



**Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com
Year – II ,Second Year of Bachelor of Commerce - S.Y. B.Com – Sem III
Year of Commencement: - 2024-2025 (June 2024 Onwards)
Board of Studies: - Business Economics
(Minor)**

Course Title: - Business Economics (Macro) - II

Course Code : 23BC3-F172	Course : Business Economics (Macro) - II	Total Marks : 100 Credits :4 (Minor)
Course Objectives CO1: To familiarize students with the basic concepts of macroeconomics and its applicability. CO2: To understand various concepts of National Income to interpret internal and external economic status of the countries. CO3: To develop ability amongst the learners to evaluate Classical and Keynesian Theories of Output and Employment. CO4: To assess correlation amongst consumption, saving, investment and Income propagation.		
Learning Outcome : After completing the Course, the student shall be able to LO1: Explain basic macroeconomic concepts with applicability for the macroeconomic problems. LO2: Review various concepts of national income.		

LO3: Use the classical and Keynesian theories to reach the probable solutions to the problems.

LO4: Judge the correlation amongst various macroeconomic indicators.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Macroeconomics	1.1 Meaning and Definition of Macro Economics. 1.2 Nature, Scope and Significance of Macro Economics. 1.3 Macroeconomic Objectives and Policies 1.4 Limitations of Macro Economics.	15
II	National Income	2.1 Meaning, Definitions and Significance of National Income concepts. 2.2 Concepts: Gross Domestic Product (GDP), Net Domestic Product (NDP), Gross National Product (GNP), Net National Product (NNP), Per Capita Income (PCI), Personal Income (PI), Disposable Income (DI), Real Income and Nominal Income 2.3 Measurement of National Income: Output, Income and Expenditure methods 2.3.1 National Income at Market Price and Factor Cost 2.3.2. Methods and Difficulties in Calculating National Income 2.4 Circular Flow of Income: Four Sector Model. Introduction to Open Economy.	15

<p>III</p>	<p>Theories of Output and Employment:</p>	<p>3.1 The Classical Theory of Employment: J. B. Say's Law of Market</p> <p>3.2 Keynesian Criticism on Classical Theory of Employment.</p> <p>3.3 Keynesian Theory of Employment and the concept of Effective Demand</p>	<p>15</p>
<p>IV</p>	<p>Consumption, Saving, Investment and Income Propagation:</p>	<p>4.1 The Consumption Function: Meaning</p> <p>4.1.1 Marginal Propensity to Consume (MPC)</p> <p>4.1.2 Determinants of Consumption.</p> <p>4.1.3 Keynes' Psychological Law of Consumption.</p> <p>4.2 The Saving Function: Meaning</p> <p>4.2.1 Marginal Propensity to Save (MPS)</p> <p>4.2.2 Determinants of Savings</p> <p>4.2.3 Relationship between Consumption Function and Saving Function</p> <p>4.3 The Investment Function: Meaning</p> <p>4.3.1 Gross Investment and Net Investment</p> <p>4.3.2 Types of Investment: Induced and Autonomous.</p> <p>4.4 Marginal Efficiency of Capital and its Determinants.</p> <p>4.5 Concepts of Investment Multiplier</p> <p>4.6 Principle of Acceleration.</p>	<p>15</p>

Total No of Lectures (60 minutes each)	Teaching – Learning Process including evaluation	60
	Total	60

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding, Knowledge/Skills/Attributes etc	
I	Introduction to Macroeconomics	Classroom Discussion, Participative Lectures	Not suggested	Students get detailed information about macroeconomics.	Approximately equal weightage to all the Units
II	National Income	Problem Solving Sessions	-	Students will be able to understand various concepts of national income and difficulties in the measurement.	"
III	Theories of Output and Employment:	Discussion on the read material for the purpose of comparative analysis.	-	Students' ability to compare and analyze gets enhanced.	"
IV	Consumption, Saving, Investment and Income Propagation:	PowerPoint Presentation by students and group Discussion	-	Students ability to draw inferences and try to apply these to real economic life.	"

Evaluation Method Unit No.	Total Marks 100			Project/Practical (If any)
	Formative Assessment		Summative Assessment	
	CCE I 20 Marks	CCE II 20 Marks	SEMESTER End Examination 60 Marks	-
I, II, III, IV	Departmentally organised assignments	Teacher organized Assessment Mechanism	College Organised Examination	Not suggested

Mandatory Readings:

1. Macro- Economic Theory: M L Jhingan, Vrinda Publications (P) Limited.
2. Macroeconomics: N. Gregory Mankiw, Worth Publishers, New York.
3. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition), US
4. E-Book Macroeconomics, H. L. Ahuja,

Suggested References:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. 3. 4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: output and employment - John Eatwell, Thames Polytechnic, 1979
6. Businss Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), New Delhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowdon and Howard Vane, Routledge
9. Business Economics (Macro): Dr. Rasal, Bhadane, Fernandes, Idol Publication, Pune-2
10. 11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (Latest Edition)
13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited
14. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor's pvt.ltd.

15. Money, Inflation, and Business Cycles the Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019. New York
16. Macroeconomics: N. Gregory Mankiw Worth Publishers, New York
17. 18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press
19. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press, 2017.
20. Why I am paying more? by Satish Deodhar
21. Day to Day Economics by Satish Deodhar

Date:

Place:

Chairman, BoS, Business Economics

Head, Department of Business Economics.



Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com
Second Year of Bachelor of Commerce – S.Y. B.Com
Year of Commencement: - 2024-2025 (June 2024 Onwards) – Sem III
Board of Studies: - Business Economics
(Major)
Course Title: - Banking and Finance (Indian Banking System - I)

Course Code : 23BC3- A023	Subject: Banking and Finance (Indian Banking System - I)	Total Marks : 100 Credits 4	
Course Objectives : CO1: To Familiarize about Recent Trends in the Indian Banking System. CO2: To Understand functioning of the central bank and currency system in India CO3: To Examine the role of Public Sector Banks in the Indian Banking System. CO4: To Compare Indian Private Banks & Foreign Banks.			
Learning Outcome :Student shall able to LO1: Explain the Indian Banking System and recent trends. LO2: Understand the importance of the central bank in India and the prevailing currency system in India.. LO3: Compare the place of Public Sector Banks in Economic Development. LO4: Students will be to justify complementarity of Private Sector Banks,Public Sector Banks and Foreign Banks .			
Unit	Unit Title	Contents	No of lectures

I	Indian Banking System	1.1 Evolution and Structure of Banking in India 1.1.1 Organized and unorganized Financial Sector 1.2 Bank and Non-Bank Finance Companies (NBFCs) 1.3 Scheduled Banks and Non-Scheduled Banks 1.4 Role of Banking in Economic Development 1.5 Recent trends and challenges faced by banks in India	12
II	The Central Bank	2.1 Definition of 'Central Banking' 2.2 Evolution of Reserve Bank of India (RBI) 2.3 Functions of Reserve Bank of India 2.4 Present Currency System in India 2.5 Understanding Concepts : Bank Rate, Cash Reserve Ratio (C.R.R.), Statutory Liquidity Ratio (S.L.R.), Repo Rate, Reverse Repo Rate, Variable Reverse Repo Rate (VRRR).	12
III	Public Sector Banks	3.1 Definition and ownership pattern of Public Sector Banks 3.2 Classification of Public Sector Banks 3.2.1 State Bank of India –Evolution , Functions and Performance 3.2.2 Nationalized Banks: Social control , Meaning of Nationalization, Arguments for and against Nationalization with reference to current Indian scenario. 3.2.3 Introduction to Regional Rural Banks 3.2.4 Introduction to Lead Bank Scheme 3.3 Mergers of the Banks	12
IV	Private Sector Banks	4.1 Meaning and features of Private Banking 4.2 Classification of Private Banks : i) Indian Private Banks – Old and New ii) Foreign Banks 4.3 Performance and role of Private Banks in India 4.4 Future of Private Sector Banks in India.	12
Total No of Lectures (60 minutes each)		Teaching – Learning Process including Evaluation Process	60
		Total	60

Teaching Methodology :

Unit	Unit Title	Outcome expected
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		Teaching methodology	Project /Hands on exposure/P practice based	Conceptual understanding Knowledge/Skills/Attributes etc.	Weightage of Marks %
I	Indian Banking System	1.Description method 2. Class Discussion	Not Suggested	Students will understand the Indian Banking System.	Approximately Equal weightage to all the Units.
II	The Central Bank	1. Students interaction 2. Web References 3. Library work	Writing a report based on the guest lecture	Students become aware about the Indian Central Bank and current rates.	.
III	Public Sector Banks	1. Panel Discussion	Project	Students will get acquainted with the importance of Public Sector Banks and its role in Economic Development.	
IV	Private Sector Bank	1. Students PPT 2. Study of Annual Performance Reports of Banks 3. Web references of Foreign Banks.	Visit to a bank	Students know about the growing impacts of Private Sector Banks and will be able to evaluate their performance.	

Evaluation Methods:

Evaluation Method Unit No.	Total Marks 100			Project /Practical (If any)
	Formative Assessment		Summative Assessment	
	CCE I 20 Marks	CCE II 20 Marks	SEMESTER End Examination 60 Marks (Converted to 40 Marks)	–
I, II, III, IV	Departmentally organised assignment	Teacher organized Assessment Mechanism	Preferably descriptive exam based on analytical questions.	Yes.

Mandatory Readings:

1. Innovations in Banking Services, Suneja H. R., Himalaya Publishing House, Mumbai, 1994.
2. Banking and Finance, Indian Banking System paper, Edition 1st, Joshi, Shrikant
3. Banking in India, Khan Ahmed Masoor Khan.
4. Bhole L.M., Financial Market and Institutions, Tata McGraw Hills.

