



Shri Sangameshwar Education Society's  
**Sangameshwar College, Solapur [Autonomous]**  
(Affiliated to Punyashlok Ahilyadevi Holkar Solapur University, Solapur)  
Kannada Linguistic Minority Institute  
**NAAC Accredited with 'A' Grade (III Cycle CGPA 3.39)**

**Academic Council 3(3.3)**  
**10<sup>th</sup> August, 2021**

**UG: Commerce Programme: B.Com.-I: To be implemented from A.Y 2022-23**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Accountancy

**Revised B.COM II– COURSE STRUCTURE WITH CREDITS (2022-23)**

**SEMESTER III**

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
AECC 2	English for Communication III	2121301	3.2	4	15	35	50
CC 4	Corporate Accounting I	2121302	3.2	4	15	35	50
CC 5	Business Statistics I	2121303	3.2	4	15	35	50
CC 6	Business Economics I	2121304	3.2	4	15	35	50
GE 2	Entrepreneurship Development-I	2121305	3.2	4	15	35	50
	Service Marketing	2121306					
SEC 2	Money & Financial System- I	2121307	3.2	4	15	35	50
	Basics of Foreign Trade	2121308					
SEC 3	Tourism Management		1.6	2	15	35	50
				<b>26</b>	<b>105</b>	<b>245</b>	<b>350</b>

**SEMESTER IV**

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
AECC 2	English for Communication IV	2121401	3.2	4	15	35	50
CC4	Corporate Accounting II	2121402	3.2	4	15	35	50
CC5	Business Statistics II	2121403	3.2	4	15	35	50
CC6	Business Economics II	2121404	3.2	4	15	35	50
GE 2	Entrepreneurship Development-II	2121405	3.2	4	15	35	50
	Digital Marketing	2121406					
SEC2	Money & Financial Systems II	2121407	3.2	4	15	35	50
	Foreign Trade Financing Procedures	2121408					

AECC3	Environmental Studies	2100433	3.2	4	15	35	50
SEC 3	Supply Chain Management		1.6	2	15	35	50
				<b>30</b>	<b>120</b>	<b>280</b>	<b>400</b>
	<b>TOTAL CREDITS B.COM II:</b>			<b>56</b>			

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

## Department of English

### B. COM. Part – II Semester- III & IV

#### Optional English- III & IV

CBCS Semester Pattern Syllabus

(w.e.f. June 2021-22, 2022-23, 2023-2024)

**Course Credits: L4**

**Course Contact Hours: 60**

(SEE=35 + CA=15 = 50 Marks)

#### SEM-III

#### Optional English- III British Literature-III (2121301)

Sr. No	Module	Module Credit	Contact Hours
1	Literary Survey Topics	1	15
2	Drama	1.5	23
3	Poetry	1	15
4	Literary Terms	0.5	07
	<b>TOTAL</b>	<b>04</b>	<b>60</b>

#### SEM-IV

#### Optional English- IV Indian Writing in English- IV (2111303)

Sr. No	Module	Module Credit	Contact Hours
1	Survey Topics	1	15
2	Poetry	1	15
3	Drama	1	15
4	Novel	1	15
	<b>TOTAL</b>	<b>04</b>	<b>60</b>

#### Semester-III

#### Optional English- III (2121301)

**Title: British Literature**

**Course Credits: L4**

**Course Contact Hours: 60**

**(SEE= 35 + CA= 15 = 50 Marks)**

**Course Objectives:**

1. To introduce the students with various schools and trends in the historical development of British Literature
2. To acquaint the students with representative writers of British Literature
3. To sensitize the students to the process of critical interpretation of literary texts
4. To acquaint the students with the genre 'Drama' in British Literature
5. To familiarize the students with certain important Literary Terms and Concepts

**Course Outcomes:** After completing the course, students will be able to:

1. Show their acquaintance with various trends and schools of British Literature.
2. Demonstrate their knowledge of the representative writers of British Literature.
3. Critically interpret and appreciate literary works.
4. Evaluate the genre 'Drama'.
5. Define Literary Terms and Concepts.

**Syllabus**

**Module 1: Literary Survey Topics**

**Credit: 01**

1. The 16th Century Drama
2. Metaphysical Poetry
3. Restoration Comedy
4. Anti Sentimental Comedy

**Module 2: Drama**

**Credit: 1.5**

1. Oliver Goldsmith - She Stoops to Conquer

**Module 3: Poetry**

**Credit: 01**

1. To His Coy Mistress - Andrew Marvell
2. Soldier - Rupert Brooke
3. No Second Troy - William Butler Yeats
4. Under the Greenwood Tree - William Shakespeare
5. Dover Beach - Matthew Arnold
6. Ode on a Grecian Urn - John Keats

## Module 4: Literary Terms

Credit:0.5

1. Canon of Literature
2. Flat and Round Characters
3. Biography and Autobiography
4. Confidant
5. Novel and Novella
6. Heroic Couplet
7. Paradox
8. Pastoral
9. Poetic Justice
10. Poetic Diction

### Reference Books:

1. Daiches, David. A Critical History of English Literature, Volume 1 to 4. New Delhi: Allied Publishers Pvt. Ltd., 2005
2. Ford, Boris (ed). The Pelican Guide to English Literature. London: Penguin Books, 1991
3. Goldsmith, Oliver. She Stoops to Conquer. US: Read How You Want, 2008
4. Kastan, David Scott (ed). The Oxford Encyclopedia of British Literature. London: Oxford University Press, 2005.
5. Martinez, Nancy C. Guide to British Poetry Explication. Boston, MA: G.K. Hall, 1995

## Semester-IV

### Optional English- IV (2121401)

#### Indian Writing in English

**Course Credits: L4**

**Course Contact Hours: 60**

**(SEE= 35 + CA= 15 = 50 Marks)**

### Syllabus

#### Course Objectives:

1. To introduce students to Indian socio-cultural scenarios as reflected in the writings of post-independence Indian English writers.
2. To help them understand the pluralistic dimensions and different genres of Indian English literature.
3. To acquaint them with variety of themes, styles as reflected in the prescribed texts.

**Course Outcomes:** By the end of the course, students will be:

1. Appreciate the diversity of modern literatures and the similarities between them
2. Understand and creatively engage with the notion of nation and nationalism
3. Appreciate the impact of literary movements on various Indian literatures
4. Critically engage with significant social issues like caste and gender
5. Understand the historical trajectories of Indian literatures

## **Syllabus**

### **Module 1: General/Survey Topics**

Credit:01

1. Characteristic features of Post-independence Indian drama (with reference to prescribed texts)
2. Postmodern Indian novel

### **Module 2: Poems**

Credit:01

1. Arun Kolatkar: The Bus.
2. Kamala Das: A Hot Noon in Malbar
3. Vikram Seth: Round and Round.
4. Imtiaz Dharker: Another Woman.
5. Agha Shahid Ali: Postcard from Kashmir

### **Module 3: Drama**

Credit:01

1. *Bravely Fought the Queen* by Mahesh Dattani

### **Module 4: Novel**

Credit:01

1. *Shadow Lines* by Amitav Ghosh

## **Reference Books:**

1. Dattani, Mahesh. *Collected plays, Bravely Fought the Queen*. New Delhi: Penguin Books, 2000
2. Ghosh, Amitav. *Shadow Lines*, New Delhi: Ravi Dayal, 1988
3. Parthasarathy, R. (ed). *Ten Twentieth Century Indian Poets*. London: Oxford University Press-2001
3. Shivadasani, Menka. (ed).: *Anthology of Contemporary Indian Poetry*. Vol. 1. United States: Michael Roothenbarg Big Bridge Press, 2004

4. Mehrotra, A.K. (ed). Oxford Indian Anthology of Twelve Indian Modern Poets. Oxford University Press, 1993
5. King, Bruce. Three Indian Poets: Nissim Ezekiel, A.K. Ramanujan, Dom Moraes; OUP, 1991
6. Iyengar, K.R. Srinivas: Indian Writing in English. Noida: Sterling Pvt. Ltd., 1962
7. Naik, M.K: A History of Indian English Literature Sahitya Akademi, New Delhi: 1982
8. Iyer, Natesan Sharada. Musings on Indian Writing in English. Delhi: SWaroop Book Publishers Pvt. Ltd, 2007
9. Chakraborty, Kaustav. (ed). Indian Drama in English. Delhi: PHI Learning Pvt. Ltd., 2014.10. Dwivedi, A.N. Studies in Contemporary English Drama. New Delhi: Atlantic publications, 2017.11. Upase, Dr. S.S.: Power in Karnad's Plays. Varanasi: ABS Publication, 2016
11. Nand. Kumar: Indian English Drama; Study in Myths. Delhi: Swarup & Sons, 2003
12. Bharucha, N. and Sarang, Vilas (edi). Indian English Fiction – 1980-90: An Assessment New World Literature series

**Chairman  
BOS in English**

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

**UG: Commerce Programme:** B.Com.-II To be implemented from **A.Y. 2022-2023**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Accountancy

**CORPORATE ACCOUNTING-I (2121302)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks: 50**

**Preamble:**

This Course helps the students to understand the Company Accounts such as accounting for Shares and Debentures, Funds Flow and Cash Flow Statements, Accounting Standards, Liquidation of companies, valuation of shares, Preparation of Company Final Accounts and Issue and Redemption of debentures.

**Course Objectives**

1. To provide knowledge and understanding of the concepts, principles and practices in Corporate Accounting and Indian Accounting Standards.

2. The objective of this subject is to enable the students to have a comprehensive awareness about the provisions of the Company's Act 2013 and Corporate Accounts.
3. To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.
4. The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards.

