



**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 IV
Year of Commencement: - 2024-2025 (June 2024 Onwards)
Board of Studies: - Business Economics**

Course Title: - Business Economics (Macro) - II

Course Code : 23BC4-F173	Course : Business Economics (Macro) - II	Total Marks : 100 Credits :4
Course Objectives : <ol style="list-style-type: none">1. To understand ‘money’ and its relevance in the current economic scenario.2. To develop the logic behind the general price level and its fluctuations.3. To interpret the various phases of trade cycles and anti-cyclical policies.4. To get theoretical exposure to public finance.		
Learning Outcome : <p>After completing the Course, the student shall be able to</p> <p>LO1: Grasp the evolving ‘money’ concept and its relevance with the current economic scenario.</p> <p>LO2: Evaluate the fluctuating value of money and the combat mechanism.</p> <p>LO3: Have factual learning of the inevitability of ups and downs in the economy and its stabilising mechanism.</p> <p>LO4: To justify the public finance policies to address various macroeconomic problems.</p>		

Unit	Unit Title	Contents	No of Lectures
I	Money	1.1 Meaning and Definition of Money. 1.1.1 Recent Developments in Money (Digital Currency) 1.2 Functions of Money 1.3 Demand for Money: 1.3.1 Classical Approach. 1.3.2 Keynesian Approach. 1.4 Supply of Money: 1.4.1 Money Measure of RBI (M1, M2, M3, M4*). 1.4.2 Liquidity Measures (L1, L2 and L3) 1.5 Credit Creation of Commercial Banks 1.5.1 Regulation of Credit - Methods. 1.6 Value of Money: 1.6.1. Quantity Theory of Money (Transaction Approach) 1.6.2 Cambridge version (Cash Balance Approach): Marshall, Pigou, Robertson and Keynes	15
II	Inflation	2.1 Meaning and Definition of Inflation, Deflation and Stagflation 2.2 Types of Inflation 2.3 Causes of Inflation and Demand Pull and Cost Push Inflation 2.4 Measurement of Inflation: CPI and WPI 2.5 Consequences of Inflation	15
III	Trade Cycle (Business Cycle)	3.1 Meaning and Definition of a Business Cycle 3.2 Characteristics of a Business Cycle 3.3 Phases of Business Cycle 3.4 Anti-cyclical Measures: Monetary and Fiscal	15
IV	Public Finance:	4.1 Meaning, Definitions, scope and importance of Public Finance	15

		<p>4.2 Public Revenue - Tax Revenue and Non Tax Revenue</p> <p>4.2.1 Types of taxes</p> <p>4.3 Public Expenditure: Meaning and Causes of Increasing Public Expenditure, Developmental Expenditure and Non Developmental Expenditure</p> <p>4.4 Public Debt: Meaning and Importance</p> <p>4.5 Budget Concept and Types</p> <p>4.5.1 Fiscal Deficit and Revenue Deficit</p>	
Total No of Lectures (60 minutes each)		Teaching – Learning Process (including Evaluation Process)	60
		Total	60

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual, understanding Knowledge/Skills/Attributes etc.	
I	Money	<p>1. Visit to coin museum - RBI, Pune</p> <p>2. Students' seminars/ presentations</p>	Not suggested	<p>1. Students will understand concepts and theories of money.</p> <p>2. Students will understand and analyze the supply of money, its value and its relevance in day to day life.</p>	Approximately equal weightage to all the Units
II	Inflation	<p>1. Group discussion,</p> <p>2. Debate</p>	-	<p>1. Students will understand the causes, consequences and methods of measurement of Inflation.</p> <p>2. Students will be able to develop practical approaches to see the inflationary economy.</p>	"
III	Trade Cycle	<p>1. Group Learning</p> <p>2. Graphical presentations.</p>	-	<p>1. Students will be able to understand the current phases of the trade cycle.</p> <p>2. Students will be able to interpret the effects of anti-cyclical policies on the economy.</p>	"

IV	Public Finance	1. Panel Discussion	-	Students will be able to understand, analyse, interpret and criticise public policies with a theoretical base.	"
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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,

References:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. Macroeconomics: N. Gregory Makiw, Worth Publishers, New York.
3. Macro- Economic Theory: M L Zingan, Vrinda Publications (P) Limited.
4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: Output and Employment - John Eatwell, Thames Polytechnic, 1979 SPPU/SY B.Com/Semester –IV/ CBCS/ 2019 Pattern/REVISED SYALLABUS Page 11
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. Paisa, Mahagaie Aani Rajasva: Dr. Rasal, Shelar and Bhadane, Idol Publications, Pune.
10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
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. NewYork
16. Macroeconomics: N. Gregory Maki Worth Publishersw, New York

17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition),US
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

Date:

Place:

Chairman, BoS, Business Economics
Economics.

Head, Department of Business



Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com
Second Year of Bachelor of Commerce – S.Y B.Com – Sem IV
Year of Commencement: 2022-2023 (June 2022 Onwards)
Board of Studies: Business Economics
(Major)
Course Title: - Banking & Finance (Indian Banking System - II)

Course Code : 23BC4- A024	Subject: Banking and Finance (Indian Banking System - II)	Total Marks : 100 Credits: 4
Course Objectives : 1: To provide the knowledge and need of Co-operative Banking in India. 2: To understand the significance of Development Banking in India. 3: To make students able to take review and analyze Banking Reforms and Recommendations. 4: To quote different emerging concepts in the Banking sector.		
Learning Outcome : After completing the Course, the student shall be able to LO1: Know about the need for and relevance of Co-operative Banking in India. LO2: Differentiate between Banking Institutions and Development Banks and their significance. LO3: Critically evaluate the recommendations and Banking Sector Reforms. LO4: Grasp and correlate different banking concepts and their applicability.		

