEC, VEC, VSC, SEC, IKS, Minor, OE and CC courses: Learners should remain present for Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination (PE). A learner will be said to have passed the course if the learner obtains minimum of 40% marks in the Continuous Internal Assessment (CIA) and Semester End Examination (SEE)/ Practical Examination together and obtain minimum 10 marks out of 30 marks in Semester End Examination (SEE)/ Practical Examination (PE).



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ARTS, COMMERCE & SCIENCE COLLEGE, NEW
PANVEL (AUTONOMOUS)**

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'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai**

Program: B.Com

Revised Syllabus

Second Year Semester

**III and IV
Under NEP 2020**

Revised Syllabus of S.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



Under NEP 2020

Course Structure

S.Y.B.Com.

(To be implemented from Academic Year- 2024-2025)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Major		1	Major	
1	Commerce III (Management: Functions and Challenges)	03	1	Commerce – IV (Management: Production & Finance)	03
2	Major		2	Major	
1	Legal Framework for Business I	02	1	Legal Framework for Business II	02
3	Vocational Skill Course		3	Skill Enhancement Course	
1	Advertising I	02	1	Advertising II	02
4	Open Elective		4	Open Elective	
1	Digital Marketing I	02	1	Digital Marketing II	02
Total Credits		09	Total Credits		09



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***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2024-2025***

***Major Course
Commerce –III***

Paper Code: UCM3CM3

(Management: Functions and Challenges)

Course objectives:

- To teach the students the Introduction to Management.
- To explain the various aspects and importance of Planning & decision-making.
- To understand the Importance of Organizing.
- To understand directing & controlling.



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Course Outcome:

Name of the Programme : B.COM	Programme Coordinator – Mr. Vivek B. Khutikar	Head of the Department – Prof. (Dr.) S. B. Yadav
Subject : COM III	Course – Commerce III Course Code - UCM3CM3	Couse Coordinator - Vivek B. Khutikar
	After completing the course, student will be able to :	
CO1	Explain the evolution of Management thought and Modern Management Approach	Understanding
CO2	Apply the Concept of Planning, MBO, Decision Making	Analyze
CO3	Conclude the concept of Organizing, Coordinating and controlling activities	Evaluate
CO4	Develop Leadership traits, Motivation, and controlling activities	Evaluate



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Sr. No.	Modules	No. of Lectures
1	Introduction To Management	15
2	Planning & Decision Making	15
3	Organizing, Coordinating & Controlling	15
Total		45



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Sr. No.	Modules
1	Introduction To Management (15) <ul style="list-style-type: none">● Management- Concept, Nature, Functions, Managerial Skills & Competencies● Evolution of Management Thoughts Classical Approach: Scientific Management – F.W. Taylor's Contribution Classical Organization Theory: Henri Fayol's Principles Neoclassical: Human Relations Approach – Elton Mayo's Hawthorne experiments● Modern Management Approach- Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.
2	Planning & Decision Making (15) <ul style="list-style-type: none">● Planning – Steps, Importance, Components● M.B.O –Process, Advantages,● Management Information System- Concept, Components, Importance of Management by Exception. Active management by exception V/S Passive management by exception.● Decision Making – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.
3	Organising, Coordination and Controlling (15) <ul style="list-style-type: none">● Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Formal/vs Informal Organisation.● Leadership and Coordination- Concept, Functions, Styles, Qualities of a good leader. Importance of Coordination, Importance of HR in an organization, Stress management technique.● Controlling – Concept, Steps, Techniques of Controlling –PERT, CPM, Budgetary Control, Management Audit.



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SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Marketing Management: Analysis, Planning, Implementation, and Control by Philip Kotler, Kevin Lane Keller
2. Management: Tasks, Responsibilities, Practices" by Peter F. Drucker
3. Management Today Principles & Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
4. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
5. Management : Global Prospective – Heinz Wehrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
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B.Com. Programme

Under NEP 2020

Course Structure

(To be implemented from Academic Year- 2024-2025)

Semester IV

Major Course

Commerce – IV

(Management: Production & Finance)

Paper Code: UCM4CM4

Course objectives:

- To teach the students Production & Inventory Management.
- To Explain the importance of Quality Management.
- To understand the Importance of the Indian financial system.
- To understand recent trends in finances.



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Course Outcome:

Name of the Programme : B.COM	Programme Coordinator – Mr. Vivek B. Khutikar	Head of the Department – Prof. (Dr.) S. B. Yadav
Subject : COM IV	Course – Commerce IV Course Code - UCM3CM3	Couse Coordinator - Vivek B. Khutikar
	After completing the course, student will be able to :	
CO1	Illustrate the Concept of Production Management, Production system and Inventory Management.	Understanding
CO2	Infer Dimension of quality, Quality circle and Service Quality Management.	Understanding
CO3	Analyze Functioning of Indian Financial Market, SEBI, Stock Exchange, Credit Rating Agencies, IRDAI, PFRDA	Analyze
CO4	Compare Recent Trends in Finance like Mutual Fund, SIP, Start-up venture, Micro Finance, Understanding of Financial literacy and Managing Finance during & post Pandemic.	Evaluate



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Sr. No.	Modules	No. of Lectures
1	Production & Inventory Management	15
2	Quality Management	15
3	Indian Financial System & Recent Trends in Finance	15
	Total	45



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Sr. No.	Modules
1	Production & Inventory Management
	<ul style="list-style-type: none">● Production Management: Objectives, Scope Production Planning & Control : Steps, Importance● Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity.● Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System – Importance
2	Quality Management
	<ul style="list-style-type: none">● Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features.● Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process● Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.
3	Indian Financial System and Recent Trends In Finance
	<ul style="list-style-type: none">● Indian Financial Market: Structure-Money market and Capital market. Indian Financial Regulators: RBI, SEBI, IRDAI, PFRDA, Credit Rating Agencies- CRISIL, CARE, ICRA.● Mutual Funds – Concept, Systematic Investment Plan, Advantages and Limitations, Types, Factors responsible for growth of mutual funds● Start-up Ventures –Concept, Sources of Funding, Microfinance – Importance, Role of Self Help Groups.● Need & Importance of Financial literacy, Managing Personal finance during & post Pandemic



