



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 of F.Y.B.Com. Commerce
Choice Based Credit & Grading System (75:25)
w.e.f. Academic Year 2019-20

Bachelor of Commerce (B.Com.)Programme

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 (75:25)
8	Status	Revised
9	To be implemented from Academic year	2019-2020

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.

Course Objectives :

Sr.No.	Objectives
1	To explore the modern business world and to help students to understand the basic concepts in commerce and business
2	To serve the needs of those who intend to start their own businesses
3	To help the students to make sound business decisions
4	To provide quality education in business studies

Course Outcomes :

Sr.No.	Outcomes
1	Better understanding of Business concepts
2	Understanding impact of Environment on Business
3	Understanding concept of Project planning
4	Awareness of Entrepreneurship as Career option

Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com.

(To be implemented from Academic Year- 2019-2020)

Semester I	Credits	Semester II	Credits
Elective Courses (EC)		Elective Courses (EC)	
Discipline Specific Elective(DSE)Courses		Discipline Specific Elective(DSE)Courses	
Accountancy and Financial Management - I	03	Accountancy and Financial Management - II	03
Discipline Related Elective(DRE)Courses		Discipline Related Elective(DRE)Courses	
Commerce - I	03	Commerce - II	03
Business Economics - I	03	Business Economics - II	03
Ability Enhancement Courses (AEC)		Ability Enhancement Courses (AEC)	
Ability Enhancement Compulsory Courses (AECC)		Ability Enhancement Compulsory Courses (AECC)	
Business Communication - I	03	Business Communication - II	03
Environmental Studies - I	03	Environmental Studies - II	03
*Skill Enhancement Courses (SEC)		**Skill Enhancement Courses (SEC)	
Any one course from the following list of the courses	02	Any one course from the following list of the courses	02
Core Courses (CC)		Core Courses (CC)	
Mathematical and Statistical Techniques - I	03	Mathematical and Statistical Techniques - II	03
Total Credits	20	Total Credits	20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II
Note: Course selected in Semester I will continue in Semester II			

Bachelor of Commerce (B.Com.) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

(To be implemented from Academic Year- 2019-2020)

Semester I

No. of Courses	Semester I	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management - I	03
1B	Discipline Related Elective(DRE)Courses	
2	Commerce - I	03
3	Business Economics - I	03
2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - I	03
5	Environmental Studies - I	03
2B	*Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - I	03
Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)	
1	Foundation Course - I
2	Foundation Course in NSS - I
3	Foundation Course in NCC - I
4	Foundation Course in Physical Education - I

***Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2019-2020***

***Elective Courses (EC)-
Discipline Related Elective (DRE) Courses***

**Commerce I
Introduction to Business
(Subject Code –UCM1CM1)
Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45

Sr. No.	Modules / Units
1	Business
	<p>Introduction: Concept, Functions, Significance and challenges of business. Traditional and Modern Concept of business.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p>New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>
2	Business Environment
	<p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p>Constituents of Business Environment: Internal and External Environment, PESTEL Analysis</p> <p>International Environment –Introduction to International Business and significance of International Business, WTO and Trading Blocs and their impact on Indian Business.</p>
3	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>

***Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2019-2020***

Reference Books

Commerce I
<ul style="list-style-type: none">• <i>Business Organisation Management</i> Maheshwari, Rajendra P, Mahajan, J.P., International Book House• <i>Business Organisation</i>, Maheshwari, Rajendra P, Mahajan, J.P., International Book House• <i>Introduction To Commerce</i>, Vikram, Amit, Atlantic Pub• <i>A Course Book On Business Environment</i>, Cherunilam, Francis, Himalaya Pub• <i>Business Environment</i>, Cherunilam, Francis, Himalaya Pub• <i>Essentials Of Business Environment</i>, Aswathappa, K., Himalaya Pub• <i>Essentials Of Business Environment</i>, Aswathappa, Himalaya Pub• <i>Strategic Management</i>, Kapoor, Veekkas, Taxmann• <i>Strategic Management</i>, David, Fred R., Phi Leraning• <i>Strategic Management</i>, Bhutani, Kapil, Mark Pub.• <i>Strategic Management</i>, Bhutani, Kapil, Mark Pub.• <i>Entrepreneurship</i>, Hisrich, Robert D, Mc Graw Hill• <i>Entrepreneurship Development</i>, Sharma, K.C., Reegal Book Depot