Unit	Unit Title	Contents	No of lectures
I	Co-operative Banking in India:	Co-operative banks: Meaning ,significance and role in economic development 1.1 Evolution of Co-operative Baking in India. 1.2 Structure of Co-operative Banking in India: Rural and Urban 1.3 Challenges before Co-operative Banking in India	15
II	Development Banking in India	2.1 Meaning and significance of Development Banking 2.2 Selected Development Banks: IDBI, SIDBI, NABARD, EXIM, NHB, IFCI 2.2.1 Important functions and Role of development banks. 2.3 Challenges faced by the Development Banking in India	15
III	Banking Sector Reforms	3.1 Need of Banking Sector Reform 3.2 Recommendations of M. Narasimham Committee – I (1991) 3.3 Recommendations of M. Narasimham Committee- II (1998) 3.4 Banking Reforms 3.4.1 Cash Reserve Ratio (C.R.R.) and Statutory Liquidity Ratio (S.L.R.) 3.4.2 Prudential Norms 3.4.3 Capital Adequacy Norms 3.4.4 Credit Deposit Ratio (C.D.Ratio) 3.5 Framework of Basel Committees on Banking Supervision Reforms i) Basel – I ii) Basel – II iii) Basel – III iv) Basel – IV	15
IV	Selective Important Concepts of Banking	4.1 Payment Banks, Small Finance Banks, Post Office Saving Banks, Social Banking, Wholesale Banking, Retail Banking, Merchant Banking 4.2 Introduction of the concept of Financial Inclusion	15
Total No of Lectures (60 minutes each)		Teaching – Learning Process Evaluation Process	60

	Total	60
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Teaching Methodology :

Unit	Unit Title	Teaching methodology	Project /Hands on exposure/P practice based	Outcome expected	Weightage of Marks %
				Conceptual, understanding Knowledge/Skills/Attributes etc.	
I	Co-operative Banking in India:	1. Group Discussion 2. Case based study	Not Suggested	Students get the Knowledge of historical perspective of selected Cooperative banks and its relevance in the banking sector.	Approximately Equal weightage to all the Units.
II	Development Banking in India	1. Student led Classroom 2. Visit Report (Project)	Writing a report based on the guest lecture (Not for Credits)	Students get information of selected development banks and its importance in the respective areas.	.
III	Banking Sector Reforms	1.Expert Lecture 2. Web references (RBI)	Not Suggested	Students are enlightened with the changing scenario of the banking sector and knowledge upgradation will take place.	

IV	Selective Important Concepts of Banking	1. Library work 2. Presentation by Student	Visit to a bank	Students are acquainted with the selective important concepts of the banking sector.	
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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 (To be converted into 40 marks)	-
I, II, III, IV	Departmentally organised assignment	Teacher organized Assessment Mechanism	Preferably descriptive exam based on analytical questions.	Yes

Evaluation Methods:

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.

Books Recommended:

1. Debaprosanna Nandy (2010), 'Banking Sector Reforms in India and Performance Evaluation of Commercial Banks, Universal Publishers
2. Deb Joyeeta (2019), 'Indian Banking System', Evinco Publishing.
3. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.

4. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
5. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
6. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and
7. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
8. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
9. Singh Sultan (2008), 'Banking Sector Reforms in India', Kanishka Publishing House
10. Thirunarayanan R., 'Co-operative Banking in India', Mittal Publication
11. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
12. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher.
13. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20

Sahakar Maharshi

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 IV

Course Code: - 23BC4-A054	Course : Business Administration-IV (Marketing) MAJOR	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	<p>1.1 Marketing – Introduction, Meaning, Scope, Objectives, Features, Functions and Importance</p> <p>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</p> <p>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</p> <p>1.4 Difference between Selling & Marketing</p>	15
II	Marketing Mix & Market Segmentation	<p>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.</p> <p>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.</p>	15
III	Product Management, Pricing Management	<p>3.1 Product Levels – Core Product, Basic Product, Expected, Augmented Product and Potential Product</p> <p>3.2 Product Life Cycle</p> <p>3.3 Branding - Meaning, Types of Brands, Brand Equity & Brand Loyalty and Brand Extension – Meaning advantages and Limitations</p> <p>3.4 Pricing – Meaning, Objectives</p> <p>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.</p> <p>3.6 Pricing Methods – Key Concepts. Price Skimming, Price Penetration, Value-based Pricing, Price leadership, Cost Plus Pricing, Mark up Pricing,</p>	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
SY B.Com. – Semester III

CourseCode: 23BC4-F053	Course: Business Administration (MI) - III (Human Resource Management) MINOR	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-IV

Course Code: 23BC4-A064	Business Entrepreneurship – IV MAJOR	Marks: 100 Credits: 4
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Course Objectives:

1. To investigate the role of service sector in Entrepreneurship.
2. To differentiate the concepts and Principles of Creativity, Innovation and Invention.
3. To implement various abilities to carry out Entrepreneurial activities and to give exposure to real-life examples of entrepreneurs and start-up stories.
4. To understand how to resolve various challenges in Entrepreneurship.

Course Outcome :

After completing the course, the student shall be able to

CO1: be able to investigate the role of service sector in Entrepreneurship.

CO2: creatively implement 'Out of the Box Thinking'.

CO3: be able to develop the aptitudes for Opportunity Scanning, Creative Thinking Skills, Problem-Solving Skills, etc.

CO4: overcome the challenges in Entrepreneurship Development.