<b>CORPORATE ACCOUNTING – I (2121302)</b>		
<b>COURSE CONTENT - SEMESTER III</b>		<b>Lectures</b>
<b>Module 1</b>	<b>Accounting Standards:</b> Following Accounting standards relevant to the Financial Statements of Limited Companies With their Objective, Scope, Definitions, Accounting policies, Disclosure. AS-03 Cash Flow Statements -AS-05 Prior Period Items & Changes in Accounting Policies - AS-06 Depreciation Accounting - AS-10 Accounting for Fixed Assets - AS-14 Accounting for Amalgamation -AS-21 Accounting for Consolidated Financial Statement.	10 Lectures
<b>Module2</b>	<b>Issue, Forfeiture and Reissue of Equity Shares:</b> Meaning of shares - Meaning of Share Capital -Kinds of Share Capital - Types/classes of preference shares - Disclosure of share capital -Meaning and procedure of Issue, Forfeiture and Re-issue of Equity Shares, Application Money, Allotment Money, Call Money, Pro-rata allotment of shares, Practical problems on Accounting Entries of Issue, Forfeiture and Re-issue of Equity Shares , Terms of Issue of Share A. Issue of shares at par B. Issue of shares at premium -Accounting treatment of the issue of shares at premium - Subscription ,Calls-in-Advance and Interest on Calls-in-Advance , Calls in Arrear and Interest on Calls-in-Arrear , Forfeiture of shares Procedure for Forfeiture of Shares Accounting Treatment of Reissue of forfeited shares -Practical Accounting Problems.-Short and Long problems	15 Lectures
<b>Module 3</b>	<b>Company Final Accounts:</b> Preparation and presentation of financial statements i.e. Company Final Accounts as per Schedule III of the Companies Act, 2013 - Statutory Provisions regarding preparation of Company Final Accounts - General Instructions for the preparation of Balance Sheet and Profit and Loss statement , Presentation of Balance Sheet Part-I – form of balance sheet Disclosure Requirement: Schedules Forming Part of Financial Statements/Annual Report Part II-form of statement of	20 Lectures

	profit and loss General Instructions for preparation of Statement of Profit and Loss- Practical Accounting Problems	
<b>Module 4</b>	<b>Profit Prior to Incorporation:</b> Meaning – calculation of Various Ratios- sales ratio – time ratio – weighted ratio –treatment of capital and revenue expenditure - Ascertainment of pre-incorporation and post-incorporation profits by preparing Profit and Loss Account. Practical Accounting Problems.	15 Lectures

<b>CORPORATE ACCOUNTING – II (2121402)</b>		
<b>COURSE CONTENT - SEMESTER IV</b>		<b>Lectures</b>
<b>Module 1</b>	<b>Valuation of Shares:</b> Meaning- Need for Valuation -Factors Affecting Valuation of shares - Methods of Valuation: Intrinsic Value Method, Yield Method/ Capitalization Method and Fair Value of shares. Practical Accounting Problems.	15 Lectures
<b>Module 2</b>	<b>Liquidation of Companies:</b> Meaning - Types of Liquidation - Order of Payment -Calculation of Liquidator’s Remuneration - Preparation of Liquidators Final Statement of Account. Practical Accounting Problems.	15 Lectures
<b>Module 3</b>	<b>Issue and Redemption of Debentures:</b> Redemption of Debentures Introduction and Meaning - Definition of debenture -Distinguish between Shares and Debentures-Issue of Debentures- Meaning of redemption of Debenture -Practical Problems on Sinking fund/Debenture Redemption fund investment.	15 Lectures
<b>Module4</b>	<b>Redemption of Preference Shares:</b> Meaning and definition of Preference Shares- Types of Preference Shares- Meaning and definition of Redemption of Preference Share Capital - Methods of redemption of redemption of Preference Shares a) Redemption out of Profits b) Redemption out of fresh issue of shares. Practical Accounting Problems	15 Lectures

### Course Outcomes

1. Students understand Corporate Accounting in conformity with the provisions of Companies Act and understand the concept of Accounting Standards. Grasp the objectives, benefits and limitations of Accounting Standards
2. Students understand the meaning of share capital, types of shares, a company’s capital structure and its disclosure in the balance sheet. – Learn the accounting procedure of issuing of shares and forfeiture and reissue of shares



3. Students understand the share capital structure in the balance sheet of a company. Understand the meaning and significance of framework of preparation and presentation of Financial Statement.
4. Understand the meaning of Redemption of Debentures and Preference shares, accounting treatment of redemption of Preference shares and debentures.
5. This paper can provide conceptual clarity about the techniques to prepare financial statements of companies along with accounting treatment of various situations viz. Shares, profit Prior after, and liquidation of companies.

<b>List of Suggested Books:</b>			
<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Authors</b>	<b>Publisher</b>
1	Financial Accounting – A Management Perspective	R. Narayanaswamy	4th 2017 PHI Learning Private Limited
2	Financial Accounting for Management	Ambrish Gupta	Pearson 2016
3	Company Accounts	Dr. S N Maheshwari	S. Chand & Company Ltd
4	Corporate Accounting	Vol-II S.P. Jain & K. L. Narang	21st 2017 Kalyani Publishers
5	Advanced Accountancy	N. Maheshwari & K. Maheshwari	Vikas Publishing House (Pvt.) Ltd
6	Fundamentals of Corporate Accounting	J. R. Monga	2nd Vol 2018 Mayoor Paperbacks
7	Corporate Accounting	Goel, Maheshwari Gupta	International Publishers
8	Cost & Management Accounting	Ravi M. Kishore	6th Taxman
9	Students' Guide to Accounting Standards	D S Rawat	32nd Taxman
10	Corporate Accounting	Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari	Vikas Publishing

**Teaching-Learning Equipment's/Tools/Methods etc.:**

- Lectures – Blended learning
- Reference Books with e-books
- E-lectures downloaded

**Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman  
BOS in Accountancy**

**SEM-III**  
**BUSINESS STATISTICS-I (2121303)**

**B.O.S. in :** Statistics

**UG Programme :** **B.Com.-II Business Statistics** To be implemented from A.Y. 2021-2022

**System :** Choice Based Credit System (CBCS) with SGPA and CGPA

**Preamble :** To familiarize the students with basic concepts of the Business Statistics and a hands on practice of the various statistical tools and techniques are the main intentions of this paper. It will enable them to improve their logical reasoning ability and interpretation of various business results. The course aims at acquainting the students with the emerging issues in business, trade and commerce regarding analyzing business facts.

**B.Com.-II Semester III Business Statistics (2121303)**

**Objectives:-**

1. To expose students to basic Statistical concepts.
2. To inculcate an analytical approach to the subject matter.
3. To stimulate the students interest by showing the relevance and use of statistical knowledge.
4. To study and critically analyze statistical reasoning to problems of business.
5. To boost quantitative thinking and develop numerical abilities.
6. To enlighten the student abilities to apply the statistical concepts to real life problems in Commerce, Economics, Management and Social sciences.
7. To improve their logical reasoning ability and interpretation of various statistical results.
8. To prepare a base of various courses like C.A.,C.W.A..M.B.A., etc.

**Course Outcomes:-**

- After completion of this course students will be able to
- 1) understand basic Statistical components and computations in Business.
  - 2) understand the role of Statistics in taking decisions in various commercial and entrepreneurship problems.

**Semester – III**

**Marks - 50 (15 CA+35 SEE)**

Unit	Name of the Topic and Details	Lectures
1	<b>Introduction to Statistics :</b> Introduction: Meaning of Statistics. Applications of Statistics in various fields of business. Definition of data. Types of data-Primary and Secondary data, Qualitative and Quantitative data. Definition of Population and Sample. Methods of data collection- Census method and Sampling Method. Advantages of Sampling Method over Census Method. Concepts of Simple Random Sampling (Without replacement and With Replacement) and Stratified Random Sampling. Presentation of data in frequency distribution form- Discrete and Continuous frequency	15

	distributions. Relative and Cumulative frequency distributions. Graphical and Diagrammatic Representation: Construction of Stem-and-Leaf plot, Histogram, Ogive Curves, Pie chart, Bar charts.	
2	<b>Measures of Central Tendency :</b> Meaning of Central Tendency and measure of central tendency. Various measures of central tendency- Arithmetic mean, Geometric mean, Harmonic Mean, Median, Mode, Quartiles. Empirical relation between Mean, Median and Mode. Box plot. Numerical problems based on various forms of data and verification of computations/results using MS Excel.	15
3	<b>Measures of Dispersion:</b> Meaning of dispersion(or variability) and measure of dispersion. Types- Absolute and Relative measures of dispersion. Various measures of dispersion - Range and coefficient of range, Quartile Deviation and coefficient of quartile deviation, Mean Deviation about median and coefficient of mean deviation about median, Standard Deviation and Coefficient of variation, variance. Numerical problems based on various forms of data and verification of computations/results using MS Excel.	15
4	<b>Correlation and Regression:</b> Meaning of bivariate data and examples. Definition of covariance.  Meaning of correlation. Types of Correlation- Positive, Negative, No correlation. Methods of studying correlation- (i) Scatter diagram method, (ii) Karl Pearson's coefficient of correlation $r$ (for ungrouped data only). Interpretation when $r = +1$ , $r = -1$ and $r = 0$ . (iii) Spearman's Rank correlation coefficient $R$ . Numerical problems on computations of $r$ and $R$ and verification of computations/results using MS Excel.  Meaning of Regression. Lines of regression of Y on X and of X on Y. Equations due to Least Squares method for finding lines of regression of Y on X and of X on Y . Regression coefficients and their relations with Karl Pearson's coefficient of correlation $r$ . Numerical problems on regression coefficients and fitting of lines of regression and verification of computations/results using MS Excel.	15

#### SEM-IV

### BUSINESS STATISTICS-I (2121403)

#### Objectives:-

- 1) To impart knowledge of basic statistical concepts used in business.
- 2) To improve their logical reasoning ability and interpretation of various statistical results.
- 3) To study and critically analyze statistical reasoning to problems of business.