Bachelor of Commerce (B.Com.) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2019-2020)

Semester II

No. of Courses	Semester II	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management - II	03
1B	Discipline Related Elective(DRE)Courses	
2	Commerce - II	03
3	Business Economics - II	03
2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - II	03
5	Environmental Studies - II	03
2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - II	03
Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - II
2	Foundation Course in NSS - II
3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - II

***Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2019-2020***

***Elective Courses (EC)-
Discipline Related Elective (DRE) Courses***

**Commerce II
Service Sector
(Subject Code –UCM2CM2)**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Concept of Services	12
2	Retailing	12
3	Recent Trends in Service Sector	10
4	E-Commerce	11
Total		45

Course Objectives :

Sr.No.	Objectives
1	To introduce students to service sector
2	To make learners familiar with banking and retailing sector
3	To enable learners to understand various aspects of E-Commerce
4	To make the learners familiar with current challenges and issues in service sector

Course Outcomes :

Sr.No.	Outcomes
1	Understanding the service sector
2	Better Knowledge about banking and retailing sector
3	Understanding various aspects of E-Commerce

Sr. No.	Modules / Units
1	Concept of Services
	<p>Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian</p> <p>Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people</p> <p>Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.</p>
2	Retailing
	<p>Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers</p> <p>Retail Format: Store format, Non – Store format, Store Planning, design and layout</p> <p>Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing</p>
3	Recent Trends in Service Sector
	<p>ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.</p> <p>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</p> <p>Logistics: Net working – Importance – Challenges</p>
4	E-Commerce
	<p>Introduction: Meaning, Features, Functions and Scope of E-Commerce- Importance and Limitations of E-Commerce</p> <p>Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C.</p> <p>Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates , Government E-Market place</p>

Reference Books

Commerce II

- *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*
- *Introduction To Retailing, Lusch,Robert F., Dunne,Patrick M., Carver,James R.,Cengage Learning*
- *Retailing Management, Levy Michael., Weitz Barton A,Tata Mcgraw Hill*

Credit Based Evaluation System

I) Traditional Programmes: Bachelor of Commerce (B.Com.)

❖ 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 25% marks in the first component by conducting the Semester End Examinations with 75% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Internal Assessment: 25 % 25 Marks *(For Courses without Practical)*

Sr. No.	Particular	Marks
01	One periodical class test / online examination to be conducted in the given semester	20 Marks
02	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 for the Courses at Under Graduate Programmes)

Maximum Marks: 20

Questions to be set: 02

Duration: 40 Minutes

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: 75 % 75 Marks

- Duration: The examination shall be of $2\frac{1}{2}$ hours duration.

Question Paper Pattern

Theory question paper pattern
<ol style="list-style-type: none">1. There shall be five questions each of 15 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.

❖ 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. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) 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 S.Y.B.Com. Commerce
Choice Based Credit & Grading System (75:25)
w.e.f. Academic Year 2020-21

S.Y.B.Com

(To be implemented from Academic Year- 2020-2021)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	<i>Elective Courses (EC)</i>		1	<i>Elective Courses (EC)</i>	
1A	<i>Discipline Specific Elective(DSE) Courses</i>		1A	<i>Discipline Specific Elective(DSE) Courses</i>	
1Aa	<i>Discipline Specific Elective(DSE) Courses</i>		1Aa	<i>Discipline Specific Elective(DSE) Courses</i>	
1	Accountancy and Financial Management III	03	1	Accountancy and Financial Management IV	03
1Ab	<i>Discipline Specific Elective(DSE) Courses</i>		1Ab	<i>Discipline Specific Elective(DSE) Courses</i>	
2	Financial Accounting and Auditing - Introduction to Management Accounting	03	2	Financial Accounting and Auditing - Auditing	03
1B	<i>Discipline Related Elective(DRE) Courses</i>		1B	<i>Discipline Related Elective(DRE) Courses</i>	
3	Commerce III	03	3	Commerce IV	03
4	Business Economics III	03	4	Business Economics IV	03
2	<i>Ability Enhancement Courses (AEC)</i>		2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>*Skill Enhancement Courses (SEC) Group A</i>		2A	<i>**Skill Enhancement Courses (SEC) Group A</i>	
5	Advertising I/ Computer Programming I	03	5	Advertising II/ Computer Programming II	03
2B	<i>*Skill Enhancement Courses (SEC) Group B</i>		2B	<i>**Skill Enhancement Courses (SEC) Group B</i>	
6	Any one course from the following list of the courses	02	6	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>		3	<i>Core Courses (CC)</i>	
7	Business Law I	03	7	Business Law II	03
Total Credits		20	Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) Group B for Semester III (Any One)</i>			<i>** List of Skill Enhancement Courses (SEC) Group B for Semester IV (Any One)</i>		
1	Foundation Course- Contemporary Issues – III		1	Foundation Course- Contemporary Issues – IV	
2	Foundation Course in NSS – III		2	Foundation Course in NSS – IV	
3	Foundation Course in NCC – III		3	Foundation Course in NCC – IV	
4	Foundation Course in Physical Education – III		4	Foundation Course in Physical Education – IV	
<i>Note: Course selected in Semester III will continue in Semester IV</i>					

