ST. XAVIER'S COLLEGE (AUTONOMOUS) FORT, MUMBAI-01.

Faculty of Commerce

Bachelor of Commerce (B. Com.)

Three Year Integrated Course [Six Semesters]

REVISED SYLLABUS OF B.COM. COURSE

FOR

ST. XAVIERS COLLEGE (AUTONOMOUS), MUMBAI

W.E.F. A.Y. - JUNE, 2019.

Syllabi per Semester

Semester -I F.Y.B.Com

Code	Course Title	L/W	Credits
CSPC0101	Special Course – Environmental Studies	03	03
CCOM0101	Fundamentals of Financial Accounting -I	04	03
CCOM0102	Business Economics I [Micro Economics]	03	03
CCOM0103	Business Mathematics & Statistics I	5+1	03
CCOM0104	Commerce I- Management Functions and Challenges	03	03
CCOM0105	Communications Skills in English	4+1	03
CCOM0106	Commerce – II Introduction to Business	03	03

Semester –II F.Y.B.Com

Code	Course Title	L/W	Credits
CSPC0201	Special Course – Giving voice to Values	03	03
CCOM0201	Fundamentals of Financial Accounting -II	04	03
CCOM0202	Business Economics II [Micro Economics]	03	03
CCOM0203	Business Mathematics & Statistics II	5+1	03
CCOM0204	Commerce III- Marketing	03	03
CCOM0205	Business Communications	4+1	03
CCOM0206	Commerce – IV Service Sector	03	03

Semester –III S.Y.B.Com

Code	Course Title	L/W	Credits
CSPC0301	Special Course – Human Rights	03	03
CCOM3201	Financial Accounting –I	05	04
CCOM0302	Business Economics III Macro Economics	03	03
CCOM0303	Commercial Law -I	04	03
CCOM0304	Commerce V- Human Resource Management	03	03
CCOM0305	Regulatory Aspects of Banking & Finance -I	03	03
	Applied Components		
CCOM0306	Mass Communication	03	03
CCOM0307	Advertising	03	03

Semester –IV S.Y.B.Com

Code	Course Title	L/W	Credits
CSPC0401	Special Course – Science & Technology	03	03
CCOM4201	Financial Accounting -II	05	04
CCOM0402	Business Economics IV [Indian Economy]	03	03
CCOM0403	Commercial Law -II	04	03
CCOM0404	Commerce VI- Business Finance & Capital Market	03	03
CCOM0405	Regulatory Aspects of Banking & Finance II	03	03
	Applied Components		
CCOM0406	Mass Communication	03	03
CCOM0407	Advertising	03	03

Semester –V T.Y.B.Com

Code	Course Title	L/W	Credits
CCOM0501	Basic Corporate Accounts	05	06
CCOM0502	Basics & Fundamentals of Coasting & Auditing	04	05
CCOM0503	Fundamentals of Corporate Finance -I	03	05
CCOM0504	Business Economics V [Public Finance]	03	04
CCOM0505	Commerce VII- Production & Material Management	03	03
	Applied Components		
CCOM0506	Export Marketing	03	03
CCOM0507	Direct Tax- Income Tax	03	04

Semester –VI T.Y.B.Com

Code	Course Title	L/W	Credits
CCOM0601	Advance Corporate Accounts	05	06
CCOM0602	Basics & Fundamentals of Coasting & Auditing	04	05
CCOM0603	Fundamentals of Corporate Finance -II	03	05
CCOM0604	Business Economics VI [International Economics]	03	04
CCOM0605	Commerce VIII- Entrepreneurship	03	03
	Applied Components		
CCOM0606	Corporate Secretarial Management & Governance	03	03
CCOM0607	Direct Tax- Income Tax	03	04

ST. XAVIER'S COLLEGE (AUTONOMOUS) MUMBAI.

Scheme of Examination applicable to all courses:

- The performance of the learners will be evaluated in two Components, Internal and External / Semester End Examination.
- One component will be the Internal Assessment carrying **40%** marks.
- Second component will be the Semester wise End Examination 60% marks.

A) Scheme of Internal Evaluation

The internal assessment of 40 % for each course will be as follows:

Internal Evaluation	Marks
Project or Assignment & Viva-Voce	15
Class test (Multiple choice Objective type) Sit-down Test [MCQ's, Match the Columns, Image Interpretation, Interpretation of Data Analysis, Full forms of Acronyms, Case Study Analysis, Word Puzzle Solving Down-Across Type, etc.; carrying One- half Mark/ one mark for each Correct Response & without ANY Negative Marking Scheme]	20
For Overall conduct, attendance and active routine class participation as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic actives	05

B) Scheme of External/ Semester End Examination

The pattern for Semester end paper of 60 marks will be as follows:

- Duration 2 hours for each paper.
- There shall be four questions each of 15 marks or Six questions of 10 each.
- All questions shall be compulsory.
- Questions may be subdivided into sub-questions a, b, c and students are expected to answer Two out of three or one of two.

Questions

Question Paper Format Maximum Marks -60

Questions to be set: 04 Duration: 02 Hrs.

All Questions are compulsory and carrying 15 Marks each*.

Question*	Particular	Marks
Question No 1	Full Length Practical Question or sub questions	15 Marks
	OR	
Question No 1	Full Length Practical Question	
Question No 2	Full Length Practical Question / or sub questions	15 Marks
	OR	
Question No 2	Full Length Practical Question	
Question No 3	Full Length Practical Question / or sub questions	15 Marks
	OR	
	Full Length Practical Question	
Question No 4	Full Length Practical Question / or sub questions	15 Marks
	OR	
Question No 4	Full Length Practical Question or sub questions /Short Notes OR Theory Question	

*No of Questions to be answered, marks per question and pattern type of questions may be different for different course/ subjects.

TEACHING METHODOLOGY

- 1. Lecture
- 2. Discussion / debates
- 3. Class Presentation
- 4. Role Play
- 5. Case Study Analysis
- 6. Audio-Visual Presentation
- 7. PPT Slides Displayed through LCD Projector
- 8. Short Video Clipping
- 9. Take-home Individual Hand Written Assignments
- 10. Guided Field Visits to Industry

F. Y. B. Com	SPECIAL COURSE: ENVIRONMENTAL STUDIES	Semester I
Credit: 3	CSPC0101	LPW: 3

Objectives:

- 1. To familiarize students to the basic concepts of environmental studies.
- 2. To help students to develop their own perspectives around environmental issues.
- 3. To enable students to take practical steps to conserve the environment.

Module	Contents	Lectures
Module I	Environment and Ecosystem	10
	• Environment: definition and composition	
	• Ecosystem: definition, structure, functions and types	
	 Food chains, food webs and ecological pyramids 	
	• Need for public awareness of environmental studies	
	• Man and environment relationship	
	• Environmental studies: scope and importance	
Module II	Natural Resources and Biodiversity	10
	 Natural resources: types and associated problems 	
	 Role of an individual in conservation of natural resources 	
	• Equitable use of resources for sustainable lifestyles	
	• Biodiversity: introduction and value of biodiversity	
	 Biodiversity at global, national and local level 	
	• Threat to biodiversity and conservation of biodiversity	
Module III	 Human Population and Environmental Pollution Population growth and measurements to control the population explosion 	10
	• Environment and human health	
	• Environmental pollution: definition, types, causes and effects	
	• Role of an individual in prevention of environmental pollution	
	• Disaster management: floods, earthquakes, cyclone and landslides	
Module IV	Environmental Issues, Legislation, Protection and Management	15
	• From unsustainable to sustainable development	
	• Water conservation, rain water harvesting, watershed management	
	• Resettlement and rehabilitation of people; its problems and concerns	
	 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents 	
	Wasteland reclamation	
	Consumerism and waste products	
	Environment protection acts	

 Issues involved in enforcement of environmental legislation Environment management: meaning Environmental assessment: environmental impact assesses environmental auditing National and international initiatives for environment proto Environmental protection movements and NGOs in India Reading maps and map fillings 	ssment (EIA)	
Т	otal Lectures	45

Reference Books:

- R. Rajagopalan, R. (2005). *Environmental Studies From Crisis to Cure*. Delhi: Oxford University Press
- Guha, Ramachandra (2000) Environmentalism: A global history. Delhi: Oxford University Press
- Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, (2001). *Environmental Encyclopaedia*. Mumbai: Jaico Publishing House.
- Jadhav, H & Bhosale, V.M. (1995). *Environmental Protection and Laws*. Delhi: Himalaya Pub. House.
- Wanger, K. D. (1998). Environmental Management. Philadelphia: W.B. Saunders Co.

Resources:

- An Inconvenient Truth, Al Gore
- The 11th Hour, Leonardo DiCaprio
- The Age of Stupid. Franny Armstrong.
- Baraka, Ron Fricke.
- Climate change: An Untold Story [Climate's First Orphans; The Weeping Apple Tree; A Degree of Concern; A Green Agony], Discovery Channel.
- Liquid city--Mathew Gandy.
- Story of Stuff --Free Range Studios Tides Foundation.
- Story of bottled water---Free Range Studios Tides Foundation

F. Y. B. Com	FUNDAMENTALS OF FINANCIAL ACCOUNTING - I	Semester I
Credit: 03	CCOM0101	LPW: 04

Objective:

- 1. To make students aware about the concept of accounting standards especially relating to disclosure of Accounting policies, valuation of inventories and revenue recognition.
- 2. To familiarize students with the First in First out (F.I.F.O.) and Weighted Average method of valuation of stock.
- 3. To familiarize students with the preparation of final accounts of manufacturing concerns (including concepts of capital and revenue items)
- 4. To teach students how to prepare the final accounts of an organization that has two or more departments. To stress the rationale behind distribution of expenses between different departments.

Module	Contents	Lectures
Module I:	 Accounting standards : Concepts, benefits, procedures for issue of accounting standards Various AS: AS – I: Disclosure of Accounting Policies Purpose, Areas of Policies, Disclosure of Policies, Disclosure of Change in Policies, Illustrations AS – 2: Valuation of Inventories (Stock) Meaning, Definition, Applicability, Measurement of Inventory, Disclosure in Final Account, Explanation with Illustrations. AS – 9 : Revenue Recognition Meaning and Scope, Transactions excluded, Sale of Goods, Rendering of Services, Effects of Uncertainties, Disclosure, Illustrations. 	8
Module II	 Inventory Valuation Meaning of inventories Cost for inventory valuation Inventory systems: Periodic Inventory system and Perpetual Inventory System Valuation: Meaning and importance - Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method Computation of valuation of inventory as on balance sheet date: If inventory is taken on a date after the balance sheet or before the balance sheet 	12

Module III	Final Accounts of a Manufacturing Concern Expenditure : Capital Revenue Receipts : Capital, Revenue Adjustment and Closing Entries Final accounts of Manufacturing concerns (Proprietary Firm)	24
Module IV	Departmental Accounts Meaning Basic of Allocation of Expenses and Incomes/Receipts Inter Departmental Transfer : at Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit & Loss Account and Balance Sheet	16
	Total Lectures	60

Reading and References material

- 1. Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi, 2008
- 2. Accountancy & Financial Management (For F.Y.B.Com.) by Chopde Chaudhari Seth Publication
- 3. Financial management J.M. Pandey, Vikas Publishinh house, 2015
- 4. Financial management Prasanna Chandra, Tata McGraw-Hill Education, 2007
- 5. Accounting and Financial Management, Semester I Ainapure and Ainapure, Manan Prakashan, 2019

F. Y. B. Com	BUSINESS ECONOMICS - I (MICRO ECONOMICS)	Semester I	
Credit: 3	CCOM0102	LPW: 3	

Objective: To familiarise the learners with the basics of microeconomics and its applications.

Module	Contents	Lectures
Module I	Introduction to Business Economics Introduction to Business Economics – scope - Economics and Business Economics – Basic concepts – equation, identities, curve, slope, average and marginal concepts - Production Possibility Curve - scarcity	10
Module II	Demand Analysis Demand Function – determinants of individual demand – Market v/s Individual demand - Consumer Equilibrium - Law of Demand as Price Effect - its exceptions - Elasticity of Demand- price, income, cross and promotional - its applications – Budget constraints - Indifference Curve- properties - Consumers Equilibrium - Consumer and Producers Surplus - their uses	20
Module III	Production Function Production Function - Short Run and Long Run - Single variable- average and marginal product - Law of Variable Proportions – Two variable - Iso- quants – properties - Producers equilibrium - Economies of Scale and scope Case studies	15
	Total Lectures	45

Prescribed Books

- 1. Ahuja, H. L, Business Economics, S. Chand Publishing, New Delhi, 2017.
- 2. Deweet K K, Modern Economic Theory, S. Chand & Company Ltd., New Delhi, 2012.
- 3. Mankiw Gregory N, Principles of Economics, Cengage India. 2018

REFERENCES

- 1. Koutsoyiannis, A, Modern Microeconomics, MacMillan Press, 1979.
- 2. Lipsey, R.G. and A.K. Chrystal, *Economics*, Oxford University. Press, 2007.
- 3. Mankiw, N.G, Economics: Principles and Applications, Cengage Learning, 2009.
- 4. Pindyck, R.S. and D.L. Rubinfeld, *Microeconomics*, Pearson Education, 2008.
- 5. Salvatore, D.L, Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 6. Varian, H.R, Intermediate Microeconomics: A Modern Approach, W.W. Norton, 200

F. Y. B. Com	BUSINESS MATHEMATICS AND STATISTICS – I	Semester I
Credit: 3	ССОМ0103	LPW: 5+1

Objectives: To familiarize the students with basic mathematical and statistical concept and terminology associated with business and how to utilize it in business and commercial world

Modules	Contents	Lectures
	BUSINESS MATHEMATICS - I	
1	 Commission, Brokerage, Discount - Partnership a) Commission and Brokerage Definition, examples as to calculation of the same in the present day context. b) Discount, types of discount, trade discount, cash discount profit and loss, sharing of profit and loss in partnership depending upon period of investment, capital etc. c) Problems involving mixture of discount, commission, brokerage variation in the ratio of sharing, etc. 	10
2	 Shares and Mutual Fund a) Concept of Share, face value, market value, dividend, Types of Shares (Equity shares, Preference Shares, Bonus Shares), Calculation of Dividend, Rate of Dividend, Rate of Return on Investment, Splitting up of Shares etc. b) Mutual Funds, definition, types of Mutual Fund, Problems on Calculation of Net Asset Value, based on Entry and Exit Load, Averaging of Price, Systematic investment Plan(S.I.P) 	15
3	 Interest and Annuities a) Definition of Simple and Compound Interest, problems based on calculation of the same, concept as to interest compounded monthly Quarterly, half Yearly, and Calculations involving upto 4 time period. Equated monthly installment using Flat Rate Method, Reducing Balance 	15

	 Method. b) Annuity, types of Annuity, Immediate and Due etc., Calculation of Present Value, Future Value, Rates of Interest etc. 	
	Sub-total of lectures	40
	BUSINESS STATISTICS - I	
	Introduction	
1	 a) Meaning Scope Functions and Limitation of Statistics b) Basic Statistical Concept, like Population, Sample Variable and its Types, Attributes, Parameters, Statistic etc. c) Methods of Collecting Primary Data Secondary Data, Sample Survey, Census Survey, how to carry out the same, techniques and preparation for the same, field Survey. Analysis of Data d) Various Methods of presentation of Data e) Method of Tabulations, problem involving 2 and 3 characteristics f) Graphical Representation , Simple Bar Diagram, Multiple Bar Diagram, Pie Diagram, Histogram, Frequency Curve, Ogives, Interpretation of graphs etc. 	15
2	 Study of Averages and Dispersion a) Definition and requirement of Good Averages, Types of Averages b) Arithmetic Mean, Median, Mode Geometric Mean, Harmonic Mean, Calculation of the same for the Raw Data , Grouped Data utilities of the Mean in Real world etc. c) Properties of the different Mean, Combined and simple. Requirements of each Average Etc. , d) Concept as to Dispersion, Definition, Types of Dispersion, their Co- efficient namely Range Quartiles, Standard Deviation, Mean Deviation, Properties of each elements of dispersion , Use and Application 	25
3	Index Numbers a) Concept and uses Index no (un-weighted and weighted), Laspeyre's, Paasche's Index No. Cost of Living Index No., Fisher's , Marshal-	5

	Edgeworth, Dorbish-Bowley's ,Real Income, Examples	
b)	Wholesale Price Index No., Splicing of Index No., deflating of Price and	
	Income.	
	Sub Total of Lectures	45
	Total Lectures	85

Reading and Reference Books

- 1 Fundamentals of Statistics by SC Gupta , Himalaya Publishing House Sixth thoroughly Revised Edition 2017
- 2 Introduction to Operation Research by Kanti Swarup, PK Gupta, Manmohan, Sultan Chand & Sons Tenth Edition,2017
- 3 Problems in Quantitative Techniques, by P K Gupta and Manmohan, Sultan Chand & Sons Twelfth Edition,2017
- 4 Fundamentals of Mathematical Statistics by SC Gupta & V K Kapoor , Himalaya Publishing House Sixth thoroughly Revised Edition 2017
- 5 Elementary Business Statistics by AV Deshpande ,M.L Vaidya ,& D.M Doke,Vipul Prakashan, Fourth Revised Edition 2018
- 6 Elementary Business Mathematics by AV Deshpande ,M.L Vaidya ,Vipul Prakashan, Fifth Revised Edition 2018
- 7 Business Mathematics by B Agarwal, Ane Book Pvt Limited
- 8 Business Mathematics by DC Sancheti & VK Kapoor Sultanchand & Sons
- 9 Business Mathematics by AP Verma Asian Book Pvt Ltd

F. Y. B. Com	COMMERCE –I- MANAGEMENT – FUNCTIONS AND CHALLENGES	Semester I
Credit: 3	CCOM0104	LPW: 3

OBJECTIVES:

- 1. To develop a deeper understanding and appreciation of nature of the fundamental management principles.
- 2. To gain insights in the application of management principles in the day-to-day functioning of organizations.
- 3. To study the different ways of practical application of the principles of management in the decision making process in order to take decisions in a better way.