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SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Production and Operations Management by K. Aswathappa
2. Production and Operations Management –Prof.L.C.Jhamb, Event Publishing House
3. Financial Markets and Institutions by Fredric S. Mishkin and Stanley G. Eakins
4. Production Planning & Control- Prof.L.C.Jhamb, Event Publishing House
5. Production & Operation Management (Text & Cases)- K.Ashwathappa&G.Sudeshana Reddy, Himalaya Publication.
6. Essentials of Inventory Management-MaxMuller,Amacon Publishes
7. Indian Financial System—BharathiPathiak, Pearson Publication
8. Financial Institutions and Markets : Structure Growth& Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.
- 9.The Indian Financial System and Financial Market Operator-VasantDesai, Himalaya Publishing
- 10.Production and Operations Management –Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues-NaliniPravaTripathy, Excel Books New Delhi.
12. Start up Stand up: A step by stepguide to Growing your Business,NandiniVaidyanathan, Jaico Publishing House,Mumbai



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

❖ Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 40 %

40 Marks

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



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(For Courses with Practical)

Sr. No.	Particular	Marks
01	Practical Examination	20 Marks
	Journal	05 Marks
	Viva Voce	05 Marks
	Laboratory Work	10 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Periodical Class Test)

Maximum Marks: 20

Duration: 40 Minutes

Questions to be set: 02

All Questions are Compulsory

Question No.	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks



B) Semester End Examination: 60 %

60 Marks

- Duration: The examination shall be of 2 hours duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be four questions each of 15 marks (30 marks with internal options).
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit/module.

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



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Program: B. Com

Revised Syllabus

Second Year Semester III and IV

Under NEP 2020

Revised Syllabus of S.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



**Revised Syllabus of Courses of B.Com. Program at Semester III
with Effect from the Academic Year 2024-2025**

Legal Framework of Business I

Paper Code: UCM3LBI

Course Objective:

C01: To understand Indian Contract Act, 1872 and various Special Contracts.

C02: To Analyze Sale of Goods Act 1930

Course Outcome:

Name of the Programme B.Com	Programme Coordinator Ms. Kirti V. Varma	Head of the Department Prof. (Dr.) S.B. Yadav
Subject: Business Law I	Course: Legal Framework for Business I Course code : UCM3LFB1	Course: Legal Framework for Business I Course cod: UCM3LFB1
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Explain Indian Contract Act, 1872 & to orient students about various aspects of Special Contract.	I. Understanding
C02	Analyze Sale of Goods Act 1930	II. Analyze



Modules at Glance:

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act – 1872 & Special Contracts	15
2	The Sale of Goods Act – 1930	15
	Total	30

Syllabus:

1	Indian Contract Act – 1872 <ul style="list-style-type: none">Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. Capacity to Contract, Offer and Acceptance – Rules of valid offer and acceptance, Consideration (S. 2 & 25) – Concept and Essentials of consideration, Exceptions to the Rule, 'No Consideration No Contract'(Ss. 25)Agreements in which consent is not free – Coercion, Undue Influence, Misrepresentation Fraud, Mistake. Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act, Modes of Discharge of Contract
2	The Sale of Goods Act – 1930 <ul style="list-style-type: none">Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties,Concept of Doctrine of Caveat Emptor –Exceptions. Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Property – Concept, Rules of transfer of property (Ss. 18-26),



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SEMESTER – III REFERENCE BOOKS:

REFERENCES

- Law of Contract: Avatar Singh, Eastern Book Company.
- Mercantile Law: by M.C.Kucchal.
- Business Law: N.D.Kapoor
- The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
- Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
- The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.



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***Revised Syllabus of Courses of B.Com. Program at Semester IV
with Effect from the Academic Year 2023-2024***

Legal Framework of Business II

Paper Code: UCM3LFB2

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act – 2013	15
2	Competition Act 2002 & Law Relating to Intellectual Property Rights	15
Total		30

Course Objectives:

C01. To understand basic terminologies of Companies Act, 2013 & Common procedure for Incorporation of a company.

C02. To analyze the concepts of Competition Act, 2002 & detailed insights of Law Relating to Intellectual Property Rights.



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Course Outcome:

Name of the Programme B.Com	Programme Coordinator Ms. Kirti V. Varma	Head of the Department Dr. S.B. Yadav
Subject: Business Law II	Course: Legal Framework for Business II Course code : UCM4LFB2	Course: Legal Framework for Business II Course code: UCM4LFB2
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Define basic terminologies of Companies Act, 2013 & Role of Promoters.	III. Understanding
C02	Analyze Competition Act 2002	IV. Analyze
C03	Conclude Law Relating to Intellectual Property Rights	V. Evaluating



Modules at Glance

Sr. No.	Modules
1	Indian Companies Act – 2013 <ul style="list-style-type: none">● Company –Concept, Features, Classification of Companies, Distinction between Private Company and Public Company, Common Procedure for Incorporation of Company, Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents● Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter, Director, – Qualification & Disqualification, Classification, Director Identification Number (DIN)● Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members.Meetings – Types of Meetings
2	Competition Act 2002 & Law Relating to IPR <ul style="list-style-type: none">● Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements● Intellectual Property Right (IPR) – Patent, Trademark, Copyright, Characteristics, Functions , Registration procedure, Infringement & Remedies.

S

SEMESTER – IV REFERENCE BOOKS:

REFERENCES
<ul style="list-style-type: none">● Guide to the Companies Act,2013 by A Ramaiya , Lexis Nexis.● Company Law by G.K.Kapoor.● Company Law by N.D.Kapoor● Company Law by P.C. Tulsian.● Law and practice of Intellectual Property in India by Dr.Vikas Vashishth,Bharat Law House.● Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera● Competition Law by Avatar Singh, Eastern Book Company● Competition Law in India by T. Ramappa, Oxford University Press.● Intellectual Property Rights by Narayan.● Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

Revised Scheme of Examination

(50 Marks)

- The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Continuous Internal Assessment (CIA): 40 %

20 Marks

Sr. No.	Particular	Marks
01	One project / case study / Test based on Practical skills/test based on tutorials (Workbook)/ Open book test based on curriculum to be assessed by the teacher concerned	20 Marks



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Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR

ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
(AUTONOMOUS)