Suggested References:

1. Deb Joyeeta (2019), 'Indian Banking System', Evinco Publishing.
2. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
3. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
4. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
5. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and Government Initiatives', Kalpaz Publications.
6. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
7. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
8. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur. 9. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher.
10. 'Report on Trend and Progress of Banking in India'2017-18, 2018-19, 2019-20- Reserve Bank of India

Web references Recommended:

1. www.rbi.org
2. www.sbi.org

Date:

Place:

Chairman, BoS, Business Economics

Head, Department of Business Economics.

MES Garware College of Commerce (Autonomous)
NEP – 2024-25
SY B.Com. – Semester III

CourseCode: 23BC3-A053	Course: Business Administration - III (Human Resource Management) MAJOR	Marks:100 Credits: 4
Course Objectives: <ol style="list-style-type: none">1. To impart the knowledge regarding various aspects of Human Resource Management.2. To acquaint the students with various dimensions of Recruitment and Selection.3. To familiarize the students with Training and Development methods in HRM4. To make students analyze the importance of Performance Appraisal Management		
Course Outcome: After completing the course, the student shall be able to CO1: Differentiate between the concept of Human Resource Management and Human Resource Development CO2: Understand various dimensions of Recruitment and Selection. CO3: Implement different Training and Development methods as per the needs. CO4: Evaluate the Performance Appraisal Methods.		

Unit	UnitTitle	Contents	No. of Lectures
I	Introduction to Human Resource Management	<p>1.1 Meaning, Objectives and Functions of Human Resource, Difference between Human Resource Management and Human Resource Development</p> <p>1.2 Role of HR Manager and Functions</p> <p>1.3 Human Resource Planning – Nature and Scope, Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning, Essentials Of a Good Human Resource Planning,</p> <p>1.4 Job Analysis – Process, Tools and Techniques, Job Description & Job Specification – Meaning and Difference between Job Description & Job Specification.</p> <p>1.5 Emerging Concepts of HRD- Quality Circles, Kaizen Theory, Talent Management and Leadership Development.</p>	18
II	Recruitment and Selection	<p>2.1 Recruitment – Meaning, Purpose/ Importance, Sources of Recruitment and Factors Governing Recruitment Process</p> <p>2.2 Selection – Meaning, Importance and Selection procedure, Tools of Selection and Selection Process</p> <p>2.3 Difference between Recruitment and Selection</p> <p>2.4 Types of Employment Tests, Types of Interviews.</p>	14
III	Training and Development	<p>3.1 Meaning, Need and Objectives of Training and Development, Benefits/ Importance of Training to the organization and employees.</p> <p>3.2 Types of Training, Methods of Training and Development, Process/Procedure for effective Training.</p> <p>3.3 Career Development, Steps in Career Development, Stages of Career Development, Succession Planning, Advantages and Limitations of Career Development, Career Development Cycle, Career Counseling and Self Development.</p>	14
IV	Performance Appraisal Management	<p>4.1 Introduction, Meaning, Need and Importance of Performance Appraisal</p> <p>4.2 Process of Performance Appraisal</p> <p>4.3 Methods, Techniques and Merits & Limitations of Performance Appraisal</p> <p>4.4 Ethical Performance Appraisal</p>	14
Total No. of Lectures			60

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Outcome expected		Weightage of Marks (%)
			Conceptual understanding Knowledge/Skills/Attributes etc.		
1.	Introduction to Human Resource Management	Lecture Methods, Expert Talks	To impart knowledge of various aspects of Human Resource Management.	To be able to differentiate between the concepts of HRM and HRD	30%
2.	Recruitment and Selection	Lecture Methods, Expert Talks, Group Discussions	To acquaint the students with various dimensions of Recruitment and Selection.	N/A	20%
3.	Training and Development	Lecture Methods, Expert Talks, Group Discussions	Implement different Training and Development methods as per the needs.	N/A	25%
4.	Performance Appraisal Management	Lecture Methods, Expert Talks, Group Discussions	To make students analyze the importance of Performance Appraisal Management	N/A	25%

Evaluation Method:

Formative Assessment:

CCE I - 20 Marks

CCE II - 20 Marks

Summative Assessment:

Term-End Exam – 60 Marks

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Human Resource Management	K. AShwathappa	McGraw Hill Education
2	Personnel and Human Resource Management	A M Sharma	Himalaya Publishing House
3	Personnel Management and Industrial Relations	R S Davar	Vikas Publishing House
4	Human Resource Development and Management	Biswanath Ghosh	Vikas Publishing House
5	Personnel Management	C.B. Mamaria, S V Gankar	Himalaya Publishing House
6	Human Resource Management	Gary Dessler	<u>Pearson Publications</u>
7	The HR Scorecard	Brian Becker, Mark Huselid, Dave Ulrich	<u>Harvard Business Review Press</u>
8	Victory Through Organization	Dave Ulrich, David Kryscynski, Wayne Brockbank, Mike Ulrich	<u>Mcgraw Hill Education</u>
9	The Practical Guide to HR Analytics	Shonna D. Waters, Valerie N. Streets, Lindsay McFarlane, and Rachael Johnson-Murray	<u>Society for Human Resource Management</u>

Suggested Web/E-Learning Resources:

Sr. No.	Topic	Lectures (available on YouTube/Swayam/MOOCs, etc.)	Films	Journals/Articles/ Case Studies
1	Introduction to Human Resource Function of Management	https://www.udemy.com/course/hr-analytics-using-excel/ https://www.udemy.com/course/professional-certification-in-human-resource-management/	N/A	N/A
2	Recruitment and Selection	https://www.udemy.com/course/the-complete-job-interviewing-skills-masterclass-course/	N/A	N/A

MES Garware College of Commerce (Autonomous)

NEP – 2024-25

SY B.Com – Semester III

Course Code: - 23BC3-F052	Course : Business Administration-III (Marketing) MINOR	Marks:100 Credits: 4
Course Objectives: <ol style="list-style-type: none">1. To acquaint students with knowledge about Marketing, Marketing Concepts, identification on various types of markets.2. To develop understanding among the students on the various elements of Marketing Mix and Market Segmentation3. To update the students with knowledge on varied dimensions of Product Management, Branding and Pricing Management4. To update the students with the knowledge on various aspects of Promotion and Distribution and to update them on the recent trends in the field of Marketing.		
Course Outcome: <p>After completing the course, the student shall be able to</p> <ol style="list-style-type: none">1. Develop Conceptual understanding and clarity of the Latest development in Marketing Management.2. Conceptual Clarity and Practical Understanding Hands on Experience Technical Knowledge3. Conceptual Clarity and Practical Understanding Creative and Imaginative Skills Innovation4. Develop Analytical skills. Decision-making skills, Creative and Imaginative Skills		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Marketing	1.1 Marketing – Introduction, Meaning, Scope, Objectives, Features, Functions and Importance 1.2 Evolution of Marketing Concepts – Exchange Concept, Production Concept, Product Concept, Selling Concept Marketing Concept, Societal Concept, Relationship Marketing Concept, Holistic Concept and Pace Concept 1.3 Types of Markets – Regulated Market, Organized Market & Unorganized Market, Virtual/ Internet Market, Industrial Market, Consumer Market, Financial Market, Auction Market and Black Market 1.4 Difference between Selling & Marketing	15
II	Marketing Mix & Market Segmentation	2.1 Marketing Mix – Meaning, Features, 7 P's of Marketing (Product, Price, Place, People, Promotion, Processes and Physical Evidence), Environmental Factors affecting Marketing Mix – Consumers, Competitors, Trade Factors, Political & Legal, Economic, Social, Technological, Global. 2.2 Market Segmentation – Meaning, Advantages and Limitations, Essentials of Effective Market Segmentation, Methods /Basis of Market Segmentation: Geographic, Demographic, Sociographic, Psychographic and Behavioral, Steps in Market Segmentation, Targeting and Positioning.	15
III	Product Management, Pricing Management	3.1 Product Levels – Core Product, Basic Product, Expected, Augmented Product and Potential Product 3.2 Product Life Cycle 3.3 Branding - Meaning, Types of Brands, Brand Equity & Brand Loyalty and Brand Extension – Meaning advantages and Limitations 3.4 Pricing – Meaning, Objectives 3.5 Factors affecting Pricing – Internal Factors – Cost, Objectives of Firm, Product, Image of Firm, Product Life Cycle, Product Line and Credit Policy External Factors – Competition, Demand, Consumers, Channel intermediaries, Economic Conditions, Government Control. 3.6 Pricing Methods – Key Concepts. Price Skimming, Price Penetration, Value-based Pricing, Price leadership, Cost Plus Pricing, Mark up Pricing,	15

		Break Even Pricing, Target Return Pricing, Marginal Cost Pricing, Going Rate Pricing, Sealed Bid Pricing, Differentiated Pricing, Two-Part Pricing and Demand Backward Pricing.	
IV	Promotion and Distribution and Recent Trends in Marketing	<p>4.1 Promotion Mix – Meaning, Objectives, Elements of Promotion Mix Publicity, Sales Promotion, Personal Selling, Public Relations, Packaging, Direct Marketing, Trade Fairs and Exhibitions</p> <p>4.2 Recent Trends in Marketing – Key Concepts. Visualization, Voice Search, Live Video and Video marketing, Integrated Online-Offline Customer Experience, The Internet of things, Content marketing, Search Engine Optimization /Semantic keyword research, Browser push notifications, Green Marketing, Social Marketing</p> <p>4.3 Introduction to Digital Marketing, Concept and process of Digital Marketing. Concept of Engagement, Visitors Engagement, and examples of engagement. Bringing Targeted traffic. Search Web side www. Domains, Buying a Domain, Website Language and Technology, Web analytics.</p>	15
Total No of Lectures			60

Suggested Readings:

Sr.No.	Title of the Book	Authors/s	Publication
1	Basics of Marketing	Cannon	S. Chand & Publication
2	Marketing Management	Philips, Kotler	Per Sons Publication
3	Principles of Marketing	Sherlekar S.A.	Himalaya Publishing House
4	International Marketing	P. Saravanavel	Himalaya Publishing House
5	Modern Marketing Management	R.S. Davar	UBS Publication
6	Principles of Marketing	Philip Kotler, Gary Armstrong	Printing Hall of India New Delhi