Modules	Contents	Lectures
1	INTRODUCTION TO MANAGEMENT	07
	Management: Meaning and Definition – Principles of Management – Functions of Management – Factors Responsible for New Horizons of Management – Management Skills and Competency in 21st Century.	
	Management Information System: Meaning and Features	
	Management by Exception: Meaning and Advantages	
2	PLANNING AND DECISION MAKING	08
	Planning: Meaning and Definition – Steps in Planning – Components of Planning.	
	MBO: Meaning – Steps – Advantages.	
	Decision Making: Meaning and Definition of Decision Making – Steps/	
	Process in Decision Making – Techniques of Decision Making – Essentials of Sound Decision Making.	
3	ORGANIZING	10
	Organization: Meaning and Definition of Organization – Types of Organization – Formal and Informal, Internal Forms of Organization – Meaning and Features of Line, Line and Staff, Matrix.	
	Virtual Organization: Features – Challenges of Virtual Teams.	
	Span of Control: Meaning and Features – Factors determining Span of Control.	
	Delegation: Meaning – Barriers to Delegation – Principles of Effective	

	Delegation.	
	Departmentation: Meaning and Bases of Departmentation.	
4	LEADING	05
	Leadership	
	Traits and Styles of Leadership.	
	Concept of Power and Authority.	
	Motivation – Factors of motivation – Theories of motivation – Maslow's Theory, Herzberg's Theory and McGregor's X & Y Theory.	
5	CONTROLLING	04
	Meaning, Need and Significance of Controlling	
	Methods and Techniques of Controlling – Traditional and Modern Techniques	
6	MANAGEMENT CHALLENGES IN COMPETITIVE ENVIRONMENT	07
	Corporate Social Responsibility: Meaning – Scope – Advantages.	
	Knowledge Management: Meaning – Features.	
	Management of Change: Meaning – Process – Barriers to Change.	
	Corporate Governance: Meaning – Need – Corporate Governance Tests.	
	Stress Management at Work: Meaning – Effects of Stress – Measures of Managing Stress.	
7	Related Contemporary Issues, Recent Trends & Practice For Case Study Analysis	04
	Total lecture	45

REFERENCES:

- 1. S. N. Banerjee Principles of Management
- 2. Principles of Management, Essentials of Management, Koontz and O'Donnel
- 3. Management Theory and Practice, Theo Haiman
- 4. Koontz and O'Donnel, Principles of Management
- 5. Peter F. Drucker, The Practice of Management.
- 6. Neera Vasisth, Students' Guide to Management, Taxman Allied Services Pvt. Ltd.,
- 7. Business Management Y.K. Bhushan
- 8. Principles of Business Management S.A. Sherelakar
- 9. Essential of Management Koontz & O'Donnel
- 10. History of Management Thought: Development, Changes ... Essentials of Management Koontz and O'Donnel.

- 11. Business Management C. B. Gupta.
- 12. Koontz O'Donnel Weihrich Elements of Management.
- 13. Koontz H, O'Donnel C Management-A Book of ... Terry and Franklin Principles of Management
- 14. Principles of Management : Harold Koontz, Cyril O'Donnel & Weilrich : Management
- 15. Principles of Management (McGraw Hill) Koontz & O'Donnel
- 16. Essentials of Management (Prentice Hall of India) Joseph I. Massie
- 17. The Practice of Management (Allied Publishers)
- 18. Harvard Business Review.

F. Y. B. Com	COMMERCE –II- INTRODUCTION TO BUSINESS	Semester I
Credit: 3	CCOM0106	LPW: 3

Objectives:

- To familiarize the students with basic concepts of business.
 To develop knowledge and understanding of business.
 To make students aware of current trends in business.

Modules	Contents	Lectures
1	BUSINESS	13
	Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.	
	Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.	
	New Trends in Business: Impact of Liberalization Privatization and Globalization, Strategy alternatives in the changing scenario. Restructuring and Turnaround Strategies.	
2	BUSINESS ENVIRONMENT	13
	Introduction: Concept and Importance of business environment, Inter- relationship between Business and Environment	
	Constituents of Business Environment: Internal and External Environment,	
	Educational Environment and its impact, International Environment – Current	
	Trends in the World, International Trading Environment – WTO and Trading	
	Blocs and their impact on Indian Business.	
3	PROJECT PLANNING & PROMOTION	08
	Introduction: Business Planning Process – Importance Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion	
4	Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filling returns and other documents, Other important legal provisions.	05
5	CASE STUDY ANALYSIS	06
	Related Contemporary Issues, Recent Trends & Practice for Case Study Analysis	
	Total Lectures	45

Reference Books

- 1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai.
- 2. Raj Agarwal, Business Environment, Excel Publishers, 2002.
- 3. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, Mumbai.

F. Y. B. Com	SPECIAL COURSE: GIVING VOICE TO VALUES	Semester II
Credit: 3	CSPC0201	LPW: 3

Objectives:

- 1. To familiarize students with foundational value concerns.
- 2. To help students to critically analyse and develop their own values.
- 3. To enable students to take practical steps to act on their values.

Module	Contents	Lectures
	 Chapter-I: Value Clarification What is a value? <i>Exercises</i> to reveal values. Value Formation. 	4
Module I	 Chapter-II: Indian Society Multi-ethnic, multi-lingual, multi-religious Inter-religious sensitivity: main ideas from the major religions Sharing faith: what is the religious meaning that is precious to you Breaking through stereotypes Communalism and building community 	7
	 Chapter-III: Corruption as a way of life Case studies Attempt to analyse causes Strategies to avoid corruption: RTI, Civil society groups, strategies to bring accountability and transparency 	4
Module II	 Chapter-IV: Stress, Conflict and Violence in Contemporary Society Understanding stress, conflict and violence Causes, forms and types Resolving strategies 	5
	 Chapter-V: Youth and Substance Abuse Forms of substance abuse - alcoholism, drug addiction, smoking Causes, symptoms and effects Preventive and curative measures 	6
Module III	 Chapter-VI: The problem of evil Conceptualizing evil Manifestations of evil Mitigation 	2

	 Chapter-VII: Prayer - communal and personal What is prayer? The importance of prayer and silence in one's life 	2
	 Chapter-VIII: Critical Thinking What is critical thinking? The value of critical thinking Analysis of Newspapers, TV, Film 	3
	 Chapter-IX: Ethical Relationships Young People: Suicide, Depression, Ragging Causes and symptoms Coping strategies 	6
	 Chapter-X: Understanding Self-Image Understanding self-image Strategies to build self-image 	2
Module IV	 Chapter-XI: Career Planning Importance of career planning Essential requirements for career planning 	2
	 Chapter-XII: Current Affair Reading newspaper Local, national and international updates 	2
	Total Lectures	45

Reference Books:

- Ahuja, Ram (1992). Social Problems in India. Jaipur: Rawat Publications.
- Dube, S. C. (1996). Indian Society. New Delhi: National Book Trust.
- Gentile, Mary C. (2010). Giving Voice to Values. New Haven: Yale University Press.
- Harris, Godfrey (2004). *Corruption: How to deal with its impact on Business and Society*. Loss Angeles: The Americas Group
- In Harmony: Value education at college level- Department of Ethics and Religious studies, Loyola College, Chennai.
- Irwing G Sarason and Barabara Sarason (1998). *Abnormal Psychology* (Chapter- 13 Substance Abuse: Drugs / Alcohol). Washington: Prentice Hall PTR.
- Mitra, Barun K. (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press
- Masih, Y. (2002). *Introduction to Religious Philosophy* (Chapters- 1, 2, 13, 15). Delhi: Motilal Banarsidass Publishers Private Ltd.

Resources:

- Film: The Four Religions Arnold Toynbee
- Film: The Seven Circles of Prayer Martin Smith
- Film: God in the Dock Ellwood Kieser
- Film: Teenage depression and suicide Andrew Schlessinger
- Film: Portrait of addiction- Moyers collection on DVD- Films for Humanities and sciences.

F. Y. B. Com	FUNDAMENTALS OF FINANCIAL ACCOUNTING - II	Semester II	
Credit: 03	ССОМ00201	LPW: 04	
Objectiv	/e:		
	Γο make learners understand about conversion of single entry book louble entry system.	keeping system to	
	2. To familiarize learners about the variety of non-trading organizations and how the maintain their books of accounts		
	3. To familiarize learners about accounting of depreciation and how to treat the different that arises due to change in method of depreciation.		
	To teach students to enter their daily expenses in a columnar cash bo Frial balance. To enable students to read their own ledger accounts.	ok and to prepare a	
Module	Contents	Lectures	
Module I:	Accounting from Incomplete records – Conversion from Single double entry including preparation of Trading, Profit and Le Account and Balance Sheet.		
Module II	Final Accounts of Non-Trading Organizations including Clu Gymkhanas, Hospitals, Colleges, Libraries.	bs, 15	

Module II	Gymkhanas, Hospitals, Colleges, Libraries.	15
Module III	Depreciation – Fixed and reducing Balance Method and accounting for Change in Method.	20
Module IV	Cash Book cum ledger. Reading of ledger accounts	
	Total Lectures	60

Reading and References material

- 1. Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi, 2008
- 2. Accountancy & Financial Management (For F.Y.B.Com.) by Chopde Chaudhari Seth Publication
- 3. Financial management J.M. Pandey, Vikas Publishinh house, 2015
- 4. Financial management Prasanna Chandra, Tata McGraw-Hill Education, 2007.
- 5. Accounting and Financial Management, Semester II Ainapure and Ainapure, Manan Prakashan, 2019

F. Y. B. Com	BUSINESS ECONOMICS - II (MICROECONOMICS)	Semester II
Credit: 3	ССОМ0202	LPW: 3

Objective: To familiarise the learners with the basics of microeconomics and its application.

Module	Contents	Lectures
Module I	Cost and Revenue Analysis Behaviour of Cost Curves: Short Run and Long Run – marginal cost curve and supply curve - Revenue Concepts - total, average and marginal revenue - under Perfect and Imperfect Markets - Equilibrium of firm - Break-even	15
Module II	Market Structure Classification of market structure - Perfect Competition: short-run and long-run price - output decisions of a firm –Shut-down Point - Monopoly: - sources and types - Short-run and long-run equilibrium of a monopoly firm, supply curve under monopoly – price discrimination – anti-trust policy - Monopolistic competition - product differentiation, selling cost, short run and long run equilibrium of firm - its comparison with perfect competition - Oligopoly- features - Price rigidity	20
Module III	Pricing Methods and Market Failure Pricing methods - full-cost pricing, marginal cost pricing, limit pricing, sales maximising pricing - Market failure – sources of – imperfect market, public goods, externalities, imperfect information Case studies	10
	Total Lectures	45

Prescribed Books

- 1. Ahuja, H. L, Business Economics, S. Chand Publishing, New Delhi, 2017.
- 2. Deweet K K, Modern Economic Theory, S. Chand & Company Ltd., New Delhi, 2012
- 3. Mankiw Gregory N, Principles of Economics, Cengage India, 2018.

REFERENCES

- 1. Koutsoyiannis, A, Modern Microeconomics, McMillan Press, 1979.
- 2. Lipsey, R.G. and A.K. Chrystal, *Economics*, Oxford University. Press, 2007.
- 3. Mankiw, N.G, Economics: Principles and Applications, Cengage Learning, 2009.
- 4. Pindyck, R.S. and D.L. Rubinfeld, *Microeconomics*, Pearson Education, 2008.
- 5. Salvatore, D.L, Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 6. Varian, H.R, Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.