#### Course Outcomes:-

After completion of the course students will be able to

- 1) understand the role of probability for taking various decisions in business
- 2) compare the current trends in business with that in the past
- 3) measure changes in the value of money at different places and times
- 4) check the quality of the business process.

Unit	Name of the Topic and Details	Lectures
1	<p><b>Probability and Probability Distributions:</b></p> <p><b>Probability:</b>  Definitions and examples -Experiment, Sample space, Event, Mutually exclusive events, Equally likely events, Exhaustive events, Sure event, Null event, Complementary event and independent events.  Mathematical definition of probability, Definition of Conditional Probability. Statements of Addition and Multiplication laws of probability. Problems on Probabilities, Conditional probabilities, Probabilities using Addition and Multiplication laws of probabilities (without use of permutations and combinations).</p> <p><b>Probability Distributions:</b>  Definitions- Random Variable, Discrete and Continuous random variables, Probability mass function(p.m.f.), Probability density function (p.d.f.).</p> <p>Binomial Distribution:- Probability mass function (p.m.f.) of binomial distribution with parameters <math>n</math> and <math>p</math>. Mean, Variance and S.D. of binomial distribution (without proof). Examples of real life situations where binomial distribution is applicable. Numerical problems on binomial distribution and verification of computations/results using MS Excel.</p> <p>Poisson Distribution:- Probability mass function (p.m.f.) of Poisson distribution with parameter <math>\lambda</math>. Mean, Variance and S.D. of Poisson distribution (without proof). Examples of real life situations where Poisson distribution is applicable. Numerical problems on Poisson distribution and verification of computations/results using MS Excel.</p> <p>Normal Distribution:- Probability density function (p.d.f.) of Normal distribution with parameters <math>\mu</math> and <math>\sigma^2</math>. Notation: <math>X \sim N(\mu, \sigma^2)</math>.  Properties of Normal distribution. Numerical problems on Normal distribution and verification of computations/results using MS Excel.</p>	20
2	<p><b>Index Numbers:</b></p> <p>Definition of Index number. Uses (Utilities) of Index numbers. Types of Index numbers- Price, Quantity and Value index numbers. Meaning of current time and base time.</p> <p>Methods of construction of index numbers for price, quantity and value - Simple aggregate method, Average of price or quantity relatives methods using arithmetic mean and geometric mean. Weighted aggregate method, Weighted average of price or quantity relatives methods.</p> <p>Laspeyre's, Paasche's and Fisher's price and quantity index numbers.  Numerical problems based on the above methods and verification of computations/results using MS Excel.</p>	15
3	<p><b>Time Series:</b></p> <p>Definition of Time Series. Components of Time Series. Methods for measuring secular trends: i) Methods of Moving Averages ii) Method of Least Squares (only for straight line). iii) Method of Progressive Averages. Determination of Seasonal Variation by Simple Average Method. Numerical problems and verification of computations/results using MS Excel.</p>	13
4	<p><b>Statistical Process Control (SPC):</b></p> <p>Meaning of quality. Meaning of SPC. Chance and Assignable causes of variations. Meaning of Process control and Product control.</p>	12

	<p>Procedure of construction of Shewhart's control chart. Types of Shewhart's control charts- i) Control charts for Mean and Range. ii) Control chart for number of defectives ( d-chart or np-chart) for a fixed sample size. iii) p-char. iv) Control chart for number of defects per unit (c-chart). Numerical problems on the construction of the above charts and verification of computations/results using MS Excel.</p>	
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**Reference Books:**

1. Fundamentals of Mathematical Statistics- S. C. Gupta and V.K. Kapoor
2. Fundamentals of Applied Statistics- S. C. Gupta and V.K. Kapoor
3. Business Statistics - Bharat Jhunjhunwala
4. Introduction To Statistical Process Control- Douglas C. Montgomery
5. Statistical Methods- S. P. Gupta,
6. Essential Statistics- A. B. Rao
7. Business Statistics- J.K.Sharma
8. Business Statistics :An Applied Orientation- P.K. Viswanathan

**Signature :**

**Name : Dr. P.M. Dargopatil  
Chairman  
BOS in Statistics**

**B.COM. II SEMESTER – III & IV**

**BUSINESS ECONOMICS – I & II**

**(Syllabus to be implemented from w. e. f. June 2022)**

**STRUCTURE OF THE COURSE**

**CBCS B. COM. - PART-II SEMESTER-III DSC-III GROUP PAPER-I  
(C.A. – 15 + SEE -35 = 50 Marks)**

**BUSINESS ECONOMICS – I (2121304)**

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

<b>SR. NO.</b>	<b>MODULE</b>	<b>MODULE CREDIT</b>	<b>MODULE CONTACT HOUR</b>
1	INTRODUCTION OF MACRO ECONOMICS	1	15
2	NATIONAL INCOME	1	15
3	VALUE OF MONEY	1	15
4	OUTPUT AND EMPLOYMENT	1	15
	<b>TOTAL</b>	<b>4</b>	<b>60</b>

**CBCS BCOM PART II SEMESTER IV DSC- IV PAPER II  
(C.A. – 15 + SEE -35 = 50 Marks)**

**BUSINESS ECONOMICS – II (2121404)**

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

<b>SR. NO.</b>	<b>MODULE</b>	<b>MODULE CREDIT</b>	<b>MODULE CONTACT HOUR</b>
1	BUSINESS CYCLE	1	15
2	PUBLIC FINANCE	1	15
3	INTERNATIONAL TRADE	1	15
4	FOREIGN EXCHANGE	1	15
	<b>TOTAL</b>	<b>4</b>	<b>60</b>

## CBCS B. COM. - PART-II SEMESTER-III DSC-III GROUP PAPER-I

**BUSINESS ECONOMICS – I (2121304)**

COURSE CREDIT:- 4

COURSE CONTACTHOURS :- 60

Marks:50

❖ **OBJECTIVES OF THE COURSE:**

1. To understand Macro Economics policies to the student because it is functional relationship between the large aggregates.
2. To explain the basic concepts and theories of Macro Economics to the student.
3. To inform the Macro Economic policies and create awareness about changes in various Macro Economics theories to the students.

Module No.	Contents	Lectures
<b>Module 1</b>	<b>INTRODUCTION OF MACRO ECONOMICS</b>	<b>15</b>
1.1	Meaning And Concept Of Macro Economics	
1.2	Nature And Scope Of Macro Economics	
1.3	Significance Of Macro Economics	
1.4	Limitations Of Macro Economics	
<b>Module 2</b>	<b>NATIONAL INCOME</b>	<b>15</b>
2.1	Meaning And Concepts Of GDP, GNP, NNP, Personal Income (PI), Disposable Income, Per Capita Income, National Income At Current And Constant Prices, Circular Flow Of National Income	
2.2	Methods Of Computing National Income: Production, Income And Expenditure Method	
2.3	Difficulties In Computing National Income	
2.4	Importance Of National Income Data	
<b>Module 3</b>	<b>VALUE OF MONEY</b>	<b>15</b>
3.1	Fisher's Transaction Approach, Cash Balance Approach	
3.2	Inflation And Deflation – Causes, Effects And Control	
3.3	Index Numbers : Meaning And Construction Of Simple And Weighted Index Numbers	
3.4	Importance Of Index Number	
<b>Module 4</b>	<b>OUTPUT AND EMPLOYMENT</b>	<b>15</b>
4.1	J. B. Say's Law Of Market, Keynesian Theory Of Employment	
4.2	Consumption Function: Concept And Types, Factors Influencing Consumption Function	
4.3	Investment Function : Marginal Efficiency Of Capital, Concept Of Investment Multiplier And Accelerator	
4.4	Factors Influencing Consumption Function	

**❖ OUTCOMES OF THE COURSE:**

1. The business cycle phenomenon in the economy and they will be able to take practical decision at their business level in future.
2. Understand public finance system and analysis its impact on economy and citizen of the country.
3. The trade in business practices & determination of rate of exchange.
4. To understand Macro Economics components & concept.
5. The concept of National income and application of computing National income.
6. Changing value of money and its impacts on developing Economy.

**❖ LIST OF REFERENCE BOOKS:**

1. Monetary Theory – Vaisha M. C.
2. Principles of Economics – Agrawal H. S.
3. Advanced Economic Theory – Jhingan M. L.
4. Macro Economics – Benkam
5. Theory of International Trade – Haberler
6. Economics of J. M. Keynes – Dudley Dillard
7. Economics, 114 Ed by P. A. Samuelson and William D. Nordhan (Mc Graw Hill International)
8. An Introduction of positive Economics – R. G. Lipsey and K. A. Criyatal (8th Ed.) ELBS, Oxford University Press.
9. Monetary theory K. K. Dewett
10. Modern Economics Theory – D. M. Mithani
11. Samagralaxi Arthashastra – Dr. Bhalerao
12. Samagralaxi Arthashastra – Desai, Joshi

**CBCS B.COM. PART II SEMESTER IV DSC- IV PAPER II**

**BUSINESS ECONOMICS – II (2121404)**

**COURSE CREDIT:- 4**

**COURSE CONTACTHOURS :- 60**

**Marks:50**

**❖ OBJECTIVES OF THE COURSE:**

1. To understand Macro Economics policies to the student because it is functional relationship between the large aggregates.
2. To explain the basic concepts and theories of Macro Economics to the student.
3. To inform the Macro Economic policies and create awareness about changes in various Macro Economics theories to the students.