Course Contents:

Unit	Unit Title	Contents	No of Lectures
1	Various Entrepreneurial Opportunities	1.1 Role of the Service Sector in National Economy- Types of Service Ventures, Service-Industry Management, Success Factors in Service Ventures- 1.2 Opportunities to Service Industry in Rural and Urban Areas, Distinction Between Service Industry and Manufacturing Industries.	16

2	Creativity and Innovation	1.1 Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity. 1.2 Innovation- Meaning, Sources of Innovation. Conceptual Difference between Innovation and Invention. Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.	16
3	Idea Generation and scanning of Opportunities	3.1 Environmental Scanning and Problem Identification 3.2 Search for a Business Idea, Process of Idea Generation. Checklist of Choosing Ideas. 3.3 Customer Identification and Utility Analysis. 3.4 Concept of Feasibility and Sustainability of project.	14
4	Challenges in Entrepreneurship Development	4.1 Challenges- Social, Cultural, Educational, Political, Economical, International Situation, Cross Cultural Aspects. 4.2 Measures and Challenges of Globalization and Entrepreneurship Development in India. Effect of Corona Virus on Entrepreneurship.	12
Revision			2
Total No of Lectures			60

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Outcome expected		Weightage of Marks (%)
			Conceptual understanding of Knowledge/Skills/Attributes, etc		
1.	Various Entrepreneurial Opportunities	Lecture Method, Case Studies, Group Discussions	1. To investigate the role of service sector in Entrepreneurship.	N/A	25%
2.	Creativity and Innovation	Lecture Method, Workshop for Design thinking, Experiential learning. Case Studies	2. To Acquaint knowledge and skills of the creativity and out of the box thinking. 3. To Understand the Concepts and Theories and Principles of Innovation and Invention. 3. To realize the relevance of creative thinking in entrepreneurship. 4. To develop the ability of creative thinking	To develop the conceptual understanding.	25%

3	Idea Generation and scanning of Opportunities	Lecture Method, Experiential learning, Case Studies	<ol style="list-style-type: none"> 1. To know the process of idea generation. 2. To develop the abilities for problem-solving skills. 3. To get a broad perspective over the concept of Entrepreneurship. 	To attempt to build a creative mindset of budding entrepreneurs.	25%
4	Challenges in Entrepreneurship Development	Lecture Method, study visits, expert talks.	Students should be able to understand the challenges in entrepreneurship development and how these environmental factors affect the business so the students should be known how to overcome on these factors or challenges.	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	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	New Delhi
6	Vyawasaya Udyojagata	Dr. S. L. Shiragave	Success Publication, Pune

E-Learning Resources:

Sr. No .	Topic	Lectures (available on YouTube/Swayam/MOOCs, etc.)	Films	Journals/Articles/Case Studies
1	Various Entrepreneurial Opportunities	N/A	N/A	N/A
2	Creativity and Innovation	https://onlinecourses.swamyam2.ac.in/imb21_mg40/preview	N/A	N/A
3	Idea Generation and scanning of Opportunities	https://onlinecourses.swamyam2.ac.in/imb22_mg18/preview	N/A	N/A
4	Challenges in Entrepreneurship Development	N/A	N/A	N/A

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

B. Com –II (Semester IV)		
Course Code: 23BC4-A074	Subject/Course: Business Laws and Practices – IV	Marks: 100 Credits - 04
Course Objectives: <ol style="list-style-type: none">1. To make the students aware of various laws and acts related to Securities, SEBI and Stock Exchanges etc.2. To provide them an insight of the Stock Market Functioning.3. To give them information about various intermediaries related to the Capital Market.4. To make them understand various types of issues, prospectus and risk associated with the issues.		
Course Outcome: <p>After completing the course, the student shall be able to-</p> <p>CO1: Remember various legal provisions relating to Stock Exchanges. CO2: Understand the historical perspective of the Stock Exchange and will be able to enlist steps to get recognition on the Stock Exchange. CO3: Recall various functions of SEBI and Administrative Arrangement to settles the disputes. CO4: Prepare list of various types of Issues and will be able to understand risks associated with the Issues. CO5: Make an application for IPO</p>		
Course contents:		

Unit	Unit Title	Contents	No of lectures
I	Securities Contracts (Regulation) Act, 1956	1.1 Meaning & Important Definitions 1.2 Historical perspective of Indian Stock Exchange 1.3 Recognition of Stock Exchanges a) Application for recognition of Stock Exchanges b) Grant of Recognition to Stock Exchange c) Withdrawal of Recognition 1.4 Powers of Recognized Stock Exchange 1.5 Conditions precedent to submission of application for listing by Stock Exchange 1.6 Listing & Delisting of Securities 1.7 Clearing Corporation- Meaning & Role of Clearing Corporation 1.8 Stock Holding Corporation of India	13

<p>II</p>	<p>Securities and Exchange Board of India (SEBI) Act, 1992</p>	<p>2.1 Introduction 2.2 Historical Background of SEBI Act, 1992 2.3 Objective of SEBI 2.4 Establishment of the SEBI (Section 3 to 9) 2.5 Functions and Powers of the SEBI-</p> <ul style="list-style-type: none"> ● Functions: <ul style="list-style-type: none"> a) Regulate the securities markets b) Protect the interests of the investors in securities c) Promote the development of securities markets, etc. ● Powers: <ul style="list-style-type: none"> a) To Regulate or Prohibit Issue of Prospectus, Offer Document or Advertisement, Soliciting Money for Issue of Securities b) To Regulate Collective Investment Schemes c) Power to Issue Directions and Levy Penalty d) Investigation, etc. <p>2.6 Settlement of Administrative and Civil Proceedings</p> <ul style="list-style-type: none"> a) Establishment of Securities Appellate Tribunal b) Appeal to Securities Appellate Tribunal and its procedure c) Powers of Securities Appellate Tribunal d) Appeal to Supreme Court 	<p>13</p>
<p>III</p>	<p>Depositories Act, 1996</p>	<p>3.1 Introduction 3.2 Depository System- An Overview 3.3 Depository Functions 3.4 Need & Benefits of Depository System 3.5 Models of Depository 3.6 NSDL & CDSL 3.7 Depository Participant 3.8 Issuer 3.9 Dematerialization & Re-materialization 3.10 Electronic credit in new issues 3.11 Trading System 3.12 Membership rights in respect of securities held by a Depository</p>	<p>14</p>