F. Y. B. Com	BUSINESS MATHEMATICS AND STATISTICS- II	Semester II
Credit: 3	CCOM0203	LPW: 5+1

Objective: To familiarize the students with advanced studies taking into consideration the concept and features studied during the First Semester and Application of basic concept to real life Example

Modules	Contents	Lectures
	BUSINESS MATHEMATICS - II	
1	 Concept of Functions and Derivatives a) Concept of Sets and Functions, Different types of Functions, problems based upon the same including Linear, constant and functions of higher degrees, Logarithmic functions, Exponential functions etc. b) Functions in Economics, concept of Average and Marginal functions calculation of the same, Break Even Analysis, Equilibrium Point, Applications etc. c) Derivatives , calculation of derivatives of simple functions involving linear, constant, Exponential, logarithmic functions Algebra of Derivatives ,Scalar Multiplication, sum, difference ,product, division , quotients etc, problems based on Rules / Algebra etc. d) Application of Derivatives, problem involving Rate, Average and Marginal Concept, Optimization, Increasing, decreasing functions etc. 	25
2	 Permutation and Combination a) Concept of Fundamental Principal, Definition of Permutation and Combination, relation between Permutation and Combination, Problem based upon the same, Application of permutation and Combination. Its use in probability. b) Permutation as to repeated terms, Combinations etc. c) Definition of Linear programming problem d) Conversion of Normal problem to Linear programming problem e) Solving of Linear programming problem graphically 	15
	Sub- Total of lectures	40

	BUSINESS STATISTICS - II	
1	 Bivariate Statistics a) Correlation, meaning of the concept. b) Method of calculating Correlation , Scatter Diagram Method , Correlation Graph Method, Correlation Table Method, Karl Pearsons Co-efficient of Correlation , Spearmen's Rank Correlation , c) Cause and effect Analysis , Repetition Rank Analysis d) Regression, definition , Methods of Calculation of Regression , Analysis of Regression, its properties and Application to Business etc. 	15
2	 Time Series Analysis a) Definition of Time Series Analysis, Components of Time Series , Calculation of Computation of different Components of Time Series Analysis, Estimation, Forecasting etc. 	5
3	 Probability a) Basic Definition of Sets, Sample Space , Events, Computation of Probability b) Complementary Probability, Addition Theorem of Probability Conditional Probability, Multiplication theorem of Probability , Problem based on the said Law, dependent and Independent Events etc. c) Definition of Random Variable, Probability Distribution, Expectation of Random Variable, Variance and Standard Deviation of the Random Variable d) Binomial distribution, Exponential Distribution, Normal Distribution, Mean and Standard Deviation of the aforesaid distribution, calculation of the problem based upon the same. e) Properties of the Normal Distribution and problem based on the properties. 	20
4	Decision Theory a) Concept of Decision making, different types of Decision making	5

Total Lectures	85
Sub-total of lectures	45
understanding the Basic Concept of decision make process.b) Decision making under Risk , Probabilistic Decision, Calculation of EOL , EOQ ,Laplace, Maximax, Maximin, Minimax, Minimin etc	

Reading and References material

- 1. Fundamentals of Statistics by SC Gupta , Himalaya Publishing House Sixth thoroughly Revised Edition 2017
- Introduction to Operation Research by Kanti Swarup, PK Gupta, Manmohan, Sultan Chand & Sons Tenth Edition,2017
- 3. Problems in Quantitative Techniques, by P K Gupta and Manmohan, Sultan Chand & Sons Twelfth Edition,2017
- Fundamentals of Mathematical Statistics by SC Gupta & V K Kapoor, Himalaya Publishing House Sixth thoroughly Revised Edition 2017
- 5. Elementary Business Statistics by AV Deshpande ,M.L Vaidya ,& D.M Doke,Vipul Prakashan, Fourth Revised Edition 2018
- Elementary Business Mathematics by AV Deshpande ,M.L Vaidya ,Vipul Prakashan, Fifth Revised Edition 2018
- 7. Business Mathematics by B Agarwal, Ane Book Pvt Limited
- 8. Business Mathematics by DC Sancheti & VK Kapoor Sultanchand & Sons
- 9. Business Mathematics by AP Verma Asian Book Pvt Ltd

F. Y. B. Com	COMMERCE III -MARKETING	Semester II
Credit: 3	ССОМ0204	LPW: 3

Objectives:

- 1. To develop a deeper understanding and appreciation of nature of the fundamental principles of marketing management.
- 2. To study the importance of marketing as an important function in organizations.
- 3. To study the trends in marketing in the present day scenario.

Module	Contents	Lectures
1	Introduction to Marketing	10
	 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 	
	 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 	
2	Marketing Decisions I	10
	 Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept, Components Brand Equity- Concept, Factors influencing Brand Equity Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies 	
3	Marketing Decisions	10
	 Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope, Importance Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling 	
4	Key Marketing Dimensions	10
	• Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations	

	Total Lectures	45
5	Case Study Analysis	05
	Reasons for failure of brands in India with suitable examples.	
	Factors contributing to Success of brands in India with suitable examples,	
	Careers in Marketing – Skill sets required for effective marketing	
	Challenges faced by Marketing Managers in 21st Century	
	Green Marketing- concept, importance	
	Digital Marketing-Concept, trends in Digital Marketing	
	Effective Rural Marketing	
	• Rural Marketing- Concept, Features of Indian Rural Market, Strategies for	
	Follower and Market Nicher Marketing Ethics:	
	Competitive Strategies for Market Leader, Market Challenger, Market	

List of Reference Books

- 1. Philip Kotler, Marketing Management, Prentice Hall. New Delhi.
- 2. Philip Kotler, Principles of Marketing, Prentice-Hall of India, New Delhi-110001.
- 3. Ramanuja Majumdar, Marketing Research Text, Applications and Case Studies, New Age International Pvt. Ltd., New Delhi.
- 4. Rustom, S. arid Daver, Modern Marketing Management, Universal Book Stall, New Delhi.
- 5. Jha, S.M. Service Marketing, Himalaya Publishing House, Mumbai.

F. Y. B. Com	COMMERCE IV- SERVICES SECTOR	Semester V
Credit: 3	ССОМ0206	LPW: 3

Objectives:

- 1. To familiarize the students with basic concepts of Services.
- 2. To develop knowledge and understanding of Services.
- 3. To make students aware of current trends in Services Sector

Module	Contents	No. of Lectures
1	CONCEPT OF SERVICES	10
	Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context.	
	Marketing Mix for Services: Consumer expectations, Services Mix, Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people	
	Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector	
2	RETAILING	10
	Introduction: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.	
	Retail Format: Store format, Non – Store format, Store Planning, design and layout.	
	Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.	
3	RECENT TRENDS IN SERVICE SECTOR	12
	ITES Sector: Concept and scope of BPO, KPO, LPO and ERP Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India Hospitality Service : Travel and Tourism Services: Introduction to Hospitality management, Fundamentals of tourism, Tourism Principles and Ethics, Tourism in India, Travel agency & tour operation management, Employment Area & business opportunities Logistics: Networking – Importance – Challenges	
4	E-COMMERCE:	08

	Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.	
	Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C.	
	Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.	
5	CASE STUDY ANALYSIS	05
	Related Contemporary Issues, Recent Trends & Practice for Case Study Analysis	
	Total lectures	45

List of Reference Books

- 1. Service Sector, Himalaya Publishing House, Mumbai.
- 2. Service Sector in India, Excel India Publishers, New Delhi.
- 3. Ravi Shankar- Service Marketing The Indian Perspective, Excel Books (1998)
- 4. S.M. Jha- Service Marketing Himalaya publishing House , Mumbai (1994)
- 5. Tourism and Sustainability by Martin Mowforth & Ian Munt
- 6. Ecology and Tourism by Dr. G. Poiyamoazhi

S. Y. B. Com	SPECIAL COURSE –HUMAN RIGHTS	Semester III
Credit: 3	CSPC0301	LPW: 3

Objective: To acquaint and familiarize the students with the Human Rights regime and sensitize the students' to human rights.

Module	Contents	Lectures
Module I:	Nature and Scope of Human Rights	
	Introducing human rights	
	Nature of human rights	
	Requirements for enjoying human rights	
	Correlation between rights and duties	10
	Cultural Relativism and universality of human rights	
	Scope of human rights	
	Suggestions for advancement of human rights	
Module 2	Evolution of human rights	
	Ancient origins of human rights	
	The natural law school and natural rights theory	
	Evaluation of theories of human rights	10
	Development of human rights	
	Landmarks in the development of human rights (Magna Carta, English Bill of rights, American declaration of independence, US Bill of rights, French Declaration of the rights of man and citizen)	
Module 3	Universal Declaration of Human Rights	
	Introduction to UDHR	
	Preamble of UDHR	
	Ambit of Rights covered by declaration	10
	Articles of declaration	
	Significance of declaration	

Module 4	Constituents of Human Rights	
	Classifying human rights	
	Basis of classifying rights	
	Civil rights	
	Political rights	10
	Economic rights	
	Social and cultural rights	
	Development oriented rights	
	Enforcement of Human rights	
	Protection of human rights	
	Implementing human rights	
	Human rights and domestic jurisdiction	
	Human rights commission	
	UN High Commissioner for Human rights	
	Office of the United Nations High Commission for human rights	05
	Human Rights Committee	05
	Implementation of human rights by human rights committee	
	Implementation of International Covenant on Economic, Social and Cultural Rights	
	International Court of Justice	
	International judicial system for human rights	
	Weaknesses of U.N.O in dealing with human rights violation	
	Total lectures	45

List of Reference Books

Basu Durga Das, Introduction to Constitution of India, LexisNexis, 2018

Singh M.P., V N Shukla's Constitution of India- Eastern Book Company, 2017

Bare Text of part XI Constitution of India

Bare Acts of relevant laws

Self-Study Topics:

Universal Declaration of Human Rights, 1948 International Covenant on Civil and Political Rights, 1966 Optional Protocols to the International Covenant on Civil and Political Rights International Covenant on Economic, Social and Cultural Rights, 1966 Convention on the Elimination of all Forms of Discrimination against Women (CEDAW)-1979 UN Declaration of the Rights of the Child, 1959 Laws in India Protective and Repressive of Human Rights.

S. Y. B. Com	FINANCIAL ACCOUNTING - I	Semester III
Credit: 4	CCOM00301	LPW: 5

Objective: To familiarise students with the next level of complexity in the preparation of final accounts. The student is also prepared for special aspects like hire purchase, calculation of fire insurance claims, consignment and branch operations. The introduction of issue of shares, mutual funds and the time value of money at this point with the accounting aspects is meant to open up the horizons for career goals as well as plan for their personal lives.

Module	Contents	Lectures
Module I:	Partnership Final Accounts based on Adjustment of Admission or Retirement / Death of a Partner During The Year	
	Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires/dies during the year	15
Module II	Accounting for Share and Mutual Fund transactions	
	Understanding the Share Market (without going into micro structure). The opportunities that exist for personal wealth creation and career opportunities in the market framework. An initiation into research based on fundamental analysis. Journal entries for Share transactions and mutual funds.	15
Module III	Branch Accounts:	
	Understanding the importance of branch accounts in the context of today's business environment.	
	The meaning and classification of branch and branches. The journal entries and the appropriate ledger accounts that go with it. Accounting for dependent branch not maintaining full books. A study of the methods involved viz: Debtors method and the Stock and Debtors Method.	15
Module IV	Fire Insurance Claims:	
	Computation of loss of stock by fire. Arriving at the Gross profit ratio through the trading account after considering normal and abnormal effects in stock and purchases. Ascertainment of claim as per the	15

insurance policy. Arriving at the claim using the average claim method.	
Total Lectures	60

REFERENCES

- 1. Ainapure and Ainapure (2017) Accountancy and Financial Management, Manan Prakashan, Vile Parle(East), Mumbai 57.
- 2. Prasanna Chandra (2005) Financial Management
- 3. Robert N.Anthony , David F. Hawkins and K Merchant (2016), Accounting: Text and Cases , McGraw Hill Education (India) Pvt. Ltd, New Delhi

S. Y. B. Com	BUSINESS ECONOMICS - III (MACROECONOMICS)	Semester III
Credit: 3	CCOM0302	LPW: 3

Objective: To familiarise the learners with the basics of macroeconomics and its applications.

Module	Contents	Lectures
Module I	Introduction to Macroeconomics National Income concepts – income as expenditure – consumption, investment and government expenditure – GDP Deflator - Circular Flow of Income - closed and open economy models - Trade Cycles: features and phases - Consumption function -Psychological law of consumption - Theory of Employment - Effective demand - unemployment equilibrium - Investment Multiplier - leakages and limitations	20
Module II	Money Money: Definition and Functions – issue of currency - Supply of Money - Constituents and Determinants - Money Supply Measurement in India - Demand for Money - Meaning and Factors - Liquidity Preference Theory of Rate of Interest – Inflation – causes and effects - Cost push and demand pull inflation – Measures to control inflation	15
Module III	Central Banking Central banking in India- Principles of central banking – Functions - Credit control- instruments of credit control – reserve requirements – bank rate – open market operations Case Studies	10
	Total Lectures	45

Prescribed Books

- 1. Ahuja, H.L, *Macroeconomics*, S. Chand Publishing, New Delhi, 2017.
- 2. Deweet K. K, Modern Economic Theory, S. Chand Publishing, New Delhi, 2012.
- 3. Jhingan M. L, Macroeconomics, Vrinda Publications (P), Limited, 2016.

REFERENCES.

- Dornbusch R. & S. Fischer, *Macroeconomics*, 11th Edition, Tata-McGraw-Hill Education, 2011.
 Shapiro, Edward, *Macroeconomic Analysis*, 5th Edition Galgotia Publications Pvt. Ltd, New Delhi, 2017.
- Boulding, Kenneth, Economic Analysis, 3rd Edition, Harper & Row Publication, New York. 1955.
 Mishra S.K. & V.K. Puri, *Macroeconomics*, Himalaya Publishing House, 2015.

S. Y. B. Com	COMMERCIAL LAW-I	Semester III
Credit: 3	ССОМ0303	LPW: 4

- 1. To acquaint the students with the general principles of commercial laws touching upon our daily lives.
- 2. To prepare the students in their career as commerce graduates to apply the knowledge professionally.

Module	Contents	Lecture
1	THE INDIAN CONTRACT ACT, 1872 (General Principles applicable to Contracts):	30
	1) Offer and Acceptances	
	2) Agreements and Contracts	
	3) Consideration	
	4) Capacity to Contract	
	5) Consent and Free Consent	
	6) Unlawful Agreements	
	7) Contingent Contracts	
	8) Performance and Discharge of Contracts	
	9) Quasi Contracts	
	10) Consequences of Breach of Contract	
	THE SALE OF GOODS ACT, 1930	15
	1) Definition, Nature and Formation of Contract of Sale of Goods	
2	2) Conditions and Warranties	
2	3) Transfer of Property and Title	
	4) Performance of Contract	
	5) Rights of Unpaid Seller	
	THE SALE OF GOODS ACT, 1930	15
3	1) Definition, Nature and Formation of Contract of Sale of Goods	
5	2) Conditions and Warranties	
	3) Transfer of Property and Title	

4) Performance of Contract	
5) Rights of Unpaid Seller	
Total Lectures	60

REFERENCES

Singh Avtar, Law of Contract and Specific Relief, Eastern Book Company, Edition 2017, Reprinted 2019 Pollock and Mulla, Law of Contracts, Lexis Nexis, Fifteenth Edition 2018 Venkatesa Iyer T.S, Law of Contracts, S Gogia and Company, Tenth Edition, 2009 Pollock and Mulla, The Sale of Goods Act, Lexis Nexis, Tenth Edition 2017 Venkatesa Iyer T.S, Sale of Goods Act, S Gogia and Company, ISBN-13:1234567146651 Dr. Singh Gurubux, Law of Consumer Protection, Bharat Law Publication, 1990 Myeni S.R, Law of Tort and Consumer Protection, Asia law House, 2009 Edition Pillai P.S.Atchuthen, Law of Tort and Consumer Protection, Eastern Book Company, 2002 Edition Singh Avtar, Introduction to Law of Partnership, Law of Partnership, Eastern Book Company, 2007 Edition Singh Avtar, Company Law, Eastern Book Company, Seventeenth Edition, 2016 Kapoor N.D., Elements of Company Law, 21st Edition Bagrial A.K., Company Law, Vikas Publishing House Pvt. Ltd, Twelfth Edition, 2009 Basu Durga Das, Introduction to Constitution of India, LexisNexis, 2018 Singh M.P., V N Shukla's Constitution of India- Eastern Book Company, 2017 Bare Text of part XI Constitution of India Bare Acts of relevant laws

S. Y. B. Com	COMMERCE –V- HUMAN RESOURCE MANAGEMENT	Semester III
Credit: 3	CCOM0304	LPW: 3

- 1. To impart the basic orientation towards the role of human resource function in an enterprise.
- 2. To develop understanding and appreciation of nature of the fundamental principles of Human Resource management.
- 3. To highlight the significance of Human Resource management in the modern days.
- 4. To study the changing trends involved in Human Resource management in the present scenario.
- 5. To orient the learner towards contemporary issues in the field of human resource function.
- 6. To develop a deeper understanding and appreciation of nature of industrial relations.