<b>Module No.</b>	<b>Contents</b>	<b>Lectures</b>
<b>Module 1</b>	<b>BUSINESS CYCLES.</b>	<b>15</b>



1.1	Meaning And Concept Of Business Cycles.	
1.2	Phases Of Business Cycles	
1.3	Theories Of Business Cycles- Hawtrey, Schumpeter.	
1.4	Controls Of Business Cycles – Monetary And Fiscal Measures.	
<b>Module 2</b>	<b>PUBLIC FINANCE</b>	<b>15</b>
2.1	Meaning , Nature And Scope Of Public Finance	
2.2	Direct Taxes And Indirect Taxes: Meaning, Merits And Demerits, GST, Structure And Importance	
2.3	Public Expenditure: Causes Of Growth In Public Expenditure, Effects Of Public Expenditure	
2.4	Public Debt: Types Of Public Debt, Effects Of Public Debt	
2.5	Budget: Concept And Types Of Budget	
<b>Module 3</b>	<b>INTERNATIONAL TRADE</b>	<b>15</b>
3.1	Meaning Of Internal And International Trade, Ricardian Theory Of Comparative Cost	
3.2	Advantages And Disadvantages Of International Trade	
3.3	Terms Of Trade: Meaning And Types	
3.4	Balance Of Trade And Balance Of Payment : Disequilibrium In Balance Of Payment, Causes And Remedies	
<b>Module 4</b>	<b>FOREIGN EXCHANGE</b>	<b>15</b>
4.1	Meaning And Concepts Of Exchange Rate	
4.2	Types Of Exchange Rate: Fixed, Floating , Spot, And Future, Merits And Demerits	
4.3	Purchasing Power Parity (PPP) Theory	

#### **❖ OUTCOMES OF THE COURSE:**

1. The business cycle phenomenon in the economy and they will be able to take practical decision at their business level in future.
2. Understand public finance system and analysis its impact on economy and citizen of the country.
3. The trade in business practices & determination of rate of exchange.
4. To understand Macro Economics components & concept.
5. The concept of National income and application of computing National income.
6. Changing value of money and its impacts on developing Economy.

#### **❖ LIST OF REFERENCE BOOKS:**

1. Monetary Theory – Vaisha M. C.
2. Principles of Economics – Agrawal H. S.
3. Advanced Economic Theory – Jhingan M. L.
4. Macro Economics – Benkam
5. Theory of International Trade – Haberler
6. Economics of J. M. Keynes – Dudley Dillard
7. Economics, 114 Ed by P. A. Samuelson and William D. Nordhan (Mc Graw Hill International)
8. An Introduction of positive Economics – R. G. Lipsey and K. A. Criyatal (8th Ed.) ELBS, Oxford University Press.
9. Monetary theory K. K. Dewett
10. Modern Economics Theory – D. M. Mithani
11. Samagralaxi Arthashastra – Dr. Bhalerao
12. Samagralaxi Arthashastra – Desai, Joshi

**Chairman**  
**BOS in Economics**

**Academic Council 5(5.8.2)**

**15<sup>th</sup> June, 2022**

**UG: Commerce Programme:** B.Com.-II: To be implemented from **A.Y. 2022-2023**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

### **ENTREPRENEURSHIP DEVELOPMENT – (GE)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks: 50**

**Preamble:**Entrepreneurs are the engines that drive economic development and job creation, allowing every nation to compete in the global marketplace.India, as a far more developed and forward-thinking country than some third-world countries, can serve as a catalyst for entrepreneurial development.*The aim of introducing students to entrepreneurship is to encourage them to see it as a viable, lucrative, and desirable career option.*To be competitive, entrepreneurs must have a strong foundation in a variety of key areas.This course will cover a wide range of topics, including the definition of an entrepreneur, new venture opportunities and challenges, the benefits and drawbacks of entrepreneurship, the importance of creativity and innovation in entrepreneurship, business plans, project management, and venture financeetc.

#### **Course Objective:**

1. Raise awareness of the value of entrepreneurship in the economy.

2. To provide students with an understanding of entrepreneurship growth as well as various entrepreneurship principles in order for them to comprehend the conceptual structure of entrepreneurship.
3. To instill in students an appreciation for the value of entrepreneurship and innovation.
4. To teach students how to use a systematic entrepreneurial approach to identify and develop commercially viable business opportunities.
5. To inform and benefit students about government initiatives such as Start-up India, Make in India, Mudra Loan Scheme, and others.
6. Students will be introduced to the fundamentals of intellectual property rights, including patents, copyright, trademarks, and geographical indicators.
7. Encourage students to start their own businesses by introducing them to well-known Indian start-ups.

<b>SEM-III</b>		<b>Hours</b>
<b>ENTREPRENEURSHIP DEVELOPMENT – I (2121305)</b>		
<b>COURSE CONTENT: SEMESTER III</b>		
<b>Module 1</b>	<p><b>Introduction to Entrepreneurship</b></p> <p><b>A. Entrepreneur</b>  Introduction – Meaning &amp; Definition of Entrepreneur – Qualities of a successful Entrepreneur - Functions of Entrepreneur – Advantages of becoming an entrepreneur – Role of Entrepreneur - Types of Entrepreneurs - Opportunities for Entrepreneurs in India and abroad &amp; Global <i>Entrepreneurship&amp;Development Index</i></p> <p><b>B. Entrepreneurship</b>  Introduction, Meaning &amp; Definition, Growth of Entrepreneurship in India: Pre-Independence and Post-Independence - Characteristics of Entrepreneurship – Factors stimulating entrepreneurship – Barriers to entrepreneurship</p> <p><b>C. Entrepreneurship Theories:</b> Schumpeter’s Theory of Innovation - Frank Hyneman Knight’s ‘The Uncertainty Bearing theory of Entrepreneurship’ – David McClelland’s Achievement Motivation Theory and Kakinada Experiment.</p> <p><i>Course Outcome: Understand the term entrepreneur, qualities &amp; advantages of becoming an entrepreneur. Describe the role of entrepreneur. Compare &amp; Classify types of</i></p>	<b>15 Lectures</b>

	<i>entrepreneurs. Know the opportunities for entrepreneur in India &amp; Abroad.</i>	
<b>Module 2</b>	<p><b>Creativity and Innovation in Entrepreneurship:</b></p> <p>A. <b>Role of creativity in Entrepreneurship:</b> the creative process, types - the Innovation process, types of innovation, Divergent Vs Convergent Thinking, sources of innovation, Jugaad to Frugal Innovation – Red Vs. Blue Ocean Strategy towards Purple Ocean Strategy -Case Study with reference to India</p> <p>B. <b>Business Incubation:</b> Meaning – Benefits– Classification of Business Incubators – Services Provided by Business Incubators</p> <p><i>Course Outcome: Describe the role of creativity in entrepreneurship. Classify types of innovation, sources of innovation, understand the new concepts in entrepreneurship.</i></p> <p><i>Understand the term Business Incubation, learn the classification of business incubators, and know the services provided by business incubators.</i></p>	<b>15 Lectures</b>
<b>Module 3</b>	<p><b>Initiating Entrepreneurial Venture</b></p> <p>A. <b>Idea Generation:</b> Sources of business idea - Searching and selecting business ideas- Methods of ideas generation</p> <p><i>Course Outcome: Identify the sources and explain the methods of idea generation.</i></p> <p>B. <b>Business Plan: Meaning</b> – Contents of Business Plan – Significance of Business Plan – Formulation of Business Plan - Business Plan failures</p> <p><i>Course Outcome: Know the contents of business plan, explain its importance with reasons for business failures. Also study the steps in formulation of business plan.</i></p>	<b>15 Lectures</b>
<b>Module 4</b>	<p><b>Project Management:</b></p> <p>Meaning of Project, Characteristics - Project Life Cycle - Classification of Project – Project Management – Phases of Project Management – Need of Project Management - Project Appraisal: Concept – Methods of Project Appraisal: Economic Analysis, Financial Analysis, Market Analysis, Technical Feasibility, Managerial Competence – Environment Clearance for Small Scale Sector – Case Study ‘Create a creative business idea and present it in class</p>	<b>15 Lectures</b>

	for critical evaluation by other students on its uniqueness and feasibility.’ <i>Course Outcome: Understand the concepts of Project. Explain the term and phases project management. Describe the methods of project appraisal. Create a creative business idea</i>	
<b>SEM-IV</b>		
<b>ENTREPRENEURSHIP DEVELOPMENT – II (2121405)</b>		
<b>COURSE CONENT - SEMESTER IV</b>		
<b>Module 1</b>	<b>Entrepreneurship Development in India:</b> Introduction – Importance of Entrepreneurship Development – Entrepreneurship Development Programme - Meaning – Need for EDPs – Objectives of EDPs – Phases of EDP Evaluation of EDPs – Problems of EDPs - <b>Institutional Finance to Entrepreneurs</b> - EDI - SIDO – NIESBUD – NISIET -SIDBI - DIC – MIDC – Industrial Estates (Concept and Functions)	<b>12 Lectures</b>
<b>Module 2</b>	<b>Emerging Trends in Entrepreneurship:</b> <b>A. Women Entrepreneurship</b> Concept, Definition of Women Entrepreneur – Functions of Women Entrepreneurs – Types of Women Entrepreneurs - Growth of Women Entrepreneurship in India – Women Entrepreneur Associations – Problems of Women Entrepreneurs – Prospects to Women Entrepreneurship – Case Study with reference to Solapur <b>B. Rural Entrepreneurship</b> Introduction – Meaning, Need of Rural Entrepreneurship – Problems in Rural Entrepreneurship – NGO and Rural Entrepreneurship <b>C. Agri-Preneurship</b> Introduction – Need for developing agri-preneurship in India – opportunities for developing agri-preneurship – Challenges involved in developing Agri-Preneurship <b>D. Social Entrepreneurship:</b> Meaning – Social entrepreneurship in Practice in India – <i>Case Study</i> <b>E. Corporate Entrepreneurship:</b> Nature of Corporate Entrepreneurship – Definition - Need - Corporate Entrepreneurship Process: Strategic Renewal, Innovation, Corporate Venturing	<b>18 Lectures</b>