Re-accredited 'A+' Grade by NAAC (3rd Cycle - UGPA 3.61)
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be two/three questions each of 15/10 marks.
2. All questions shall be compulsory with internal options.
3. Questions may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
Q-1	OR Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
Q-2	OR Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
Q-3	OR Theoretical Question	10 Marks



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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**Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
ARTS, COMMERCE & SCIENCE COLLEGE,
NEW PANVEL (AUTONOMOUS)**

**Re-accredited 'A+' Grade by NAAC
'College with Potential for Excellence' Status Awarded by
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'Best College Award' by University of Mumbai**

Program: B.Com

**Revised Syllabus of S.Y.B.Com. Commerce
Under NEP 2020
w.e.f. Academic Year 2024-25**



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

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***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2024-2025***

Vocational Skill Course (VSC)

Course code: UCM3AD1

Advertising – I

Modules at Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	15
2	Aspects of Advertising and Special Purpose Advertising	15
Total		30



Course Outcomes (Cos) Semester 3

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Prof. (Dr.) S.B. Yadav
Subject: Advertising I	Course: Course code : UCM3AD1	Course: Course code:UCM3AD1
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Explain Integrated Marketing Communication, advertising & classification of advertising	II. Understanding
C02	Analyse advertising agency, agency & client & career in advertising.	IV. Analyze
C03	Identify economic & social aspects of advertising	V. Evaluating
C04	Know the Importance of Brand building, special purpose advertising & trends in advertising	V. Evaluating



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
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Sr. No.	Modules
1	Introduction to Advertising
	<ul style="list-style-type: none">● Integrated Marketing Communications (IMC)-Features, Elements, Role of advertising in IMC, Advertising: Concept,, Features, Benefits of advertising to Business firms and consumers, Classification of advertising: Geographic, Media, Target audience and Functions● Ad Agency and Clients: Features, Structure and Types of advertising agencies , Agency selection criteria and turnover, Agency compensation● Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.
2	Aspects of Advertising and Special Purpose Advertising
	<ul style="list-style-type: none">● Economic and Social advertising : Effect of advertising on consumer demand, monopoly and competition, Price. social issues in advertising, Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)● Brand Building: Brand building model: Keller's Brand Equity Model, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements● Trends and Techniques in Advertising: Media, Ad spends, Ad Agencies, Different techniques used in advertising



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Janardan Bhagat Shikshan Prasarak Sanstha's
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Reference Books

Advertising

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
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9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook – J. J. D. Bullmore, M. J. Waterson, 1983 – Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

:

A) Continuous Internal Assessment (CIA): 40 %

20 Marks

Sr. No.	Particular	Marks
01	Journal/Lab book/workbook, Viva Voce	05 Marks
02	Practical/Laboratory Work/field work/Test based on tutorials	15 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Theory question paper pattern

1. There shall be two/three questions each of 15/10 marks.
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2023-2024***

Skill Enhancement Course (SEC)

Course code: UCM4AD2

Advertising – II

Modules at Glance

Sr. No.	Modules	No. of Lectures
1	Planning Advertising Campaigns and Fundamental of creativity	15
2	Execution and Evaluation of advertising	15
	Total	30



Course Outcomes (Cos) Semester 4

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Prof.(Dr.) S.B. Yadav
Subject: Advertising II	Course: Course code: UCM4AD2	Course: Course code: UCM4AD2
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Explain the advertising budget, advertising campaign & media planning.	II. Understanding
C02	Analyse the fundamentals of creativity, creativity aspects & creativity through endorsement.	IV. Analyze
C03	Explain the advertising budget, advertising campaign	V. Evaluating
CO4	Know the Importance of execution & Importance evaluating of advertising.	V. Evaluating



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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Sr. No.	Modules
1	Planning Advertising Campaigns and Fundamental of creativity
	<ul style="list-style-type: none">• Advertising Campaign and Media planning: Concept, Advertising Campaign Planning Steps Determining advertising objectives - DAGMAR model, Model of advertising- DAGMAR, Fogg Behaviour Model of Advertisement, Two sided argument of advertising Factors considered while selecting media, Media Scheduling Strategies• Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media research and Objectives - Concept, Importance, Tool for regulation - ABC and Doordarshan Code, Reach, Frequency and GRPs• Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Visualization, Creative aspects and endorsements: Buying Motives - Types, Selling Points- Features, Appeals –Types,
2	Execution and Evaluation of Advertising
	<ul style="list-style-type: none">• Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Types, Illustration – Importance, Types.• Creating broadcast ads and endorsements: Execution Styles, Jingles and Music – Importance, Concept of Storyboard, Storytelling in advertising - Need & Importance, Concept of Unique Selling Proposition (USP), Endorsers – Types, Celebrity Endorsements– Advantages and Limitations, High Involvement and Low Involvement Products• Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements, Difficulties in measuring advertising Effectiveness



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13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

A) Continuous Internal Assessment (CIA): 40 %

20 Marks

Sr. No.	Particular	Marks
01	Journal/Lab book/workbook, Viva Voce	05 Marks
02	Practical/Laboratory Work/field work/Test based on tutorials	15 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern
1. There shall be two/three questions each of 15/10 marks.
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



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Janardan Bhagat Shikshan Prasarak Sanstha's
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Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
ARTS, COMMERCE & SCIENCE COLLEGE,
NEW PANVEL (AUTONOMOUS)

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Program: B. Com
Revised Syllabus of F.Y.B.Com. Commerce
Under NEP 2020
w.e.f. Academic Year 2024-25



B.Com. Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

Open Elective Courses (OE)

UOE3DM1

(To be implemented from Academic Year- 2024-2025)

Semester III

No. of Courses	Semester II	Credits
1	Open Elective Course	
1	Digital Marketing I	02

1. Digital Marketing I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to digital marketing	15
2	Segmentation, Targeting and Positioning in Digital Marketing	15
	Total	30



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Janardan Bhagat Shikshan Prasarak Sanstha's
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(AUTONOMOUS)

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Course Outcome (COs) Semester III

Name of the Programme B.Com	Programme Coordinator Saumya Rai	Head of the Department Prof.(Dr.) S.B. Yadav
Subject: Digital Marketing I	Course:General Open elective Course code: UOE3DM1	Course: Open Elective Course code: UOE3DM1
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Outline core principles and concepts of digital marketing	II. Understanding
C02	Discover emerging trends in digital marketing	IV. Analyse
C03	Conclude technologies in the field of digital marketing	V. Evaluating



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Sr. No.	Modules / Units
1	Introduction to digital marketing
	<ul style="list-style-type: none">• Introduction of Marketing and its functions• Overview of digital marketing• Evolution and importance of digital marketing, Digital marketing landscape and trends• Email Marketing: Importance of email marketing, creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails, how to create Effective & Unique Email Content
2	Segmentation, Targeting and Positioning in Digital Marketing
	<ul style="list-style-type: none">• Concept, Need & Benefits• Criteria for segmenting Digital Audience-Geographic, Demographic, Psychographic, Behavioral segmentation-• Targeting Online Customers – Business and Customer Markets, - Product Positioning, Sectoral perspective in digital marketing applications-Marketing Mix in digital marketing context.