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2020-2021)

Semester III

<i>Sr.No.</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Credits</i>
<i>1</i>	<i>UCM3CM3</i>	<i>Commerce III</i>	<i>03</i>
<i>2</i>	<i>UCM3AD1</i>	<i>Advertising I</i>	<i>03</i>
<i>3</i>	<i>UCM3BL1</i>	<i>Business Law I</i>	<i>03</i>

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2020-2021***

***Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses***

Commerce –III

(Management: Functions and Challenges)

Subject Code – UCM3CM3

Course Objectives:

- 1) To make the learners aware about conceptual knowledge and evolution of management.
- 2) To familiarize the learners with the functions of management.
- 3) To develop the skill of decision making.
- 4) To enable learners to understand organizing as a function of management.
- 5) To develop understanding of learners about controlling techniques.

• **Course Outcomes:**

- 1) Understanding about conceptual knowledge and evolution of management.
- 2) Awareness about the functions of management.
- 3) Develop clarity and knowledge of planning and decision making.
- 4) Better understanding about various aspect of organizing.
- 5) Developing the skills of controlling.

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2020-2021***

***Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses***

Commerce –III

(Management: Functions and Challenges)

Subject Code – UCM3CM3

Sr. No.	Modules	No. of Lectures
1	Introduction To Management	11
2	Planning & Decision Making	10
3	Organising	12
4	Directing And Controlling	12
Total		45

Sr. No.	Modules
1	Introduction To Management (11)
	<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 Organisation Theory: Henri Fayol’s Principles Neo Classical: 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 (10)
	<ul style="list-style-type: none"> • Planning – Steps, Importance, Components, Problems in Planning • M.B.O –Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components • Decision Making – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.
3	Organising (12)
	<ul style="list-style-type: none"> • Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Formal v/s Informal Organisation. • Departmentation –Meaning –Bases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organisation. • Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. <i>Decentralisation</i>: Factors Influencing Decentralisation, Centralization v/s Decentralisation
4	Coordination and Controlling (12)
	<ul style="list-style-type: none"> • Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication • Leadership and Coordination- Concept, Functions, Styles, Qualities of a good leader. Importance of Coordination, Principles of Coordination • Controlling – Concept, Steps, Techniques of Controlling –PERT, CPM, Budgetary Control, Management Audit.

SEMESTER – III – Commerce III

REFERENCE BOOKS:

REFERENCES

1. Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw-Hill,Publishing Co.Ltd.
2. Management – JamesA.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 –AlexisLeon ,MathewsLeon
Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

PAPER PATTERN
COMMERCE PAPER III
SEMESTER – III
W.E.F. 2020-2021

- Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15
- a.
 - b.
 - c.
- Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15
- a.
 - b.
 - c.
- Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15
- a.
 - b.
 - c.
- Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15
- a.
 - b.
 - c.
- Q.5 Write a short notes on **Any Three out of five** 15

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2020-2021***

***2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A***

5. Advertising – I

Subject Code -UCM3AD1

Course Objective:

- 1) To introduce the students to the concept of Advertising.
- 2) To make the students understand about the career options in advertising.
- 3) To introduce the economic & social aspects of advertising.
- 4) To make the student aware about brand building, special purpose advertising.