<b>Module 3</b>	<b>Government Initiatives to Promote Entrepreneurship</b> <ol style="list-style-type: none"> <li>a) <b>Startup India</b> – Concept, Objectives, Benefits, Registration for Startup India, Government Measures to Promote Startup Culture in the Country</li> <li>b) <b>Stand up India:</b> Concept, Objectives, Features -Eligibility Criteria – difference between startup India and Stand up India</li> <li>c) <b>Make in India:</b> Concept, Objectives, Advantages, – Registration Process – Impact of Make in India on the economy - Drawbacks of Make in India - Difference between Make in India Vs. Made in India</li> <li>d) <b>Mudra Yojana:</b> Concept, Features, Benefits, Types of Mudra Loan, Impact of Mudra Yojana on Economy.</li> <li>e) STEP, JAM, TREAD, SEED. Department of Science &amp; Technology (DST)-NewGen Innovation and Entrepreneurship Development Centre – Concept and Features</li> </ol>	<b>15 Lectures</b>
<b>Module 4</b>	<b>Intellectual Property Rights and Entrepreneurship</b> Introduction to IPR and Entrepreneurship – Patents: Meaning, Types and Patent Process – Copyrights: Meaning & Objectives – Trademarks: Meaning, Functions, Benefits - Geographical Indications	<b>10 Lectures</b>
<b>Module 5</b>	<b>Successful Startup Stories in India:</b> Paytm - Flipkart - MakeMyTrip - Byju’s – Zomato – Case Study of Solapur Manufacturing Startup	<b>5 Lectures</b>

**Course Outcome:**

- Define the fundamental terms,
- Examine the market climate to spot potential business opportunities
- Recognize the steps involved in selecting and screening a business concept.
- Devise methods for putting ideas into action.
- Create a business plan
- Students learn about the government's innovative projects, such as Start-up India, Stand-up India, and Make-in-India.
- The Prime Minister Mudra Yojana would be better understood by the students.
- Startup success stories in India encourage students to pursue entrepreneurship.
- At last this course would also be useful in assisting students in pursuing their entrepreneurial dreams.

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- Lectures – Blended learning
- Reference Books with e-books
- Seminars & Group Discussions, Paper Presentations, Debate etc.

- E-lectures downloaded
- Exhibitions

**Books Recommended:**

1. R. Gopal, Pradip Manjrekar -Entrepreneurship & Innovation Management –Abe Books
2. Desai, Vasant Entrepreneurship Management: Passion, Works, Wonders, Himalaya Publishing House
3. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
4. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
5. Dr. R.C. Bhatia Entrepreneurship – Business and Management- Sultan Chand & Sons, 2020
6. R. C. Agarwal, Dr. B. K. Mehta, Entrepreneurship and Small Business: SBPD Publishing House, Agra
7. Dr. S. S. Khanaka, ‘Entrepreneurial Development’ S. Chand
8. Sangeeta Sharma, ‘Entrepreneurship Development’ PHI Learning
9. Frugal Innovation, Navi Radjou and Jaideep Prabhu, Hachette India

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Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

**UG: Commerce Programme:** B.Com.-II: To be implemented from June 2022

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**B.O.S. in: Commerce**

**SEMESTER III**

**SERVICE MARKETING (GE) (2121306)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks: 50**

**Course Objective:**

- To teach students the fundamentals of service marketing.
- To help students understand the growing importance of India's service sector.
- To educate students on the use of technology in service marketing.

<b>COURSE CONTENT -- SEMESTER III</b>		
<b>Module 1</b>	<b>Introduction to Service Sector:</b> <b>Meaning and concept of services,</b> Characteristics of Services, Difference between Goods and Services, Classification of Services, Importance, Reasons for growth of service sector in India.	<b>15 Lectures</b>

	<i>Course Outcome: Understand the meaning and concept of Services, identify the difference between goods &amp; services.</i>	
<b>Module 2</b>	<p><b>Service Marketing:</b> - Meaning, 7P's in Service Marketing – Product – Product Service Grid, Price, Place, Promotion, Process, People and Physical Evidence. Services Marketing Triangle. Customer service in technology/digital era.</p> <p><i>Course Outcome: Discuss the 7Ps in Service Marketing</i></p>	<b>15 Lectures</b>
<b>Module 3</b>	<p><b>Introduction of industry and Application of 7 P's in –</b> Financial Services – Bank, Insurance, Mutual fund, Transportation Services, Information Technology (IT) Services.</p> <p><i>Course Outcome: Organize the 7Ps in various Service Sector</i></p>	<b>15 Lectures</b>
<b>Module 4</b>	<p><b>Introduction of Application of 7 P's in –</b> Travel, Tourism and Hospitality Services, Hotel, Healthcare services</p> <p><i>Case studies of some selected service industries-Project work</i></p> <p><i>Course Outcome: Understand application of 7 Ps in Travel, Tourism, Hotel and Healthcare sector and prepare a case study of selected service industry after analyzing them</i></p>	<b>15 Lectures</b>

#### Reference Books:

1. Services Marketing, Zha S.M., Himalaya Publishing House
2. Services Marketing – Harsh Verma, Pearson Education
3. Service Marketing – RajendraNargudkar, Tata McGraw Hill Education Pvt. Ltd.
4. Services Marketing -Zeithaml, Bitner, Gremler&Pandit,McGraw Hill Publication

#### Course Outcomes:

1. Exemplify your understanding of the concept, classification, and significance of services.
2. Compare products and services
3. Exhibit the seven Ps of service marketing.
4. Use of the 7 Ps in various service organizations
5. Create the seven P's of marketing for a service organization, Expected Skills Distribution (Through theory and Practical)
  - o Marketing Knowledge
  - o Evaluation
  - o Analytical ability



**Teaching Methods:**

- Lecture Method
- PPT Presentations
- Case Study
- Paper Presentations, Seminars, Group Discussions,

**Evaluation System: Total 50 Marks**

SEE: 35 Marks CA: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

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15<sup>th</sup> June, 2022

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**B.O.S. in:** Commerce

**MONEY & FINANCIAL SYSTEM – (SEC)****Course Credit: 4 L****Course Contact Hours: 60 Hours****Marks:50**

**Preamble:** The study of money and the financial system in India is far more beneficial to commerce faculty students. Students will benefit from studying types of money, the evolution of money, the constituents of money supply, the money and capital market, the structure of the Reserve Bank of India and the banking system, bank account operations, and recent technology in Indian banking. It also provides students with a more practical approach.

**Course Objectives:**

1. To explain the nature, function, and issues concerning money, banks, and non-banking institutions in India to the student.
2. To familiarize students with the Reserve Bank of India's and financial institutions' changing roles in the process of growth and development.
3. To introduce students to the new trends in the Indian banking industry.
4. Explain the idea of Basel norms.

<b>MONEY &amp; FINANCIAL SYSTEM – I (2121307)</b>		
<b>COURSE CONTENT - SEMESTER III</b>		
<b>Module 1</b>	<b>Money:</b> <ul style="list-style-type: none"> <li>● Meaning, evolution of money - Types of money</li> <li>- Functions of money -Constituents of money</li> </ul>	<b>10 Lectures</b>

	<p>supply in India / Money Measures (M1, M2, M3, M4,)</p> <ul style="list-style-type: none"> <li>• Concept of High-Powered Money, Changes in the flow of High-Powered money</li> </ul>	
<b>Module 2</b>	<p><b>Money and Capital Market in India:</b></p> <p><b>Money Market:</b>  Concept - Structure of Money Market–Organized Sector and Unorganized Sector - Instruments of the Money Market – Treasury Bills, Bill of Exchange Market, Call Money Market, Certificate of Deposit (CD) Market, Commercial Paper (CP) Market - Role of Money Market in Economic Development</p> <p><b>Capital Market:</b> Structure, Features –<i>Project on recent trends in Money Market and Capital Market in India)</i></p>	<b>15 Lectures</b>
<b>Module 3</b>	<p><b>Reserve Bank of India:</b>  History - Organizational Structure of Reserve Bank of India – Functions - Instruments of Monetary Policy:  <b>Quantitative</b> -CRR, SLR, Open Market Operations, Bank Rate, Repo Rate, Reverse Repo Rate, LAF, MSF–  Qualitative Instruments - Role of Monetary Policy in Economic Development – Limitations of Monetary Policy</p> <p><i>Practical Review of Recent Monetary Policy Initiatives and Measurements of RBI – Presentation Session By paper / Article on impact of monetary policy of RBI on various sectors of Indian Economy/ Review of RBI Bulletin Magazine Data)</i></p>	<b>15 Lectures</b>
<b>Module 4</b>	<p><b>Finance:</b>  Role of Finance in economy - Kinds of Finance - Components of Indian Financial System- organized sector and unorganized sector - Non - Banking Financial Institution</p> <p>FDI in Banking Sector - Policy, Benefits of FDI in Banking Sector - <i>(Case studies- procurement and utilization of finance by different types of Business organizations in Solapur)</i></p>	<b>12 Lectures</b>
<b>Module 5</b>	<p><b>Basel Accords by BCBS</b>  Concept of Basel I, Basel II and migration to Basel III norms</p>	<b>8 Lectures</b>