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8. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
9. Digital Marketing: Strategy, Implementation and Practice, Dave Chaffey and Fiona Ellis-Chadwick, 6th edition, 2015, Person
10. Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success , Chad White, 2nd Edition, 2014, Createspace Independent Pub
11. Digital Marketing For Dummies, Ryan Deiss and Russ Henneberry, 1st edition 2017, For Dummies
12. Positioning: The Battle for Your Mind" by Al Ries and Jack Trout, 1st edition, 2001, McGraw Hill



Scheme of Examination (Amended) Faculty of Commerce (Under-graduate Programmes)

Choice Based Credit System (CBCS)
Revised Scheme of Examination
For Open Elective Courses (OE) (50 Marks)

- The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Continuous Internal Assessment (CIA): 40 % **20 Marks**

Sr. No.	Particular	Marks
01	One project / case study / Test based on Practical skills/test based on tutorials (Workbook)/ Open book test based on curriculum to be assessed by the teacher concerned	20 Marks

B) Semester End Examination (SEE): 60 % **30 Marks**

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern
1. There shall be two/three questions each of 15/10 marks.
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



**Under Choice Based Credit, Grading and Semester System
Course Structure**

(To be implemented from Academic Year- 2024-2025)

Open Elective Courses (OE)

UOE4DM2

1. Digital Marketing II

Semester IV

No. of Courses	Semester II	Credits
1	Open Elective Course	
1	Digital Marketing II	02

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Search Engine Optimization Techniques and Social Media Marketing (SMM)	15
2	Analytics and Performance Measurement and Emerging Trends in Digital Marketing	15
	Total	30



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL

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Course Outcome (COs) Semester IV

Name of the Programme B.Com	Programme Coordinator Ms. Saumya Rai	Head of the Department Dr. S.B. Yadav
Subject: Digital Marketing	Course: General Open Elective Course code : UCM3OE2	Course: General Open Elective Course code:UCM3OM2
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Understand the Search Engine Optimization Techniques and Social Media Marketing (SMM)	II. Understanding
C02	Inspect Analytics and Performance Measurement	IV.Analyse
C03	Measure Emerging Trends in Digital Marketing	V.Evaluating



Sr. No.	Modules / Units
1	Search Engine Optimization Techniques and Social Media Marketing (SMM)
	<ul style="list-style-type: none">• Introduction to SEO concept and role in digital marketing: Understanding Search Engine Optimization: Features of SEO, Significance of SEO• Model used in Digital Marketing-The Five Stage AACRO POEM model,- Inverted Pyramid in SEO• Introduction to social media marketing, Popular social media platforms and their uses, Creating effective social media content
2	Analytics and Performance Measurement and Emerging Trends in Digital Marketing
	<ul style="list-style-type: none">• Introduction to digital analytics, Key performance indicators (KPIs) in digital marketing, Tools for tracking and analyzing digital marketing performance• Mobile advertising strategies, Optimizing for mobile user experience, Voice search and voice-activated devices• Artificial intelligence (AI) in digital marketing
Reference Books	
<ol style="list-style-type: none">1. Digital Marketing: Strategy, Implementation and Practice, Dave Chaffey and Fiona Ellis-Chadwick, 6th edition, 2015, Person2. Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success , Chad White, 2nd Edition, 2014, Createspace Independent Pub3. Digital Marketing For Dummies, Ryan Deiss and Russ Henneberry, 1st edition 2017, For Dummies4. Positioning: The Battle for Your Mind , Al Ries and Jack Trout, 1st edition, 2001, McGraw Hill5. SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke6. Social Media Marketing Workbook: How to Use Social Media for Business Jason McDonald, 2022 Updated Edition, 2016, Createspace Independent Pub7. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Chuck Hemann and Ken Burbary, 2013, 2nd edition, QUE8. Mobile Marketing: Finding Your Customers No Matter Where They Are, Cindy	



॥ विद्या विनयेन शोभते ॥

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Krum, 2010, 1st edition, QUE publishing

9. Artificial Intelligence for Marketing: Practical Application, Jim Sterne, 2017, 2nd edition, CBS PUBLISHERS AND DISTRIBUTORS PVT. LTD.



Scheme of Examination (Amended) Faculty of Commerce (Under-graduate Programmes)

Choice Based Credit System (CBCS)

Revised Scheme of Examination
For Open Elective Courses (OE) (50 Marks)

- The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Continuous Internal Assessment (CIA): 40 %

20 Marks

Sr. No.	Particular	Marks
01	One project / case study / Test based on Practical skills/test based on tutorials (Workbook)/ Open book test based on curriculum to be assessed by the teacher concerned	20 Marks

B) Semester End Examination (SEE): 60 %

30 Marks

- Duration: The examination shall be of 1 hour's duration.

Question Paper Pattern

Theory question paper pattern
<ol style="list-style-type: none">There shall be two/three questions each of 15/10 marks.All questions shall be compulsory with internal options.Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern (Theoretical Courses)

Maximum Marks: 30

Questions to be set: 03

Duration: 1 Hrs.