Suggested Web / E-learning Resources:

Sr. No	Topic of the Course	Lectures available on YouTube/MOOC	Films	Journals/Articles/Case studies
1	Introduction to Marketing	NA	NA	NA
2	Marketing Mix & Market Segmentation	https://www.udemy.com/course/make-money-with-affiliate-marketing-earn-passive-income/	NA	NA

3	Product Management, Pricing Management	https://www.udemy.com/course/become-a-product-manager/ https://www.udemy.com/course/the-complete-product-management-course/	NA	Economic and Political Weekly (EPW)
4	Promotion and Distribution and Recent Trends in Marketing	https://www.udemy.com/course/seo-with-google-other-large-platforms-to-get-great-scale/	NA	NA

Teaching Methodology :

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes, etc.	
1	Introduction to Marketing	Lecture Method, Real-life Examples, Participative learning	Nil	Conceptual Understanding Critical thinking skills Accessing and analysing information skills Imaginative thinking Awareness on the latest in the trends	30%
2	Marketing Mix & Market Segmentation	Lecture Method, Experiential Learning,	Nil	Conceptual understanding, Interview Skills, Analytical abilities	30%
3	Product Management, Pricing Management	Lecture Method, Guest Lecture	Nil	Conceptual Understanding Analytical Skills Technical skills Critical thinking	20%
4	Promotion and Distribution and Recent Trends in Marketing	Lecture Method, Expert talk,	Case study analysis	Conceptual Understanding Analytical skills	20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
Introduction to Marketing	Assignment, PPT	10	N/A	Theory	Case study-based report by the students & its presentation in the class.
Marketing Mix & Market Segmentation	Assignment, GD	10	N/A	Theory	Detailed report on Brands and identified Market Segments Case study analysis
Product Management, Pricing Management	Theory	N/A	10	Theory	NIL
Promotion and Distribution and Recent Trends in Marketing	Theory	N/A	10	Theory	Nil

MES Garware College of Commerce (Autonomous)

NEP - 2024-25

S.Y B.com SEM III

Course Code:
23BC3-C103

Course : Business Communication III
MINOR

Marks : 50
Credits :2

Course Objectives :

1. To learn importance of Interpersonal, presentation, Interview, problem solving and soft skills.
2. To gain knowledge of recent trends and technologies implemented for business communication.

Course Outcome :

After completing the course,

CO1: Students' Interpersonal, presentation, Interview, problem solving and soft skills will be enhanced.

CO2: Students will summarise recent trends and technologies of business communication.

CO3: Students will use and practice recent trends of communication in their professional and personal life.

Syllabus Content

Unit	Unit Title	Contents	No of Lectures
I	Soft Skills	1.1 Meaning, Need and Importance of soft skills. 1.2 Elements of soft skills. <ul style="list-style-type: none">• Grooming, Manners & Etiquettes,• Effective Listening & Speaking• Interview Skills, Resume Writing and Job Application Letter.• Oral Presentation• Group Discussion.• Problem-solving skills	14

		<ul style="list-style-type: none"> • Time management abilities 	
II	Recent Trends and Technologies in Business Communication	2.1 Technologies used in Business Communication – <ul style="list-style-type: none"> • Blog writing • Websites • Social Media Network: LinkedIn, WhatsApp, Twitter, Facebook, Instagram, YouTube • Video Conferencing • Email • Short messaging Services (SMS) 2.2 Etiquette in Social Media Communication.	16
Total No of Lectures			30

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Soft Skills	PPT presentations and Guest lecture & Discussion	Guest Lecture	Students', Interpersonal, presentation, Interview, problem solving and soft skills will be enhanced.	50%
II	Recent Trends and Technologies in Business Communication	PPT Presentation , Discussion and Practical	NA	Students' will have knowledge of recent trends in business communication and technologies used in business communication	50%

Evaluation Method:

Unit	Evaluation Method	Marks (50)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Assignment/MCQ	Oral/Presentation	10	Theory	NA
II	Assignment/MCQ	Oral/presentation	10	Theory	NA

Suggested Readings:

Sr.No.	Title of the Book	Authors/s	Publication
1	Business Communication	Sehgal, M. K. Khetarpal, Vandana	Excel Books, New Delhi
2	Business Communication	Dr. Asha Kaul	PHI Learning Pvt. Ltd.
3	Modern Business Communication (Principles And Techniques)	Jain, J. N.,Singh, P. P. B .Tia, S. K.	New Delhi : Regal Publications
4	Basic Business Communication Skills For Empowering The Internet Generation	Lesikar, Raymond V. Flatley, Marie E	Tata Mc Hill Publishing Company Limited
5	Business Communication	Alurkar,Sudhir Joshi,V.A.	Narendra Publication
6	Business Communication	Dr.,Rhoda.A. , Dr. Aspi.H	Seth Publishers
7	Business Communication	H. Pradhan, D. S. Bhende & V. Thakur	Himalaya Pub. House
8	Business Communication	Natu, V G , Shetty, R. V.	Vipul Prakashan ,Bombay

MES Garware College of Commerce (Autonomous)

NEP 2024-25

SY B.Com. - Semester III

Course Code: 23BC3-A063	Course: Business Entrepreneurship - III MAJOR	Marks: 100 Credits: 4	
Course Objectives: the student shall be able to - <ol style="list-style-type: none">1. To understand different types of the New Age Entrepreneurs and to know its various aspects.2. To know the information of Group Entrepreneurship and Self-help groups.3. To create an understanding about the Group Dynamics and Group Cohesion4. To imbibe the concept of ethics and responsibilities towards the society in the conventional and corporate sector in the new edge followed by the rules and regulations.			
Course Outcome: After completing the course, the student shall be able to - CO 1: enlist various traits of Entrepreneurship and various types of Entrepreneurs. CO2: define advantages, disadvantages and role of various self-help groups from the Entrepreneur point of view. CO 3: know how group dynamics and group cohesion is implemented in an organization. CO 4: be able to understand and the concepts of Business Ethics and Social Responsibility.			
Course Contents:			
Unit	Unit Title	Contents	No of Lectures

1	New Age Entrepreneur	<p>1.1 Entrepreneurial Traits – Study of Conventional and New Age Entrepreneurs with reference to the real-life examples of the following sectors –</p> <p>(Concept, Opportunities - Case Studies)</p> <p>1.2 Conventional - Manufacturing & Trading in goods and services.</p> <p>1.3 New Age Entrepreneurs</p> <p>1.4 Internet-Based Entrepreneurs</p> <p>1.5 Environmental Entrepreneurs</p> <p>1.6 Social Entrepreneurs</p> <p>1.7 Artistic Entrepreneurs</p> <p>1.8 Technology-Driven Entrepreneurs</p>	18
2	Group Entrepreneurship	<p>2.1 Concept of Group Entrepreneurship - Meaning and Significance- Individual Entrepreneurship V/s Group Entrepreneurship. Advantages and Disadvantages of Group Entrepreneurship. (Case Studies)</p> <p>2.2 Self Help Group: Definition, Meaning and Evolution- Nature- Scope of SHG, Administration Functions, and Operation of SHG's.</p> <p>Role of Self-Help Groups in rural development and Women Empowerment.</p> <p>Challenges and Opportunities.</p> <p>(Case Studies)</p>	14

3	Group and Group Dynamics for Entrepreneurship	3.1 Group: Meaning, Definition, Classification, Group Task, Group Size, Group formation process, Group Structure. 3.2 Group Dynamics for Entrepreneurship: Influence in Group, Types, Principles and Functions of Group Dynamics in Entrepreneurship 3.3 Group Cohesion- Helping Behavior, Cooperation and Competition, Improved Work Group. Role of Entrepreneur.	14
4	Business Ethics and Social Responsibility of Business	4.1 Business goals and Social Responsibility 4.2 Social Responsibility towards their Stakeholders: Investors, Owners, Employees, Government and Society at Large. (Case studies) 4.3 Leadership by Example. Code of Ethics - Ethical Structure- 4.4 Social Audit. Brief Introduction to Corporate Governance.	12
Revision			2
Total No of Lectures			60

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Outcome expected		Weightage of Marks (%)
			Conceptual understanding Knowledge/Skills/Attributes etc.		
1.	New Age Entrepreneur	Case Studies, Lecture Method, Expert talks, Interviews of Entrepreneurs by students.	1. To be able to modernize tactics to solve social or environmental problems. 2. To develop students and involve and engage them in new forms of Entrepreneurship.	1. enlist various types of Entrepreneurs 2. study traits of Entrepreneurs	30%
2.	Group Entrepreneurship	Case Studies, Lecture Method, group discussion.	1. To understand the concept of Individual Entrepreneurship and Group Entrepreneurship along with their significance. 2. To make aware of the concept Self Help Group with its functions to enhance the knowledge in entrepreneurship.	1. Developing critical thinking skills. 2. Making the students aware about the current Ecosystem and Government initiatives.	25%

3.	Group and Group Dynamics	Lecture Method, Case studies, E-learning resources.	To know how group dynamics and group cohesion is implemented in an organization.	Nil	25%
4	Business Ethics and Social Responsibility of Business	Case Studies, Lecture Method, E-learning resources.	To be able to understand the business ethics and social responsibility of business w.r.t. practices in entrepreneurship (e.g. corruption, harmful behaviour to the society).	Understanding and realizing the ethical values and business responsibilities.	20%

Evaluation Method:

Formative Assessment:

CCE I - 20 Marks

CCE II - 20 Marks

Summative Assessment:

Term-End Exam – 60 Marks

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Dynamics of Entrepreneurship	Desai Vasant	Himalaya Publishing House, New Delhi Business Environment
2	Business Environment	Francis Cherunilam	Himalaya Publishing House
3	Entrepreneurship Development	Khanna S.S,	S. Chand Publishing, New Delhi
4	Entrepreneurship Development	Gupta, Shrinivasan,	S. Chand Publishing, New Delhi
5	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand Publishing, New Delhi
6	Vyavasaya Udyojagata	Dr. S. L. Shiragave	Success Publication, Pune