**SEM-IV**

**MONEY & FINANCIAL SYSTEM – II (2121407)**

<b>COURSE CONTENT - SEMESTER IV</b>		
<b>Module 1</b>	<p><b>A. Commercial Bank</b> – Introduction – Meaning – Definition - Functions of Bank – <b>Reforms in Banking Sector in India</b></p> <p><b>B. Operating Bank Account:</b> Procedure of Opening, Operation, transferring and closing of an account - Operating Accounts: Pay in slip, Withdrawal Slip, Passbook, Cheque book - Types of account holders –<i>Practical Role Play of Bank operations through Commerce Lab</i></p>	<b>12 Lectures</b>
<b>Module 2</b>	<p><b>A. Credit Creation and Principles of Sound Lending:</b> Concept of Credit Money and Procedure of Credit Creation - Limitations of Credit Creation - Principles of Sound Lending</p> <p><b>B. Non-Performing Assets (NPA)-</b> Meaning- Types, causes</p>	<b>10 Lectures</b>
<b>Module 3</b>	<p><b>Modern Information Technology in Banking:</b></p> <p><b>A. Bank Computerization</b> – Need &amp; Importance</p> <p><b>B. Role of Technology in Banking-</b> Payment Gateway – ATM - Debit Card- Credit Card- <b>Add-on Cards-Digital Wallet-Mobile Banking Apps</b> -Core Banking - Cashless Transaction Meaning</p> <p><b>C. Methods of Remittance</b> – Demand Drafts, Cheque, Electronic Transfer – RTGS, NEFT - Electronic Clearing Service - ECS Credit &amp; ECS Debit – IMPS- UPI – POS Terminals – <i>Practical Quiz Competition</i></p>	<b>20 Lectures</b>
<b>Module 4</b>	<p><b>Current Issues and Emerging Trends:</b></p> <p><b>A. Financial Inclusion:</b> RBI definition, meaning, recommendations of Rangarajan Committee - Pradhan Mantri JanDhan Yojana – Rupay Card - No Frills Account to BSBDA</p> <p><b>B. Green Banking:</b> Meaning, concept and channels</p> <p><b>C. Shadow Banking:</b> Concept, Importance and Risk Associated with Shadow Banking</p> <p><b>D. Consolidation in banks: Mergers and Acquisitions</b> - objectives, benefits and problems</p>	<b>18 Lectures</b>

**Course Outcomes:**

The students will be able to....

1. Put their knowledge of money and banking to use in their daily lives.
2. Use their knowledge of money and the capital market to improve their financial stability.
3. Become familiar with the concepts and types of finance.

## REFERENCES:

1. Sayers – Modern Banking.
2. Tannans -Banking Law and Practice in India
3. K.C. Shekhar - Banking Theory and Practice
4. M.C.Vaish - Modern Banking
5. Mithani D.M. - Money Banking International Trade & Public Finance
6. Gordon, Natarajan- Banking: Theory, Law & Practice
7. S.K.Basu - Current banking Theory & Practice
8. Desai Vasant (2015) Bank Management, Himalaya Publishing House, New Delhi
9. Mathav S B. (2013) Financial Management, Mac-Millan Publications.
10. Yadhav S. S. (2010) Foreign Exchange Markets (Latest Edition) Mac-Millan Publications.
11. Indian Institute of Banking & finance –Corporate Banking (2015) Mac-Millan Publications.
12. IIBF – International Corporate Finance, Mac-Millan Publications.
13. Ramamurthy Natarajan (2016) Corporate Banking: A Guide Book for Novice,Create Space Independent Publishing Platform
14. IIBF (2012) IT Security, M/s Taxman Publications Pvt. Ltd
15. IIBF (2011) Handbook on debt. Recovery in English, M/s Taxman Publications Pvt. Ltd.
16. The Art of Vetter Retail Banking (2005), Croxford, Hugh et al. John Wiley and sons
17. Achieving Excellence in Retail Banking (2003), Leichtfuss, Reinhold, John Wiley and sons2003
18. IIBF (2010) International Banking, M/s Macmillan India Limited
19. HUFBAUER, G.C. (1975) The multinational corporation and direct investment. In P.B. Kenen, ed., International Trade and Finance: Frontiers for Research. New York: Cambridge University Press.
20. Mehta, D. R. and H. Fung. (2003). International Bank Management. Blackwell Publishing

## Teaching Methods:

- Lecture Method, PPT Presentations
- Case Study, Paper Presentations, Seminars, Group Discussions,

## Evaluation System: Total 50 Marks

SEE: **35 Marks**

CIE: **15Marks (Seminars/Case Study/Paper Presentation/MCQ)**

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Academic Council 5(5.8.2)  
15<sup>th</sup>June, 2022

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## SEMESTER III

**BASICS OF FOREIGN TRADE (2121308)**

**Preamble:**

As a result of globalization, a unified global market has emerged. Foreign companies are establishing manufacturing bases in India and exporting their goods to other countries. To fill the void, domestic firms are expanding their operations beyond national borders. People with experience in exports, imports, and international logistics are in high demand. This course will introduce students to all aspects of foreign trade transactions.

**Course Objective:**

- Students will be introduced to the concept and process of international and domestic trade procedures.
- Students will be educated on the significance of documentation procedures in international business.
- This course will also teach the student about the process of export product planning.

<b>BASICS OF FOREIGN TRADE</b>		<b>Hours</b>
<b>COURSE CONTENT - SEMESTER III</b>		
<b>Module 1</b>	<p><b>Introduction to Globalization and Foreign Trade</b></p> <p><b>A) Globalization:</b> Meaning, Economic indicators for growth of globalization – Phases of Globalization – Globalization of Business – Process of Globalization - Growth of MNCs in India – Opportunities and Challenges faced by MNCs in India</p> <p><i>Course Outcome: Study the term globalization, phases &amp; process of globalization, learn the reasons for growth of MNCs in India and discuss the opportunities and challenges faced by MNCs.</i></p> <p><b>B) Foreign Trade:</b> Types of Trade, Foreign Trade Meaning, Features, Role of Foreign Trade in the Economic Development. Essential Documents used in foreign trade</p> <p><i>Course Outcome: Understand the concepts foreign trade, discuss the role foreign trade in the economy, list the documents used in foreign trade</i></p>	<b>18 Lectures</b>
<b>Module 2</b>	<p><b>Flow of Funds in International Business:</b></p> <p><b>Foreign Direct Investment and FII:</b> Introduction, Meaning, – Why FDI - Importance of FDI in developing countries – Benefits of FDI –</p>	<b>12 Lectures</b>

	<p>Disadvantages of FDI — Factors affecting FDI - Types of FD: Nature of Business, Motive Based View and Asset Based View – Modes of FDI Entry - FDI Routes in India – FDI Policy in India - FDI Confidence Index Concept and India’s Rank</p> <p><i>Course Outcome: Learn the term and concepts relating to FDI and FII, explain its importance, and factors affecting FDI, list the types of FDI, modes of FDI entry.</i></p>	
<b>Module 3</b>	<p><b>International Marketing:</b> Introduction, Meaning, Concept, Scope, Difference between International Marketing and Domestic Marketing, why go International? - Benefits of International Marketing, Problems in International Marketing, Modes of Entry, Factors affecting International Marketing, EPRG Framework, Case Study: Top Indian Companies- Forbes List, Fortune <b>500</b>, <b>Fortune India 500</b>, <b>ET 500</b>, DSN Global 100, Harun Global 500 Report etc.</p> <p><i>Couse Outcome: Study the term international marketing, distinguish the difference between international and domestic, Prepare a Forbes list of top Indian Companies</i></p>	<b>12 Lectures</b>
<b>Module 4</b>	<p><b>International Pricing Decisions:</b> Introduction, Meaning, Role of Price in International Marketing – Why do firms Venture Overseas - Pricing Objectives - Parallel Importation or Grey Markets - Approaches to International Pricing, Price Escalation, Price Standardization - International Pricing Process - <b>7 C’s of International Pricing Strategy</b> - Export Price Quotations and INCOTERMS - Factors Affecting International Pricing - Countertrade as a Pricing Tool &amp; types of Countertrade – Dumping - Transfer Pricing;</p> <p><b>Export Product Planning</b></p> <p>Introduction – Product Planning - Essentials of product planning for international marketing –</p>	<b>18 Lectures</b>

	<p>Importance of Export Product Planning – Criteria for selection of products for exports:</p> <p><b>Case Study: Indian Exports – Goods/Service Sector Statistics</b></p> <p>Course Outcome: Understand the concept international pricing decisions and export product planning. List statistics on Indian exports – goods and service sector</p>	
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**Course Outcomes:**

- Students have a basic understanding of globalization and foreign trade.
- Examine the importance of globalization for businesses.
- Learn the most effective ways to use EPRG to help businesses enter the global market.
- Investigate the Pricing Components in International Trade,
- How to control prices in parallel imports, Factors influencing international pricing, Minimizing the effects of price escalation, countertrading & international marketing, price quotations, and so on.
- Learn what product planning is, the components of product planning for international marketing, and the significance of product planning. They also learn about the criteria for selecting export-ready products.

**Books Recommended:**

1. International Marketing Management: RL. Varsshney& Bhattacharya, Sultan Chand & Sons
2. International Marketing, Rajgopal, Vikas Publication House
3. Export Marketing: TAS Balgopal Himalaya Publication
4. Export Marketing: Cherunilam Francis PHL Learning Pvt. LTd.
5. International Business: Cherunilam Francis PHL Learning Pvt. LTd.
6. Export Promotion Measures in India Monika Kothari Deep and Deep Publications
7. Export Marketing of Indian Goods Padam Kumar Jain Deep and Deep Publication
8. Foreign Trade Finance and Documentation, Dr. A. Mustafa, Laxmi Publication
9. International Trade Finance: A pragmatic Approach, Tarsem Bhogal, Trivedi
10. Export Import Financing, Harry M. Venedikian, Wiley Publications

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- Lectures – Blended learning
- Reference Books with e-books
- Seminars & Group Discussions, Paper Presentations, Debate etc.
- E-lectures downloaded
- Exhibitions

## Evaluation System: Total 50 Marks

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

Chairman  
BOS in Commerce

Academic Council 5(5.8.2)

15<sup>th</sup> June, 2022

**UG: Commerce Programme:** B.Com.-II To be implemented from **A.Y. 2022-2023**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

### SEMESTER-III

#### **TOURISM MANAGEMENT (Basic) (2121409)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks:50**

**Preamble:** The course is designed to cater to the needs of students who desire extensive knowledge in the field of Tourism Management. To gain the understanding of tourism concepts, components required for tourism Business. To provide, students with basic knowledge of Tourism management to enable them to apply the same in their practical life.