All Questions are Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Theoretical Question	10 Marks
	OR	
Q-1	Theoretical Question	10 Marks
Q-2	Theoretical Question	10 Marks
	OR	
Q-2	Theoretical Question	10 Marks
Q-3	Theoretical Question	10 Marks
	OR	
Q-3	Theoretical Question	10 Marks



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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**Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
ARTS, COMMERCE & SCIENCE COLLEGE, NEW
PANVEL (AUTONOMOUS)**

**Re-accredited 'A+' Grade by NAAC
'College with Potential for Excellence' Status Awarded by UGC
'Best College Award' by University of Mumbai
Program: B.Com**

Revised Syllabus

**Third Year Semester V
and VI
Under Choice Based Credit, Grading and
Semester System**

Revised Syllabus of T.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's
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ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL
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Under Choice Based Credit, Grading and Semester System

Course Structure

T.Y.B.Com.

(To be implemented from Academic Year- 2024-2025)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
1	Discipline Specific Courses I		1	Discipline Specific Courses I	
1	Commerce V (Marketing)	03	1	Commerce VI (HRM)	03
2	Discipline Elective Courses I		2	Discipline Elective Courses I	
1	Export Marketing I/ Marketing Research I	03	1	Export Marketing II/ Marketing Research II	03
Total Credits		06	Total Credits		06



***Syllabus of Courses of B.Com. Programme at Semester V with effect
from the Academic Year 2024-2025***

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

3. Commerce-V

Marketing

Paper Code: CM5CM5

● **Course objectives:**

- 1) To teach the students the concepts of marketing
- 2) To Explain the various aspects and importance of marketing decision making
- 3) To understand the importance of marketing mix in decision making
- 4) To make students aware of the various key marketing dimensions
- 5) To understand the skill sets required for effective marketing
- 6) To explain marketing ethics

● **Course Outcomes:**

- 1) Enable the student to comprehend the concepts of marketing
- 2) Familiar with the basic elements of marketing mix
- 3) Evaluate the key marketing dimensions for decision making
- 4) Understanding the importance of Rural marketing, ethics and challenges faced in market



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Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	12
2	Marketing Decisions I	11
3	Marketing Decisions II	11
4	Key Marketing Dimensions	11
Total		45



Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none">• Marketing, Concept of Market and Marketing , Features, Importance, Evolution, Strategic v/s Traditional Marketing• Marketing Research - Concept, Features, Process Marketing Information System- Concept, Components, Data Mining- Concept, Importance• Consumer Behaviour- Concept, ,Factors influencing Consumer Behaviour, Consumer buying decision process, Market Segmentation- Concept, Benefits, Bases of market segmentation, Customer Relationship Management-Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection
2	Marketing Decisions I
	<ul style="list-style-type: none">• Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept , Components Brand Equity- Concept , Factors influencing Brand Equity• Packaging- Concept , Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges• Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies
3	Marketing Decisions II
	<ul style="list-style-type: none">• Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM• Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope , Importance• Sales Management- Concept, Components, Emerging trends in selling



	Personal Selling- Concept , Process of personal selling, Skill Sets required for Effective Selling
4	Key Marketing Dimensions
	<ul style="list-style-type: none">● Marketing Ethics: Concept, Unethical practices in marketing, Competitive Strategies for Market Leader, Market Challenger, Market Follower, and Market Niche.● Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, myths about rural markets, IT and rural market Digital Marketing-Concept, trends in Digital Marketing Green Marketing- concept, importance● Challenges faced by Marketing Managers in 21st Century , Careers in Marketing –Sustainable marketing principles Marketing During and post Pandemic



***Syllabus of Courses of B.Com. Programme at
Semester VI with effect from the Academic Year
2024-2025***

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

3. Commerce-VI

Human Resource Management

Paper Code: UCM6CM6

● **Course objectives:**

- 1) To teach the students the concepts of Human Resource Management
- 2) To understand the various aspects and importance of Human Resource Development
- 3) To Explain the importance of human relations and employee welfare
- 4) To explain the recent trends and Challenges in Human Resource Management
- 5) To explain the importance of human resources and their effective management in organizations

● **Course Outcomes:**

- 1) Develop the understanding of the concepts of Human Resource Management
- 2) Be familiar with the various aspects of Human Resource Development
- 3) Develop an understanding of the importance of Human relations
- 4) Evaluate the trends in Human Recourse Management
- 5) To integrate the knowledge of the concepts of Human Resource Management to take correct business decisions.



Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Human Resource Management	12
02	Human Resource Development	11
03	Human Relations	11
04	Trends In Human Resource Management	11
Total		45



Modules at a Glance

Sr. No.	Modules / Units
1	Human Resource Management <ul style="list-style-type: none">● Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management● Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques● Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E-selection,
2	Human Resource Development <ul style="list-style-type: none">● Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, E- Training) Evaluating training effectiveness- Concept, Methods● Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance● Career Planning- Concept, Importance, Succession Planning- Concept, Need Mentoring- Concept, Importance Counselling- Concept, Techniques.
3	Human Relations <ul style="list-style-type: none">● Human Relations- Concept, Significance, Leadership –Concept, Transactional & Transformational Leadership. Motivation- Concept, Theories of Motivation, (Maslow's Need Hierarchy Theory Vroom's Expectancy Theory, McGregor's Theory X and Theory Y, William Ouchi's theory Z)● Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ● Employee Grievance- Causes, Procedure for Grievance redressal● Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management



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	<ul style="list-style-type: none">● HR in changing environment: Competencies- concept, classification Innovation culture- Concept, Need, Managerial role. E -HRM – nature, activities, E -HRP, E recruitment, E- performance Management, E - Compensation, E -HR records and Audit ((advantages and challenges)● Trends in Human Resource Management, Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment.● Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Inclusion in the workplace, Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y), Competency Mapping, Human Resource Management during and post Pandemic.
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- Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
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- Lepak, David & Gowan, Mary. Human Resource Management. Dorling Kindersley (India).
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- Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.
- Robbins, Stephen P. Organisational Behaviour. Pearsons Education, New Delh



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

❖ Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 40 % 40 Marks

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



(For Courses with Practical)

Sr. No.	Particular	Marks
01	Practical Examination	20 Marks
	Journal	05 Marks
	Viva Voce	05 Marks
	Laboratory Work	10 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Periodical Class Test)

Maximum Marks: 20

Duration: 40 Minutes

Questions to be set: 02

All Questions are Compulsory

Question No.	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks



B) Semester End Examination: 60 %

60 Marks

- Duration: The examination shall be of 2 hours duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be four questions each of 15 marks (30 marks with internal options).
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit/module.