Module	Contents	No. of Lectures	
1	Human Resource Management	10	
	 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	10	
	 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	10	
	 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 and Safety Measures. 	
4	Trends In Human Resource Management	10
	 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 	
5	Case Study Analysis on various aspects of HRM Functions	05
	Total Lectures	45

List of Reference Books

- 1. Agrawal R. D., Dynamics of Personnel Management in India, Tata Me Graw Hill Publishing Co., New Delhi
- 2. Arun Monappa and Mirza Saiyadin, Human Resource Management, Tata Me Graw Hill Publishing Co.
- 3. Aswathappa K., Human Resource Management, Text & Cases, Tata McGraw-Hill Publishing Company Ltd., Seventh Edition.
- 4. Aswathappa K., Tata McGraw Hill, Human Resource and Personnel Management
- 5. Barry Cushway, The Handbook of Model Job Descriptions, Revised Edition, ISBN: 9780749452247.
- 6. Bhattacharyya Deepak Kumar, Human Resource Planning, Second Edition, Published by Anurag Jain for Excel Books, ISBN: 81-7446-498-0.
- 7. Bisvvajeet Pattanayak, Human Resource Management, Prentice Hall India.
- 8. Black, P. and William, D. 'Assessment and classroom learning'
- 9. Chand Smriti, Human Resource Management: Meaning, Objectives, Scope and Functions Online Article.
- 10. Dakotta Alex, The Recruiters Guide Book, publisher Fable Press, Revised Edition.
- 11. David A. Decenzo and Stephen P. Robbins, Human Resource Management, John Wiley & Son. Inc, New York.
- 12. Dharma Vira Aggarwala, Manpower Planning, Selection, Training and Development (Reprint Edition).
- 13. Dunn, J.D and Stephens, EC Management of people, Me Graw Hill Book Company, New York.
- 14. Edwin B. Flippo, Principles of Personnel Management, Me Graw Hill Publication
- 15. ELSEVIER, Recruitment and Selection Management Extra, by Elearn, Published by ELSEVIER, ISBN: 978-0-08-055743-4, Revised Edition.
- 16. Eric Gamer of KSA Training Ltd and founder of Manage Train Learn "Recruitment and Selection"
- 17. Gary Dessler HRM, 7th Edition, Prentice Hall Publication,

- 18. Geet S.D., Deshpande A.D. & Mrs. Deshpande Asmita, Human Resource Management.
- 19. Gupta B., Personnel Management, Sultan Chand and Company Limited, New Delhi.
- 20. Kate Russell, "Employer's guide to Recruitment"
- 21. Khanka S. S., Human Resource Management, Sultan Chand and Company Limited, New Delhi
- 22. Kumari Neeraj, Article: A Study of the Recruitment and Selection process: SMC Global, ISSN 2224-6096, Vol 2, No. 1, P.35.
- 23. Kumari Neeraj, Article: A Study of the Recruitment and Selection process: SMC Global, ISSN 2224-6096, Vol 2, No.l, P.36.
- 24. Leon C. Megginson, Personnel and Human resources Administration, Richard D. Irwin Inc. Homewood, Illinois.
- 25. M. Sharma "Personnel & HRM", Himalaya Publishing House
- 26. Mader-Clark Margaret, The Job Description Handbook, NOLO, ISBN: 1413314686 & 9781413314687.
- 27. Mamoria C. B, "Personnel Management", Himalaya Publishing House
- 28. Michael V. P. Dr., Human Resource Management and Human Relations, Himalaya Publishing House.
- 29. Patel M. K. Case Studies on HRD Practices, Anmol Publications
- 30. R. Kleynhans, L. Markham, W. Meyer, S. Van Aswegen with E. Pilbeam, Human Resource Management, Fresh Perspectives
- 31. Rao T. V., Human Resource Management in India Indutry
- 32. Subba Rao P., Personnel and Human Resource Management, Himalaya Publishing House, Mumbai
- 33. Ventataraman S. and B. K. Srivastave, Tata Me. Graw Hill, Personnel Management and Human Resources, New Delhi.

S. Y. B. Com	REGULATORY ASPECT OF BANKING AND FINANCE –I	Semester III
Credit: 3	CCOM0305	LPW: 3

- 1. To familiarize the students with basic legal and Regulatory Concept of Banking and terminology associated with Banking.
- 2. To familiarize students with formation Reserve Bank of India and its purpose.
- 3. To give an insight of Banking Regulation Act 1949, Rules & Regulation as to formation of Banks.
- 4. Formation of different categories of Banks in India/ Nationalisation of Banks

Module	Contents	Lectures
1	 Regulation and Compliance a) Provision of RBI Act 1935, Banking Regulation Act 1949, Banking Companies Acquisition and Transfer of undertakings Act 1970 and 1980). b) Definition of Banking, Requirements for obtaining License by different categories of Bank, New Banks, Opening of Branches, concept as to branch etc. c) Constitution of Board of Directors, requirements and qualification for becoming Directors, Managing Directors, Chairman, Disqualification , Powers of RBI in appointing Additional Director , Director . d) Shareholders, Rights of Shareholders, Maximum shares that can be held by various categories of Shareholders, formalities and compliance of RBI requirements. e) Winding-Up of Bank, Mergers and Amalgamation, different ways in which Banks can merged and Amalgamated, procedure to be followed, requirements to be satisfied. f) Types of Accounts, KYC Requirements of CRR, SLR, Interest Rate Policy, fixation of Rates etc charges. h) Powers to control Advances- Selective Credit Control Policy, Advancement of Loans etc. i) Audit and Inspection, Supervision of Banks, Formation of Control Board for Financial Supervision, its Scope and Role. j) Disclosure of Accounts and Balance Sheets 	20
	k) Submission of Different Types of Return and time period of its Submission.l) Corporate Governance of Bank.	
2	 Formation and Law as to different types of Banks a) State Bank of India Act 1955, Formation of Subsidiaries of State Bank of India and present status of Subsidiaries.(Mergers of Subsidiaries) b) Concept and function of SBI, appointment of Directors and Managing 	15

	 a) Concept of different Instruments of Banking , Promissory Note , Bill of Exchange , Cheques , Law relation to the same b) Responsibility of Paying and collecting Banks , Case Law as to Responsibility of Collecting and paying bank , deficiency in service of the Bankers , compensation , payments etc c) Concept of Ombudsman , Law relating to appointment of Ombudsman , functions of Ombudsman , Complaint to Ombudsman and decision of Ombudsman , etc. 	
3	Banking Operations	10
	 Directors, shareholding Pattern, Banking activities of SBI and its subsidiaries. c) Co-operative Banks, State Co-operative Societies Act, Multistate Co-operative Societies Act, Scheduled Banks, Applicability of Reserve Bank of India Act and Banking Regulation Act to State Co-operative Bank. Compliance as to Banking Regulation Act etc. d) Private Sector Bank, Shareholding and Capital Requirements etc. e) Activities of Statutory Banks , Co-operative Banks , Private Sector Banks , policy Compliance of RBI etc. Regional Rural Banks 	

Reading and Reference Books

- Legal & Regulatory Aspects of Banking, Indian Institute of Banking and Finance, Macmillan 4th Edition 2018
- 2 Bare Acts, Rules and Regulation and RBI Circulars
- 3 Bhashyam and Adiga, The Negotiable Instrument Act
- 4 Dastoor Case Book on Law of Banking
- 5 Kapoor N.D, Mercantile Law, Sultanchand and Company New Delhi
- 6 Mather L.C, Securities acceptable to a Banker
- 7 Radhaswami and Vasudevan, A testbook of Banking 2 nd Edition
- 8 Seths Banking Regulation and Allied Rules, Law Publishers(India)Pvt. Ltd Allahabad
- 9 Gutteridge HC and Megrah Maurice, The Law of Bankers, Commercial credits, 7th Edition
- 10 Chatterjee Arun, Bank Lending Volume I

	S. Y. B. Com	MASS COMMUNICATION	Semester III
	Credit: 3	CCOM0306/CCOM0406	LPW: 3
C	bjective: 1.	To understand the complexity of mass communication.	
	2	To foster englished shills to view more modio suitically.	

To foster analytical skills to view mass media critically

Module	Contents	Lectures
	Chapter-1: Introduction to Mass Communication	
	• Communication: meaning, process, and types	9
	Mass communication: meaning	,
	Information technology and mass communicationMass communication and culture	
Module I	Chapter-2: The Mass Media	
	• A brief history of the mass media	
	 Functions of the mass media 	8
	 Theories of the mass media 	
	Chapter-3: Issues in Mass Communication	
	• Ownership	5
	• Censorship	
	• Ethics	
Module II	Chapter-4: Media Audiences	
	• Concept	5
	• The audience as market	
	Psychology of audiences	
	Chapter-5: Effects of Mass Media	
	• The meanings of effects	5
	• Theories of media effects	
	• Effects of media on education, children, family relations	
Module III	Chapter-6: Media and Development	
	• Concept – development	
	Development communication	5
	Models of development communication	
	• Role of media in development and social change	

Module IV	Chapter-7: Corporate Events and Role of PR Agency	4
Wiouule I v	Chapter-8: Introduction to Mass Media Research	4
	Total Lectures	45

Prescribed Books:

- Kumar, Keval J. (2013). Mass Communication in India. Mumbai: Jaico Publishing House.
- Tripathi, Narendra (2006). *Mass communication: Concepts and processes*. New Delhi: Reference Press.
- Singh, Bhanu Pratap (2011). *Mass communication research*. New Delhi: Anmol Publications Pvt. Ltd.
- Hasen, Anders; Cottle, Simon; Negrine, Ralph; Newbold, Chris (1993). *Mass communication research method*. Basingstoke: Macmillan Press Ltd.

Reference Books:

- Agee, Warren K., Ault, Philip H., Emery, Edwin (1997). *Introduction to mass communication*. New York: Addison-Wesley Longman, Inc.
- Baran, Stanley J. (2010). *Introduction to mass communication: Media literacy and culture*. New Delhi: Tata McGraww Hill Education Private Limited.
- Shaikh, Javed (2014). *Introduction to mass communications and journalism*. New Delhi: Random Publications.
- Hasan, Seema (2010). *Mass communication: Principles and concepts*. New Delhi: CBS Publications & Distributors.
- Vilanilam, J. V. (2003). *Growth and development of mass communication in India*. New Delhi: National Book Trust.
- D'souza, Y. K. (1997). *Handbook of journalism and mass communication*. Delhi: Indian Publishers Distributors.
- Kumar, Praveen. (2010). History of media and mass communication. New Delhi: Centrum Press.
- Mishra, Subdhir (2006). Impact of mass communication. New Delhi: Mahaveer & Sons.
- Rao, N. Venkateshwara, Mathur, Prashant K. (2006). *Mass communication: Recent trends and future prospects*. New Delhi: Kanishka Publishers, Distributors.
- Narula, Uma (1994). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications Pvt. Ltd.
- Mishra, Sudhir (2006). Mass communication and electronic media. New Delhi: Mahaveer & Sons.
- Dominick, Joseph R. (2009). *The dynamics of mass communication: Media in the digital age*. Boston: The McGraw Hill Companies, Inc.
- Folkerts, Jean, Lacy, Stephen (2006). *The media in your life: An introduction to mass communication*. New Delhi: Dorling Kindersley (India) Pvt. Ltd.

S. Y. B. Com	SPECIAL COURSE –SCIENCE & TECHNOLOGY	Semester IV
Credit: 3	CSPC0401	LPW: 3

To acquaint and familiarize the students with the basics of science and technology

To acquaint with the contribution of some of the great scientist of the word in their field of Research

Modern development in science and technology and thereby promote inter disciplinary study.

Module	Contents	Lectures
Module I:	Introduction to science	
	Origins of Science	
	Use of instruments in scientific investigations	
	Nature of Science	
	Concept of Order and System in science	
	Advances in Science	
	Scientific world view	
	Aim of Science	
	Pure and Applied Science	15
	Classification of Sciences	
	Science and Religion	
	Science and Philosophy	
	Science and Astrology	
	Science and Technology	

Module II	Contributions of renowned scientists	
	Galileo Galilei	
	Isaac Newton	
	Albert Einstein	05
	Charles Darwin	
	Dr. C.V. Raman	
	Dr. Homi Bhabha	
Module III	Recent technological advancement	
	Space Technology	
	Information Technology	
	Laser Technology	15
	Biotechnology	
	Genetic Engineering	
	Nano Technology	
Module IV	Misuse of Science and technology in areas of:	
	Sonography and sex determination tests	
	Synthetic and genetically modified food	10
	Cyber Crime	
	Nuclear Power	
	Total Lectures	45

Reference

- 1 Prof K T Basantani Science and Technology
- 2 Science and Technology in Facts and Fiction, A Guide to Young Adult Book by AM Kennedy, Stella S Spangler, Merry Ann
- 3 101 Great Science Experiments by DK
- 4 Science Encyclopaedia, the World of Knowledge
- 5 Scientist, Invention and Discoveries by VS Editorial Board
- 6 Science and Technology Oxford Reference
- 7 Science and Technology Oxford Essential Quotation by Andrew M Coleman
- 8 Science and Technology City Bibliography
- 9 An Introduction to Science and Technology by Sergio Sisonde

S. Y. B. Com	FINANCIAL ACCOUNTING - II	Semester IV
Credit: 4	CCOM0401	LPW: 5

Objective: To familiarise students with the next level of complexity in the preparation of final accounts. The student is also prepared for special aspects like hire purchase, calculation of fire insurance claims, consignment and branch operations. The introduction of issue of shares, mutual funds and the time value of money at this point with the accounting aspects is meant to open up the horizons for career goals as well as plan for their personal lives.

Module	Contents	Lectures
Module I:	 Accounting for Hire Purchase: Meaning of HP .Calculating the quantum of interest and with it the instalments and the breakup of interest and capital repayment. Accounting for hire purchase transactions by asset purchase method on full cash price basis. Recording of Journal entries, ledger accounts and disclosure in the balance sheet for the hirer and vendor. 	15
Module II	Consignment Accounts: Accounting for consignment transactions. Understanding of stock valuation and the calculation of stock reserve and its impact. Transactions involving invoicing of goods at a higher price Calculation of delcredere commission. Maintaining the ledger accounts in the books of the Consignor and the Consignee.	15
Module III	Amalgamations of FirmsRealisation method onlyCalculation of Purchase Consideration.Journal/ Ledger Accounts of Old Firms.Preparing Balance Sheet of New Firm along with adjustment of goodwill in the new firm.	15

Module IV	Time Value Of Money A Study of the compounding effect. The art of making money work for you. The flip side of compounding (bonded labour).Understanding Annuities and the calculations of EMI An introduction to Bonds and its peculiar features arrived at mathematically. Calculation of Yield to Maturity and spot prices of bonds.	15
	Total Lectures	60

REFERENCES

- 1. Ainapure and Ainapure (2017) Accountancy and Financial Management, Manan Prakashan, Vile Parle(East), Mumbai 57.
- 2. Prasanna Chandra (2005) Financial Management
- 3. Robert N. Anthony, David F. Hawkins and K Merchant (2016), Accounting: Text and Cases , McGraw Hill Education (India) Pvt. Ltd, New Delhi

S. Y. B. Com	BUSINESS ECONOMICS - IV (INDIAN ECONOMY)	Semester IV	
Credit: 3	CCOM0402	LPW: 3	

Objective: To familiarise the learners with the issues of and developments in the Indian economy.

Module	Contents	Lectures
Module I	State of the Economy – a Macro View Characteristics as Developing Economy - National Income growth - Sectoral Distribution to national income - Occupational Structure - Human Resource in India - Unemployment	20
Module II	Sectoral Study of Indian Economy Indian Agriculture - Production and Productivity - Agreement on Agriculture and effects - Industrial sector growth in India -developments, small scale industry - Indian Services Sector - recent developments	15
Module III	Commercial Banking in India Assets and liabilities, Liquidity -Profitability trade off - Commercial bank - Banking Sector Reforms - RBI and Monetary Policy - Indian Money Market Case Studies	10
	Total Lectures	45

Prescribed Books

- 1. Dutt R. & K.P.M. Sundaram, Indian Economy, 73rd Edition, S. Chand & Co. Ltd.
- 2. Mishra and Puri, *Indian Economy*, Latest Edition.
- 3. Agrawal, A. N, Indian Economy, Latest Edition.