#### **Objectives:**

1. To gain the understanding of concept of tourism.
2. To provide students basic knowledge of tourism management.
3. To provide students basic knowledge of components required for tourism business and attributes of successful tourism entrepreneur.
- 4.

<b>COURSE CONTENT - SEMESTER-III</b>		
	<b>Topic</b>	<b>Hours</b>
<b>Module 1</b>	<b>Introduction to Tourism</b> Nature, Scope, Significance. Types and Forms of Tourism: Inter-regional and intra-regional Tourism, inbound and outbound tourism, domestic, international tourism. Components of Tourism. Cultural Tourism-Meaning-Definition-importance, Government support system for tourism in India- Schemes of Ministry of Tourism Government of India and Government of Maharashtra for promoting Tourism sector.	<b>10 Lectures</b>
<b>Module 2</b>	<b>Tourism Development Through the Times</b>	<b>10 Lectures</b>



	Growth and Development of Tourism, History of Travel, Travel in 21st Century, Recent Trends. Impact of Tourism-Economic, Social, Cultural, Environmental impact.	
<b>Module 3</b>	<b>Basic Infrastructure for The Tourism Transport</b> Forms of Transport, Transport network. Tourist Transportation: Air transportation: Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India: Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise. Accommodation, Types of Accommodation, Other infrastructure and catering –Basic tourist requirements and types.	<b>10 Lectures</b>

#### REFERENCES

1. Bhatia A. K.: International Tourism Fundamental & Practices, SterlingPublishers, New Delhi, 1995.
2. Bhatia A. K: Tourism Development: Principles, Practices & Philosophy SterlingPublishers, New Delhi, 1995.
3. Douglas Pearce: Tourism Today: A Geographical Analysis, Longman ScientificTechnical, New York, 1987.
4. Douglas Pearce: Topics in Applied Geography, Tourism Development,Longman Scientific Technical, New York, 1995.
5. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
6. Kotler, Philip: Marketing Management & Hospitality and Tourism Marketing
7. Dr. R.C. Bhatia Entrepreneurship – Business and Management- Sultan Chand & Sons, 2020
8. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali PublishingHouse, New Delhi.

#### Course Outcomes:

Students will able to:

1. Understand and apply the knowledge of tourism management in their life
2. Apply the knowledge of tourism management to set his own tourism enterprise
3. Tourism entrepreneur success stories in India encourage students to pursue entrepreneurship
4. Get placement in Tourism Business Organizations as a Manager

#### Teaching-Learning Equipment's/Tools/Methods/etc.:

- Lectures – Blended learning
- Reference Books with e-books
- Seminars & Group Discussions, Paper Presentations, Debate etc.
- E-lectures downloaded

#### Evaluation System: Total 100 Marks

SEE: 35Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman  
BOS in Commerce**

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

UG: Commerce Programme: B.Com.-II To be implemented from A.Y. 2022-2023

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

**SEMESTER IV**

**DIGITAL MARKETING (GE) (2121406)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks:50**

**Preamble:** This course aims to educate students about digital marketing. Digital marketing and social media have transformed marketing and business practices all over the world. This course looks at the strategic role of digital marketing processes and tools in developing overall marketing strategies and digital marketing plans, as well as the ever-changing digital landscape. It delves into the creative challenges of communicating with and retaining customers through these media, as well as the major search engines and future digital marketing trends.

**Course Objective:** This course aims to teach students about the concepts, tools, techniques, and relevance of digital marketing in today's changing environment. It also teaches students how to use digital marketing tools and educates them on the ethical and legal implications of doing so.

<b>COURSE CONTENT -SEMESTER IV</b>		
<b>Module 1</b>	<b>Introduction to Digital Marketing:</b> Introduction – Marketing, Digital Marketing: Meaning, Definition, Features- Why are people going online? - Key concepts of digital marketing – Evolution of Digital Marketing - Benefits of digital marketing -Integrating Traditional and Digital Marketing – Digital penetration in the Indian market. – Challenges in Digital Marketing	<b>10 Lectures</b>
<b>Module 2</b>	<b>Digital Marketing Management</b> <b>Digital Marketing Mix:</b> Introduction- Digital Product, Digital Price, Digital Place, Digital Promotion, Digital People, Digital Process and Digital Physical Evidence <b>STP Model:</b> Segmentation, Targeting, and Positioning in Digital Marketing – Differentiation in Virtual World <b>Digital Consumers:</b> Introduction – Motivation – Expectations – Fears and Phobias – Online Buying Process of Digital Consumers	<b>12 Lectures</b>
<b>Module 3</b>	<b>Role of Internet in Marketing:</b> A. <b>Internet Marketing:</b> Concept and Role of Internet Marketing – Reasons for growth of internet marketing – Advantages of internet marketing – types of internet marketing B. <b>P.O.E.M Framework:</b> Rise of P.O.E.M Framework – Understanding P.O.E.M Framework – List of Marketing Strategies that	<b>14 Lectures</b>

	<p>affect P.O.E.M – Future of P.O.E.M – <b>Case Study</b></p> <p><b>C. Online Marketing Domain – Case Study</b></p>	
Module 4	<p><b>Traffic Building:</b></p> <p>A. <b>Types of Traffic</b></p> <p>B. <b>Search Engine Optimization:</b> Functions of SEO, Stages in SEO, SEO tactics to improve Rankings</p> <p>C. <b>Online Traffic Building:</b> Advantages, Techniques and Objectives</p>	<b>12 Lectures</b>
Module 5	<p><b>Ethical and Legal Issues in Digital Marketing:</b></p> <p>A. <b>Introduction</b> to Ethical and legal issues in India</p> <p>B. <b>Digital Marketing and Privacy Policy:</b> Important Issues, Factors to be considered to protect online privacy, Principles to formulate privacy policy</p> <p>C. <b>Legal and Regulatory Framework in India:</b> Central Consumer Protection Council – Goals/Objectives of Consumer Courts – Jurisdiction of District Forum, State Commission and National Commission</p>	<b>12 Lectures</b>

### Course Outcomes:

1. Students will be able to recognize the importance of digital marketing for marketing success and will gain a comprehensive understanding of the digital marketing landscape.
2. Gain an understanding of the digital customer's needs and behaviour.
3. Assists in understanding how to define a target group, identify digital channels, their benefits and limitations, and imagine ways to integrate them while staying within a budget.
4. Explain the online market presence, segmentation, and the 7 Ps of marketing, as well as their implications for digital marketing.
5. Discuss the advantages and disadvantages of integrated digital marketing.
6. Recognize the key digital marketing techniques, such as social media marketing and mobile marketing.
7. Gaining insight into future trends that will influence the future growth of digital marketing.
8. Recognize the significance of an Indian regulatory framework for digital marketing.

### Books Recommended

1. Vibha Mathur, Saloni Arora, 'Digital Marketing', PHI Learning Private Ltd., Delhi, 2020
2. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
3. Kapoor, Neeru. 'E-Marketing', Pinnacle learning

4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan, 'Digital Marketing: 4.0 Moving from Traditional to Digital', Pearson India 2017.
5. Ryan, Damian and Jones Calvin, 'Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation' 2016

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- o Lectures – Blended learning, Reference Books with e-books
- o Seminars & Group Discussions, Paper Presentations, Debate etc.
- o E-lectures downloaded

Evaluation System: Total 50 Marks

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

**UG: Commerce Programme:** B.Com.-II To be implemented from **A.Y. 2022-2023**

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**B.O.S. in:** Commerce

**SEMESTER IV**

**FOREIGN TRADE FINANCING PROCEDURES (SEC-2) (2121408)**

**Course Credit: 4 L**

**Course Contact Hours: 60 Hours**

**Marks:50**

**Course Objective:**

- Students will learn about the various concepts, methods and procedures of foreign trade, financing foreign exchange, export rates, as well as the various institutions involved in export finance.
- To familiarize students with India's foreign trade position, import and export policies, and various government export promotion measures.