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e.16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



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Program: B. Com**

Semester System

Revised Syllabus of T.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



***Revised Syllabus of Courses of B.Com. Programme at Semester V with effect
from the Academic Year 2024-2025***

Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

Export Marketing Paper - I

Modules at a Glance

Paper Code: UCM5EM1

Sr. No.	Modules	No. of Lectures
1	Introduction to Export Marketing	12
2	Global Framework for Export Marketing	11
3	India's Foreign Trade Policy	11
4	Export Incentives and Assistance	11
Total		45

Course objectives:

1. To understand the basic functions of Export Marketing.
2. To get insights of the global scenario for Export Marketing.
3. To analyze India's Foreign Trade Policy
4. To study the export incentives and aids available by the government for exports.

Course Outcomes:

- 1: Understand the basic functions of exports.
- 2: Insights of the global scenario for Export Marketing
- 3: Review the current scenario of India's foreign trade policy.
- 4: Explore the export incentives and subsidies available for exports.



Sr. No.	Modules / Units
1	Introduction to Export Marketing
	a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector c) Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (since 2015)
2	Global Framework for Export Marketing
	a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers b) Major Economic Groupings of the World (EU (European Union), ASEAN (The Association of Southeast Asian Nations), SAARC (The South Asian Association of Regional Cooperation), NAFTA (The North American Free Trade Agreement) BRICS (Brazil, Russia, India, China, South Africa) RCEP (Regional comprehensive economic partnership) BIMSTEC (Bay of Bengal Initiative for multisectoral trade & economic cooperation.); Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organization (WTO) c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection E- Exporting
3	India's Foreign Trade Policy
	a) Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports c) Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ Production Link Incentive Scheme (PLI)



4	Export Incentives and Assistance
	<p>a. Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC),</p> <p>b. Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP)</p> <p>c. Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters</p>

Export Marketing Paper I
<ul style="list-style-type: none">● <i>Export Policy Procedures & Documentation</i> – M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition,● <i>International Business</i>, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition● <i>Export Import Procedures - Documentation and Logistics</i>, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016● <i>International Trade and Export Management</i>, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017● <i>R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices]</i>, Centax Publication, 2017● <i>EXIM Policy & Handbook of EXIM Procedure – VOL I & II</i>● <i>International Marketing and Export Management</i>, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016● <i>International Marketing Strategy</i>, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008.● <i>Global marketing</i>, Warren J. Keegan 9th Edition Pearson Education, Delhi,● <i>New Import Export Policy</i> - Nabhi Publications, 2017● <i>P.K. Khurana, Export Management</i>, Galgotia Publishing Co, New Delhi● <i>P.K. Vasudeva, International Marketing</i>-, Excel Books, fourth edition, New Delhi● <i>Paras Ram, Export documentation and procedure A-Z</i>● <i>Export: What, Where, How?</i> Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17● <i>International Marketing</i>, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014● <i>International Marketing Management, An Indian Perspective</i>, R.L. Varshney and B. Bhattacharya, Sultan Chand & Sons, 24th Edition, 2012● <i>International Marketing Analysis and Strategy</i>, Sak Onkvisit, John J. Shaw, Prentice-Hall of India Pvt. Ltd., 5th Edition, 2008



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- *International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001*
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- *Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, South-Western, 10th Edition, 2012*
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***Revised Syllabus of Courses of B.Com. Programme at Semester VI with effect
from the Academic Year 2024-2025***

Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

Export Marketing Paper – II

Paper Code: UCM6EM2

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Product Planning and Pricing Decisions for Export Marketing	12
2	Export Distribution and Promotion	11
3	Export Finance	11
4	Export Procedure and Documentation	11
Total		45

Course objectives:

1. To understand the basic functions of product planning and pricing decision for export marketing
2. To get insights into export distribution and promotion
3. To analyze India's scenario for obtaining export finance
4. To study the export procedure and documentation to be followed in exports.

Course Outcomes:

- 1: Understand the basic functions of product planning and pricing decision for export marketing
- 2: To get insights into export distribution and promotion in Export Marketing
- 3: To review the current scenario obtaining export finance
- 4: To understand export procedure and documentation to be followed in export



Sr. No.	Modules / Units
1	Product Planning and Pricing Decisions for Export Marketing
	a) Planning for Export Marketing with regards to Product, Branding, Packaging ROHS (Restriction of Hazardous Substances, Recycling) b) Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing c) International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation, International Trade Management
2	Export Distribution and Promotion
	a) Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels b) Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing, Warehousing c) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing; Grey Marketing E-Exporting Schemes
3	Export Finance
	a) Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade b) Features of Pre-shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance. c) Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC
4	Export Procedure and Documentation
	a. Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; (HSN Harmonized System of Nomenclature) b. Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realization of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking. (LUT) c. Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin. Performa of Bills



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3. Export Marketing II

- *Export Policy Procedures & Documentation*– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition,
- *International Business*, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition
- *Export Import Procedures - Documentation and Logistics*, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016
- *International Trade and Export Management*, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017
- *R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices]*, Centax Publication, 2017
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- *P.K. Khurana, Export Management*, Galgotia Publishing Co, New Delhi
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- *International Marketing Management, An Indian Perspective*, R.L. Varshney and B. Bhattacharya, Sultan Chand & Sons, 24th Edition, 2012
- *International Marketing Analysis and Strategy*, Sak Onkvisit, John J. Shaw, Prentice-Hall of India Pvt. Ltd., 5th Edition, 2008



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

❖ Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 40 %

40 Marks

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



(For Courses with Practical)

Sr. No.	Particular	Marks
01	Practical Examination	20 Marks
	Journal	05 Marks
	Viva Voce	05 Marks
	Laboratory Work	10 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Periodical Class Test)

Maximum Marks: 20

Duration: 40 Minutes

Questions to be set: 02

All Questions are Compulsory

Question No.	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks



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B) Semester End Examination: 60 %

60 Marks

- Duration: The examination shall be of 2 hours duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be four questions each of 15 marks (30 marks with internal options).
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit/module.