Course Outcomes:

- 1) Understanding of evaluation and classification of advertising.
- 2) Develop skills required for career in advertising.
- 3) Understanding economic & social aspects of advertising.
- 4) Understanding of Brand building & special purpose advertising & trends in advertising.

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	12
2	Advertising Agency	11
3	Economic & Social Aspects of Advertising	11
4	Brand Building and Spécial Purpose Advertising	11
Total		45

Sr. No.	Modules
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Functions of Advertising. • Classification of advertising: Geographic, Media, Target audience and Functions.
2	Advertising Agency
	<ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options – Graphics, Animation, Modeling, Dubbing.
3	Economic & Social Aspects of Advertising
	<ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social 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)
4	Brand Building and Special Purpose Advertising
	<ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad-spends, Advertising during a Pandemic.

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
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
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

PAPER PATTERN
ADVERTISING PAPER I
SEMESTER – III
W.E.F. 2020-2021

- Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15
- a.
 - b.
 - c.
- Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15
- a.
 - b.
 - c.
- Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15
- a.
 - b.
 - c.
- Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15
- a.
 - b.
 - c.
- Q.5 Write a short notes on **Any Three out of five** 15

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2020-2021***

3 Core Courses

7. Business Law – I

UCM3BL1

Course Objective:

- 1) To Provide Conceptual knowledge about Indian Contract act 1872.
- 2) To orient students about the legal aspects of Various Contracts & Agreements.
- 3) To make the students aware about Special Contracts.
- 4) To introduce the students to sale of goods act 1930 & negotiable instruments act 2015 and Information Technology act.

Course Outcomes:

- 1) Better understanding of Contract act 1872.
- 2) To be aware of the legal impact of contracts in business.
- 3) Understanding the concept of special contract.
- 4) Better understanding of sale of goods act, Negotiable Instruments act and Information Technology act.

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act – 1872 Part –I	12
2	Indian Contract Act – 1872 Part –II	12
3	Special Contracts	12
4	The Sale Of Goods Act – 1930	12
5	The Negotiable Instruments (Amended) Act 2015 and Information Technology Act 2000	12
Total		60

Sr. No.	Modules
1	Indian Contract Act – 1872 Part –I
	<ul style="list-style-type: none"> Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons. Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’ (Ss. 25) Unlawful Consideration (S 23)
2	Indian Contract Act – 1872 Part –II
	<ul style="list-style-type: none"> Consent (Ss.13, 14-18, 39.53, 55, 66)-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. Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract & Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)
3	Special Contracts
	<ul style="list-style-type: none"> Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee Law of Pledge – Concept, Essentials of valid Pledge, Lien – concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177) Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights & Duties of Principal and Agent.

4	The Sale Of Goods Act – 1930
	<ul style="list-style-type: none"> • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64)
5	The Negotiable Instruments (Amended) Act 2015 and Information Technology Act 2000
	<ul style="list-style-type: none"> • Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments. • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142) • Introduction of Information Technology act in India- Objectives & Features. • Cyber Law, Cyber Crime and Cyber Security – Introduction, Types of Cyber Crime. Measures to overcome cyber Crime

SEMESTER – III REFERENCE BOOKS:

REFERENCES

- Law of Contract: Avatar Singh, Eastern Book Company.
- Merchantile 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.
- The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
- The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
- Khargamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis

PAPER PATTERN
BUSINESS LAW PAPER I
SEMESTER – III
W.E.F. 2020-2021

- Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15
- a.
 - b.
 - c.
- Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15
- a.
 - b.
 - c.
- Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15
- a.
 - b.
 - c.
- Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15
- a.
 - b.
 - c.
- Q.5 Write a short notes on **Any Three out of five** 15

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2020-2021)

Semester IV

<i>Sr.No.</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Credits</i>
<i>1</i>	<i>UCM4CM4</i>	<i>Commerce IV</i>	<i>03</i>
<i>2</i>	<i>UCM4AD2</i>	<i>Advertising IV</i>	<i>03</i>
<i>3</i>	<i>UCM4BL2</i>	<i>Business Law IV</i>	<i>03</i>

***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2020-2021***

***Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses***

**3. Commerce – IV
(Management: Production & Finance)**

UCM4CM4

- **Course objectives:**

- 1) To give an overview to learners about Production and Finance as a part of management.
- 2) To acquaint learners with the basic concept of production management, Inventory management.
- 3) To understand different aspects of Quality management.
- 4) To provide basic knowledge about Indian Financial System.
- 5) To update the learners with the recent trends in Finance.