<b>FOREIGN TRADE FINANCING PROCEDURES</b>		
<b>COURSE CONTENT - SEMESTER IV</b>		
<b>Module 1</b>	<p><b>A. Financing Foreign Trade:</b> Introduction - Methods of Payment in Export: Advance Payment, Open Account, Consignment Sales, Documents against Acceptance (D/A), Documents against Payments (D/P, Letter of Credit (LC): Meaning, Benefits of LC, Types of LC, Parties involved in LC, Process of LC Method</p> <p><b>B. Pre-Shipment Finance and Post-Shipment Finance:</b> Introduction to Export Finance – Types and Methods of Export Finance: Pre-Shipment Finance: Meaning, Features, Types of Pre-Shipment Finance, Pre-Shipment Export Credit in Foreign Currency –</p>	18 Lectures

	Post-Shipment Finance: Meaning, Feature, Types of Post-Shipment Finance, Types of Exports financed- Post Shipment Export Credit in Foreign Currency - Swap transaction facilities provided by commercial banks	
<b>Module 2</b>	<b>Foreign Trade Policy:</b> Introduction, Objectives of Foreign Trade Policy, Instruments, of trade policy, Phases of Foreign Trade Policy, Highlights of Foreign Trade Policy 2015-20, Foreign Trade Policy 2021-26, Expectations from FTP–Export Promotion Schemes: Remission of Duty or Taxes on Export Products (RoDTEP) scheme - Service Exports from India Scheme (SEIS) – District Export Hubs	<b>12 Lectures</b>
<b>Module 3</b>	<p><b>A. Balance of Payment Account-</b> Components of BOP: Current Account, Capital Account, Official Reserve Account; Disequilibrium in BOP - Correction of disequilibrium: Determination of Foreign Exchange Rates: concepts of Depreciation, Appreciation, Revaluation and Devaluation. - Impact of disequilibrium in BOP A/c. on exchange rate, appreciation, depreciation</p> <p><b>B. Foreign Exchange Transactions:</b> Concept, Types and calculations of Foreign Exchange Transactions: TOD, TOM, Spot, Forward, Future Swap, Option - Nostro, Vostro, Loro Accounts - Swap transaction facilities provided by commercial banks</p>	<b>18 Lectures</b>
<b>Module 4</b>	Financing of export and imports - EXIM Bank, Commercial Banks, Foreign Banks under Priority Sector Lending	<b>12 Lectures</b>

#### Course Outcomes:

- Determine the various types of export credit.
- Understand the terms associated with pre-shipment and post-shipment export credit.
- Recognize the significance of various types of Letters of Credit.
- Appreciate the system of granting Export Credit in Foreign Currencies.
- Students learn about the role of the Indian government in promoting India's foreign trade.
- Recognize the role of Exim Bank and Commercial Banks in financing exports and imports

#### Books Recommended:

1. Jeevanandam. C, '*Foreign Exchange: Practice, Concepts, and Control*' Sultan Chand & Sons, New Delhi, 2005
2. Choudhari and Agarwal, *A Text Book of Foreign Trade and Foreign Exchange*, 6th Edition, Himalaya Publishing House, Mumbai, 2009
3. Sharan. V, *International Financial Management*, Prentice-Hall of India, New Delhi.
4. Avadhani, V, A.: *International Finance: Theory and Practice*, Himalaya Publishing House, Delhi.
5. Chaudhari, B. K.: *Finance of Foreign Trade and Foreign Exchange*, Himalaya Publishing House, Delhi.

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- o Lectures – Blended learning
- o Reference Books with e-books, E-lectures downloaded
- o Seminars & Group Discussions, Paper Presentations, Debate etc.

**Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman  
BOS in Commerce**Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022**SEM-IV****SUPPLY CHAIN AND LOGISTICS MANAGEMENT SEC-3****Course Credit: 4 L****Course Contact Hours: 60 Hours****Marks: 50****Learning Objectives:**

- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.

Module	Content	Lectures
<b>Module 1</b>	<b>Supply Chain Management:</b> Concept, objectives, significance - Process view of a supply chain-cycle and push pull view -Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling - Achieving tradeoff between customer service and cost	<b>12</b>
<b>Module 2</b>	<b>Physical Distribution</b> Definition, Importance, participants in physical distribution process - Marketing Channels – Definition and Importance - Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods and Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel - Functions of Marketing Channels - Performance appraisal of Channel Members - Channel Conflicts and Techniques to resolve channel conflicts	<b>8</b>
<b>Module 3</b>	<p style="margin-left: 20px;"><b>A. Procurement:</b> Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation</p> <p style="margin-left: 20px;"><b>B. Warehouse and Dispatch Management</b></p> <p style="margin-left: 40px;">a. Types of Warehousing, Warehouse Layout Docking and Marshaling, Warehouse Safety Management</p> <p style="margin-left: 20px;"><b>C. Inventory</b> - Need and Types of Inventory</p>	<b>5</b>
<b>Module 4</b>	<b>Current Trends in Supply Chain Management</b> Green Supply Chain Management - Role and Future of IT in the Supply Chain	<b>5</b>
	<b>Total Lectures</b>	<b>30</b>

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- o Lectures – Blended learning
- o Reference Books with e-books, E-lectures downloaded
- o Seminars & Group Discussions, Paper Presentations, Debate etc.

**Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman  
BOS in Commerce**

**Shri. Sangameshwar Education  
Society's Sangameshwar  
College, Solapur [Autonomous]**

**FINAL SYLLABUS OF CURRICULUM FOR  
UNDER GRADUATE COURSE CBCS w.e.f.**

**2021**



**Course: B.A. II, B. Com II, B.Sc. II, B. B. A. II, B.C.A, B.Sc. (ECS) II**

**(Semester IV)**

**For All Faculty  
Syllabus of Environmental  
Studies**

(Syllabus as Per UGC Guidelines UGC Letter – File No. 13-01/2000 (EA/ENV/COS-01 Dated 14th May, 2019)

**For All UG Second year**

**Semester IV With effect from**

**June -2021**



**All UG Fourth Semester Compulsory Course**  
**Environmental Studies (CBCS - Syllabus) – 2021**

- 1) **Title of the Paper:** Environmental Studies
- 2) **Total Hours:** 60 hours

**Structure for Environmental  
Studies**

	Name and type of the paper		L/P	Credits	Total Marks	SEE	CA*
	Type	Name					
<b>Class&amp; code</b>	<b>For All UG Semester IV (Second year)</b>						
<b>All UG II Year (4th Semester) (EVS)</b>	<b>Ability Enhancement Course (AECC)</b>	<b>Environmental Studies</b>	<b>60</b>	<b>04</b>	<b>50</b>	<b>35</b>	<b>15</b>

Compulsory: \*Unit Test / Assignment/ Seminar/ Nature Visits / Field Work / Field Tour/  
Industrial visits of 1-2 days and submission of report is compulsory under internals marks (CA)

1. This course is not considered as a passing head for counting passing heads for ATKT
2. Student must pass this subject for award of the degree

**Evaluation Scheme:**

Theory paper has 50 marks out of which 35 marks will be for Term End examination (SEE) and 15 marks for College Internal Assessment (CA). The candidate has to appear for internal evaluation of 15 marks and external evaluation (College Examination) of 35 marks.

**A) College Internal Evaluation:**

In case of theory paper, internal examination has to conduct by College Marks for internal assessment shall be given based on Unit Test / Assignment/ Seminar/ Nature Visits / Field Work / Field Tour/ Industrial visits of 1-2 days and submission of report is compulsory under internals marks (CA)

**B) External Evaluation (End of Term College Examination):**

Nature of Theory question paper:

- 1) Theory paper is of 35 marks.
- 2) Theory paper will be of 2 hours duration
- 3) Students have to attempt all the questions.

## Structure of the Course

CBCS B.Com. PART II SEMESTER - IV AECC – EVS

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### Paper: Environmental Studies (2100433)

(Theory 35 + Internal 15 = 50  
Marks)

COURSE CREDIT:- 3L + 1T/H=4

COURSE CONTACT HOUR :- 50 L+ 10T/H=60

Sr. No.	Module	Module contact hours
1	Introduction to environmental studies	04
2	Ecosystems	06
3	Natural Resources: Renewable and Non-renewable Resources	08
4	Biodiversity and Conservation	08
5	Environmental Pollution	08
6	Environmental Policies & Practices	08
7	Human Communities and the Environment	08
8	Field work	10
	<b>Total</b>	<b>60</b>

## **Environmental Studies (AECC) (2100433)**

### **Learning Objectives:**

- To acquaint students with the concept of environmental studies
- To compare the relation between human and environment
- To analyze the resources and biodiversities
- To aware with environmental issues and policies

### **Outcomes:**

- Explain the basic concepts in Environmental Studies
- Categorize Ecosystems in different regions
- Examine Natural Resources and Associated Problems
- Motivate people for the conservation of environment
- Justify the need of sustainable development,
- Field study to a local area to document environmental assets

### **Module 1: Introduction to environmental studies 04**

- 1.1 Multidisciplinary nature of environmental studies
- 1.2 Scope and importance of environmental studies
- 1.3 Concept of sustainability and sustainable development

### **Module 2: Ecosystems 06**

- 2.1 Concept, Structure and function of ecosystem
- 2.2 Energy flow in an ecosystem: food chains, food webs and ecological succession.
- 2.3 Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **Module 3: Natural Resources: Renewable and Non-renewable Resources 08**

- 3.1 Land resources and land use change; Land degradation, soil erosion and desertification.
- 3.2 Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and Tribal populations.
- 3.3 Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water International & inter-state.
- 3.4 Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing Energy needs, case studies

### **Module 4: Biodiversity and Conservation 08**

- 4.1 Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones

of India; Biodiversity patterns and global biodiversity hot spots

4.2 India as a mega-biodiversity nation; Endangered and endemic species of India

4.3 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

4.4 Conservation of biodiversity: In-situ and Ex--situ conservation of biodiversity.

4.5 Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### **Module 5: Environmental Pollution**

**08**

5.1 Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks

5.2 Solid waste management: Control measures of urban and industrial waste.

5.3 Pollution case studies.

### **Module 6: Environmental Policies & Practices**

**08**

6.1 Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

6.2 Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

6.3 Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

### **Module 7: Human Communities and the Environment**

**08**

7.1 Human population growth: Impacts on environment, human health and welfare.

7.2 Resettlement and rehabilitation of project affected persons; case studies.

7.3 Disaster management: floods, earthquake, cyclones and landslides.

7.4 Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

7.5 Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

7.6 Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### **Module 8: Field work**

**10**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site: Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems: pond, river, Delhi Ridge, etc.

## Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P.H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, and Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339:36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp.29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M.L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C.E. 1971. *Biology and Water Pollution Control*. W.B. Saunders.
19. Wilson, E.O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.
21. पर्यावरण अभ्यस, डॉ एन बी तेली, डॉ. एन. एन. चक्रदेव इन्व्यदी
22. पर्यावरण अभ्यस, डॉ बलभीम चव्हाय

**Chairman**  
**BOS in Environment Studies**