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



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Program: B. Com

Revised Syllabus

**Third Year Semester V
and VI
Under Choice Based Credit, Grading and
Semester System**

Revised Syllabus of T.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

***Revised Syllabus of Courses of B.Com. Programme at Semester V with
effect from the Academic Year 2024-2025***

Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

4. Marketing Research Paper – I

Paper Code: UCM5MR1

- **Course objectives:**

- 1) To introduce the concepts of marketing research
- 2) To understand the various steps and stages in planning marketing research
- 3) To make learners familiar with the sources of data collection
- 4) To provide analytical framework of data processing and analysis
- 5) To facilitate students to integrate technology in data collection and introduction to statistical tools in data analysis
- 6) To enable students to understand the significance of good report writing

- **Course Outcomes:**

- 1) Comprehend the concepts of marketing research
- 2) Enable the student to undertake marketing research
- 3) Evaluate the various sources of data collection
- 4) Familiar with data processing, analysis and reporting
- 5) Integrating the use of technology in data collection and analysis



Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing Research	12
2	Planning Research	11
3	Data Collection	11
4	Data Processing, Analysis, Reporting	11
Total		45



Sr. No.	Modules / Units
1	Introduction to Marketing Research
	<p>a. Marketing Research- Definition, features, functions, significance of Marketing Research in marketing decision making, limitations of Marketing Research</p> <p>b. Steps in Marketing Research, Ethics in Marketing Research, Career options in Marketing Research, Qualities of a good Marketing Research professional</p> <p>c. Marketing Information System- Definition, components, essentials of a good MIS, Key Performance Indicator (KPI) Dashboards- concept and examples, Concept of Decision Support System- Components , importance Data Mining- concept, importance</p>
2	Planning Research
	<p>a. Research Design- concept, importance, types Hypothesis- concept, types, importance</p> <p>b. Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire</p> <p>c. Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling</p>
3	Data Collection
	<p>a. Primary data-concept, merits, demerits, methods</p> <p>b. Secondary data- concept, merits, demerits, sources</p> <p>c. Qualitative and Quantitative research- concept, features, Qualitative v/s Quantitative research</p> <p>Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance</p>
4	Data Processing, Analysis, Reporting



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	<p>a. Stages in Data processing Editing- meaning, objectives, types Coding- meaning, guidelines Classification- meaning, methods Tabulation- meaning, methods</p> <p>b. Data Analysis & Interpretation Data Analysis- meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL, MINITAB) Data Interpretation- meaning, importance, stages</p> <p>c. Report Writing- concept, types, contents, essentials, use of visual aids in research report</p>
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***Revised Syllabus of Courses of B.Com. Programme at Semester VI with
effect from the Academic Year 2024-2025***

Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

4. Marketing Research Paper – II

Paper Code: UCM6MR2

● **Course objectives:**

- 1) To introduce the concepts of application of marketing research
- 2) To understand the various aspects of Product, brand and price research
- 3) To make learners familiar with physical, promotion, advertising and consumer research
- 4) To explain about sales, rural marketing and global research
- 5) To facilitate students to understand about managing marketing research activities
- 6) To introduce students to a few prominent marketing research agencies

● **Course Outcomes:**

- 1) Understand the concepts of application of marketing research
- 2) Enable the student to gain knowledge about various aspects of application of marketing research
- 3) Evaluate the in house and professional marketing research agencies
- 4) Familiar with prominent marketing research agencies
- 5) Developing the skill to undertake small projects of marketing research



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Sr. No.	Modules	No. of Lectures
1	Applications of Marketing Research-I	12
2	Applications of Marketing Research-II	11
3	Applications of Marketing Research-III	11
4	Managing Marketing Research	11
Total		45



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Sr. No.	Modules / Units
1	Applications of Marketing Research-I
	a. Product Research- concept, areas, steps in new product development, Test Marketing- concept, methods b. Brand Research- concept, components of a Brand, importance of brand research Packaging Research- concept, importance c. Price Research- concept, factors influencing pricing, importance of price research, methods of price research
2	Applications of Marketing Research-II
	a. Physical Distribution research- concept, types of distribution channels, Supply Chain Management- concept, components of supply chain management, importance of physical distribution research b. Promotion Research- concept, elements of promotion, importance of promotion research Advertising Research- concept, scope, pre & post testing methods of advertising effectiveness c. Consumer Research- concept, objectives, methods. Customer experience management- Importance. Motivation Research- concept, importance
3	Applications of Marketing Research-III
	a. Sales Research- concept, significance, scope/areas b. Rural Marketing Research-concept, features of Indian rural market, sources of data, research tools, do's and don'ts in rural Marketing Research c. Global Marketing Research- concept, factors affecting Global Marketing, need and scope of Global Marketing Research
4	Managing Marketing Research
	a. Organizing Marketing Research activity- factors involved in organizing Marketing Research activity, In house marketing department,--structure, merits, demerits b. Professional Marketing Research agencies- structure, merits, demerits, professional standards c. Marketing Research in India-- Marketing Research in India, Future of MR in India, Prominent Marketing Research agencies- HTA, ORG, IMRB, NCAER, Nielson, MR in small business and nonprofit organisations, Marketing Research during and post Pandemic



Reference Books

- Marketing Research Text and Cases, Rajendra Nargundkar, McGraw Hill, 2nd edition
- Marketing Research (Text with Cases), Suja Nair, Himalaya Publishing House, Maharashtra, 2014
- Marketing Research, John Boyce, Tata McGraw Hill Publishing Co. Ltd., Maharashtra, 2011
- Encyclopaedia of Marketing Research Series, S.D. Singh, Anmol Publications Pvt. Ltd., New Delhi, 2012
- Marketing Research: A Global Outlook, V. Kumar, Sage Publications, New Delhi, 2015
- Marketing Research, G. C. Beri, McGraw Hill, New Delhi, 2007
- Fundamentals of Marketing Research, M.K. Gawande, Chandralok Prakashan, Kanpur, 2012
- Marketing Research: The impact of internet, Gates, Roger et al, John Wiley & sons, Great Britain, 2002



Scheme of Examination (Amended)

Faculty of Commerce

(Under-graduate Programmes)

Choice Based Credit System (CBCS)

❖ Revised Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's Performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 40 %

40 Marks

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks



(For Courses with Practical)

Sr. No.	Particular	Marks
01	Practical Examination	20 Marks
	Journal	05 Marks
	Viva Voce	05 Marks
	Laboratory Work	10 Marks
02	Group/ Individual Survey Project/Presentation and write up on the selected topics of the subjects/Case studies / Test based on tutorials /Book Review / Open Book Test	15 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern
(Periodical Class Test)

Maximum Marks: 20

Duration: 40 Minutes

Questions to be set: 02

All Questions are Compulsory

Question No.	Particular	Marks
Q-1	Match the Column / Fill in the Blanks / Multiple Choice Questions/ Answer in One or Two Lines (Concept based Questions) (1 Marks / 2 Marks each)	10 Marks
Q-2	Answer in Brief (Attempt any Two of the Three) (5 Marks each)	10 Marks



B) Semester End Examination: 60 %

60 Marks

- Duration: The examination shall be of 2 hours duration.