- **Course Outcomes:**

- 1) Understanding about conceptual knowledge of production and Finance.
- 2) Awareness about the production management and Inventory management.
- 3) Better knowledge of Quality management.
- 4) Better understanding about various aspect of Financial System.
- 5) To update the learners with the recent trends in Finance.

***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2020-2021***

***Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses***

**3. Commerce – IV
(Management: Production & Finance)**

UCM4CM4

Sr. No.	Modules	No. of Lectures
1	Production & Inventory Management	11
2	Quality Management	10
3	Indian Financial System	12
4	Recent Trends In Finance	12
Total		45

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
	<ul style="list-style-type: none"> • Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories : NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. • Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.
4	Recent Trends In Finance
	<ul style="list-style-type: none"> • Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. • Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups. Managing Personal finance during Pandemic

SEMESTER – IV – Commerce IV
REFERENCE BOOKS:

REFERENCES

1. Production and Operations Management –ProfL.C.Jhamb, Event Publishing House.
2. Production Planning & Control- ProfL.C.Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K.Ashwathappa&G.Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventues : An EnterpreneurialApproach-KathleenR.Allen, Cengage Learning
5. Essentials of Inventory Management-MaxMuller,Amacon Publishes
6. Indian Financial System—BharathiPathiak, Pearson Publication
7. Financial Institutions and Markets : Structure Growth& Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.
- 8.The IndianFinancial System and Financial Market Operator-VasantDesai, Himalaya Publishing
9. Indian Financial System – M.Y.Khan, Tata McGraw –Hill
- 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
13. A Trades Guide to Indian Commodities Market-Vijay L. Bhambwani, Network 18 Publication Ltd.

PAPER PATTERN
COMMERCE PAPER IV
SEMESTER – IV
W.E.F. 2020-2021

- Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15
- a.
 - b.
 - c.
- Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15
- a.
 - b.
 - c.
- Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15
- a.
 - b.
 - c.
- Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15
- a.
 - b.
 - c.
- Q.5 Write a short notes on **Any Three out of five** 15

***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2020-2021***

***2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A***

5. Advertising - II

UCM4AD2

- Course objectives:

- 1) To introduce the students to media in advertising.
- 2) To help the students to know about planning advertising campaign.
- 3) To provide fundamentals of creativity in advertising.
- 4) To help the students understand how to execute the advertising.

- Course Outcomes:

- 1) Better understanding of media in advertising.
- 2) To develop understanding of advertising budget & planning in advertising.
- 3) Understanding the importance of creativity aspects of advertising.
- 4) Understanding measuring the effectiveness of advertising.

Sr. No.	Modules	No. of Lectures
1	Media in Advertising	11
2	Planning Advertising Campaign	11
3	Fundamentals of Creativity in Advertising	11
4	Execution and Evaluation of Advertising	12
Total		45

Sr. No.	Modules
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1	Media in Advertising
	<ul style="list-style-type: none"> • Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media • New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations. Features of New Age Media. • Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code
2	Planning Advertising Campaigns
	<ul style="list-style-type: none"> • Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model • Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs • Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies
3	Fundamentals of Creativity in Advertising
	<ul style="list-style-type: none"> • Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization • Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP) • Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products
4	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: Execution Styles, Jingles and Music – Importance, Concept of Storyboard • Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Importance of Research in advertising

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
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
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

PAPER PATTERN

ADVERTISING PAPER II

SEMESTER – IV

W.E.F. 2020-2021

Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15

a.

b.

c.

Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15

a.

b.

c.

Q.5 Write a short notes on **Any Three out of five** 15

***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2020-2021***

3. Core Courses (CC)

7. Business Law II

UCM4BL2

Course Objective:

- 1) To orient learners about the legal aspects of Companies Act 2013.
- 2) To understand the partnership Act 1932.
- 3) To make the learners aware about Consumer Protection Act 1986 & Competition act 2002
- 4) To enable learners to understand the Intellectual Property Rights.

Course Outcomes:

- 1) Awareness about the various companies rules and regulations.
- 2) Understanding of Formation, dissolution & working of partnership firm and provisions of act.
- 3) Understanding the concept of consumer rights and Consumer protection act.
- 4) Better understanding of intellectual property rights.