E-Learning Resources:

Sr. No	Topic	Lectures (available on YouTube/Swayam /MOOCs, etc.)	Films
1.	New Age Entrepreneur	N/A	https://www.youtube.com/c/Youngentrepreneursforum
2.	Group and Group Dynamics for Entrepreneurship	N/A	https://onlinecourses.nptel.ac.in/noc22_mg39/preview



**Maharashtra Education Society's
Garware College of Commerce (Autonomous)
NEP Syllabus
Programme – B.Com Year – II, – Sem III
Year of Commencement - 2024-2025 (June 2024 Onwards)
Board of Studies: - Business Laws
Course Title: - Business Laws and Practices – III**

B.Com –II (Semester III)			
Course Code: 23BC3-A073	Subject/Course: Business Laws and Practices – III		Marks: 100 Credits - 04
Course Objectives: <ol style="list-style-type: none">1. To introduce the students to the Labour Laws in India2. To make them understand the provision related to The Factories Act, 19483. To make them know the various provisions of The Employees State Insurance Act, 19484. To get them acquainted with the provisions of The Employees Provident funds and Miscellaneous Provisions Act, 1952			
Course Outcome: <p>After completing the course, the student shall be able to-</p> <p>CO1: outline about the Labour Laws in India</p> <p>CO2: recall the basic terms of Licensing, Registration, Worker's Health, Safety and Welfare etc. under the Factories Act, 1948</p> <p>CO3: list down the Benefits, Disputes & Claims and Punishment under The Employees State Insurance Act, 1948.</p> <p>CO4: identify the provisions related to the Employees' Provident Fund scheme, Employees' pension scheme and Employees Deposit Linked Insurance scheme.</p>			
Unit	Unit Title	Contents	No of lectures

I	An Introduction to Labour Laws in India	1.1 History and Evolution of Labour Laws in India 1.2 Labour Policy of India 1.3 Classification of Labour Laws and an overview of labour laws 1.4 Unfair Labour Practices 1.5 Labour Laws in the unorganized sector 1.6 Authorities under the Labour Laws in India 1.6.1 Ministry of Labour & Employment Government of India 1.6.2 Chief Labour Commissioner 1.6.3 Labour Courts / Industrial Tribunals, (Appointment, Qualification, Disqualification, Rights & duties)	15
II	The Factories Act, 1948 (Sections 1-50)	2.1 Introduction, Objectives & Key Definitions, Approval. 2.2 Licensing and Registration of Factories. 2.3 The Inspecting Staff, Provisions Regarding Worker's Health. 2.4 Provisions Regarding Safety and Welfare of Workers.	15
III	The Employees State Insurance Act, 1948	3.1 Scope, Application and Definitions 3.2 Chapter II of the Act (ESI Corporation, Standing Committee, Medical Benefit Council, Principal Officers) 3.3 Chapter III of the Act (Finance & Audit) 3.4 Chapter IV- (Contributions, Recovery of Contribution,) 3.5 Chapter V (Benefits) 3.6 Chapter VI (Adjudication of Disputes & Claims) 3.7 Chapter VII (Punishment)	15
IV	The Employees Provident funds and Miscellaneous Provisions Act, 1952	4.1 Introduction, Objectives and scope of the Act, 4.2 Applicability of the Act. 4.3 Definitions, Employees' Provident Fund scheme 4.4 Employees' pension scheme and Employees Deposit Linked Insurance scheme 4.5 Authorities under the Act and their workings, penalties, offenses and protection.	15
Total No of Lectures			60

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Outcome expected: Students will be able to:		Weightage of Marks (%)
			Conceptual understanding Knowledge/Skills/Attributes etc.		
I	An Introduction to Labour Laws in India	Cases of Labour Laws to be Studied. Group Discussion Article Reviews	To introduce the students to the Labour Laws in India	Outline about the Labour Laws in India	25
II	The Factories Act, 1948 (Sections 1-50)	Benefits of Factories Act to be discussed in Group. Internet Sources. Discussion on Legal requirements.	To understand the provision related to The Factories Act, 1948	Recall the basic terms of Licensing, Registration, Worker's Health, Safety and Welfare etc. under the Factories Act, 1948	25

III	The Employees State Insurance Act, 1948	Group Discussion. Internet Sources. Case Studies, Discussion on various Provisions of the Act.	To know the various provisions of The Employees State Insurance Act, 1948	List down the Benefits, Disputes & Claims and Punishment under The Employees State Insurance Act, 1948.	25
IV	The Employees Provident funds and Miscellaneous Provisions Act, 1952	Use of Internet Sources, Case laws on Information Technology.	To get acquainted with the provisions of The Employees Provident funds and Miscellaneous Provisions Act, 1952	Identify the provisions related to the Employees' Provident Fund scheme, Employees' pension scheme and Employees Deposit Linked Insurance scheme.	25

Evaluation Method:

Evaluation Method / Unit	Marks (100)		
	Formative Assignment		Summative Assessment
	CCE I (20 Marks)	CCE II (20 Marks)	Semester End Examination 60 Marks
I, II, III, IV	Departmentally organized assignment	Centrally (College Level) organized Tests	College Organized Examination

References:

Sr. No.	Title of the Book	Author/s	Publication
01	Labour Laws	Taxmann	Taxmann

02	Labour & Industrial Laws	S N Misra	Central Law Publication
03	Labour and Industrial Laws	M.N. Mishra Central	Central Publication
04	Business & Commercial Laws	Sen & Mitra	The World Press Pvt. Ltd.
05	Business Law for Management	Bulchandani K.R.	Himalaya Publishing House

Web References:

Sr. No.	Website Address	Institution
1	https://www.mca.gov.in	Ministry of Corporate Affairs
2	https://www.icai.org	ICAI - The Institute of Chartered Accountants of India
3	https://www.icsi.edu	ICSI - Institute of Company Secretaries of India

MES Garware College of Commerce (Autonomous)
NEP 2024-25
SY B.Com – Semester III

Course Code: 23BC3-C093	Course: Business Management III MINOR	Total Marks:50 Credits: 02
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Course Objectives :

1. To learn and understand various Motivational Theories.
2. To study various Leadership Styles and Theories.

Course Outcome :

After completing the Course, the student shall be able to:

CO1: Compare and analyze various motivational theories with the help of Case studies

CO2: Students will study various Leadership Styles and Theories and analyze the various leaders' leadership style through case studies

CO3: Students will able to define leadership style of various leaders.

Unit	Unit Title	Contents	No. of Lectures
I	Motivation	1.1 Meaning, Importance 1.2 Theories of motivation: 1.2.1 Maslow's Need Hierarchy Theory 1.2.2 Herzberg's Two Factor Theory 1.2.3 Douglas McGregor's Theory of X and Y 1.3 Case Studies (Min 2)	15
II	Leadership	2.1 Meaning and Importance of Leadership 2.2 Qualities and Functions of a Leader 2.3 Leadership Styles and Managerial Grid. 2.4 Theories of Leadership: 2.4.1 Based on Trait 2.4.2 Based on Behavior 2.4.3 Based on Situation/Contingency 2.5 Case Studies (Min 2)	15
Total			30

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Motivation	PPT presentations and Guest lecture & Discussion	Guest Lecture	Students understanding regarding Motivational theories will enhance	50%
II	Leadership	PPT Presentation & Discussion		Students understanding regarding leadership theories will enhance and would be able to compare various leaders with their styles	50%

Evaluation Method:

Unit	Evaluation Method	Marks (50)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Assignment/MCQ	Oral/presentation	10	Theory	NA
II	Assignment/MCQ	Oral/presentation	10	Theory	NA

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1	Essentials of Management	Horol Koontz and IteinzWeibrich	McGrawhills International	-
2	Management Theory & Practice	J.N.Chandan	N/A	N/A
3	Principles & Practice of Management	Dr. L.M.Prasad	Sultan Chand & Sons	New Delhi
4	Business Organization & Management	Dr. Y.K. Bhushan	N/A	-
5	Business Environment and Policy– A Book on Strategic Management	Francis Cherunilam	Himalaya Publishing House	-
6	Principles of Management	Tripathi, Reddy	Tata McGraw Hill	-

MES Garware College of Commerce (Autonomous)

NEP – 2024-25

SY B.Com – Semester III

B.Com –II (Semester III)		
Course Code: 23BC3-G153	Subject/Course: Mercantile Laws III GE/ OE	Marks: 50 Credits - 02
Course Objectives: <ol style="list-style-type: none">1. To cultivate the understanding of the important provisions of the Consumer Protection Act 2019 (CPA 2019)2. To demonstrate to the students the practical application of CPA 20193. To outline the various Intellectual Property Rights to the students4. To develop their analytical skills to distinguish between various types of IPR		
Course Outcome: <p>After completing the course, the student shall be able to-</p> <p>CO 1: Demonstrate the important provisions of CPA 2019.</p> <p>CO 2: Apply provisions of CPA 2019 to practical situations</p> <p>CO 3: Explain various Intellectual Property Rights</p> <p>CO 4: Distinguish between various types of IPR</p>		