REFERENCES

- 1. Government of India Economic Surveys
- 2. National Sample Surveys
- 3. Nagesh Kumar, International Competitiveness & Knowledge–based Industries in India, Oxford University Press, 2007.
- 4. Economic & Political Weekly: Various Issues.

S. Y. B. Com	COMMERCIAL LAW-II	Semester IV
Credit: 3	ССОМ0403	LPW: 4

- 1. To acquaint the students with the general principles of commercial laws touching upon our daily lives.
- 2. To prepare the students in their career as commerce graduates to apply the knowledge professionally.

1	THE CONSUMER PROTECTION ACT, 1986	12
	1) Preamble and Objects of the Act	
	2) Definitions	
	3) Consumer Protection Councils	
	4) Consumer Disputes Redressal Agencies	
	THE INDIAN PARTNERSHIP ACT, 1932:	12
	1) Definition, Nature and Formation of Partnership	
2	2) Mutual Relations of Partners	
2	3) Relation of Partners to Third Parties	
	4) Dissolution of a Firm/Partnership	
	5) Consequences of non-registration of a firm	
3	THE INDIAN COMPANIES ACT, 2013:	24
	1) Definition and Nature of Company	
	2)Memorandum and Articles of Association	
	3) Membership of a Company	
	4) Prospectus	
	5) Management of a Company (provisions relating to directors)	
	CERTAIN PROVISIONS OF CONSTITUTION OF INDIA RELATING TO LEGISLATIVE RELATIONS BETWEEN UNION AND STATES (PART XI OF CONSTITUTION OF INDIA)	12
	1) Extent of laws made by Parliament and by the Legislatures of States (Article 245)	
4	2) Subject matter of laws made by Parliament and by the Legislatures of States (Article 246)	
	3) Residuary powers of Legislation (Article 248)	
	4) Power of Parliament with respect to a matter in the State List in the national interest.(Article 249)	
	5) Power of Parliament with respect to a matter in the State List if a Proclamation of	

 Emergency is in operation in the national interest. (Article 250) 6) Inconsistency of Laws made by Parliament under Articles 249 and 250 and laws made by the Legislatures of States (Article 251) 7) Inconsistency of Laws made by Parliament and laws made by the Legislatures of States (Article 254) 	
Total lectures	60

List of Reference Books

- Singh Avtar, Law of Contract and Specific Relief, Eastern Book Company, Edition 2017, Reprinted 2019
- 2. Pollock and Mulla, Law of Contracts, Lexis Nexis, Fifteenth Edition 2018
- 3. Venkatesa Iyer T.S, Law of Contracts, S Gogia and Company, Tenth Edition, 2009
- 4. Pollock and Mulla, The Sale of Goods Act, Lexis Nexis, Tenth Edition 2017
- 5. Venkatesa Iyer T.S, Sale of Goods Act, S Gogia and Company, ISBN-13:1234567146651
- 6. Dr. Singh Gurubux, Law of Consumer Protection, Bharat Law Publication, 1990
- 7. Myeni S.R, Law of Tort and Consumer Protection, Asia law House, 2009 Edition
- 8. Pillai P.S.Atchuthen, Law of Tort and Consumer Protection, Eastern Book Company, 2002 Edition
- 9. Singh Avtar, Introduction to Law of Partnership, Law of Partnership, Eastern Book Company, 2007 Edition
- 10. Singh Avtar, Company Law, Eastern Book Company, Seventeenth Edition, 2016
- 11. Kapoor N.D., Elements of Company Law, 21st Edition
- 12. Bagrial A.K., Company Law, Vikas Publishing House Pvt. Ltd, Twelfth Edition, 2009
- 13. Basu Durga Das, Introduction to Constitution of India, LexisNexis, 2018
- 14. Singh M.P., V N Shukla's Constitution of India- Eastern Book Company, 2017
- 15. Bare Text of part XI Constitution of India
- 16. Bare Acts of relevant laws

S. Y. B. Com	COMMERCE –VI- BUSINESS FINANCE AND CAPITAL MARKETS	Semester IV
Credit: 3	ССОМ0404	LPW: 3

- 1. To provide an insight into business/ corporate finance and its appreciation to businesses in India.
- 2. To gain insights into the understanding of basic concepts in corporate finance.
- 3. To provide an insight into the functioning of capital markets in India.
- 4. To study the recent trends in the capital markets in India.

Modules	Contents	Lectures
1	Business Finance	08
	Business Finance: Meaning – Definition – Objective – Importance – Functions	
	- Organisation - Structure of Business Finance - Role of a Financial Manager.	
	Fixed & Working Capital Management	08
	Capital Budgeting: Meaning - Importance of capital budgeting - Methods of	
	evaluating a project investment proposal – Long Term Sources of Finance.	
	Working Capital Management: Meaning - Importance - Types - Working	
	Capital Cycle - Factors determining working capital - Management of Cash,	
	Inventory, Accounts Receivables and Accounts Payable. Short Term Sources of	
	Finance.	
2	Capital Structure, Risk & Profitability	08
	Capital Structure – Meaning, Concept - Importance and Significance of Capital	
	structure – Equity and Debt - Factors determining capital structure – Financial	
	planning of a new business.	
	Leverages: Meaning, Types – Importance and Significance of Leverages.	
	Cost of Capital – Meaning and concept of cost of capital – Determinants of cost of capital - Importance and Significance of Cost of capital.	
3	Capital Market	08
	Capital Market: Need for floating capital – Market of new issues – Public Offer	
	- Listing - Private Placement - Rights Issue - Bonus Issue - Recent trends in	
	public issues eg, Book building.	
	Secondary Markets: Management of Stock Exchanges in India - Evolution -	
	Regulation and Supervision - Role of Stock Exchange in Corporate	
	Governance - Study of functions of BSE and NSE. Types of Exchanges -	

	National, Regional, Local - Membership. Trading Methods – Trading Ring, On-	
	line Trading, Carry Forward Systems – Risk in Derivatives trading in stock	
	markets, Futures and Options.	
	SEBI: Role and functions of SEBI, SEBI and Investor Protection, Salient features of SEBI Act.	
4	Capital Market Intermediaries	08
	Merchant Banking: Meaning, Concept and significance - New Issue	
	Management and allied functions - Merchant Banking in India - Pre-issue	
	Management - Post-Issue Management - Mergers, Amalgamations and	
	Takeovers.	
	Venture Capital – Nature and Scope – Venture Capital in India – Venture	
	Capital Firms.	
	Mutual Funds – Nature, Significance and Types of Mutual Funds.	
	Fundamental Analysis and Technical Analysis of Market – Meaning and Importance.	
	Portfolio Analysis – Concept of Risk-Return - Characteristics of portfolio –	
	Principles of Portfolio Analysis – Liquidity Vs. Safety – Income Vs. growth –	
	Short Term and Long Term – Risk Vs. Return - Diversification of Investment	
	Portfolio - Need for reviewing portfolio constantly.	
5	Case Study Analysis on various aspects of Business Finance & Capital Markets	05
	Total lectures	45

List of Reference Books

- 1. AMFI Publications on Capital Market Studies
- 2. BSE BTI Publications on Capital Market Studies
- 3. BSE Publications on Capital Market Studies
- 4. Chandra Prasanna, Financial Management Theory and Practice, Tata Mcgraw Hill Publishing Company India, Delhi
- 5. Chandra Prasanna, Fundamental of Financial Management, Tata McGraw Hill Publishing Company.
- 6. Khan & Jain, Financial Management, Edition, 2, Publisher Tata McGraw-Hill. ISBN, 007451721X, 9780074517215.
- 7. Kucchal Suresh C., Financial Management, Chaitanya Publishing House, India
- 8. NSE Publications on Capital Market Studies
- 9. Pandey I.M., Financial Management, Publisher: Vikas Publishing House, New Delhi
- 10. Ravi Kishore, Financial Management, Publisher: Taxmann
- 11. SEBI Manual by Taxmann
- 12. Vyaptaksh Sharan, Fundamental of Financial Management (Second Edition), Pearson Education Published by Droling Kindersley (I) Pvt. Ltd. Delhi.

S. Y. B. Com	REGULATORY ASPECT OF BANKING AND FINANCE – I	Semester III
Credit: 3	ССОМ0405	LPW: 3

To develop on concept studied in Semester III and to study how the Banks function practically and different documentation required towards the Advancement of Loan by the Bank Securities taken by the Bank towards the Advancement.

Module	Contents	Lectures
1	 Concept of Advancement of Loan by the Bank a) Requirements to be satisfied by the different categories of Person for the purpose of making Application as to Loan. b) Compliance required by the Banker and procedure followed by the Banker towards the sanction and disbursement of Loan. c) Demand of Securities by the Banker towards the Advancement of Loan. d) Law relating to Guarantees and Indemnities, types of Guarantees, Scope and Application, Obligation of Bankers, Precaution and Rights of Banker, case laws in respect of Indemnities and Guarantees. 	20
2	 Laws Relating to the securities a) Understanding Letter of Credit, types of Letter of Credit, different parties to the Letter of Credit, Case Law relating to the Same b) Bill Finance , Types of Bill, Law relating to the Bill Finance , Types of Bill Finance .Case Laws c) Types of Securities , Mode of Charging of Security d) Mortgage, Lien, Pledge, Hypothecation. e) Creation of Charge and Satisfaction of Charge f) Law associated with Charging of different types of securities. 	15
3	 Different types of Borrower a) Law as to Borrower b) Registration of the Borrower under various Act c) Provision as to Recovery of Loan by the Banks d) SARFEASI Act 	10
	Total Lectures	45

Reading and Reference Books

 Legal & Regulatory Aspects of Banking, Indian Institute of Banking and Finance, Macmillan 4th Edition 2018

- 2. Bare Acts, Rules and Regulation and RBI Circulars
- 3. Bhashyam and Adiga, The Negotiable Instrument Act
- 4. Dastoor Case Book on Law of Banking
- 5. Kapoor N.D, Mercantile Law, Sultanchand and Company New Delhi
- 6. Mather L.C , Securities acceptable to a Banker
- 7. Radhaswami and Vasudevan, A testbook of Banking 2 nd Edition
- 8. Seths Banking Regulation and Allied Rules, Law Publishers(India)Pvt. Ltd Allahabad
- 9. Gutteridge HC and Megrah Maurice, The Law of Bankers, Commercial credits, 7th Edition
- 10. Chatterjee Arun, Bank Lending Volume I

S. Y. B. Com	ADVERTISING	Semester IV
Credit: 3	CCOM0306/ 406	LPW: 3

- 1. To develop a deeper understanding and appreciation of nature of advertising.
- 2. To gain insights into the various components of advertisements.
- 3. To have insights into the various elements involved in an advertising process.
- 4. To understand the economic and social impact of advertising on business, consumers and society.

Module	Contents	Lectures
1	INTRODUCTION TO ADVERTISING	
	Features; Active participants.	08
	Classification of Advertising: On the basis – Area, Audience, Advertisers, Media, Objectives Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.	
	Media in Advertising: Comparative analysis of Media options for advertising – Television (cable/satellite/DD), Radio (special reference to FM), Internet, Print, Film (Product Placement) and Outdoor advertising.	
	Emerging Media Options – New Options of Transit Advertising, Marketing Through Social sites, Advertising through cell phones.	
2	ECONOMIC, SOCIAL AND ETHICAL ASPECTS OF ADVERTISING	
	Economic aspects of advertising: impact on production, distribution and consumer cost, advertising and competition, waste in advertising.	05
	Social aspects of advertising: advertising and culture (values, festivals, customs), standard of living.	
	Ethical aspects of advertising: Ethics in advertising Importance of Ethics in advertising – Examples of Ethical and Unethical Advertising.	
	Regulation and control on advertising in India: Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), Information & Broadcasting Ministry.	
3	ADVERTISING AGENCY	
	Advertising Agency: Definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch, client turnover.	04
4	PLANNING AN ADVERTISING CAMPAIGN	

	Meaning of advertising campaign	06
	Important aspects of campaign planning	
	The target audience – need for segmenting the market and bases of market segmentation	
	Objectives of ad campaign - communication (DAGMAR) versus sales objectives	
	Media Selection & factor determining selection of Media	
	Advertising budget – Factors affecting budget/Methods	
	Requisite of an advertisement – AIDA, role of persuasion	
	Determining the message theme – USP	
	Decision on advertising appeals and selling styles (soft selling/Hard selling skills)	
5	CREATIVITY IN ADVERTISING	
	Psychology in advertising - perception, attitudes and values, personality, motivations (including buying motives) and beliefs.	08
	Visualisation techniques.	
	Copy - types and essentials	
	Elements of copy - headline (functions and types), overline, underline, body copy, captions, taglines, slogans, call to action, logo, company name and signature.	
	Illustration - functions and types.	
	Layouts -stages, functions, types and essentials	
	Types of advertising options – dramatization, animations, testimonials, demonstration (informative, educative and fantasy).	
	Copywriting for print, outdoor, radio, web and television (concept of storyboards)	
5	ADVERTISING RESEARCH	05
	Evaluating Advertising Effectiveness Importance of research in advertising	05
7	Related contemporary issues, recent trends & practice for case study analysis	05
	Total lectures	45

List of Reference Books

- 1. dvertising, Amita Shankar (Sehgal), Sheth Publishers, Mumbai.
- 2. Advertising, Salesmanship and Publicity by Rustoms, DAVAR, published by Progressive Corporation Pvt.Ltd., Mumbai
- 3. Salesmanship, Sales Management and Advertising, Mr. Satyanarayana, VORARCO Publisher Pvt. Ltd., Mumbai

- 4. Advertising and Salesmanship, C. S. Kripatric published by D. B. Taraporvala Sons and Co. Pvt. Ltd.
- 5. Principles of Advertising, and Salesmanship J. C. Sinha published by R. Chand and Co., Delhi.
- 6. Advertising, and Salesmanship, Sherloker published Himalaya Publishing House
- 7. Advertising, by K. S. K. Patel published, Sultan Chand and Sons, New Delhi.
- 8. Marketing, Salesmanship and Advertising, C. N. Sartakki and R. G. Deshpande, Ravi Chandra Publications Belgar.
- 9. Marketing and Salesmanship and Advertising, Management by B. K. Acharya and Govekar Himalaya Publishing House.

T. Y. B. Com	ADVANCED CORPORATE ACCOUNTING	Semester V
Credit: 6	CCOM0501	LPW: 05

- 1. To learn the concepts of Corporate Accounting
- 2. To understand the need of compliances of Companies Act, 2013, relating to various situations of corporate entity.
- 3. Compliance of Accounting Standards, wherever applicable in the given situation.
- 4. Creating awareness on Disclosures in the preparation of financial statements.