IV	SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 (Including latest amendments)	<ul style="list-style-type: none"> 4.1 Introduction 4.2 Types of Issues- Right Issue, Bonus Issue & other types of Issues 4.3 Applicability of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 4.4 Meaning of Draft Offer Document, Letter of Offer and various types of Prospectus 4.5 Initial Public Offering (IPO)/ Follow on Public Offering (FPO)- <ul style="list-style-type: none"> 4.5.1 Eligibility requirements to be complied with 4.5.2 Other requirements 4.5.3 IPO of Indian Depository Receipts 4.5.4 IPO by Small & Medium Enterprises 4.6 Secondary Market: Various concepts: <ul style="list-style-type: none"> 4.6.1 Trading 4.6.2 Investment 4.6.3 Circuits 4.6.4 Squaring off position 4.6.5 Stop loss 4.6.6 Profit Booking 4.6.7 Options (Derivatives) 4.7 Promoters' Contribution 4.8 Lock-in Requirements 4.9 Exit Opportunity to Dissenting Shareholders 4.10 Qualified Institutions Placement 4.11 Innovators Growth Platform 	20
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	Securities Contracts (Regulation) Act, 1956	PPT Presentation, Group Discussion, Article Reviews	To make the students aware of various laws and acts related to Securities SEBI and Stock exchanges etc.	Recall various Acts relating to Stock Exchanges.	25
II	Securities and Exchange Board of India (SEBI) Act, 1992	PPT Presentation, You tube videos,	To provide an insight of Functioning of SEBI	Understand the historical perspective of the Stock Exchange and will be able to enlist steps to get the recognition to Stock Exchange and insights about the functioning of SEBI	25
III	Depositories Act, 1996	PPT Presentation, Group Discussion,	To give information about various intermediaries related to the Capital Market.	Recall the provisions related to depositories.	25

IV	SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018	Expert talk on Fundamental Analysis of Companies who has launched IPO	To understand various types of issues, prospectus and risk associated with the issues.	Prepare list of various types of Issues and will be able to understand risks associated with the Issues also to make an application for IPO	25
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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	Financial Institutions and Markets	Shashi K Gupta, Nishja Aggarwal, Neeti Gupta	Kalyani Publishers
02	Indian Financial Systems	M.Y. Khan	
03	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
04	SEBI Manual		Taxmann

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
4.	https://www.sebi.gov.in/	SEBI- Securities and Exchange Board of India
5.	https://sat.gov.in/	SAT- Securities Appellate Tribunal
6.	https://www.bseindia.com/	BSE- Bombay Stock Exchange
7.	http://www.nseindia.com/	NSE- National Stock Exchange

MES Garware College of Commerce (Autonomous)

NEP – 2024-25

Second Year B.Com

Semester IV

Course Code: 23 BC4- A044	Course: Marketing Management - IV MAJOR	Marks: 100 Credits: 4	
Course Objectives: <ol style="list-style-type: none">1. To describe the concept of green marketing and its various components2. To empower with the skills to classify e-marketing techniques effectively3. To enable the determination of the effectiveness of different digital marketing channels and strategies.4. To encourage students to critically assess the forces influencing and restraining international marketing activities in diverse global markets.			
Course Outcome: After completing the course, the student shall be able to- CO1: Get acquainted with the concept of green marketing and its various Components . CO2: Analyze e-marketing techniques to reach and engage with target audiences effectively. CO3: Evaluate the effectiveness of different digital marketing channels and strategies in achieving marketing objectives. CO4: Critically assess the forces influencing and restraining international marketing activities in diverse global markets.			
Course Contents:			
Unit	Unit Title	Contents	No of lectures
I	Green Marketing	1.1 Introduction and Meaning of Green Marketing 1.2 Definition of Green Marketing 1.3 Objectives of Green Marketing 1.4 Importance of Green Marketing 1.5 Strategies of Green Marketing 1.6 Role of Marketing Manager in Green Marketing 1.7 Marketing mix of Green Marketing 1.8 Principles of success of Green Products 1.9 Case studies	15

II	E-Marketing	<p>2.1 Introduction and Meaning of E-Marketing</p> <p>2.2 Definition of E-Marketing</p> <p>2.3 Utility of E-Marketing</p> <p>2.4 Advantages of E-Marketing</p> <p>2.5 Limitations of E-Marketing</p> <p>2.6 Challenges before E-Marketing</p> <p>2.9 Online and Offline Marketing</p> <p>2.10 Present status of E-Marketing in India</p> <p>2.11 Scope for E-Marketing in Indian scenario</p> <p>Online Marketing Strategies</p>	15
III	Digital Marketing	<p>3.1 Introduction and Meaning of Digital Marketing</p> <p>3.2 Definition of Digital Marketing</p> <p>3.3 Difference between Traditional Marketing & Digital Marketing</p> <p>3.4 Digital Marketing Channels-</p> <p>3.4.1 Search Engine Optimization (SEO) Off-page Optimization On-Page Optimization</p> <p>3.4.2 Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing</p> <p>3.4.3 Online Paid advertising Google AdWords Facebook Ads Twitter Ads</p> <p>3.4.4 Email Marketing</p> <p>3.4.5 Mobile App Marketing</p> <p>3.4.6 Web Analytics</p> <p>3.4.7 Content Marketing</p> <p>3.4.8 Affiliate Marketing</p>	15
IV	Introduction to International Marketing	<p>4.1 Introduction and Meaning of International Marketing</p> <p>4.2 Definition of International Marketing</p> <p>4.3 Scope of International Marketing</p> <p>4.4 Objectives of International Marketing</p> <p>4.5 Facets of International Marketing</p> <p>4.6 Benefits of International Marketing</p> <p>4.7 Limitations of International Marketing</p> <p>4.8 Forces influencing International Marketing</p> <p>4.9 Forces restraining International Marketing</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	Green Marketing	PowerPoint Presentation, Article Reviews, Case studies	Market Survey	To get acquainted with the concept of green marketing and its various Components	Conceptual and fundamental knowledge to be developed.	25%
II	E-Marketing	Group Discussion, Quiz, Poster Making	Hands-on exposure to E-marketing	To Analyze e-marketing techniques to reach and engage with target audiences effectively.	Conceptual learning and practical exposure.	25%
II I	Digital Marketing	PowerPoint presentation, Group discussion, Survey analysis Expert/guest lecture.	Interviews of Digital marketers. Implementation of digital marketing in marketing practices.	To Evaluate the effectiveness of different digital marketing channels and strategies in achieving marketing objectives.	Practical knowledge and conceptual learnings.	25%
I V	Introduction to International Marketing	Powerpoint presentation, Group discussion,	Report on understanding international marketing.	To Critically assess the forces influencing and restraining international marketing activities in diverse global markets	Theoretical and conceptual knowledge.	25%