Question Paper Pattern

Theory question paper pattern

1. There shall be four questions each of 15 marks (30 marks with internal options).
2. All questions shall be compulsory with internal options.
3. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit/module.

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



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Program: B. Com

Revised Syllabus

**Third Year Semester
V and VI**

Under Choice Based Credit, Grading and

Semester System

Revised Syllabus of T.Y.B.Com. Commerce

To be implemented from Academic Year 2024-2025



*Syllabus of Courses of B.Com. Programme at Semester V with
effect from the Academic Year 2024-2025*

Digital Commerce (2 Credit course)

Course Description	
Semester	I
Course Name	Digital Commerce
Course Code	UCM5DC1
Credit	2
Theory	2 hrs. per week
Practical	-
Hours	30

Course Objectives:

- Understand the evolution and significance of digital technologies.
- Examine digital literacy skills for effective navigation and participation in the digital world.



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Name of the Programme B.Com	Programme Coordinator	Head of the Department- Prof. (Dr.) S.B. Yadav
Subject: Digital Commerce	Course: Course code : UCM5DC1	
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Understand the significance of digital technologies	Understanding
C02	Understand & Remember the Ethical and Legal Implications of Digital Technology	Understanding Remembering
C03	Applying and Work Effectively in Digital Environments.	Applying



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Syllabus		Total 30 L
Unit I	Introduction to the Digital World Definition and scope of the digital world Historical evolution of digital technologies Digital convergence and globalization Digital Media and Communication Overview of digital media platforms and channels Digital storytelling and content creation Social media dynamics and online communities Digital Culture and Identity Formation of digital identities Virtual communities and subcultures Diversity and representation in digital spaces Digital Citizenship and Ethics Rights, responsibilities, and privileges in the digital world Online privacy and security Cyberbullying and digital harassment	15
Unit II	Mobile Commerce and Apps Trends in mobile commerce (m-commerce) Designing and developing mobile commerce apps Mobile payment solutions and digital wallets Digital Financial Tools: OTP, QR Code, Unified Payment Interface, Aadhar Enabled Payment System, USSD, Credit/ Debit Cards, e-Wallets.	15



*Syllabus of Courses of B.Com. Programme at Semester VI
with effect from the Academic Year 2024-2025*

Sem VI

Course Description	
Semester	VI
Course Name	Digital Design Tool-Canva
Course Code	UCM6DDT
Credit	2
Theory	2 hrs. per week
Practical	-
Hours	30

Course Objectives:

- To familiarize students with the Canva interface, tools, and features essential for creating professional-quality designs.
- To educate students on design best practices and branding guidelines to maintain consistency and professionalism in their designs



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Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL

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Name of the Programme B.Com	Programme Coordinator	Head of the Department- Prof.(Dr.) S.B. Yadav
Subject: Digital Design Tool- Canva	Course: Course code : UCM6DDT	
	After completing the course, students will be able to;	Bloom's Taxonomy Level (BTL)
C01	Understand design principles and techniques for presentation	Understanding
C02	learn to navigate the Canva platform efficiently	Understanding Remembering
C03	Creating and applying various design elements for presentation	Applying

Syllabus		Total 30L
Unit I	Introduction to Canva Overview of Canva and its features Understanding Canva's interface and workspace Exploring design templates and layouts Presentation Design Principles Understanding the principles of effective presentation design Importance of visual hierarchy and layout Using color, typography, and imagery effectively	15L
Unit II	Creating Presentations in Canva Choosing the right presentation format and size Exploring presentation templates and themes Adding and formatting text, headings, and subheadings	15L



Scheme of Examination (Amended)
Faculty of Commerce
(Under-graduate Programmes)
Choice Based Credit System (CBCS)
Revised Scheme of Examination
(100 Marks)

- The performance of the learners shall be evaluated into two components. The allocation of marks are as shown below:

A) Continuous Internal Assessment (CIA): 40 %

40 Marks

Sr. No.	Particular	Marks
01	Internal Test/Tool Test/Open book test based on curriculum to be assessed by teacher concerned/(Attendance 05 Marks)	40 Marks

B) Semester End Examination (SEE): 60 %

60 Marks

- Duration: The examination shall be of 2 hour's duration.

Question Paper Pattern

Theory question paper pattern for Semester End Examination

There shall be four/six questions each of 15/10 marks.
All questions shall be compulsory with internal options.
Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the unit.



Question Paper Pattern
Internal Test
(Theoretical Courses)

Maximum Marks: 20

Questions to be set: 03

Duration: 40 Mins.

All Questions are Compulsory.

Question No	Particular	Marks
Q-1	Multiple Choice Question	05 Marks
Q-2	Theoretical Question one to two statements	05 Marks
Q-3	Theoretical Question OR	10 Marks
Q-3	Theoretical Question	10 Marks

Question Paper Pattern
Semester End Examination
(Theoretical Courses)

Maximum Marks: 60

Questions to be set: 03

Duration: 2 Hrs.

All Questions are Compulsory.

Question No	Particular	Marks
Q-1	Multiple Choice Question	15 Marks
Q-2	Theoretical Question OR	15 Marks
Q-2	Theoretical Question	15 Marks
Q-3	Theoretical Question OR	15 Marks
Q-3	Theoretical Question	15 Marks
Q-4	Theoretical Question OR	15 Marks
Q-4	Theoretical Question	15 Marks