Module	Contents	Lectures
Module I:	 PERSONAL INVESTMENT ACCOUNTING INVESTMENT ACCOUNTING – AS 13 Terms "ex-interest" & "cum interest" Accounting of brokerage / STT/GST etc. on purchase or sale of investments Determination of profit on sale based on weighted average cost of sold quantity Terms "Ex dividend" "Cum dividend" Accounting of bonus / rights shares Renunciation/sale of rights : accounting Dividend stripping : dividend on new shares purchased : cost to be reduced by dividend amount 	15
Module II	 COMPANY FINAL ACCOUNTS - NOTES TO ACCOUNTS ON EXCEL Format as per Companies Act 2013 Focus on preparation of notes to accounts. Use of excel from the trial balance so as to get main pages of the Financial Statements. Practical exposure to excel in preparing final accounts. Emphasis also on Companies Act : various aspects like provision for tax, proposed dividend, unclaimed dividend, current liability, current assets, reserves etc. Preparation of fixed assets schedule with focus on new method of depreciation based on useful life of asset 	15

	Contingent liability		
	Amortization of expenditure		
	Concept of raw materials consumed and change in inventory		
	Non-current assets and non-current liability		
	Earnings Per Share (EPS) : disclosure		
	ROYALTY ACCOUNTING		
	Importance in today's era of IPR and software and franchises etc.		
Module III	Normal terms of agreement : Minimum Rent, Short-working, Recoupment allowable, Force Majeure Clause	15	
	Accounting of short-working and recoupments or unrecouped short working etc.		
	INTERNAL RECONSTRUCTION		
	The objective of the scheme		
	Understanding the process of reconstruction : External v/s Internal		
	Capital Reduction a/c, Companies Act requirements.		
Module IV	Terms like Remission of liability, Compromise or Arrangement	15	
	Consolidation or Sub-division of share		
	Revaluation of assets / liabilities		
	Write off of accumulated losses or fictitious assets.		
	USE OF JOURNAL PROPER		
	Opening entry		
N# 1 1 X7	Closing entry	15	
Module V	Rectification entry	15	
	Adjustment entry		
	Entries for special transactions with emphasis on vehicle loans		
	Total Lectures	60	

Reading and References material

- 1. Standard University Books for Financial Accounting for SEM V
- 2. Study Booklets on Royalty Accounts
- 3. Advanced Accounts by RL Gupta
- 4. Accounting Standards No: 1,2,9,10,11,13,14

- 5. R. L. Gupta & Radhaswamy, 2004. Advanced Accountancy., New Delhi: Sultan Chand & Sons
- 6. M. Mukherjee.M. Hanif. *Financial Accounting.*, New Delhi: Tata McGraw Hill Education Private Ltd.

T. Y. B. Com	BASICS & FUNDAMENALS OF AUDITING – [AUDITING-I]	Semester V
Credit: 2.5	ССОМ0502	LPW: 02

- 1. To understand objectives and concepts of auditing and gain working knowledge of generally accepted auditing procedures and of techniques and skills needed to apply them in audit.
- 2. To learn Audit Planning and Procedure
- 3. To learn Audit techniques

Module	Contents	Lectures
1	1 INTRODUCTION TO AUDITING	
	(I) Basics : Financial Statements, Users of Financial Information, Definition of Auditing, Objectives of Auditing – Primary & Secondary, Expression of opinion, Detection of Frauds & Errors, Inherent limitations of Audit.	
	(ii) Errors and Frauds : Definition, Reasons & circumstances, Types of Errors – commission, omission, Principle & Compensating, Types of Frauds, Risk of fraud & Error in Audit, Auditors Duties & Responsibilities in respect of fraud. (Few details of Satyam, Enron)	
	(iii) Basic Principles of Audit : SA200 of ICAI	
	(iv) Audit Types: Meaning, Advantages & Disadvantages of Balance Sheet Audit, Interim Audit, continuous Audit, Concurrent Audit, Annual Audit	
	(v) Miscellaneous: Advantages of Independent Audit, Qualities of Auditors, Auditing Vs Accounting, Auditing Vs Investigation, True and Fair	
	(i) Accounting Concepts relevant to auditing: Materiality, Going Concern	
2	AUDIT PLANNING AND PROCEDURES AND DOCUMENTATION	07
	(i) Audit Planning: Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussions with client, Overall Audit Plan	
	(ii) Audit Programme: Meaning, Factors, Advantages, Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before commencing work, Overall Audit Approach	
	(iii) Audit Working Papers: Meaning, importance, Factors determining Form & Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books	
	(iv)Audit Notebook Meaning, Structure, Contents, General Information Current Information Importance	

3	AUDITING TECHNIQUES: - VOUCHING	08
	(i) Vouching	
	(ii) Audit of Income: Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental receipts, Interest & Dividends Received Royalties Received	
	(iii) Audit of Expenditure Purchases, Purchase Returns, Salaries & Wages, Rent, Insurance Premium, Telephone expense Postage & Courier, Petty Cash Expenses, Travelling Commission advertisement, Interest Expense	
	Total Lectures	30

REFERENCE BOOKS:

- Standards of Auditing by I.C.A.I.
 Standard Text Book on Auditing of TYBCom Mumbai University
 Contemporary Auditing by Kamal Gupta
 A handbook of practical auditing by B.N.Tandon

T. Y. B. Com	BASICS & FUNDAMENALS OF COSTING & AUDITING [COST ACCOUNTING I]	Semester V
Credit: 2.5	ССОМ0502	LPW: 02

- 1. To familiarise students with cost accounting system and to make them understand cost analysis.
- 2. To make students understand management tool of marginal costing and standard costing and its implication on industry.

Module	Contents	Lectures
Module I	Cost Accounts and Cost AnalysisThe importance of cost accounting and its use as a tool in management control. The importance of cost analysis and its implications in intra company and intercompany comparisons.The relevance of the cost sheet in the process of tendering for material supplies and turnkey projects.	
Module II	Introduction to Marginal Costing The importance and relevance of Marginal Costing. The crucial assumptions in arriving at the formulae. Marginal costing meaning, applications, advantages, limitations, Contributions, Breakeven analysis and profit volume graph.	10
Module III	Introduction to Standard Costing Various types of standards, Setting of standards, Basic concepts of Material and Labour variance analysis. The implications for industry.	10
	Total Lectures	30

Reading and References material

- 1. N.K. Prasad (1990), Cost Accounting:
- 2. B.Battacharya (2001), Costing :
- 3. C Horngren and Datar (2009) Cost and Management Accounting
- 4. Ainapure and Ainapure (2017) Cost Accountancy, Manan Prakashan, VileParle(East), Mumbai 57.

T. Y. B. Com	FUNDAMENTALS OF CORPORATE FINANCE - I	Semester V
Credit: 5	ССОМ0503	LPW: 3

- 1. To familiarize students with knowledge of the Fundamentals of Corporate Accounting.
- 2. To teach students the advantages of Vertical statements of Accounts and how these help in decision making process at the Management level
- 3. To teach students how to prepare Common size, comparative and trend statements and to make an analysis of these.
- 4. To teach students the preparation of Revenue Statement, Balance Sheet and Combined Statement ratios and how to prepare revenue Statement and Balance Sheet from a given set of ratios.
- 5. To help students to understand how reading of ratios helps in understanding the liquidity position of the company, the short term solvency position and long term stability of the company. To also familiarise students with different capital structures and how companies trade on equity.

Module	Contents	
Module I:	INTRODUCTION TO MANAGEMENT ACCOUNTING Meaning – Nature – Scope and Functions of Management Accounting – Role of Management Accounting in Decision Making – Management Accounting and Financial Accounting	
Module II	 ANALYSIS AND INTERPRETATION OF ACCOUNTS: (a) Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis (b) Trend Analysis (c) Comparative Statement (d) Common Size Statement NOTE: Problems based on the above (a) to (d). 	15

Module III		<u>SIS AND INTERPRETATION BASED ON</u> ANCIAL STATEMENTS	
	(a) <u>Balano</u>	ce Sheet Ratios :	
	(i)	Current Ratio	
	(ii)	Liquid Ratio	
	(iii)	Stock Working Capital Ratio	
	(iv)	Proprietary Ratio	
	(v)	Debt Equity Ratio	
	(vi)	Capital Gearing Ratio	
	(b) <u>Reven</u>	ue Statement Ratios:	
	(i)	Gross Profit Ratio	
	(ii)	Expenses Ratio	
	(iii)	Operating Ratio	
	(iv)	Net Profit Ratio	
	(v)	Net Operating Profit Ratio	25
	(vi) Stock Turnover Ratio		
	(c) <u>Combi</u>	ined Statement Ratios:	
	(vii)	Return on Capital employed (including Long Term Borrowings)	
	(viii)	Return on proprietor's Fund (Shareholders Fund	
	(111)	and Preference Capital)	
	(ix)	Return on Equity Capital	
	(x)	Dividend Payout Ratio	
	(xi)	Debt Service Ratio	
	(xii)	Debtors Turnover	
	(xiii)	Creditors Turnover	
		enue Statement and Balance Sheet to ratios and from evenue Statement and Balance Sheet.	
		Total Lectures	45

Reference Material

- 1. Principles of Corporate Finance Richard A Brealey, Stewart Myers, Franklin Allen, McGraw-Hill / Irwin; 2007
- 2. Financial management Prasanna Chandra, Tata McGraw-Hill Education, 2007.
- 3. Investments Zvi Bodie, Alex Kane, Alan J. Marcus, Pitabas Mohanty, McGraw-Hill India, 2015
- 4. Introduction to Management Accounting, Semester V Ainapure and Ainapure, Manan Prakashan, 2019

T. Y. B. Com	BUSINESS ECONOMICS (PUBLIC FINANCE)	Semester V
Credit: 4	ССОМ0504	LPW : 3

Objective: To familiarise the learners with the basic aspects of Public Finance.

Module	Contents	Lectures
Module I	Introduction to Public Finance Public Goods, Private Goods, Externalities - Public Finance: Scope and Functions – similarities and differences between private and public finance - Fiscal Federalism - Principles of Maximum Social Advantage - Sound and Functional Finance	20
Module II	Public Revenue Public Revenue: Tax and Non-Tax Revenue - Sources of Tax Revenue - Direct and Indirect compared – Trends in tax and non-tax revenue – their relative importance - Goods and Service Tax - Canons of Taxes	15
Module III	Public Expenditure and Budget Public Expenditure: Causes of increase – effects - Public Debt: Types, Burden and Management –composition of public debt of India - Budgets: Concept of Deficits - Deficit Financing and Management Case Studies	10
	Total Lectures	45

Prescribed Books

- 1. Bhatia, H L, Public Finance, Vikas Publishing House Pvt. Ltd, New Delhi.
- 2. Deweet K K, Modern Economic Theory, S. Chand Publications New Delhi, 2012.

REFERENCES

- 1. Musgrave and Musgrave, *Public Finance*, Theory and Practice, 1983.
- 2. Dalton, Hugh, Principles of Public Finance, 1951.

- 3. Shapiro, Edward, Macroeconomic Analysis, 1984.
- 4. Buchanan, James, M, Public Finance, 1965.
- 5. Ahuja, H. L. Macroeconomics, S. Chand Publications, New Delhi, 2017.
- 6. Datta, Gaurav, Indian Economy, S. Chand & Co, 2016.

COMMERCE VII - PRODUCTION MANAGEMENT AND MATERIALS MANAGEMENT

Credit: 3

CCOM0505

- 1. To familiarize the students with basic concepts of Production Management, Material Management, Purchasing, Store-keeping, Inventory Control and Quality Management for a Production firm.
- 2. To develop knowledge and understanding of Production Management, Material Management, Purchasing, Store-keeping, Inventory Control and Quality Management for a Production firm.
- 3. To make students aware of current trends in Production Management, Material Management, Purchasing, Store-keeping, Inventory Control and Quality Management for a Production firm.

Module	Contents	Lectures
1	Introduction	
	Introduction to the concepts of Operations and Operations Management. Development of Production Function. Relation of Production with other functions like design function, purchase function; plant layout, maintenance, etc.	10
	Product Classification, Product selection (steps for identifying the product for manufacturing), Product development (market pull, technology push, inter functional approach).	
	Brief description/importance of Research, Development and Design of a Product.	
2	Facilities Planning	
	Production Systems (how much to produce, level of automation, facilities required for manufacturing, where to produce, arranging required facilities, how to produce, etc.)	10
	Plant Layout. Differences between various types of layout (Product layout, Process layout, Cellular layout, Static Layout, etc.)	
	Various types of Material Handling Systems. Their guidelines/principles, distinguishing features, uses.	
	Overview of various types of maintenance systems	
	Meaning/Functions/Nature of Production, Planning and Control.	
3	Materials Management	
	Importance of Materials Management (corporate policy, organization, research, planning, source selection)	10
	Value Analysis and Value Engineering	

	 Purchase management, importance of purchasing, various R's of purchasing, purchasing systems. Need for forecasting price/policy on seasonal commodities and capital equipment. Simple problems on various types of forecasting including exponential smooting. Inventory management, its prime importance in our country today. Inventory Control Techniques - ABC, FSN, GOLF, VED, SOS, HML. Make-or-buy decisions. Problems on ABC analysis. 	
4	Warehousing and Stores management.	
	 Warehousing and Stores management. Centralised and de-centralised stores. Brief introduction to various methods of stores accounting, Need for stock verification. Management of scrap/waste/surplus/obsolete materials. JT, KANBAN, KAIZEN, Push v/s Pull concept. Materials Requirement Planning. 	10
	Explanation of EOQ - its advantages / limitations / modifications. Types of inventory systems (P-system and the Q-system). Need for safety stock/reserve stock. Simple problems on these topics.	
	SQC. Techniques of SQC. Control Charts. X-bar chart, R-chart, P-chart, C-chart. Graphical representation. Direct problems on them.	
5	Case Study Analysis on Production, Purchase, Materials, Stores & Quality Management	05
	Total lectures	45

List of Reference Books

- 1. Aijian, G.W. "Purchasing Handbook Standard reference book on Purchasing Policies, Practices, Contracts and Forms"; N.Y. McGraw Hill
- 2. American Management Association, "Managing the materials function tools, techniques and company practices", N.Y. the Association.
- 3. American Management Association, "Purchasing Research The Concept and its Value", N.Y., the Association (Its Bulletin 17)
- 4. Ammers, D.S. "Materials Management", (Revised edition), Homewood, Illinois, Irwin.
- 5. Anderson and Sohal. A study of the relationship between quality management practices and performance in small businesses, International Journal of Quality and Reliability Management 16 (9).
- 6. Anderson et al. A theory of quality management underlying the Deming management method, Academy of Management Review 19 (3).
- 7. Antony, J. "Is Six Sigma a Management Fad or Fact?" Assembly Automation, 27(1).
- 8. Asachi G. The "5s" Strategy for continuous improvement of the manufacturing processes in Autocar Exhaust, Management & Marketing, (3) 4.
- 9. Banuelas, R., and Antony, J. "Six sigma or design for six sigma?" The TQM Magazine.
- 10. Batterslay, A. "Guide to Stock Control", London, Pijtman

- 11. Boccino, W.A. "Materials Management Tools and Techniques", London, Industrial and Commercial Techniques Ltd.
- 12. Boching W.A. "New tools and techniques for production and inventory control" London, Industrial and Commercial Techniques
- 13. Brah, S. A., Wong, Li., Madhu, B. "Relationship between TQM and Performance of Singapore Companies". International Journal of Quality & Reliability Management, 19(4).
- 14. Brickell, G. "Total Quality Revisited". Management Services, 40(1).
- 15. Brown R.G. Decision Rules for Inventory Management, N.Y. Holt, Rinehart & Winston
- 16. Cherkasky, S.M., "Total quality for a sustainable competitive advantage", Quality, Vol. 31, No. 8.
- 17. Develin, N., and Hand, M. "Total Quality Management Breaking Down the Barriers" London: Institute of Chartered Accountants.
- 18. England, W.B., "Purchasing System", Homewood, Illinois Irwin
- 19. Evans, J. R., and Lindsay, W.M., "The Management and Control of Quality" (5th Ed.). New York: West Publishing.
- 20. Fabrycky, W.J. and Banks, J., "Procurement and Inventory Systems a theory and analysis", N.Y. Reinhold Publishing Corporation
- 21. Fourre, J.P. "Applying Inventory Control Techniques", N.Y. American Management Association
- 22. Giadda R.S. "Inventory Management in India", New Delhi, Allied Publishers
- 23. Jhamb L.C., "Production (Operations) Management", Everest Publishing House, Pune, 11th Edition
- 24. Patil Sanjay and Hukari NandKumar, "Industrial Engineering and Production and Operations Management", fourth Edition, ElectroTech Publication, Satara.
- 25. Stevenson William J., "Production and Operations Management", Boston, MA: Irwin McGraw-Hill.