Evaluation Method-

Unit	Evaluation Method	Marks (100)		
		Formative Assessment		Summative Assessment
		CCE I (20)	CCE II (20)	SEMESTER (60)
1 – Green Marketing	Assignment	10	N/A	Theory
2- E-marketing	Assignment	10	N/A	Theory
3 – Digital Marketing	Assignment	N/A	10	Theory
4 – Introduction to International Marketing	Assignment	N/A	10	Theory

Projects-

Sr. No.	Topic	Project/s
01	Green Marketing	A Project Green Marketing practices of business units.
02	E-Marketing	A Project on understanding various modes of E-marketing.
03	Digital Marketing	A Project on the impact of digital marketing on any one business unit.
04	Introduction to International Marketing	Case Study

Suggested Readings-

Sr. No	Title of the book	Authors	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	Sales and distribution management	Tapan K Panda	Oxford publication
5	Advertising management	Rajiv Batra	Pearson Publication
6	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication

E-learning resources

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

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SEM IV
Minor

MES Garware College of Commerce (Autonomous)

Second Year B.Com

Semester IV

Minor

Course Code: 23 BC4- FO43	Course: Marketing Management-II MINOR	Marks: 100 Credits : 4
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Course Objectives:

1. To describe the concept of green marketing and its various components
2. To empower with the skills to classify e-marketing techniques effectively
3. To enable the determination of the effectiveness of different digital marketing channels and strategies.
4. To encourage students to critically assess the forces influencing and restraining international marketing activities in diverse global markets.

Course Outcome:

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

CO1: Get acquainted with the concept of green marketing and its various Components .

CO2: Analyze e-marketing techniques to reach and engage with target audiences effectively.

CO3: Evaluate the effectiveness of different digital marketing channels and strategies in achieving marketing objectives.

CO4: Critically assess the forces influencing and restraining international marketing activities in diverse global markets.

Course Contents:

Unit	Unit Title	Contents	No of lectures
I	Green Marketing	1.1 Introduction and Meaning of Green Marketing 1.2 Definition of Green Marketing 1.3 Objectives of Green Marketing 1.4 Importance of Green Marketing	13

		<p>1.5 Strategies of Green Marketing</p> <p>1.6 Role of Marketing Manager in Green Marketing</p> <p>1.7 Marketing mix of Green Marketing</p> <p>1.8 Principles of success of Green Products</p> <p>1.9 Case studies</p>	
II	E-Marketing	<p>2.1 Introduction and Meaning of E-Marketing</p> <p>2.2 Definition of E-Marketing</p> <p>2.3 Utility of E-Marketing</p> <p>2.4 Advantages of E-Marketing</p> <p>2.5 Limitations of E-Marketing</p> <p>2.6 Challenges before E-Marketing</p> <p>2.9 Online and Offline Marketing</p> <p>2.10 Present status of E-Marketing in India</p> <p>2.11 Scope for E-Marketing in Indian scenario Online Marketing Strategies</p>	15
III	Digital Marketing	<p>3.1 Introduction and Meaning of Digital Marketing</p> <p>3.2 Definition of Digital Marketing</p> <p>3.3 Difference between Traditional Marketing & Digital Marketing</p> <p>3.4 Digital Marketing Channels-</p> <p>3.4.1 Search Engine Optimization (SEO) Off-page Optimization On-Page Optimization</p> <p>3.4.2 Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing</p> <p>3.4.3 Online Paid advertising Google AdWords Facebook Ads Twitter Ads</p> <p>3.4.4 Email Marketing</p> <p>3.4.5 Mobile App Marketing</p> <p>3.4.6 Web Analytics</p> <p>3.4.7 Content Marketing</p> <p>3.4.8 Affiliate Marketing</p>	18
IV	Introduction to International Marketing	<p>4.1 Introduction and Meaning of International Marketing</p> <p>4.2 Definition of International Marketing</p> <p>4.3 Scope of International Marketing</p> <p>4.4 Objectives of International Marketing</p> <p>4.5 Facets of International Marketing</p> <p>4.6 Benefits of International Marketing</p> <p>4.7 Limitations of International Marketing</p> <p>4.8 Forces influencing International Marketing</p> <p>4.9 Forces restraining International Marketing</p>	14
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	Green Marketing	PowerPoint Presentation, Article Reviews, Case studies	Market Survey	To get acquainted with the concept of green marketing and its various Components	Conceptual and fundamental knowledge to be developed.	20%
II	E-Marketing	Group Discussion, Quiz, Poster Making	Hands-on exposure to E-marketing	To Analyze e-marketing techniques to reach and engage with target audiences effectively.	Conceptual learning and practical exposure.	30%
III	Digital Marketing	PowerPoint presentation, Group discussion, Survey analysis Expert/guest lecture.	Interviews of Digital marketers. Implementation of digital marketing in marketing practices.	To Evaluate the effectiveness of different digital marketing channels and strategies in achieving marketing objectives.	Practical knowledge and conceptual learnings.	26%
IV	Introduction to International Marketing	Powerpoint presentation, Group discussion,	Report on understanding international marketing.	To Critically assess the forces influencing and restraining international marketing activities in	Theoretical and conceptual knowledge.	24%

				diverse global markets		
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Evaluation Method-

Unit	Evaluation Method	Marks (100)		
		Formative Assessment		Summative Assessment
		CCE I (20)	CCE II (20)	SEMESTER (60)
1 – Green Marketing	Assignment	10	N/A	Theory
2- E-marketing	Assignment	10	N/A	Theory
3 – Digital Marketing	Assignment	N/A	10	Theory
4 – Introduction to International Marketing	Assignment	N/A	10	Theory

Projects-

Sr. No.	Topic	Project/s
01	Green Marketing	A Project Green Marketing practices of business units.
02	E-Marketing	A Project on understanding various modes of E-marketing.
03	Digital Marketing	A Project on the impact of digital marketing on any one business unit.
04	Introduction to International Marketing	Case Study

Suggested Readings-

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2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Sales and distribution management	Tapan K Panda	Oxford publication
5	Advertising management	Rajiv Batra	Pearson Publication
6	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication

E-learning resources

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

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**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 IV
Board of Studies: - Business Economics**

Course Title: - Business Economics (Macro) -I

Course Code : 23BC4- H173	Subject : Macro Economic Policies	Total Marks: 50 Credits :2
Course Objectives : <ol style="list-style-type: none">1. To understand macroeconomic policies and its relevance.2. To inculcate the skills to analyse the fiscal and monetary tools.3. To read the macroeconomic problems and solutions through the Annual Union Budget.		
Learning Outcome : After completing the Course, the student shall be able to; <ol style="list-style-type: none">1. LO1: Understand macroeconomic concepts and policies with relevance.2. LO2: Give various remedies to the current macroeconomic problems.3. LO3: Make appropriate micro level decisions based on the budgetary forecasting.		

Unit	Unit Title	Contents	No. of Lectures
I	Fiscal Policy	1.1 Introduction of Macro Economic Policies 1.2 Role and importance of Macro Economic policies. 1.3 Fiscal Policy- Meaning, Components of Fiscal policy Public Expenditure, Public Revenue, Public Debt. 1.4 Limitation of Fiscal policy. 1.5 Implications of the current budget and its analysis.	15
II	Monetary Policy	2.1 Meaning of monetary policy. 2.2 Components of monetary policy 2.3 Importance of monetary policy 2.4 Structure of monetary policy committee 2.5 Working of monetary policy. 2.6 Current monetary policy 2.7 Complementarity of monetary and fiscal policies	15

2

	Teaching – Learning Process Evaluation Process	
Total No of Lectures (60 minutes each)		30

Teaching Methodology:

Unit	Unit Title	Teaching methodologies suggested	Project (If any)	Outcome expected	Equal Weightage
				Conceptual understanding Knowledge/Skills/Attributes etc.	
I	Introduction and Basic Concepts	Discussion based on reference reading.	Not suggested	<ul style="list-style-type: none"> •Students become aware of concepts in Microeconomics • Students understand the difference between Micro and Macro Economics • Students understand economic and noneconomic goals of firms. 	Approximately equal weightage to all the Units .

II	Consumer Behavior	1. Digital lectures. 2. PPTs 3. Survey		<ul style="list-style-type: none"> •Students understand the concept of ‘utility’ • Get the knowledge of cardinal and ordinal approach • Understand the concept of ‘consumer surplus’. 	
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Evaluation Methods:

Evaluation Method Unit No.	Total Marks 50			Project
	Formative Assessment		Summative Assessment	
	CCE I 10 Marks	CCE II 10 Marks	SEMESTER End Examination 30 Marks	

I, II	Departmental ly organised assignments	Teacher organized Assessment Mechanism	Preferably descriptive exam based on analytical questions.	Not suggested for credits
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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,

Books Recommended:

1. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press
2. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
3. Macroeconomics: N. Gregory Mankiw, Worth Publishers, New York.
4. Samashti Arthshastriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: Output and Employment - John Eatwell, Thames Polytechnic, 1979 SPPU/SY B.Com/Semester –IV/ CBCS/ 2019 Pattern/REVISED SYALLABUS Page 11
6. Business 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 Snowden and Howard Vane, Routledge
9. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
10. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
11. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (Latest Edition)
12. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor's pvt.ltd.

13. Money, Inflation, and Business Cycles The Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019. NewYork
14. Macroeconomics: N. Gregory Maki Worth Publishersw, New York
15. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition),US
16. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press,2017

Date:

Place:

Chairman, BoS, Business Economics

Head, Department of Business Economics.

Curriculum Framework for Compulsory English – Sem I

SYBCom - Sem IV

Course Code: 23BC4-G191	Subject: English (English for special purposes)	Marks: 50 Credits : 2
Course Objectives: <ol style="list-style-type: none">1. To foster communicative competencies among students2. To cultivate an understanding of techniques for vocabulary enhancement3. To enhance their reading comprehension skills4. To develop analytical skills for understanding the semiotics of advertisements5. To refine their creative writing skills towards copywriting and advertising		
Course Outcome: <p>After completing the course, the student shall be able to</p> <p>CO1: Cultivate literary awareness and effective communication abilities.</p> <p>CO2: Expand vocabulary using various strategies.</p> <p>CO3: Demonstrate their reading comprehension skills</p> <p>CO4: Analyze advertisements semiotically and apply this understanding to branding</p> <p>CO5: Demonstrate proficiency in creative writing for diverse contexts.</p>		

Detailed Syllabus

Unit	Unit Title	Contents	No of Lectures
I	Reading Comprehension & Enhancing the Vocabulary	<ol style="list-style-type: none">1. Reading unseen passages and comprehending – the central theme, infer the logical argument, differentiate between facts and opinions etc.2. Reading with comprehension of Vocabulary:<ol style="list-style-type: none">a. Synonymsb. Antonymsc. Idiomsd. Phrasal Verbs3. Verbal analogies, verbal reasoning and interpretation of graphical data4. Creative writing involving conscious use of newly acquired vocabulary.	6
II	English for special Purposes: Writing SOP	<ol style="list-style-type: none">1. SOP for internships2. SOP for higher education3. SOP for Job applications	6
III	Basics of Semiotics for Branding & Advertising	<ol style="list-style-type: none">1. Basics of Semiotics2. Understanding Branding through Semiotic Studies3. Logos and their Types4. Understanding Colours, shapes and Fonts in Advertising	10
IV	Basics of Copywriting & Advertising	<ol style="list-style-type: none">1. Basics of Copywriting & Advertising2. Some Powerful words that have impact3. Case Studies	8
Total No of Lectures			30

U. No.	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.		
I	Enhancing the Vocabulary	Practice sheets, ppts, Puzzles, crosswords	Participative vocabulary building project	Improving Reading comprehension skills & Vocabulary building skills	Creative writing	
II	English for special Purposes: Writing SOP	Lecture PPT Writing tasks		Understanding the importance of SOP writing	Purpose oriented writing	
III	Basics of Semiotics for Branding & Advertising	Experiential learning, analytical discussions and lecture method, PPT and PDF sharing		Analytical skills, lateral thinking, emotional intelligence and market survey	Creative writing	
IV	Basics of Copywriting & Advertising	Lecture, ppt, case studies, practical exercises		Linguistic competencies	Creative writing	

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Objective + Subjective		5	4	
I	Objective + Subjective		5	6	
III	Objective + Subjective		-	12	
IV	Objective + Subjective	10	-	8	

Suggested Readings:

1. Word Power Made Easy – Norman Lewis
2. How to use words with Power and Pizzazz - Henneke Duistermaat
3. 189 Powerful Words That Convert: Write Copy That Gets Your Customer's Attention Every Time
4. Basics Advertising 01: Copywriting – Rob Bowdery

MES Garware College of Commerce (Autonomous)

NEP - 2023-24

SY B. Com - Semester IV

Course Code: 23BC4-H212	Subject/Course: Hindi	Marks: 50 Credits: 2
Course Objective: <ol style="list-style-type: none">1. जनसंचार का सामान्य परिचय देना2. जनसंचार माध्यम के विविध रूपों से छात्रों परिचित कराना3. छात्रों को जनसंचार माध्यम के लिए लेखन के प्रारूपों से परिचित कराना4. वर्तमान समय में प्रयोग किए जाने वाले लेखन के विविध प्रकारों से छात्रों को परिचित कराना5. संचार माध्यमों के लिए लेखन के विविध प्रकारों से छात्रों को परिचित कराना		
Course Outcome: <p>यह पाठ्यक्रम पूरा करने के बाद छात्रों को</p> <ol style="list-style-type: none">1. जनसंचार का सामान्य परिचय होगा2. जनसंचार माध्यम के विविध रूपों से छात्र परिचित हो जायेंगे3. छात्रों को जनसंचार माध्यम के लिए लेखन के प्रारूपों का परिचय होगा4. वर्तमान समय में प्रयोग किए जाने वाले लेखन के विविध प्रकारों में छात्र प्रवीण हो जायेंगे5. संचार माध्यमों के लिए लेखन के विविध प्रकार में छात्र माहिर हो जायेंगे		

इकाई	पाठ्यविषय	तासिकाँ
इकाई-1	जनसंचार माध्यम 1-संचार : अर्थ,परिभाषा, तत्व एवं स्वरूप जनसंचार माध्यम के कार्य जनसंचार माध्यम के विविध प्रकार 1-जनसंचार के परंपरागत माध्यम 2- जनसंचार के आधुनिक माध्यम	15 तासिकाँ

इकाई-2	जनसंचार माध्यमों के लिए लेखन <ul style="list-style-type: none">● समाचार लेखन● संपादकीय लेखन● फ़ीचर लेखन● रिपोर्ट लेखन● स्तम्भ लेखन● ई मेल लेखन● ब्लॉग लेखन● साक्षत्कार / इंटरव्यू	15 तासिकाएँ
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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 IV

Course Code: 23BC4-G161	Subject/Course: Marathi	Marks: 50 Credits: 2
Course Objective: <ol style="list-style-type: none">1) भाषिक कौशल्य विकास: वाचन, श्रवण, लेखन इत्यादी2) व्यवहारक्षेत्रातील मराठी भाषेचे स्थान स्पष्ट करणे व मराठीत बोलण्याची भाषाकौशल्ये विकसित करणे3) विविध पारंपरिक प्रसार माध्यमातील मराठीभाषेच्या वापराची कौशल्य विकसित करणे4) विविध नवप्रसारमाध्यमातील मराठीभाषेच्या वापराची कौशल्य विकसित करणे5) मराठी भाषेशी निगडित निवडक ज्ञान संस्थांची माहिती देणे		
Course Outcome: <p>हा अभ्यासक्रम पूर्ण केल्यावर विद्यार्थी खालील गोष्टी करू शकतील -</p> <p>CO1: वाचन, श्रवण, लेखन इत्यादी प्रगत भाषिककौशल्य आत्मसात होते.</p> <p>CO2: व्यवहारक्षेत्रातील मराठी भाषेचे स्थान जाणून गरजेनुसार मौखिक अभिव्यक्ती कौशल्ये आत्मसात होते.</p> <p>CO3: विद्यार्थ्यांला पारंपरिक प्रसार माध्यमातील पत्रकारिता, जाहिरातलेखन, बौद्धिक संपदा इ. क्षेत्रांमधील विविध व्यावसायिक संधींची तोंडओळख होते आणि या क्षेत्रात विद्यार्थ्यांमध्ये रोजगारक्षमता वाढीस लागते.</p> <p>CO4: विद्यार्थ्यांला नवप्रसारमाध्यमातील विविध व्यावसायिक संधींची तोंडओळख होते आणि या क्षेत्रात विद्यार्थ्यांमध्ये रोजगारक्षमता वाढीस लागते.</p> <p>CO5: पुण्यातील विविध ज्ञान संस्थांची तोंडओळख विद्यार्थ्यांना होते</p>		

Unit	Unit Title	Contents	No. of Lectures
०१	भाषिक कौशल्ये	भाषिक कौशल्य विकास : वाचन, श्रावण, लेखन इत्यादी	06
०२	निवेदन व मुलाखत कौशल्ये	अ. औपचारिक आणि अनौपचारिक निवेदन ब. कार्यालयीन मुलाखत (नोकरीसाठी आणि पदोन्नतीसाठी) आणि जाहीर मुलाखत	05
०३	१. पारंपरिक प्रसारमाध्यमांसाठी लेखन	अ . वृत्तपत्र ब. आकाशवाणी क. दूरदर्शन	08
०४	२. नवसमाजमाध्यमांसाठी लेखन:	अ. फेसबुक ब. ट्विटर (X) क. ब्लॉग	07
०५	पुण्यातील विविध ज्ञान संस्थांची तोंडओळख	मराठी साहित्य परिषद, भांडारकर प्राच्य विद्या संस्था, आकाशवाणी आदि ज्ञान संस्थांना भेटी	04
Total			30

संदर्भ साहित्य

- 1) व्यावहारिक मराठी - पुणे विद्यापीठ प्रकाशन
- 2) उपयोजित मराठी - डॉ.केतकी मोडक, सुजाता व संतोष शेणई, पद्मगंधा प्रकाशन
- 3) व्यावहारिक मराठी - डॉ.कल्याण काळे, डॉ. दत्तात्रय पुंडे, निराली प्रकाशन
- 4) व्यावहारिक मराठी - डॉ.ल.रा.नसिराबादकर

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 IV)			
Course Code:	Course: National Cadet Corps	Marks: 50 Credits: 02	
Course Objectives:			
<ol style="list-style-type: none"> 1. Understand the fundamental concepts of social service and the needs of weaker sections in society. 2. Comprehend the potential roles and responsibilities of youth in addressing societal issues. 3. Apply foundational knowledge to initiate Personality Development. 4. Explore the fundamental traits associated with effective leadership. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. demonstrate a solid understanding of the basics of social service and the needs of weaker sections. 2. improved critical thinking skills in applying knowledge to engage in and promote youth-led initiatives for social welfare. 3. apply foundational knowledge to initiate Personality Development. 4. explore and assess different types of leadership styles. 			
Unit	Unit Title	Contents	No of lectures
I	Social Awareness & Community Development	-Basics of Social Service, weaker sections of our society and their needs. -Social / Rural Development Projects: MNREGA, SGSY, NSAP etc -NGOs : Role & Contribution -Contribution of youth towards social welfare -Family Planning -Drug Abuse & Trafficking -Civic Responsibilities -Causes & Prevention of HIV/ AIDS; Role of youth -Counter Terrorism -Corruption -Social Evils viz	15

		-Dowry/Female Foeticide/ Child abuse & trafficking etc -RTI & RTE -Traffic Control Org and Anti-drunken driving -Provisions of Protection of Children from Sexual Harassment Act 2012	
II	Personality Development & Leadership	Personality Development: -Introduction to Personality Development. -Factors Influencing / shaping Personality: Physical, Social, Psychological and Philosophical. -Self-Awareness - Know yourself/ Insight. -Change your mind set. -Interpersonal relationship and communication. -Communication Skills: Group Discussions/ Lecturettes. Leadership: -Leadership Traits. -Types of Leadership. -Attitude - Assertiveness and Negotiation. -Time Management. -Effects of Leadership with historical examples.	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	Social Awareness & Community Development	PowerPoint Presentation, Group Discussion, Library Visit, Class Discussion.	Project report shall be prepared on Community Development	Create awareness of Community Development	To develop the knowledge about Social Awareness	50
II	Personality Development & Leadership	Quiz Competition, Case Studies, Class Discussion, Internet Resources.	Project report shall be prepared on Leadership	To provide basics of Personality Development	To know about the Personality Development & Leadership	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-IV

Course Code:	Subject :Youth Red Cross (C0-Curricular)	Credits : 2	
Course Objectives: 1. To explore the role & responsibilities of youth towards society. 2. To Spread community health education			
Course Outcome : After completing the course, the student shall be able to: CO1: Understand the role & responsibilities of youth towards society. CO2: Apply & promote health & hygiene practices in the community.			
Unit	Unit Title	Contents	No of Lectures
I	Youth Responsibility towards Society	1.1 Meaning & importance of Youth Volunteers 1.2 Role & responsibilities of youth towards society 1.3 Basic awareness on community resources mobilization & utilization, water & waste management 1.4 Activities of the Red Cross Youth 1.5 Gender Equality	13
II	Community Health Education	2.1 Promoting health and hygiene practices 2.2 Disease prevention and control 2.3 Nutrition and healthy lifestyle education 2.4 Advocacy for immunization and healthcare access	13

		2.5 Addressing common health issues in the community (e.g., sanitation, clean water)	
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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		

Suggested Readings:

Sr. No.	Title of Book	Author/s	Publication
1	Financial Accounting	Dr. S. N. Maheshwari and Sharad K. Maheshwari	Vikas Publishing House
2	Financial Accounting	Dr. V. K. Goyal	Prentice Hall India Learning Private Limited
3	Cost Accounting: Principles and Practice	Dr. M. N. Arora	Vikas Publishing House
4	Cost Accounting: A Managerial Emphasis	Dr. S. P. Jain and K. L. Narang	Kalyani Publishers

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 IV)			
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 understanding of the history of music, with a focus on the development of Indian musical traditions. 2. To familiarize students with vocal and instrumental techniques specific to Indian music, enabling them to appreciate and engage with traditional performances. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. Apply fundamental principles of music theory to analyze and appreciate various aspects of Indian music, including melody, harmony, rhythm, and form. 2. Gain insight into the origin of Indian music, recognizing its diverse roots and historical evolution over time. 			
Unit	Unit Title	Contents	No of lectures
I	Introduction to Music	1.1 History of Music 1.2 Fundamentals of Music Theory 1.3 Vocal and Instrumental Techniques 1.4 Music Genres and Styles	15
II	Indian Music	2.1 Origin of Indian Music 2.2 Cultural Significance of Indian Music 2.3 Concept of Raga, Tala, and Sargam	15
Total No of Lectures			30

Unit	Unit Title		Outcome expected	

		Teaching methodology	Project /Hands-on exposure/Practice-based	Conceptual understanding of Knowledge /Skills /Attributes etc.		Weight age of Marks (%)
I	Introduction to Music	PowerPoint Presentation, Group Discussion.	Practical based on Music Theories	Understand the basics of Music	To grasp the skills required for Music	50
II	Indian Music	PowerPoint Presentation, Drama Practice	Practical based on Indian Music	To provide basics of Indian Music	To have the knowledge of Indian Music	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	