Unit	Unit Title	Contents	No of lectures
I	The Consumer Protection Act, 2019	1.1 History , objectives, features, importance of the Consumer Protection Act 2019 1.2 Various rights of a consumer 1.3 Definitions and meaning of important terms – consumer, complainant, consumer dispute, trader, goods, services, complaint, defect, deficiency, unfair contract, restrictive trade practices, unfair trade practices 1.4 Central Consumer Protection Authority – establishment, complaints to authorities, powers and functions 1.5 Consumer Protection Councils , their objectives and procedure – District Council, State Council, National Council 1.6 Consumer Disputes Redressal Commissions with reference to their establishment, jurisdiction, Procedure of filing complaint, procedure, findings, review, appeal (sections 35-39) – District Commission, State Commission, National Commission 1.7 Settlement through Mediation Cell 1.8 Product liability action (sections 82-87) 1.9 Offences and penalties	15
II	Intellectual Property Rights (IPR)	2.1 Meaning & importance of Intellectual Property 2.2 International efforts in protection of IPR: WIPO (Objectives & activities) & TRIPS Agreement: Objectives 2.3 Definition and conceptual understanding of following IPRs under the relevant Indian current statutes. 2.3.1 Patent: Definition & concept, Rights & obligation of Patentee, term of patent. 2.3.2 Copyright: Characteristics & subject matter of copyright, Author & his Rights, term of copyright 2.3.3 Trademark: Meaning, term, various marks, term, internet domain name- Rights of trademark owner, term of trademark 2.3.4 Design: meaning, scope, term of design, rights of owner 2.3.5 Geographical Indications, Confidential Information, Trade Secrets & Traditional Knowledge (Meaning & scope of these IPRs)	15

Total No of Lectures	30
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References

Sr. No.	Title of the Book	Author/s	Publication
01	The Consumer Protection Act 2019	Bare Act With Amendments	Government of India,(2020)
02	Consumer Protection Law in India	Dr. N.V. Paranjape	Central Law Publication
03	Consumer Protection Law	Dr. S.R. Myneni	Asia Law House (2 nd Edition)
04	Intellectual Property Law,	P. Narayan	Eastern Law House, (2020)
05	Law Relating to Intellectual Property Rights	V.K.Singh	LexisNexis,(2017)
06	Introduction To Intellectual Property Rights	H.S. Chawala,	Oxford & IBH Publishing (2020).

Web References

Sr. No.	Website Address	Institution
1	https://ipindia.gov.in/acts-patents.htm	Govt. of India website on IP
2	https://www.indiacode.nic.in/handle/123456789/1999	Bare Acts
3	https://egazette.nic.in/WriteReadData/2019/210422.pdf	Consumer Protection Act

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project /Hands on exposure/Practice based	Outcome expected	Weightage of Marks (%)

1	The CPA, 2019	Lectures, Use of Internet Sources, Group discussions	Field visits to consumer forums	Apply the important provisions of Consumer Protection Act 2019	50%
2.	IPR	Lectures, Use of Internet Sources, Cases Law, library assignment	Students Presentation	Identify various IPR & distinguish between them	50%

Evaluation Method / Unit	Marks (50)		
	Formative Assignment		Summative Assessment
	CCE I (10 Marks)	CCE II (10 Marks)	Semester End Examination 30 Marks
I & II	Departmentally organised assignment	Centrally (College Level) organised Tests	College Organized Examination

MES Garware College of Commerce (Autonomous)

NEP – 2024-25

Second Year B.Com

Semester III

Course Code:
23BC3-A043

Course: Marketing Management - III
MAJOR

Marks: 100
Credits: 4

Course Objectives:

1. To explain marketing management concepts and theories
2. To understand the principles of Consumer Behaviour & marketing strategy formulation
3. To give insights and idea to the students regarding formulation of comprehensive marketing plans
4. To evaluate the role and importance of marketing research

Course Outcome:

After completing the course, the student shall be able to-

CO1: Recall and revise the marketing management Components and theories and its relevance in different contexts

CO2: Interpret the principles of Consumer Behaviour & marketing strategy formulation to develop strategic plans for different types of businesses.

CO3: Analyze marketing plans incorporating relevant marketing strategies, consumer behavior insights, and market research findings.

CO4: Evaluate the role and importance of marketing research in providing valuable insights for decision-making in marketing management.

Course Contents:

Unit	Unit Title	Contents	No of lectures
I	Elements of Marketing Management	1.1 Introduction and Meaning of Marketing Management. 1.2 Nature & Scope of Marketing Management 1.3 Features of Marketing Management 1.4 Functions of Marketing Management 1.5 Components of Marketing Management 1.6 Problems of Marketing Management 1.7 Marketing Management Philosophy 1.8 Marketing Characteristics in the Indian Context 1.9 Marketing Management Process	15

II	Marketing Strategy and Consumer Behaviour	<p>2.1 Marketing Strategy</p> <p>2.1.1 Introduction</p> <p>2.1.2 Concept of Strategy</p> <p>2.1.3 Meaning of Marketing Strategy</p> <p>2.1.4 Significance of Marketing Strategy</p> <p>2.1.5 Aim of Marketing Strategy</p> <p>2.1.6 Marketing Strategy Formulation</p> <p>2.1.7 Bases of Formulating Marketing Strategy</p> <p>2.1.8 Types of Marketing Strategy</p> <p>2.2 Consumer Behaviour</p> <p>2.2.1 Introduction</p> <p>2.2.2 Meaning of Consumer Behaviour</p> <p>2.2.3 Definition of Consumer</p> <p>2.2.4 Scope of Consumer Behaviour</p> <p>2.2.5 Determinants of Consumer Behaviour</p> <p>2.2.6 Concept of Motivation</p> <p>2.2.7 Theories of Motivation</p> <p>2.2.8 Multivariable Models of Consumer Behaviour</p> <p>2.2.9 Buying Motives & Consumer Importance of Buying Motives</p> <p>2.2.10 Monadic Models of Consumer Behavior</p>	15
III	Marketing Planning	<p>3.1 Introduction and Meaning of Marketing Planning</p> <p>3.2 Definition</p> <p>3.3 Nature</p> <p>3.4 Scope</p> <p>3.5 Elements</p> <p>3.6 Importance</p> <p>3.7 Types of Marketing Planning</p> <p>3.8 Principles behind Successful Planning</p> <p>3.9 Steps in Marketing Planning Process</p> <p>3.10 Relevance in Marketing Planning</p> <p>3.11 Structure of Marketing Plan</p> <p>3.12 Constraints to Effective Marketing Planning</p>	15
IV	Marketing Research	<p>1.1. Introduction and Meaning of Marketing Research</p> <p>1.2. Definition of Marketing Research</p> <p>1.3. Scope of Marketing Research</p> <p>1.4. Role of Marketing Research</p> <p>1.5. Marketing Research Agencies</p> <p>1.6. Marketing Information Vs. Marketing Research</p> <p>1.7. Objectives of Marketing Research</p> <p>4.8 Marketing Research Procedure</p> <p>1.8. Problem Definition</p> <p>1.9. Research Design</p>	15
Total No. of Lectures			60

Teaching Methodology -

Unit	Unit Title	Teaching methodology	Project /Hands-on exposure/Practice-based	Outcome expected		Weightage of Marks (%)
				Conceptual understanding of Knowledge/Skills/Attributes etc.		
I	Elements of Marketing Management	PowerPoint Presentation, Article Review, Survey Analysis	Market survey	To Recall and revise the marketing management Components and theories and its relevance in different contexts	Conceptual and fundamental knowledge to be developed.	25%
II	Marketing Strategy and Consumer Behaviour	Group Discussion, Quiz, Poster Making	Interviews of the Buyers/ consumers	To Interpret the principles of Consumer Behaviour & marketing strategy formulation to develop strategic plans for different types of businesses.	Conceptual and practical knowledge. Communication skills.	25%
III	Marketing Planning	Powerpoint presentation, Group Discussion, Survey Analysis Expert Lecture.	Interviews of sellers and marketers. Making marketing plans using market mix	To Analyze marketing plans incorporating relevant marketing strategies, consumer behavior insights, and market research findings.	Practical knowledge along with conceptual learnings. Communication skills, analytical skills to be developed	25%

IV	Marketing Research	PowerPoint Presentation, Group discussion, Field visit.	Interview of marketing manager, Market survey.	To Evaluate the role and importance of marketing research in providing valuable insights for decision-making in marketing management.	Fundamental and conceptual learning, Practical exposure	25%
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Evaluation Method

Unit	Evaluation Method	Marks (100)		
		Formative Assessment		Summative Assessment
		CCE I (20)	CCE II (20)	SEMESTER (60)
1 – Elements of Marketing Management	Assignment	10	N/A	Theory
2- Marketing Strategy and Consumer Behaviour	Assignment	10	N/A	Theory
3 – Marketing Planning	Assignment	N/A	10	Theory
4 – Marketing Research	Assignment	N/A	10	Theory

Projects:

Sr. No.	Topic	Project/s
01	Elements of Marketing Management	A project on the understanding process of Marketing Management
02	Marketing Strategy and Consumer Behavior	A project on understanding Consumer Behavior in the market. OR A project based on the Marketing Strategy of a particular unit.
03	Marketing Planning	A project on Marketing Planning Strategy of any business unit.
04	Marketing Research	A project on Marketing Research of a specific business unit.

Suggested Readings

Sr. No	Title of the book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Marketing Planning and strategy	Subhash Jain & George Haley	Cengage Learning India Pvt. Ltd
5	Marketing Strategy	Anil Mishra & Amit Kumar Mishra	Excel Books
6	Consumer Behavior: Insight from Indian Market	Ramanuj Muzumdar	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Marketing Research	S. L. Gupta	Excel Books India, 2004
10	Marketing Research	Naresh K. Malhotra	Pearson Publication

E-learning resources-

Sr.No	Topic	Lectures/YouTube/Swayam/MOOC	Films	Journals/Articles/Case studies
1	Elements of Marketing Management	https://onlinecourses.swayam2.ac.in/cec20_mg06/preview	Lectures on Basics of Marketing	http://jmm-net.com/
2	Marketing strategy and consumer behavior	https://onlinecourses.swayam2.ac.in/imb21_mg27/preview	Lectures on consumer behavior and marketing strategies	https://www.scimagojr.com/journalsearch.php?q=19700187623&tip=sid
3	Marketing Planning	https://onlinecourses.nptel.ac.in/noc19_mg48/preview	Documentaries	http://www.mmaglobal.org/publications/mmj/current-past-issues/
4	Marketing research	https://onlinecourses.nptel.ac.in/noc19_mg49/preview	Lectures on Marketing research	https://serialsjournals.com/index.php?route=product/product&product_id=606

Chairman, BOS

MES Garware College of Commerce (Autonomous)

Second Year B.Com

Semester III

Minor

Course Code:
23 BC3- F042

Course: Marketing Management-I
MINOR

Marks: 100
Credits: 4

Course Objectives:

1. To explain marketing management concepts and theories
2. To understand the principles of Consumer Behaviour & marketing strategy formulation
3. To give insights and idea to the students regarding formulation of comprehensive marketing plans
4. To evaluate the role and importance of marketing research

Course Outcome:

After completing the course, the student shall be able to-

CO1: Recall and revise the marketing management Components and theories and its relevance in different contexts

CO2: Interpret the principles of Consumer Behaviour & marketing strategy formulation to develop strategic plans for different types of businesses.