T. Y. B. Com	EXPORT MARKETING	Semester V
Credit: 3	ССОМ0506	LPW: 3

- 1. To develop a deeper understanding and appreciation of nature of the fundamental principles of export marketing.
- 2. To study the importance of export marketing financing.
- 3. To study the foreign trade procedure and documentation relating with export.

Module	Content I		
1	Introduction to Export Marketing:	05	
	 (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:	05	
	(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:	05
	 (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 	
5	Product Planning and Pricing Decisions for Export Marketing:	05
	(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.	
6	Export Distribution and Promotion:	05
	a) Factors influencing Distribution Channels; Direct and Indirect Exporting	
	Channels; Distinction between Direct and Indirect Exporting Channels	
	Channels; Distinction between Direct and Indirect Exporting Channelsb) Components of Logistics in Export marketing; Selection criteria of Modes of	
7	 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 	05
7	 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. 	05
7	 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. Export Finance: a) Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade b) Features of Pre-Shipment and Post-shipment Finance; Procedure to obtain Export Finance. 	05
7	 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. Export Finance: a) Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade b) Features of Pre-Shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post 	05

	Total lectures	45
9	Case Study Analysis on several facets of Export Marketing	05
	(c) Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin.	
	(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)	
	(a) Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection;	

List of Reference Books

- 1. Dikshit, Pratima, "Dynamics of Indian Export Trade", New Delhi, Deep and Deep Publications
- 2. Kaundal, R.K., "Trade Policy Reforms and Indian Exports", New Delhi, Mahamaya Publishing House.
- 3. Leela, P., "Export Experience of India", Chugh Publications, Allahabad.
- 4. Maijit, Sugata and Chaudhari, A. Roy, "India's Exports" New Delhi, Oxford University Press.
- 5. Mathur, Vibha. "India: Foreign Trade Policy and WTO (1991 & Onwards)", New Delhi, New Century Publications.
- 6. Mathur, Vibha. "Foreign Trade of India-1947-2007: Trends, Policies and Prospects", New Delhi, New Century Publications.
- 7. Paul, S., "India's Exports, New Imperatives and New Vistas", New Delhi, Commonwealth Publishers.
- 8. Sainy, H. C., "India's Foreign Trade: Its Nature and Problems", New Delhi, National Publishing House.
- 9. Sen Sunanda, "Trade and Dependence: Essays on the Indian Economy", New Delhi, Sage Publications.
- 10. Singh, Deo Raj, "Pattern of Foreign Trade and Planning in India", New Delhi, Criterion Publications.
- 11. Singh, Mammohan, "India's Export Trends and the Prospects for Self Sustained Growth", Oxford, Clarendon Press.
- 12. Verma, M. L., "Foreign Trade Management in India", New Delhi, Vikas Publishing House Private Limited.
- 13. How to Export by A Nabhi Publications.

T. Y. B. Com	DIRECT TAX – INCOME TAX	Semester V
Credit: 4	CCOM0507	LPW: 3

Objective: To familiarize student with Direct Tax (Income Tax), under different heads of income and applicable exemptions / deductions from tax.

Module	Contents	Lectures
1	Introduction	
	Few Basic Terms - Meaning and definitions (S: 2, 3 and 4)	2
	Residential Status and Scope of Total Income (S: 5)	6
	Heads of Income (S:14, 14A)	1
2.	Income under the Head Salaries : In Detail, including Computation of Income	8
	Income under the Head "Income from House Property" In Detail, including Computation of Income	7
3	Income under the Head "Profits & Gains from Business or Profession" In Detail, including Computation of Income, restricted to Individual	7
	Income under the Head Capital Gain" Only Basics	6
	Income under the Head "Income From Other Sources" Only Basics	3
4	Deductions from Gross Total Income : Only Few for Individuals 80C, 80D, 80E, 80U	3
	TDS Provisions in brief. With Focus on Periodical E-payments and Filing of Periodical TDS Returns	2
	Total Lectures	45

REFERENCE BOOKS:

- 1) Standard Text Book on Direct & Indirect Tax of TYBCom Mumbai University
- 2) Taxman's Direct Taxes Law and Practice
- 3) ICAI /ICMA -Intermediate Study Material

T. Y. B. Com	ADVANCED CORPORATE ACCOUNTING	Semester VI
Credit: 06	CCOM0601	LPW: 5

- 1. To familiarise students with accounting of pre-post incorporation of company.
- 2. To make students understand with accounting of pre-post incorporation of company
- 3. To fimilrise with accounting of translation of foreign currency, redemption of preference shares and buyback of shares.
- 4. To introduce co-operative housing society account and preparation of its financial statements.

Module	Contents	Lectures
Module I:	 PROFIT PRIOR TO INCORPORATION Importance of treating pre-incorporation profit as Capital Revenue. Basis of allocation of expenses or income based on Time Ration or Sales Ratio. Special ratios for interest on Purchase Consideration. Post incorporation expenses test 	12
Module II	TRANSLATION OF FOREIGN CURRENCY AS -11 – Basic concepts and definitions; Monetary items and Non- monetary items, Need for Revaluation of Monetary items at Closing rate. Exchange Rate Difference Account	10
Module III	REDEMPTION OF PREFERENCE SHARES Meaning of Preference Shares and RedemptionProvisions of Companies Act on permitted sources for redemption.Premium on redemption and it's write off.Creation and permitted utilization of Capital Redemption Reserve for fully paid Bonus shares	14

Module IV	BUY BACK OF EQUITY Companies Act Provisions on permitted sources, Criteria of Debt-Equity Ratio, Cap as to maximum possible number of shares for Buy Back. Solving problems in situation: When offer price is given When offer price is not given	14
Module V	 FINAL ACCOUNTS OF CO-OPERATIVE HOUSING SOCIETY Introduction: Maharashtra Co-op Societies Act and By-laws, Registrar of Co-op Societies. Basis of levy of charges as members Few expenses based on size of flat Common expenses to be charged equally. Statutory payments of Government Taxes (actual), etc. Creation of Sinking Fund Creation of Building Repair Fund Concept of Funds, viz-a-viz Investments Accrual Principles – Incomes and Expenses Account 	10
	Total Lectures	60

Reading and References Material

- 1. Standard University Books for Financial Accounting for SEM V
- 2. Study Booklets on Royalty Accounts
- 3. Advanced Accounts by RL Gupta
- 4. Accounting Standards No: 1,2,9,10,11,13,14
- 5. R. L. Gupta & Radhaswamy, 2004. Advanced Accountancy., New Delhi: Sultan Chand & Sons
- 6. M. Mukherjee.M. Hanif. *Financial Accounting.*, New Delhi: Tata McGraw Hill Education Private Ltd.

T. Y. B. Com	BASICS & FUNDAMENALS OF AUDITING [AUDITING-II]	Semester VI
Credit: 2.5	ССОМ0602	LPW: 02

- 1. To understand auditing techniques, Internal Control and Internal Audit and skills needed to apply them in audit assignment.
- 2. To Understand auditing techniques in verification of assets and liabilities
- 3. To learn reading of ledgers accounts.
- 4. To understand statutory provisions with reference to Company Audit

Module	Contents	No of Lectures
1	AUDITING TECHNIQUES AND INTERNAL CONTROL, CHECK & INTERNAL AUDIT INTRODUCTION	09
	(I) Test Check: Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test checks can be used, advantages, disadvantages precautions	
	(ii) Audit Sampling: Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test checks can be used, advantages, disadvantages precautions	
	(iii) Internal Control: Meaning & purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control sample of sales & debtors, purchases & creditors, wages & salaries	
	(iv)Internal Checks Vs Internal Control, Internal Checks Vs Test Checks	
	Internal Audit: Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit VS External Audit, Internal Checks Vs Internal Audit	
2	LEDGER SCRUTINY: Reading of Ledger accounts	07
3	AUDITING TECHNIQUES:- VERIFICATION OF ASSETS AND LIABILITIES	09
	(i) Audit of assets: Book Debts/ Debtors, Stocks-auditors General Duties, Patterns, Dies & Loose Tools, Spare Parts, Empties & Containers	
	Quoted Investments and Unquoted Investment Trade Marks/ Copyrights Patents Know-How Plant & Machinery Land & Buildings Furniture Fixtures	
	(ii) Audit of Liabilities: Outstanding Expenses, Bills Payable Secured loans Unsecured Loans Contingent Liabilities	

4	INTRODUCTION TO COMPANY AUDIT	05
	Qualifications & Disqualifications of Auditor	
	Appointments – First and Subsequent Auditors	
	Reappointment & Removal of auditor	
	Duties of Auditor	
	Total Lectures	30

REFERENCE BOOKS:

- Standards of Auditing by I.C.A.I.
 Standard Text Book on Auditing of TYBCom University
 Contemporary Auditing by Kamal Gupta
 A handbook of practical auditing by B.N.Tandon

T. Y. B. Com	BASICS & FUNDAMENALS OF COSTING & AUDITING [COST ACCOUNTING II]	Semester VI
Credit: 2.5	ССОМ0602	LPW: 02

Objective: To familiarise students with contract costing, Process Costing and insight into emerging concepts of cost accounting.

Module	Contents	Lectures
Module I	 Contract Costing Understanding the special nature of contract costing in the background of AS7. Progress payments. Retention money, Contract accounts, Accounting for material, Accounting for Tax deducted at source by the contractee. Accounting for plant used in a contract, treatment of profit on incomplete contracts, Contract profit and Balance sheet entries. 	12
Module II	Process Costing Process loss, Abnormal gains and losses, Joint products and by products. Excluding equivalent units, Inter-process profit	10
Module III	Some Emerging concepts of cost accounting Target Costing Life cycle Costing ABC Costing	8
	Total Lectures	30

Reading and References material

Books :

- 1. N.K. Prasad (1990), Cost Accounting:
- 2. B.Battacharya (2001), Costing :
- 3. C Horngren and Datar (2009) Cost and Management Accounting
- 4. Ainapure and Ainapure (2017) Cost Accountancy, Manan Prakashan, Vile Parle(East), Mumbai 57.

T. Y. B. Com	FUNDAMENTALS OF CORPORATE FINANCE- II	Semester VI
Credit: 5	CCOM0603	LPW: 3

- 1. To familiarise students with the preparation of Cash flow statement according to AS3 and to read it in the context of the Revenue Statement and balance Sheet of the Company
- 2. To introduce students to the concept of Working Capital and preparation of a Statement of Working Capital. To stress the need for understanding working capital and the challenges of inadequate or too much working capital.
- 3. To familiarise students with the concept of Capital Budgeting. To introduce students to different techniques of appraisal of an Investment proposal. To teach the evaluation of the different methods and how and why to make as choice for one over others.

Module	Contents	Lectures
Module I:	Cash Flow Statement Preparation of Statement of Sources and Application of Cash with Reference to Accounting Standard No.3	15
Module II	Working Capital – Concept Estimation / Projection of Requirements in case of Trading and Manufacturing Organization	15
Module III	Capital Budgeting Introduction : (I)Types of Capital (II)Sources of Capital Techniques of Appraisal of Investment Proposal Pay Back Period Method Average Rate of Return Method Net Present Value Method Discounted Payback method Profitability Index Method	15
	Total Lectures	45

Reference Material

- 1. Principles of Corporate Finance Richard A Brealey, Stewart Myers, Franklin Allen, McGraw-Hill / Irwin; 2007
- 2. Financial management Prasanna Chandra, Tata McGraw-Hill Education, 2007.
- 3. Investments Zvi Bodie, Alex Kane, Alan J. Marcus, Pitabas Mohanty, McGraw-Hill India, 2015
- 4. Introduction to Management Accounting, Semester VI Ainapure and Ainapure, Manan Prakashan, 2019

T. Y. B. Com	BUSINESS ECONOMICS - PAPER VI (INTERNATIONAL ECONOMICS)	Semester VI
Credit: 3	CCOM0604	LPW: 3

Objective: To familiarise the learners with the basic aspects of International Economics.

Module	Contents	Lectures
Module I	Theories of International Trade Introduction to International trade - Gains from Trade - Trade Theories - Comparative Cost Theory, Heckscher Ohlin Theory - Theories of international business - availability, volume of trade, imitation gap -	20
Module II	Trade Policies and Balance of Payments Tariff and non-tariff barriers – effects of Tariff – meaning of economic integration - Concept & Structure of Balance of Payments - Disequilibrium in Balance of Payments - Causes and Measures to Correct it - India's Balance of Payments Position since 1991	10
Module III	Foreign Exchange Market Foreign Exchange Market: Participants, Functions - Exchange Rate Determination - Mint Parity Theory, Purchasing Power Parity and Balance of Payment Theory - Exchange rate systems - Foreign Exchange Management in India Case Studies	15
	Total Lectures	45

Prescribed Books

Deweet K K, Modern Economic Theory, S. Chand Publications, New Delhi, 2012. Jhingan M. L, International Economics, Vrinda Publications (P), Limited, 2014.

REFERENCES

- Salvatore, Dominic, *International Economics*, 8th Edition, John Wiley & Sons, 2009.
 Södersten, Bo, *International Economics*, 3rd Edition, 2004, MacMilan Publication, 2004.
- 3. Paul, Krugman and Maurice Obstfeld *international Economics*, 10th Edition, Pearson.
- 4. Bhagwati Gagdish, T. N. Shrinivasan, Lectures on International Trade, MIT Press

T. Y. B. Com	COMMERCE –VIII- ENTREPRENEURSHIP	Semester VI
Credit: 3	CCOM0605	LPW: 3

- 1. To familiarize the learners with basic concepts of entrepreneurship.
- To develop understanding and appreciation of broad nature of entrepreneurship prevailing in India.
 To motivate learners in order to become entrepreneurs and contribute towards nation building.

Introduction to Entrepreneurship:	05
	05
 Unit 1: Meaning, Features, Need and Significance, Concept of Entrepreneur and Entrepreneurship. Importance, Significance and Growth of Entrepreneurial activity. Classification and Types of Entrepreneurs. Functions of an Entrepreneur. Unit 2: Characteristics, Qualities and Competencies of a Successful Entrepreneur -Examples of Successful Indian Entrepreneurs. 	
 Entrepreneurship as a Career - Creating Self-employment through Entrepreneurship. Scope of Entrepreneurship. Meaning, Features, Significance, Concept of Promoters - Types of Promoters. 	
 Unit 3: Incentives and Subsidies to Entrepreneurs in India. Meaning, Features, Significance, Concept and Qualities of Intrapreneur – Meaning and. Concept of Intrapreneurship. Measures to Promote Intrapreneurship. Differentiating the Role of: Entrepreneurs and Businessman - Entrepreneurs and Managers - Entrepreneurs and Employees. 	
Entrepreneurial Development:	05
 Unit 1: Meaning, Significance and Concept of Entrepreneurial Development in India. Factors influencing Entrepreneurial Development – Pull and Push Factors. Barriers to Entrepreneurship. Managing the Problems faced by Entrepreneurs - Measures/Suggestions to Overcome Barriers to Entrepreneurship, Start up India-Make in India. Unit 2: Meaning, Concept and Inter-Linkage between: Innovation and Invention - Innovation and Entrepreneurship. 	
	 Entrepreneurship. Importance, Significance and Growth of Entrepreneurial activity. Classification and Types of Entrepreneurs. Functions of an Entrepreneur. Unit 2: Characteristics, Qualities and Competencies of a Successful Entrepreneur – Examples of Successful Indian Entrepreneurs. Entrepreneurship as a Career - Creating Self-employment through Entrepreneurship. Scope of Entrepreneurship. Meaning, Features, Significance, Concept of Promoters - Types of Promoters. Unit 3: Incentives and Subsidies to Entrepreneurs in India. Meaning, Features, Significance, Concept and Qualities of Intrapreneur – Meaning and. Concept of Intrapreneurship. Measures to Promote Intrapreneurship. Measures to Promote Intrapreneurship. Mifferentiating the Role of: Entrepreneurs and Businessman – Entrepreneurs and Managers - Entrepreneurs and Employees. Entrepreneurial Development: Unit 1: Meaning, Significance and Concept of Entrepreneurial Development in India. Factors influencing Entrepreneurial Development — Pull and Push Factors. Barriers to Entrepreneurship. Managing the Problems faced by Entrepreneurs - Measures/Suggestions to Overcome Barriers to Entrepreneurship, Start up India-Make in India.

