



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 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

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

***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, Formalv/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 – 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.

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
- Khergamvala 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

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