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act – 2013 Par T –I	12
2	Indian Companies Act – 2013, Par T –II	12
3	Indian Partnership Act – 1932	12
4	Consumer Protection Act, 1986 & Competition Act 2002	12

5	Intellectual Property Rights	12
Total		60

Sr. No.	Modules
1	Indian Companies Act – 2013 Par T –I
	<ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of 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, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement
2	Indian Companies Act – 2013, Par T –II
	<ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.
3	Indian Partnership Act – 1932 & Competition Act 2002
	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF).

	<ul style="list-style-type: none"> • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,
4	Consumer Protection Act, 1986 & Competition Act 2002
	<ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,
Sr. No.	Modules
5	INTELLECTUAL PROPERTY RIGHTS
	<ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115) • IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorized acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.

SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Guide to the Companies Act,2013 by A Ramaiya , Lexis Nexis.
2. Company Law by G.K.Kapoor.
3. Company Law by N.D.Kapoor.
4. Company Law by P.C. Tulsian.
5. Law and practice of Intellectual Property in India by Dr.Vikas Vashishth,Bharat Law House.
6. Law of Partnership along with Limited Liability Partnership by Avatar Singh , Eastern Book Company.
7. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera
8. Consumer Protection Law and Practice by Dr.V.K.Agarwal, Bharat Law House.
9. Competition Law by Avatar Singh, Eastern Book Company
10. Competition Law in India by T. Ramappa, Oxford University Press.
11. Intellectual Property Rights by Narayan.
12. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera

PAPER PATTERN
BUSINESS LAW PAPER II
SEMESTER – IV
W.E.F. 2020-2021

- Q.1 Answer **Any Two** of the following **Out of Three** questions – Module – I 15
- a.
 - b.
 - c.
- Q.2 Answer **Any Two** of the following **Out of Three** questions – Module – II 15
- a.
 - b.
 - c.
- Q.3 Answer **Any Two** of the following **Out of Three** questions – Module – III 15
- a.
 - b.
 - c.
- Q.4 Answer **Any Two** of the following **Out of Three** questions – Module – IV 15
- a.
 - b.
 - c.
- Q.5 Write a short notes on **Any Three out of five** 15

Semester V

Export Marketing Paper - I

Modules at a Glance

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

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; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO) c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection
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
4	Export Incentives and Assistance
	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), 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) c. Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters

Marketing Research Paper – I

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
	<ul style="list-style-type: none"> a. Marketing Research- Definition, features, functions, significance of Marketing Research in marketing decision making, limitations of Marketing Research b. Steps in Marketing Research, Ethics in Marketing Research, Career options in Marketing Research, Qualities of a good Marketing Research professional c. Marketing Information System- Definition, components, essentials of a good MIS, Concept of Decision Support System- Components , importance Data Mining- concept, importance
2	Planning Research
	<ul style="list-style-type: none"> a. Research Design- concept, importance, types Hypothesis- concept, types, importance b. Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire c. Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling
3	Data Collection
	<ul style="list-style-type: none"> a. Primary data-concept, merits, demerits, methods b. Secondary data- concept, merits, demerits, sources c. Qualitative and Quantitative research- concept, features, Qualitative v/s Quantitative research Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance
4	Data Processing, Analysis, Reporting
	<ul style="list-style-type: none"> a. Stages in Data processing Editing- meaning, objectives, types Coding- meaning, guidelines Classification- meaning, methods Tabulation- meaning, methods b. Data Analysis & Interpretation Data Analysis- meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL, MINITAB) Data Interpretation- meaning, importance, stages c. Report Writing- concept, types, contents, essentials, use of visual aids in research report

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

Modules / Units
Introduction to Marketing
<ul style="list-style-type: none"> • Marketing, Concept, Features, Importance, Functions, 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 Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept , Techniques Market Targeting- Concept, Five patterns of Target market Selection
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
Marketing Decisions

- 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

Key Marketing Dimensions

- Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations
Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics:
- Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing
Digital Marketing-Concept, trends in Digital Marketing
Green Marketing- concept, importance
- Challenges faced by Marketing Managers in 21st Century
Careers in Marketing – Skill sets required for effective marketing
Factors contributing to Success of brands in India with suitable examples,
Reasons for failure of brands in India with suitable examples.