	-	
	Role of Psychological, Social and Cultural factors in Entrepreneurial Development.	
	Theories of Entrepreneurship - Contribution of David McClelland and	
	Joseph Schumpeter. Unit 3:	
	Need and Significance of Entrepreneurial Education and Training.	
	Meaning, Concept & Areas of Entrepreneurship Development	
	Programme (EDP).	
	Role of Entrepreneurial Development Programme (EDP) and Training Centers in India.	
	Role of Entrepreneurial Development Institutes in India such as MSME-	
	DI Mumbai, EDI Ahmedabad, MITCON, MCED, NIESBUD toward	
	Entrepreneurial Development in India.	07
3	Entrepreneurial Project Development:	05
	Unit 1:	
	Steps in Setting-up of an Entrepreneurial Venture.	
	Idea Generation – Sources and Methods. Identification and Classification of Ideas.	
	Meaning and Concept of Environment Scanning, SWOT Analysis and	
	SWOT Matrix.	
	Unit 2:	
	Meaning and Concept of Project Formulation.	
	Meaning, Concept and Importance of Project Planning - Preparation of Project (Rusings) Plan Points to be considered in Project Planning	
	Project (Business) Plan-Points to be considered in Project Planning. Components of an ideal Business Plan: Market Plan, Financial Plan,	
	Operational Plan, and HR Plan.	
	Meaning and Concept of Project Report - Significance of Project Report -	
	Contents of Project Report.	
	Unit 3:	
	Meaning, Significance and Concept of Project Appraisal.	
	Aspects and Methods of Project Appraisal: Economic Oriented Appraisal, Financial Appraisal, Market Oriented Appraisal, Technological	
	Feasibility, Managerial Competency.	
	Meaning, Concept, Significance and Importance of Feasibility Study.	
	Types and Different Areas of Feasibility Study.	
4	Specialized Focus Areas in Entrepreneurship:	05
	Unit 1:	
	Meaning, Features, Concept, Role and Importance of Women	
	Entrepreneurs.	
	Problems faced by Women Entrepreneurs and Need for Promotion and	
	Assistance. Measures/Suggestions to Overcome the Problems faced by Women	
	Entrepreneurs.	
	Agencies Supporting and Promoting Women Entrepreneurs- Stand	
	up India.	
	Unit 2:	
	Meaning, Features, Concept, Role and Importance of Rural	
	Entrepreneurs. Problems faced by Pural Entrepreneurs and Need for Promotion and	
	Problems faced by Rural Entrepreneurs and Need for Promotion and	

	A • .	
	Assistance.	
	Measures/Suggestions to Overcome the Problems faced by Rural	
	Entrepreneurs.	
	Agencies Supporting and Promoting Rural Entrepreneurs.	
	Unit 3:	
	Meaning, Features, Role and Importance, Concept of Social	
	Entrepreneurship.	
	Differentiating Role of Social Entrepreneurship and NGOs.	
	Problems faced by Social Entrepreneurs and Need for Promotion and	
	Assistance – Suggestions to Overcome the Challenges faced by Social	
	Entrepreneurs.	
	Examples of Social Entrepreneurship in India.	
5		05
	Introduction to Micro, Small and Medium Enterprises:	
	Unit 1:	
	Meaning, Features, Concept of SSI.	
	Role and Importance of SSI.	
	Evolution and Growth of SSI since Independence in India w.r.t. 5-Year	
	Plans in India.	
	SSI Support Mechanism in India - Central and State Level, Government	
	and Non-Government Agencies support to SSI with due emphasis to	
	Concessions and Incentives.	
	Unit 2:	
	Meaning, Features, Concept of Micro, Small and Medium Enterprises.	
	Need and Significance of MSMEs.	
	Evolution and Growth of MSMEs since Economic Liberalization in	
	India.	
	Role and Importance of MSMEs.	
	Unit 3:	
	Meaning, Features, Concept of Industrial Sickness.	
	Causes of Industrial Sickness.	
	Consequences of Industrial Sickness.	
	Remedies to Resolve the Problem of Industrial Sickness.	
6		05
U	Setting-up of SSI/SME/MSME:	03
	Unit 1:	
	Steps in Setting-up a SSI/SME/MSME.	
	Registration Procedure – Benefits of Registration – De-registration.	
	Environmental and Locational Issues – Environmental Clearance.	
	Steps in Setting up a SSI/SME/MSME in India with Special Reference to	
	Clearances and Permissions required.	
	Unit 2:	
	Meaning, Features, Concept of Regulatory Environment in India.	
	Brief insights relating to Laws affecting SSI/SME/MSME.	
	MSME Policy in India - Highlights of MSMED Act, 2006.	
	Classification of Manufacturing and Service Industries under MSMED	
	Act, 2006.	
	Unit 3:	
	Growth and Expansion of SSI/SME/MSME.	
	Options available to SSI/SME/MSME for Growth and Expansion (Part-	
	I): Ancillarisation, Licensing, Franchising.	

	Options available to SSI/SME/MSME for Growth and Expansion (Part-	
	I): Outsourcing, Insourcing.	
	Options available to SSI/SME/MSME for Growth and Expansion (Part-	
	III): Mergers, Acquisitions, Takeovers in India and at Global Level.	
7	Organization of SSI/SME/MSME:	05
	Unit 1:	
	Meaning, Features, Concept of Organisation Structure of SSI/SME/MSME.	
	Overview of Principles of Management applicable in Management of SSI/SME/MSME - Types of Organisation of SSI/SME/MSME. Problems and Prospects of SSI/SME/MSME.	
	Legal Framework and Regulations Governing SSI/SME/MSME - Government Measures, Policy Support, Taxation Benefits for SSI/SME/MSME.	
	Unit 2:	
	Meaning, Features, Concept of SSI/SME/MSME Funding.	
	Requirements of Capital (Fixed and Working) for SSI/SME/MSME. Factors Determining Capital (Fixed and Working) Requirements of SSI/SME/MSME.	
	Sources of Institutional Finance to SSI/SME/MSME.	
	Unit 3:	
	Meaning, Features, Concept of Marketing Mechanism in SSI/SME/MSME.	
	Marketing related Problems of SSI/SME/MSME - Measures to Reduce Marketing related Problems of SSI/SME/MSME.	
	Export Potential of SSI/SME/MSME - Export Incentives available to SSI/SME/MSME - SSI/SME/MSME and Special Economic Zones (SEZs).	
	Role of Self Help Groups (SHGs) in Development of SSI/SME/ MSME.	
8	Specialized Focus Areas in Micro, Small and Medium Enterprises:	05
	Unit 1:	
	Meaning, Features, Concept, Significance of Rural Industries. Nature of activities involved in Rural Industries - Measures to Support and Promote Rural Industries.	
	Meaning, Features, Concept, Significance and Role of Rural Artisans. Measures to Support and Promote Rural Artisans – Role of Government and Non-Government Agencies in Promoting Rural Artisans.	
	Unit 2:	
	Meaning, Features, Concept, Significance of Agro-based Industries.	
	Nature of activities involved in Agro-based Industries - Measures to	
	Support and Promote Agro-based Industries.	
	Meaning, Features, Concept of Ancillary Industries.	
	Nature of activities involved in Ancillary Industries - Measures to	
	Support and Promote Ancillary Industries.	
	Unit 3:	
	Meaning and Concept of Industrial Estates.	
	Features of Industrial Estates.	
	Utility and Significance of Industrial Estates to SSI/SME/MSME Sector. Policy Initiatives and Measures to Revive Industrial Estates.	
	roncy mitatives and measures to Kevive moustrial Estates.	

9	Case Study Analysis on Successful and Unsuccessful Entrepreneurs	
	Total lectures	45

Reference Books

- 1. Baporikar, N, Entrepreneurship and Small Industry, Himalaya Publishing House, Delhi.
- 2. Desai Vasant, Management of Small Scale Industry, Himalaya Publishing House, Delhi.
- 3. Brush, C.G., Bruin, A., Gatewood, E.J., & Henry, C. Women Entrepreneurs and the Global Environment for Growth: A Research Perspective. UK: Edward Elgar Publishing Inc.
- 4. Brush, C.G., Carter, N.M., Gatewood, E.J., Greene, P., &Hart, M.M. Growth Oriented Women Entrepreneurs and their Businesses: A Global Research Perspective. UK: Edward Elgar Publishing Inc.
- 5. Charantimath, P.M. Entrepreneurship Development and Small Business Enterprises (5thed.). India: Pearson Education India.
- Dana, L., Asian Models of Entrepreneurship from the Indian Union and the Kingdom of Nepal to the Japanese Archipelago: Context, Policy and Practice. Singapore: World Scientific Publishing Co. Pte. Ltd.
- 7. Dana, L., World Encyclopedia of Entrepreneurship. USA: Edward Elgar Publishing Inc.
- Dupis, A., & Bruin, A., Women's Business Ownership and Entrepreneurship. In P. Spoonley, A. Dupis, & Bruin (Eds.), Work & Working in Twenty-first Century New Zealand. New Zealand: Dunmore Press Limited.
- 9. Fielden, S.L., & Davidson, M. J., International Handbook of Women and Small Business Entrepreneurship. UK: Edward Elgar Publishing Limited.
- 10. Hisrich, R.D., Peters, M.P., & Sheperd, D.A., Entrepreneurship (6th ed.). New Delhi: Tata McGraw-Hill Edition
- 11. Kalb, I.S., Structuring Your Business for Success (3rd ed.). K &A Pr.
- 12. Kumar, S.A., Small Business and Entrepreneurship. New Delhi: International Publishing House Pvt. Ltd.
- 13. Kumar, S.A., Poornima, S.C., Abraham, M.K., & Jayashree, K., Entrepreneurship Development. New Delhi: New Age International Publishers.
- 14. MSME Policy, Government of India.

T. Y. B. Com	COMPANY SECERETARIAL MANAGEMENT & GOVERNANCE	Semester VI	
Credit: 3	ССОМ0606	LPW: 3	

Objectives: To develop an understanding, of an advanced company law and role of Company secretary in adhering with compliance of statutory provisions, rules and regulations.

To make student understand corporate functioning and governance practices.

Module	Contents	Lectures
1	1. Formation and Registration	
	Formation and incorporation of a Company/ Limited Liability Partnership- Procedure for registration – Certificate of incorporation – Preliminary Contracts- Promoter - Memorandum of Association –Content- Articles of Association – Alteration of Memorandum and Articles – Lifting of corporate veil, Doctrine of Ultra Virus, Doctrine of constructive notice and Indoor Management.	04
	2. Raising of Capital/ Issue of Shares/Securities	
	Private Placement, Public Issue of shares, Issue of Prospectus, Preferential issue, Right issue, Legal Provisions	06
2	Statutory Registers & Returns & Statutory Audit	
	Statutory Registers and Other books –period of preservation of records, returns to be filed with the Registrar – Secretarial duties regarding maintenance of statutory and other books, Appointment, Remuneration and Resignation of Statutory Auditor, Role of Auditor their rights & duties.	06
	Investments, Loans, borrowings	
	Investment in other bodies, implied power to borrow, Temporary Loans, Ultra virus – borrowings, issue of debentures,	05
3	Management of Companies	
	Appointment of Directors including the Chairman, Appointment of Key Managerial Personnel, Non-executive directors, Directors role and duties, retirement, resignation & removal of directors, Disqualifications of directors & penalties, Directors Report.	10
	Corporate Governance & Company Secretary	
	Meaning of Governance – Evolution of Corporate Governance in India, Essential of good governance, requirement of Corporate Governance in India and Role of Company Secretary. Corporate Governance Audit, Secretarial	06

	Audit.	
4 Drafting and Corporate Communication		
	General principles of drafting – Practices aspects of drafting of agenda, notice and resolutions- drafting of minutes, drafting of chairman speech and corporate communications	05
	Related Contemporary Issues, Recent Trends & Practice for Case Study Analysis	03
	Total lectures	45

REFERENCE BOOKS RECOMMENDED

- 1. N.D, Kapoor, Company Law and Secretarial Practice, Bookwell Publishers, New Delhi.
- 2. A.K. Majumdar and G.K. Kapoor, Company Law and Secretarial Practice, Taxmann Publications, New Delhi
- 3. Company Law & Secretarial Practice Dr.K.R.Chandratre Bharat Law House
- 4. Company Law, N. D. Kapoor, Sultan Chand & Sons, New Delhi.
- 5. Corporate Law and Secretarial Practice, N.D. Kapoor, Sultan Chand and Sons, New Delhi

T. Y. B. Com	INDIRECT TAX – GST	Semester VI
Credit: 3	CCOM0607	LPW: 3

Objective -To make students understand indirect tax regime and functional overview of GST law and procedure and its compliances

Module	Contents	Lectures
1.	Introduction:	
	When, Why and How GST was introduced?	5
	What is taxable event under GST?	
	What were the taxable events under the old Laws/ Taxes?	
	Which of the Central and State taxes were subsumed?	
	Meaning of the terms - IGST, CGST and SGST, with regard to Inter-State or Intra-State Transactions.	
	Threshold Limits of Turnover.	
	Composition Scheme for small business. Meaning of Reverse Charge Mechanism.	
	The items which are outside the purview of GST.	
	Definitions, Meaning of few terms.	
	"Business", "Business Vertical", "Person", "Goods", "Capital Goods", "Services", "Consideration", "Input", "Input Service", "Input tax", "Output tax" "Manufacture", "Supply", "Exempt Supply", "Taxable Supply", "Supplier", "Recipient", "Works Contract".	5
2	Registration under GST	
	Who is liable to registration? When and how? Threshold Exemption Limits?	4
	GSTN, Exposure to Website /GST Portal.	
	Online filing Application for registration & Documents and other requisites like for obtaining GST Registration like PAN, Mobile Number, Email Address and Address Proof or ID Proof, verification by OTP Password / EVC Code / Digital Signature	
	Simple Problems on Registration.	
	Periodical Return filing and payment of GST	
	Frequency and due dates of filing Returns Form No.3B and GST R1	8
	Payment of GST: Due Dates, Interest and Late Fees payable for delay in	

	Total lectures	45
	E-way Bill meaning and Significance. Who has to prepare it, Details and validity of e-way bill?	2
	Tax Invoice, essentials of Tax Invoice. Debit Notes and Credit Notes.	2
4	Composition Scheme Eligibility criteria to entitle for the Composition Scheme. Composition Rate and whether input tax credit is available to composition Dealer.	3
	Time of Supply and Place of supply. Point of Taxation for each of (a)Supply of Goods with Movement, (b) Supply of Goods without Movement (c) Supply of Services.	5
	The Term "Supply", "Composite Supply" and "Mixed Supply" Details of Supply as per Schedule I, Schedule II. Items which are NOT Supply as per Sch. III.	3
3	Input Tax Credit Meaning of Term -Input Tax Credit, Negative List- List of products/ situations in which the Input tax credit is not available Eligibility and Conditions for taking Input tax credit. Explanation as to which credit can be claimed viz-a-viz IGST, CGST and SGST. Problems on Computation of GST Liability	8
	payment or filing of Returns.	

REFERENCE BOOKS:

- 1) Standard Text Book on Indirect Tax B.Com of Mumbai University
- 2) ICAI /ICMA –Intermediate Study Material
- 3) BCAJ Journal
- 4) GST- Law & Procedure , Batra Ashok (CA), Wolters Kluwer