CO3: Analyze marketing plans incorporating relevant marketing strategies, consumer behavior insights, and market research findings.

CO4: Evaluate the role and importance of marketing research in providing valuable insights for decision-making in marketing management.

Course Contents:

Unit	Unit Title	Contents	No of lectures
I	Elements of Marketing Management	1.1 Introduction and Meaning of Marketing Management. 1.2 Nature & Scope of Marketing Management 1.3 Features of Marketing Management 1.4 Functions of Marketing Management 1.5 Components of Marketing Management 1.6 Problems of Marketing Management 1.7 Marketing Management Philosophy 1.8 Marketing Characteristics in the Indian Context 1.9 Marketing Management Process	12

II	Marketing Strategy and Consumer Behaviour	<p>2.1 Marketing Strategy</p> <p>2.1.1 Introduction</p> <p>2.1.2 Concept of Strategy</p> <p>2.1.3 Meaning of Marketing Strategy</p> <p>2.1.4 Significance of Marketing Strategy</p> <p>2.1.5 Aim of Marketing Strategy</p> <p>2.1.6 Marketing Strategy Formulation</p> <p>2.1.7 Bases of Formulating Marketing Strategy</p> <p>2.1.8 Types of Marketing Strategy</p> <p>2.2 Consumer Behaviour</p> <p>2.2.1 Introduction</p> <p>2.2.2 Meaning of Consumer Behaviour</p> <p>2.2.3 Definition of Consumer</p> <p>2.2.4 Scope of Consumer Behaviour</p> <p>2.2.5 Determinants of Consumer Behaviour</p> <p>2.2.6 Concept of Motivation</p> <p>2.2.7 Theories of Motivation</p> <p>2.2.8 Multivariable Models of Consumer Behaviour</p> <p>2.2.9 Buying Motives & Consumer Importance of Buying Motives</p> <p>2.2.10 Monadic Models of Consumer Behavior</p>	18
III	Marketing Planning	<p>3.1 Introduction and Meaning of Marketing Planning</p> <p>3.2 Definition</p> <p>3.3 Nature</p> <p>3.4 Scope</p> <p>3.5 Elements</p> <p>3.6 Importance</p> <p>3.7 Types of Marketing Planning</p> <p>3.8 Principles behind Successful Planning</p> <p>3.9 Steps in Marketing Planning Process</p> <p>3.10 Relevance in Marketing Planning</p> <p>3.11 Structure of Marketing Plan</p> <p>3.12 Constraints to Effective Marketing Planning</p>	15
IV	Marketing Research	<p>1.1. Introduction and Meaning of Marketing Research</p> <p>1.2. Definition of Marketing Research</p> <p>1.3. Scope of Marketing Research</p> <p>1.4. Role of Marketing Research</p> <p>1.5. Marketing Research Agencies</p> <p>1.6. Marketing Information Vs. Marketing Research</p> <p>1.7. Objectives of Marketing Research</p> <p>4.8 Marketing Research Procedure</p> <p>1.8. Problem Definition</p> <p>1.9. Research Design</p>	15
Total No. of Lectures			60

Teaching Methodology -

Unit	Unit Title	Teaching methodology	Project /Hands-on exposure/Practice-based	Outcome expected		Weightage of Marks (%)
				Conceptual understanding of Knowledge/Skills/Attributes etc.		
I	Elements of Marketing Management	PowerPoint Presentation, Article Review, Survey Analysis	Market survey	To Recall and revise the marketing management Components and theories and its relevance in different contexts	Conceptual and fundamental knowledge to be developed.	20%
II	Marketing Strategy and Consumer Behaviour	Group Discussion, Quiz, Poster Making	Interviews of the Buyers/ consumers	To Interpret the principles of Consumer Behaviour & marketing strategy formulation to develop strategic plans for different types of businesses.	Conceptual and practical knowledge. Communication skills.	30%
III	Marketing Planning	Powerpoint presentation, Group Discussion, Survey Analysis Expert Lecture.	Interviews of sellers and marketers. Making marketing plans using market mix	To Analyze marketing plans incorporating relevant marketing strategies, consumer behavior insights, and market research findings.	Practical knowledge along with conceptual learnings. Communication skills, analytical skills to be developed	25%

IV	Marketing Research	PowerPoint Presentation, Group discussion, Field visit.	Interview of marketing manager, Market survey.	To Evaluate the role and importance of marketing research in providing valuable insights for decision-making in marketing management.	Fundamental and conceptual learning, Practical exposure	25%
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Evaluation Method

Unit	Evaluation Method	Marks (100)		
		Formative Assessment		Summative Assessment
		CCE I (20)	CCE II (20)	SEMESTER (60)
1 – Elements of Marketing Management	Assignment	10	N/A	Theory
2- Marketing Strategy and Consumer Behaviour	Assignment	10	N/A	Theory
3 – Marketing Planning	Assignment	N/A	10	Theory
4 – Marketing Research	Assignment	N/A	10	Theory

Projects:

Sr. No.	Topic	Project/s
01	Elements of Marketing Management	A project on the understanding process of Marketing Management
02	Marketing Strategy and Consumer Behavior	A project on understanding Consumer Behavior in the market. OR

		A project based on the Marketing Strategy of a particular unit.
03	Marketing Planning	A project on Marketing Planning Strategy of any business unit.
04	Marketing Research	A project on Marketing Research of a specific business unit.

Suggested Readings

Sr. No	Title of the book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Marketing Planning and strategy	Subhash Jain & George Haley	Cengage Learning India Pvt. Ltd
5	Marketing Strategy	Anil Mishra & Amit Kumar Mishra	Excel Books
6	Consumer Behavior: Insight from Indian Market	Ramanuj Muzumdar	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Marketing Research	S. L. Gupta	Excel Books India, 2004
10	Marketing Research	Naresh K. Malhotra	Pearson Publication

E-learning resources-

Sr.No	Topic	Lectures/YouTube/Swayam/MOOC	Films	Journals/Articles/Case studies
1	Elements of Marketing Management	https://onlinecourses.swayam2.ac.in/cec20_mg06/preview	Lectures on Basics of Marketing	http://jmm-net.com/
2	Marketing strategy and consumer behavior	https://onlinecourses.swayam2.ac.in/imb21_mg27/preview	Lectures on consumer behavior and marketing strategies	https://www.scimagojr.com/journalsearch.php?q=19700187623&tip=sid

3	Marketing Planning	https://onlinecourses.nptel.ac.in/noc19_mg48/preview	Documentaries	http://www.mmaglobal.org/publications/mmj/current-past-issues/
4	Marketing research	https://onlinecourses.nptel.ac.in/noc19_mg49/preview	Lectures on Marketing research	https://serialsjournals.com/index.php?route=product/product&product_id=606

Chairman, BOS

SY B.Com.-Semester-III

Course Code:	Subject: Computer Concepts and Application – III	Marks: 50 Credits: 2
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Course Objectives:

- To Understand the nature and scope of cybercrime.
- To Understand Cyber offenses, Cyberstalking, and cyber security policies.

Course Outcome:

CO1: Apply procedure and principles of cybercrime and its impact on modern society

CO2: Interpret and formulate cyber security policies tailored to specific organizational needs.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Cyber Crime and Cyber Security	1.1 Introduction 1.2 Cybercrime: Definition and Origin of the Word 1.3 Cybercrime and Information Security 1.4 Who are Cybercriminals? 1.5 Classifications of Cybercrimes: <ul style="list-style-type: none">• E-Mail Spoofing,• Spamming,• Cyber defamation,• Internet Time Theft,• Salami Attack/Salami Technique,• Data Diddling, Forgery,• Web Jacking, Newsgroup,• Spam/Crimes Emanating from Usenet Newsgroup,• Industrial Spying/Industrial Espionage,• Hacking,	15

		<ul style="list-style-type: none"> • Online Frauds, • Computer Sabotage, • Email Bombing/Mail Bombs, • Computer Network Intrusions, • Password Sniffing, • Credit Card Fraud, • Identity Theft <p>1.6 Definition of Cybersecurity 1.7 Vulnerability, Threats, and Harmful Acts 1.8 CIA Triad 1.9 Cyber Security Policy and Domains of Cyber Security Policy</p>	
II	Cyber offenses and Cyberstalking	<p>2.1 Criminals Plan: Categories of Cybercrime Cyber Attacks:</p> <ul style="list-style-type: none"> • Reconnaissance, • Passive Attack, • Active Attacks, • Scanning/Scrutinizing gathered Information, • Attack (Gaining and Maintaining the System Access), • Social Engineering, • Classification of Social Engineering. <p>2.2 Cyberstalking: Types of Stalkers, Cases Reported on Cyberstalking, Working of Stalking 2.3 Real-Life Incident of Cyber Stalking 2.4 Cybercafe and Cybercrimes 2.5 Botnets: The Fuel for Cybercrime, Botnet, Attack Vector 2.6 Cybercrime: Mobile and Wireless Devices – Proliferation - Trends in Mobility 2.7 Credit Card Frauds in the Mobile and Wireless Computing Era 2.8 Security Challenges Posed by Mobile Devices 2.9 Authentication Service Security 2.10 Attacks on Mobile/Cell Phones</p>	15
Total No of Lectures			30

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.		
1	Introduction to Cyber Crime and Cyber Security	Lecture - Demonstration and Online teaching		Course Outcome (CO) To Understand the nature and scope of cybercrime .	Learning Outcome (LO) Apply procedure and principles of cybercrime and its impact on modern society	50%
2	Cyber offenses and Cyberstalking	Lecture - Demonstration and Online teaching		To Understand Cyber offenses ,Cyberstalking and cyber security policies	Interpret and formulate cyber security policies tailored to specific organizational needs.	50%

Unit	Marks (50)			Project/Practical (If any)
	Formative Assessment		Summative Assessment	
	CCE I (10)	CCE II (10)	SEMESTER (30)	
I, II	Departmentally organised assignment	Centrally (College level) organised tests	Preferably descriptive exam based on analytical questions	NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives	Nina Godbole, SunitBelapure,	Wiley April 2011 India	--	--
2	Principles of Information Security	Michael E Whitman Herbert J Mattord	3rd Edition, 2011	--	--
3	Computer Security: Principles and Practice	William Stallings and Lawrie Brown	3rd edition, Pearson, 2015	--	--
	Cyber Security Essentials	James Graham Richard Howard Ryan Olson			

Suggested Web/E-Learning Resources

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube/Swayam/MOO CS etc.)	Films	Journals/Articles/Case studies
1	Introduction to Cyber Security	https://onlinecourses.swayam2.ac.in/nou22_cs07/preview		
2	Cyber Security Tools Techniques and Counter Measures	https://onlinecourses.nptel.ac.in/noc19_mg54/preview		
3	Cyber Security	https://onlinecourses.swayam2.ac.in/cec22_cs21/preview		

MES Garware College of Commerce (Autonomous)

NEP - 2023-24

SY B. Com - Semester III

Course Code: 23BC3-H211	Subject/Course: Hindi	Marks: 50 Credits: 2
Course Objective: <ol style="list-style-type: none">1. अनुवाद का सामान्य परिचय देना2. अनुवाद के आधुनिक युगीन महत्व से छात्रों परिचित कराना3. छात्रों को विज्ञापन का सामान्य परिचय देना4. विज्ञापन तैयार करने के लिए प्रेरित करना5. व्यावसायिक हिंदी से परिचित करना		
Course Outcome: <p>यह पाठ्यक्रम पूरा करने के बाद छात्रों को</p> <ol style="list-style-type: none">1. अनुवाद का सामान्य परिचय होगा2. छात्र अनुवाद के आधुनिक युगीन महत्व से परिचित हो जाएँगे3. छात्रों को विज्ञापन विश्व का सामान्य परिचय प्राप्त होगा4. छात्र विविध माध्यमों के लिए विज्ञापन बना पाएँगे5. छात्र व्यावसायिक हिंदी के उपयोग में प्रवीण हो जाएँगे		

इकाई	पाठ्यविषय	तासिकाएँ
इकाई-1	अनुवाद: अर्थ, परिभाषा एवं स्वरूप अनुवाद के प्रकार प्रत्यक्ष अनुवाद कार्य: मराठी से हिंदी अंग्रेजी से हिंदी/मराठी	15 तासिकाएँ

इकाई-2	विज्ञापन : अर्थ, परिभाषा एवं स्वरूप विज्ञापन के प्रकार विज्ञापन के कार्य विज्ञापन की भाषा विज्ञापन का नमुना तैयार करना (25)	15 तासिकाएँ

अंक विभाजन : पूर्णांक 50

आंतरिक मूल्यांकन : 20 अंक

(वस्तुनिष्ठ परीक्षा 10 अंक और शोध परियोजना 10 अंक)

सत्रांत परीक्षा : 30 अंक

सत्रांत परीक्षा के प्रश्नपत्र का स्वरूप एवं अंक विभाजन

प्रश्न-1. इकाई-1 पर दो में से एक प्रश्न (10 अंक)

प्रश्न-2. इकाई-2 पर दो में से एक प्रश्न (10 अंक)

प्रश्न-3. इकाई-1 और इकाई-2 पर बहुविकल्पीय प्रश्न (12 में 10) (10 अंक)

MES Garware College of Commerce (Autonomous)

NEP - 2023-24

SY B. Com - Semester III

Course Code: 23BC3-H161	Subject/Course: Marathi	Marks: 50 Credits: 2
Course Objective: 1) विविध क्षेत्रातील भाषा व्यवहाराचे स्वरूप समजावून घेणे. 2) वाचन आणि लेखनकौशल्य वापरण्यास सक्षम करणे. 3) विविध क्षेत्रातील कर्तृत्ववान व्यक्तींच्या कार्याची व विचारांची ओळख करून देणे. 4) उद्योजकीय वृत्ती वाढीस लावणे.		
Course Outcome: हा अभ्यासक्रम पूर्ण केल्यावर विद्यार्थी खालील गोष्टी करू शकतील - CO1: विद्यार्थी मराठी भाषेच्या माध्यमातून आत्मविश्वासाने व्यक्त होऊ शकतात. CO2: विद्यार्थ्यांमध्ये विविध क्षमता विकसित होतात. CO3: दिग्गज व्यक्तिमत्त्वाच्या परिचयामुळे प्रेरणा मिळते. CO4: जीवनविषयक कौशल्ये व मूल्ये यांची रुजवण होते.		

Unit	Reference	Contents	No. of Lectures
०१	उत्कर्षवाटा या पाठ्यपुस्तकातील	ज्ञानयुगातील नेतृत्व - विवेक सावंत	06
०२	उत्कर्षवाटा या पाठ्यपुस्तकातील	बीजमाता राहीबाई पोपेरे	04
०३	उत्कर्षवाटा या पाठ्यपुस्तकातील	प्रभावशाली कॉर्पोरेट महिला - नैना लाल किदवई	05

०४	उत्कर्षवाटा या पाठ्यपुस्तकातील	बीव्हीजीची यशोगाथा	05
०५	शरू रांगणेकर लिखित 'व्यवस्थापनाची मूलतत्त्वे' या पुस्तकातील	'कार्यमूल्य आणि कार्यसंस्कृती' हा लेख	05
		नवोपक्रम, प्रकल्पाद्वारे सहशिक्षण, मूल्यमापन, परीक्षा इ.	05
Total			30

संदर्भ पुस्तके

- १) उत्कर्ष वाटा - संपादक डॉ शिरीष लांडगे, डॉ.तुकाराम रोंगटे आणि डॉ.राजेंद्र सांगळे
- २) शरू रांगणेकर लिखित 'व्यवस्थापनाची मूलतत्त्वे' - हे पुस्तक मराठी विकीस्त्रोत वर उपलब्ध आहे.

M.E.S. Garware College of Commerce (Autonomous)

National Service Scheme

S.Y.B.Com/BBA/BBA-

IB/BBA-CA/ BBA -DI

Semester III

Total Credits- 2

Course Objectives:

1. To help learners know about NSS in the context of youth, community and voluntary service.
2. To propagate yoga as a way of healthy living.

Course Outcomes:

1. Learners will have the knowledge about NSS and its role in the fields of health, hygiene and sanitation so as to build a strong country.
2. They will be able to use Yoga for healthy living.

Unit	Topics	Lectures
1	Life Competencies & Youth Leadership Definition and importance of life competencies; communication and soft skills; Youth leadership	6
2	Youth Health Healthy lifestyles; drugs and substance abuse	8
3	Youth and Yoga History and philosophy of yoga; Yoga for healthy living	16
	Total	30

S.Y.B.Com Semester IV

Total Credits- 2

Course Objectives:

1. To help learners know about environmental issues and disaster management.
2. To learn documentation and reporting.

Course Outcomes:

1. Learners will learn to appreciate the concerns regarding the environment.
2. They will also be able to prepare a socio-economic development plan.

Unit	Topics	Lectures
1	Disaster Management Introduction; Classification of disasters; Role of NSS in disaster management with more emphasis on disasters specific to NE India; Civil Defense	16
2	Documentation and Reporting Collection and analysis of data; Documenting, reporting and their dissemination	14
	Total	30

Suggested Readings:

1. NSS Manual
2. National Youth Policy Document
3. National Service Scheme - A Youth Volunteers Programme For Under Graduate Students As Per UGC Guidelines by J D S Panwar, A K Jain & B K Rathi (Astral)
4. Communication Skills by N Rao & R P Das (HPH)
5. Light on Yoga by B K Iyenger (Thorsons)
6. Guide to Report Writing by Michael Netzley and Craig Snow (Pearson)



Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB
Board of Studies: - Co-Curricular

SY (Semester III)			
Course Code:	Course: National Cadet Corps		Marks: 50 Credits: 02
Course Objectives:			
<ol style="list-style-type: none"> 1. Understand the fundamental concepts and principles related to disaster management. 2. Comprehend the various types of disasters, their causes, and the importance of preparedness. 3. Recall key events, figures, and developments in military history. 4. Comprehend the historical context and circumstances surrounding Indian Army personnel who received the Param Vir Chakra. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. demonstrate a solid understanding of disaster management terminology and concepts. 2. analyze and assess potential risks and vulnerabilities in different disaster scenarios. 3. demonstrate a comprehensive understanding of key events and figures in military history. 4. analyzing the broader impact of their actions on military strategies and public perception. 			
Unit	Unit Title	Contents	No of lectures
I	Disaster Management	-Civil Defence Organisation and its duties/NDMA -Types of emergencies / Natural Disasters -Fire Services & Fire fighting -Traffic control during Disaster under Police Supervision -Essential services and their maintenance -Assistance during Natural/Other Calamities: Flood/Cyclone/Earth Quake/Accident etc. - Setting up of relief camp during Disaster Management -Collection & Distribution of Aid material	15
II	Military History	-Biographies of renowned Generals (Carriapa/Sam Manekshaw) -Indian Army War Heroes: PVCs -Study of Battles of Indo Pak war 1965,1971 & Kargil	15
Total No of Lectures			30

Unit	Unit Title	Teaching methodology	Project /Hands-on exposure/Prac tice-based	Outcome expected		Weight age of Marks (%)
				Conceptual understanding of Knowledge /Skills /Attributes etc.		
I	Disaster Management	PowerPoint Presentation, Group Discussion, Library Visit, Class Discussion.	Project report shall be prepared on Disaster Management	Create awareness of Disaster Management	To develop the knowledge about Disaster Management	50
II	Military History	Quiz Competition, Case Studies, Class Discussion, Internet Resources.	Project report shall be prepared on Military History	To provide basics of Military History.	To know about the Military History.	50

References

Sr. No.	Title of the Book	Author/s	Publication
1	NCC: Handbook	R.K. Gupta	Ramesh Publishing House
2	NCC Army Wing	RPH Editorial Board	Ramesh Publishing House
3	MISSION NCC MCQ Book	Nitin Nikode	Ujwala Prakashan
4	NCC Army, Air Force & Navy Wings Guide	Arihant Experts	Arihant Publications

Web References

Sr. No.	Website Address	Institution
1	https://indiancc.nic.in/	National Cadet Corps

SY B.Com/BBA/IB/CA D&I-Semester-III

Course Code:	Subject :Youth Red Cross (CO-Curricular)	Credits : 2
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Course Objectives:

1. To create awareness among students regarding the importance of First Aid training & learn CPR (Cardiopulmonary Resuscitation) techniques.
2. To understand the theoretical frameworks of disaster management.

Course Outcome :

After completing the course, the student shall be able to:

CO1: Equip with basic first aid training & learn how to handle medical emergencies.

CO2: Develop basic skills in disaster preparedness, response, mitigation & recovery.

Unit	Unit Title	Contents	No of Lectures
I	First Aid Training	2.1 Basic principles of first aid 2.2 Assessment of the scene and patient 2.3 CPR (Cardiopulmonary Resuscitation) techniques 2.4 Treatment of wounds, burns, and fractures 2.5 Management of choking and unconsciousness 2.6 Handling medical emergencies such as heart attacks, strokes, and seizures 2.7 Hands-on practice of first aid techniques	13
II	Disaster Management	2.1 Meaning of disaster & importance of disaster 2.2 Understanding different types of disasters (natural, man-made) 2.3 Preparedness measures for disasters 2.4 Search and rescue techniques 2.5 Shelter management 2.6 Psychological first aid for survivors	13

		2.7 Coordination with emergency services and authorities 2.8 Disaster scenarios and response drills 2.9 Risk communication & public awareness	
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No of Lectures (Hours)	26
No of Lectures for Evaluation (Hours)	04
Total No of Lectures (Hours)	30

Evaluation Method:

Unit	Internal Evaluation (20 Marks)	External Evaluation (30 Marks)
1		
2		
3		
4		

Course Code:	Subject/Course: YOGA PRACTICES	Marks: 50 Credits :2	
B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&I) (Semester I)			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To ensure the healthy life of students 2. To improve Physical and mental health of the students 3. To possess emotional and Spiritual stability of the students 4. To inculcate moral values. 5. To attain a higher level of consciousness. 			
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to:</p> <p>C01: Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p>C02: Understand different Sitting and Standing Asnas</p> <p>C03: Illustrate Supine and Prone Asnas</p> <p>C04: Apply the Knowledge of Yoga to improve overall health of the students</p>			
Unit	Unit Title	Contents	No. of Lectures
I	Introduction of Yoga	1. Meaning and importance of Yoga 2. Introduction to Astanga Yoga 3. Active Lifestyle and stress management through Yoga	3
II	Sitting Position Asanas	Dandasana Gomukhasana (Cow Face Pose) Parvatasana (Mountain Pose) Padmasana Yog Mudra Vajrasana Yog Mudra	5
III	Standing Position Asanas	Itthita Parshvakonasana Tadasana Vrikshasana (Tree Pose) Virasana (Warrior Pose) Trikonasana (Triangle Pose)	5
IV	Supine Position Asanas	Naukasana (Boat Pose) Dwipad Uttanasana(Raised Leg Pose) Dwipad Uttanasana Kriya Pawanmuktasana (Wind Relieving Pose) Setubandhasana(Bridge Pose)	5

V	Prone Position Asanas	Sarpasana (Snake Pose) Bhujangasana(Cobra Pose) Ardha Salabhasana (Half Locust Pose/ Grasshopper Pose) Salabhasana (Locust Pose/ Grasshopper Pose) Dhanurasana (Bow Pose)	5
VI	Pranayama	Nadisuddhi ; Suryabedana ; Ujjai ; Sitali ; Sitacari ; ; Bhastrika ; Bramari ;	7

Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

Course Code:	Subject/Course: YOGA PRACTICES	Marks: 50 Credits :2	
B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&I) (Semester II)			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To ensure the healthy life of students 2. To improve Physical and mental health of the students 3. To possess emotional and Spiritual stability of the students 4. To inculcate moral values. 5. To attain a higher level of consciousness. 			
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to:</p> <p>CO1: Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p>CO2: Understand different Sitting and Standing Asnas</p> <p>CO3: Illustrate Supine and Prone Asnas</p> <p>CO4: Apply the Knowledge of Yoga to improve overall health of the students</p>			
Unit	Unit Title	Contents	No. of Lectures
I	Suryanamskar	Yogic Suryanamaskara with Mantras	5
II	Sitting Position Asanas	Naukasana (Boat Pose) Paschimottanasana (Forward Bend) Akarna Dhanurasana (Bow Pose) Vakrasana Ardha Matsyendrasana	5
III	Standing Position Asanas	Ugrasana Garudasana Nataraj Asana Ardha Chakrasana Kati Chakrasana	5
IV	Supine Position Asanas	Markatasana(Monkey Pose / Spinal Twist Pose) Markatasana Variation (Monkey Pose / Spinal Twist Pose) Sarvangasana (Shoulder Stand) Chakrasana (Wheel Pose) Halasana	5
V	Prone Position Asanas	Dhanurasana (Bow Pose) Bhujangasana (Cobra Pose) Adho Mukha Svanasana(Downward Dog Pose) Plank Pose Naukasana (Boat Pose) Makarasana	5

VI	Yoga for Health Problems and Remedies	Shashankasana (Rabbit Pose/ Child Pose) Ushtrasana (Camel Pose) Cat & Camel Pose Baddha Konasana(Cobbler's Pose) Supta Baddha Konasana(Goddess Pose) Supine : Setubandhasan(Bridge Pose) Matsyasana (Fish Pose) Prone : Adhomukhashwanasana (Downward Dog Position) Dhanurasana (Bow Pose) Sitting : Janu Sirasana (Head To Knee Pose) Paschimottanasana (Seated Forward Bend) Upavistha Konasana(Seated Straddle) Butterfly Baddha Konasana(Cobbler's Pose) Malasana (Garland Pose)	5
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Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

SYBBA-Semester-III

Course Code: 23BB3- K091	Subject: Participation in Cultural Activities	Credits :2
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Course Objectives:

1. Acquire practical skills in at least one cultural activity through hands-on experience.
2. Critically evaluate the impact of cultural competitions on personal growth and community engagement.

Course Outcome:

After completing the course, the student shall be able to

CO1: Actively engage in cultural activities at various levels with confidence and enthusiasm.

CO2: Reflect on personal cultural experiences and articulate how participation has contributed to personal growth and identity.

Unit	Unit Title	Contents	No of Lectures
I	Cultural Participation	Participation in Cultural activities at National/International and State Level. Participation in Cultural activities at University/District Level. (Cultural Activates includes participation in competitions of Dance, Music, Drama, Paintings, Drawings, or any other art form.)	15 hrs

Credit Allocation

Sr. No	Details
1	Participation in Participation in Cultural activities at National/International and State Level: Participation: 01 Credit Rank Holder (1 st , 2 nd , and 3 rd): 02 Credits
2	Participation in Cultural activities at University/District Level: Rank Holder (1 st , 2 nd , and 3 rd): 01 Credit



**Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB
Board of Studies: - Co-Curricular**

SY (Semester III)			
Course Code:	Course: Performing Arts (Cultural and Dramatics Association)	Marks: 50	
		Credits: 02	
Course Objectives:			
<ol style="list-style-type: none"> 1. To provide students with a comprehensive knowledge of Script Writing. 2. To learn the acting techniques along with Character Development. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. Analyse various script structures and formats across different mediums. 2. Demonstrate the effective use of voice, movement, and emotional range in conveying character intent. 			
Unit	Unit Title	Contents	No of lectures
I	Introduction Script Writing	1.1 Overview of script writing as a form of storytelling 1.2 Exploration of different mediums (theatre, film, television, radio) 1.3 Discussion of the role of the scriptwriter in the production process	15
II	Introduction to Drama and Theatre	2.1 History of drama and theatre 2.2 Acting techniques and methods 2.3 Script analysis 2.4 Character Development 2.5 Scene study and monologue performances	15
Total No of Lectures			30

Unit	Unit Title			Outcome expected	
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		Teaching methodology	Project /Hands-on exposure/Practice-based	Conceptual understanding of Knowledge /Skills /Attributes etc.		Weight age of Marks (%)
I	Introduction Script Writing	PowerPoint Presentation, Group Discussion.	Practical based on Script Writing	Understand the basics of Script Writing	To grasp the skills required for Script Writing	50
II	Introduction to Drama and Theatre	PowerPoint Presentation, Drama Practice	Practical based on Drama Performance	To provide basics of Drama and Theatre	To perform the Drama.	50

References

Sr. No.	Title of the Book	Author/s	Publication
1	Theater: The Lively Art	Edwin Wilson	McGraw Hill
2	The Oxford Handbook of Dance and Theater	Nadine George-Graves	Oxford Handbook
3	The Complete Idiot's Guide to Music Composition	Michael Miller	