Semester VI

Export Marketing Paper II

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

Sr. No.	Modules / Units
1	Product Planning and Pricing Decisions for Export Marketing
	a) Planning for Export Marketing with regards to Product, Branding, Packaging 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
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 c) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing;
3	Export Finance

	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> a. Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; b. Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realisation 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

Marketing Research Paper – II

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

Sr. No.	Modules / Units
1	Applications of Marketing Research-I
	a. Product Research- concept, areas, steps in new product development Product Testing & 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 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, methods of organizing Marketing Research activity, In house marketing department,--structure, merits , demerits b. Professional Marketing Research agencies- structure, merits, demerits, professional standards c. Prominent Marketing Research agencies- HTA, ORG, IMRB, NCAER, Nielson

Commerce-VI Human Resource Management

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

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) 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 Counseling- 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, Pink’s Theory of Motivation) • 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
	<ul style="list-style-type: none"> • HR in changing environment: Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. • 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. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping

MCOM Part I (Commerce)

Semester I

Strategic Management

SN	Modules	No. of Lectures
1	Introduction to Strategic Management	15
2	Strategy Formulation, Implementation and Evaluation	15
3	Business, Corporate and Global Strategies	15
4	Emerging Strategic Trends	15
Total		60

SN	Modules/ Units
1	Introduction to Strategic Management
	<ul style="list-style-type: none"> • Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. • Levels of Strategies: Corporate, Business and Operational Level Strategy • Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy • Business Environment: Components of Environment- Micro and Macro and Environmental Scanning
2	Strategy Formulation, Implementation and Evaluation
	<ul style="list-style-type: none"> • Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, • ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and

	<p>Importance.</p> <ul style="list-style-type: none"> • Strategic Implementation: Steps, Importance and Problems, Resource Allocation-Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques • Budgetary Control: Advantages, Limitations
3	Business, Corporate and Global Strategies
	<ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business
4	Emerging Strategic Trends
	<ul style="list-style-type: none"> • Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business start ups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness

Business Ethics and Corporate Social

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Introduction to Corporate Social Responsibility	15
4	Areas of CSR and CSR Policy	15
Total		60

SN	Modules/ Units
1	Introduction to Business Ethics
	<ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	Indian Ethical Practices and Corporate Governance
	<ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	Introduction to Corporate Social Responsibility
	<ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR,

	Prestigious awards for CSR in India. <ul style="list-style-type: none"> • CSR and Indian Corporations- Legal Provisions and Specification on CSR , Future of CSR in India. • Role of NGO's and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy
	<ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 ,ISO 45000, Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business

Semester II

Research Methodology for Business

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
Total		60

SN	Modules/ Units
1	Introduction to Research
	<ul style="list-style-type: none"> • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, significance of Review of

	<p>Literature</p> <ul style="list-style-type: none"> • Hypothesis: Formulation, Sources, Importance and Types • Sampling: Significance, Methods, Factors determining sample size
2	Research Process
	<ul style="list-style-type: none"> • Stages in Research process • Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, • Limitations of Primary data • Secondary data: Sources and Limitations, • Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire
3	Data Processing and Statistical Analysis
	<ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> ▪ Parametric Test-t test, f test, z test ▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation
4	Research Reporting and Modern Practices in Research
	<ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: <ul style="list-style-type: none"> ▪ APA (American Psychological Association) ▪ CMS (Chicago Manual Style) ▪ MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research

E-Commerce

SN	Modules	No. of Lectures
1	Introduction to Electronic Commerce –Evolution and Models	15
2	World Wide Web and E-enterprise	15
3	E-marketing and Electronic Payment System	15
4	Legal and Regulatory Environment and Security issues of E-commerce	15
Total		60

SN	Modules/ Units
1	Introduction to Electronic Commerce –Evolution and Models
	<ul style="list-style-type: none"> • Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce. • Benefits and Challenges of E-Commerce, Reverse logistics , E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model
2	World Wide Web and E-enterprise
	<ul style="list-style-type: none"> • World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in E-commerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise- Introduction, Managing the • E-enterprise, Comparison between Conventional and • E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise

3	E-marketing and Electronic Payment System
	<ul style="list-style-type: none"> • E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media. • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, Justify an Internet business. • Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment
4	Legal and Regulatory Environment and Security issues of E-commerce
	<ul style="list-style-type: none"> • Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. • Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure