

S.Y.B.COM SEMESTER-IV (NEP 2023)

COURSE STRUCTURE

Sr. No	Particular	Subject Code	Credits	Page No.
MAJOR CORE (Optional)				
1	Cost & Works Accounting - IV	23BC4-A034	4	1
	Business Administration – IV (Marketing)	23BC4-A054	4	3
	Banking and Finance - IV (Indian Banking System - II)	23BC4-A024	4	5
	Marketing Management - IV	23BC4-A044	4	7
	Business Entrepreneurship - IV	23BC4-A064	4	9
	Vocational Taxation – IV (Income Tax)	23BC4-A084	4	11
	Business Laws & Practice - IV	23BC4-A074	4	12
MAJOR CORE (Compulsory)				
2	Corporate Accounting - II	23BC4-A014	4	14
CEP - COMMUNITY ENGAGEMENT & SERVICE PROGRAMME (Optional)				
3	Cost & Works Accounting (CEP) - I	23BC4-E032	2	16
	Business Administration (CEP) - I	23BC4-E052	2	16
	Banking & Finance (CEP) - I	23BC4-E022	2	16
	Marketing Management (CEP) - I	23BC4-E042	2	16
	Business Entrepreneurship (CEP) - I	23BC4-E062	2	16
	Vocational Taxation (CEP) - I	23BC4-E082	2	16
	Business Laws & Practice (CEP) - I	23BC4-E072	2	16
MINOR (Optional)				
4	Business Economics (MI)- III (Macro) - II	23BC4-F173	4	21
	Cost & Works Accounting (MI) -III	23BC4-F033	4	23
	Business Administration (MI) -III (Human Resource Management)	23BC4-F053	4	24
	Marketing Management (MI) -III	23BC4-F043	4	26
GE/OE- GENERIC/OPEN ELECTIVE (Optional)				
5	English (English for special purposes)	23BC4-G191	2	28
	Marathi	23BC4-G161	2	29
SEC - SKILL ENHANCEMENT COURSE (Compulsory)				
6	Macro-Economic Policies	23BC4-H173	2	30
AEC - ABILITY ENHANCEMENT COURSE (Optional)				
7	Marathi - II	23BC4-H162	2	32
	Hindi - II	23BC4-H212	2	33
CC - CO-CURRICULAR (Optional)				
8	Physical Education and Sports (Yoga Practices) - II	23BC4-K314	2	34
	National Service Scheme -II	23BC4-K324	2	36
	National Cadet Corps - II	23BC4-K334	2	37
	Youth Red Cross - II	23BC4-K344	2	39
	Cultural and Dramatics Association (Performing Arts) - II	23BC4-K354	2	40
Total Credits			22	

Note: Click on the subject name or subject code to access the link to subject details.

S.Y.B.COM SEMESTER-IV (NEP 2023) SUBJECT GROUP

DIV.	SUB. GROUP	Subjects & Credits								Total Credits
		MAJOR CORE		CEP	MINOR	GE/OE	SEC	AEC	CC	
A	<i>A</i>	CWA (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>B</i>	BA (4)	CA (4)	CEP (2)	Mktg. (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
B	<i>C</i>	B & F (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>D</i>	Mktg (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
C	<i>E</i>	BE (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>F</i>	BE (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>G</i>	V. Tax (4)	CA (4)	CEP (2)	B.A. (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>H</i>	V. Tax (4)	CA (4)	CEP (2)	B.A. (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
D	<i>I</i>	CWA (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
E	<i>J</i>	B & F (4)	CA (4)	CEP (2)	Eco (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>K</i>	BLP (4)	CA (4)	CEP (2)	Costing (4)	Marathi/Eng (2)	Eco (2)	Marathi /Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22

See below expansion of above-mentioned verticals and subject name with subject code

MAJOR CORE	CWA (4)	Cost & Works Accounting - IV (23BC4-A034)	BE (4)	Business Entrepreneurship - IV (23BC4-A064)
	BA (4)	Business Administration - IV (23BC4-A054)	V. Tax (4)	Vocational Taxation - IV (23BC4-A084)
	B & F (4)	Banking & Finance - IV (23BC4-A024)	BLP (4)	Business Laws & Practice - IV (23BC4-A074)
	Mktg (4)	Marketing Management - IV (23BC4-A044)	CA (4)	Corporate Accounting - II (23BC4-A014)
CEP - COMMUNITY ENGAGEMENT & SERVICE PROGRAMM	CEP (2)	Cost & Works Accounting (CEP) - I (23BC4-E032)	CEP (2)	Business Entrepreneurship (CEP) - I (23BC4-E062)
		Business Administration (CEP) - I (23BC4-E052)		Vocational Taxation (CEP) - I (23BC4-E082)
		Banking & Finance (CEP) - I (23BC4-E022)		Business Laws & Practice (CEP) - I (23BC4-E072)
		Marketing Management (CEP) - I (23BC4-E042)		
MINOR	Eco (4)	Business Economics (Macro) - II (23BC4-F173)	B.A. (4)	Business Administration (MI) -III (23BC4-F053)
	Costing (4)	Cost & Works Accounting (MI) -III (Costing) (23BC4-F033)	Mktg. (4)	Marketing Management (MI) -III (23BC4-F043)
GE/OE- GENERIC/OPEN ELECTIVE	Marathi (2)	Marathi (GE/OE) - I (23BC4-G161)	Eng (2)	Compulsory English (GE/OE) - I (23BC4-G191)
SKILL ENHANCEMENT COURSE	Eco (2)	Business Economics (Micro) - I (Micro Decision Making) - I (23BC1-H171)		
AEC - ABILITY ENHANCEMENT COURSE	Marathi	Marathi - II (23BC4-H162)	Hindi	Hindi - II (23BC4-H212)
CC - CO-CURICULAR	Sports	Physical Education and Sports (Yoga Practices) (23BC4-K314)	NCC	National Cadet Corps (23BC4-K334)
	NSS	National Service Scheme (23BC4-K324)	YRC	Youth Red Cross (23BC4-K344)
	Cultural	Cultural and Dramatics Association (Performing Arts) (23BC4-K354)		

MAJOR CORE (Optional)

Course Code: 23BC4-A034	Subject: Cost and Works Accounting - IV	Marks: 100 Credits: 04
Course Objectives:		
1. To introduce the students to Cost Accounting Standards. 2. To acquaint the students with concepts under contract costing. 3. To develop an understanding about the application of process costing. 4. To understand the application of joint and by product costing.		
Course Outcomes:		
After completing the Course, the students shall be able to:		
CO 1: Understand various Cost Accounting Standards.		
CO 2: Get acquainted with the application of contract costing.		
CO 3: Understand the application of process costing.		
CO 4: Understand the application of joint and by product costing.		

Unit	Unit Title	Contents	No of lectures
I	Cost Accounting Standards	1.1 CAS 03- Production and Operation Overheads 1.2 CAS 11- Administrative Overheads 1.3 CAS 13- Selling & Distribution Overheads 1.4 CAS 19- Joint Costs	10
II	Contract Costing	2.1 Meaning and Features of Contract Costing 2.2 Work-Certified and Uncertified, Escalation Clause, Retention Money, Cost Plus Contract, Work-in-Progress 2.3 Profit on Incomplete Contracts	15
III	Process Costing	3.1 Meaning, Features, Applicability 3.2 Advantages and Disadvantages 3.3 Preparation of process accounts including normal and abnormal loss/gain 3.4 Valuation of Work-in Progress	20
IV	Joint Products and By Product Costing	4.1 Types of Products 4.2 Joint Product Costing- Meaning, Objectives, Accounting, Methods of Apportionment of Joint Costs 4.3 By Product Costing- Classification of By-Products, Accounting Treatment	15
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Advanced Cost Accounting and Cost Systems	Ravi Kishor	Taxman's Allied Service Pvt. Ltd., New Delhi
2	Students Guide to Cost Accounting	Ravi Kishor	Taxman's, New Delhi.
3	Cost Accounting Principles and Practice	M.N. Arora	Vikas Publishing House Pvt. Ltd., New Delhi.
4	Cost Accounting, Theory and Problems	S.N. Maheshwari and S.N. Mittal	Mahavir book Depot, New Delhi
5	Cost Accounting Principles and Practice	Jain and Narang	Kalyani Publishers, Kolkata
6	Principles and Practice of Cost Accounting	N.K. Prasad	Book Syndicate Pvt. Ltd., Kolkata
7	Generally Accepted Cost Accounting Standards	The Institute of Cost Accountants of India, Kolkata	The Institute of Cost Accountants of India, Kolkata

E – Learning Resources:

Sr. No.	Topic	Lectures (Available on YouTube/ Swayam/ MOOCs/ etc.)	Journals/ Articles/ Case Studies
1	Cost Accounting Standards	https://icmai.in/CASB/casb-resources.php https://icmai.in/upload/Students/CAS-1-24-CASB.pdf	The Management Accountant
2	Contract Costing	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	The Management Accountant
3	Process Costing	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	The Management Accountant
4	Joint Products and By Product Costing	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	The Management Accountant

Course Code: 23BC4-A054	Subject: Business Administration - IV (Marketing)	Marks:100 Credits: 4
Course Objectives:		
<p>1. To acquaint students with knowledge about Marketing, Marketing Concepts, identification on various types of markets.</p> <p>2. To develop understanding among the students on the various elements of Marketing Mix and Market Segmentation</p> <p>3. To update the students with knowledge on varied dimensions of Product Management, Branding and Pricing Management</p> <p>4. 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.</p>		
Course Outcome:		
After completing the course, the student shall be able to		
CO1: Acquire conceptual clarity of Marketing and types of markets.		
CO2: Understand elements of Marketing Mix and Market Segmentation.		
CO3: Interpret the concepts of Product Management, Branding and Pricing Management.		
CO4: Understand different aspects of Promotion, Distribution and trends in Marketing.		

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, Break Even Pricing, Target Return Pricing, Marginal Cost Pricing, Going Rate Pricing, Sealed Bid Pricing, Differentiated Pricing, Two-Part Pricing and Demand Backward Pricing.</p>	15

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			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	Journals/Articles/Case studies
1	Introduction toMarketing	NA	NA
2	Marketing Mix & Market Segmentation	https://www.udemy.com/course/make-money-with-affiliate-marketing-earn-passive-income/	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/	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

Course Code: 23BC4-A024	Subject: Banking and Finance IV (Indian Banking System - II)	Total Marks : 100 Credits: 04
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			60

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', Evince 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

Course Code: 23BC4-A044	Subject: Marketing Management - IV	Marks: 100 Credits: 04
Course Objectives: To study the importance of marketing research and understand the practices in marketing research. 1. To understand the concepts and fundamentals of Green marketing. 2. To study the importance and various challenges in E-Marketing. 3. To understand the concept and various techniques of Digital Marketing. 4. To know the importance of International Marketing and various forces that influence International Marketing.		
Course Outcome: After completing the course, the student shall be able to- CO1: Get acquainted with the fundamentals of Green Marketing. CO2: Understand the importance and challenges of E-Marketing. CO3: Understand the concepts and various techniques of Digital Marketing. CO4: Students get the knowledge of International Marketing and understand the importance of the same.		

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	13
II	E-Marketing	2.1 Introduction and Meaning of E-Marketing 2.2 Definition of E-Marketing 2.3 Utility of E-Marketing 2.4 Advantages of E-Marketing 2.5 Limitations of E-Marketing 2.6 Challenges before E-Marketing 2.7 Online and Offline Marketing 2.8 Present status of E-Marketing in India 2.9 Scope for E-Marketing in Indian scenario Online Marketing Strategies	15
III	Digital Marketing	3.1 Introduction and Meaning of Digital Marketing 3.2 Definition of Digital Marketing 3.3 Difference between Traditional Marketing & Digital Marketing 3.4 Digital Marketing Channels- 3.4.1 Search Engine Optimization (SEO) Off-page Optimization On-Page Optimization 3.4.2 Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing 3.4.3 Online Paid advertising Google AdWords Facebook Ads Twitter Ads 3.4.4 Email Marketing 3.4.5 Mobile App Marketing 3.4.6 Web Analytics 3.4.7 Content Marketing 3.4.8 Affiliate Marketing	17

IV	Introduction to International Marketing	4.1 Introduction and Meaning of International Marketing 4.2 Definition of International Marketing 4.3 Scope of International Marketing 4.4 Objectives of International Marketing 4.4 Facets of International Marketing 4.6 Benefits of International Marketing 4.7 Limitations of International Marketing 4.5 Forces influencing International Marketing 4.6 Forces restraining International Marketing	15
Total			60

Suggested Readings:

Sr. No	Topic	Lectures/YouTube/Swayam/M OOC	Films	Journals/Articles/Case studies
1	Green Marketing	https://onlinecourses.swayam2.a.c.in/cec20_mg06/preview	Films on Green Marketing	http://jmm-net.com/
2	E-marketing	https://onlinecourses.swayam2.a.c.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

Course Code: 23BC4-A064	Subject: Business Entrepreneurship - IV	Marks: 100 Credits: 04
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.		

Unit	Unit Title	Contents	No of lectures
I	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
II	Creativity and Innovation	2.1 Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity. 2.2 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
III	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
IV	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.	14
Total			60

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	Vyavasaya Udyojagata	Dr. S. L. Shiragave	Success Publication, Pune

E-Learning Resources:

Sr. No.	Topic	Lectures (available on YouTube/Swayam/MO OCs, etc.)
1	Various Entrepreneurial Opportunities	N/A
2	Creativity and Innovation	https://onlinecourses.swayam2.ac.in/imb21_mg40/ preview
3	Idea Generation and scanning of Opportunities	https://onlinecourses.swayam2.ac.in/imb22_mg18/ preview
4	Challenges in Entrepreneurship Development	N/A

Course Code: 23BC4-A084	Subject: Vocational Taxation – IV (Income Tax)	Total Marks: 100 Credits: 04
Course Objectives:		
1. To provide knowledge of Compliance Procedures under Income Tax Act 1961		
2. To familiarize of the provisions of Income Tax Act regarding Assessment and Audit.		
3. To acquaint students with various deductions available under chapter VI A of Income Tax Act.		
4. To equip students with knowledge to compute Book Profit and Net Taxable income of Partnership Firm and LLP.		
Course Outcome:		
After completing the Course, the student shall be able to:		
CO1: Understand Compliance Procedures under Income Tax Act 1961		
CO2: Know the provisions of Income Tax Act regarding Assessment and Audit.		
CO3: Get acquainted with permissible deduction under Chapter VI A of Income Tax Act		
CO4: Compute Book Profit and Net taxable income of Partnership Firm and LLP.		

Unit	Unit Title	Contents	No of lectures
I	Compliance Procedures	1.1 Procedure to obtain PAN and TAN 1.2 Types of returns & due dates thereon 1.3 Tax Deducted at Source 1.4 Tax Collected at Source 1.5 Advance Tax Payment 1.6 Interest for late payment of Income Tax	15
II	Assessment & Audit	2.1 Different Types of Assessments 2.2 Special Audit u/s 142 2.3 Tax Audit u/s 44AB 2.4 Clubbing of Income 2.5 Set off and carry forward of loss 2.6 Penal Provisions under Income Tax law	15
III	Deductions Under Chapter VIA	3.1 Permissible deductions Under Chapter VIA Income Tax Act. 3.2 Rebate 87A, Relief U/S89	15
IV	Computation of Total Income & Tax Liability of Partnership Firm/ LLP	Computation of Total Income & Tax Liability for Partnership Firm/ Limited Liability Partnership. 4.1 Computation of Book Profit 4.2 Interest and Remuneration to the partners	15
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Income Tax Bare Act	-	-
2	Income Tax Rules	-	-
3	Students Guide to Income Tax including GST	Dr. Vinod K. Singhania and Dr. Monica Singhania	Taxman Publications (P) Ltd.
4	Students Guide to Income Tax including GST Problems and solution	Dr. Vinod K. Singhania and Dr. Monica Singhania	Taxman Publications (P) Ltd.
5	Practical Approach to Income Tax.	Dr. Girish Ahuja, Dr. Ravi Gupta	Commercial Law Publishers (India) Pvt. Ltd

Suggested Web / E – Learning Resources:

Sr. No	Topic	Journals/ Articles/ Case Studies
1	Income Tax Act, 1961- An Introduction	www.icaai.org www.icsi.edu www.icmai.in

Course Code: 23BC4-A074	Subject: Business Laws and Practices - IV	Marks: 100 Credits: 04
Course Objectives:		
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:		
After completing the course, the student shall be able to-		
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 settle 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		

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
II	Securities and Exchange Board of India (SEBI) Act, 1992	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- Functions: a) Regulate the securities markets b) Protect the interests of the investors in securities c) Promote the development of securities markets, etc. Powers: 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. 2.6 Settlement of Administrative and Civil Proceedings 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	13

III	Depositories Act, 1996	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	14
IV	SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 (Including latest amendments)	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)- 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: 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			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Financial Institutions and Markets	Shashi K Gupta, Nishja Aggarwal, Neeti Gupta	Kalyani Publishers
2	Indian Financial Systems	M.Y. Khan	
3	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
4	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

MAJOR CORE (Compulsory)

Course Code: 23BC4-A014	Subject: Corporate Accounting - II	Marks: 100 Credits: 04
Course Objectives:		
<p>1. Understanding the principles and methods related to holding company accounts, including consolidated financial accounts.</p> <p>2. Applying accounting standards and procedures to record journal entries, ledger accounts and prepare balance sheets for companies undergoing absorption.</p> <p>3. Formulate liquidator final statement of accounts and statement of affairs and deficiency account.</p> <p>4. Outline the meaning, objectives and types of forensic accounting.</p>		
Course Outcomes:		
<p>After completing the course, the student shall be able to</p> <p>CO1: Understand the principles and methods related to holding company accounts, including consolidated financial accounts.</p> <p>CO2: Applying accounting standards and procedures to record journal entries, ledger accounts and prepare balance sheets for companies undergoing absorption.</p> <p>CO3: Prepare liquidator final statement of accounts and statement of affairs and deficiency account.</p> <p>CO4: Recall the meaning, objectives and types of forensic accounting.</p>		

Unit	Unit Title	Contents	No of lectures
I	Holding Company Accounts	1.1 AS 21 Consolidated Financial Statements 1.2 Calculation of Capital Profit, Revenue Profit, Cost of Control 1.3 Preparation of Consolidated Balance Sheet of Holding Company with one Subsidiary only	18
II	Absorption of Companies	2.1 AS 14 Accounting for Amalgamation 2.2 Meaning of Vendor, Purchasing Company and Purchase Consideration 2.3 Journal entries in the books of Vendor Company and Purchasing Company 2.4 Preparation of Balance Sheet in the books of Purchasing Company after Absorption	18
III	Accounting for Liquidation of Companies	3.1 Meaning of Liquidation 3.2 Modes of Winding-up 3.3 Preparation of Liquidator Final Statement of Account 3.4 Preparation statement of Affairs and Deficiency	14
IV	Forensic Accounting	4.1 Meaning, objectives, types of Forensic Accounting 4.2 Nature, Key and Ethical Principles of Forensic Accounting 4.3 Need & Importance of Forensic Audit	10
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Advanced Accounts	Shukla & Grewal	S. Chand & Co. Ltd., New Delhi
2	Advanced Accountancy	S. P. Jain & K.N. Narang	Kalyani Publishers
3	Advanced Accountancy	R. L. Gupta & Radhaswamy	Sultan Chand & Sons, New Delhi
4	Company Accounts	S.P. Jain & K.L. Narang	Kalyani Publishers
5	Corporate Accounting	Dr. S. N. Maheshwari & S.K. Maheshwari	Vikas Publishing House
6	Corporate Accounting	Mukharji & Hanif	Tata Mc-Graw Hill
7	Accounting Standards	As issued by Institute of Chartered Accountants of India	Institute of Chartered Accountants of India.

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)
1	Holding company Accounts	https://youtu.be/em4OCDiJDNc
2	Absorption of companies	https://youtu.be/ApkpvazCp8s
3	Accounting for Liquidation of companies	https://youtu.be/DVEK4z9uSVg
4	Forensic Accounting	https://youtu.be/vErX76YoHVs

CEP - COMMUNITY ENGAGEMENT & SERVICE PROGRAMME (Optional)

MINOR (Optional)

Course Code: 23BC4-F173	Subject: Business Economics (MI)- III (Macro) - II	Total Marks: 100 Credits: 04
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 Outcomes:		
After completing the Course, the student shall be able to		
LO1: Grasp the evolving ‘money’ concept and its relevance with the current economic scenario.		
LO2: Evaluate the fluctuating value of money and the combat mechanism.		
LO3: Have factual learning of the inevitability of ups and downs in the economy and its stabilising mechanism.		
LO4: To justify the public finance policies to address various macroeconomic problems.		

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 4.2 Public Revenue - Tax Revenue and Non-Tax Revenue 4.2.1 Types of taxes 4.3 Public Expenditure: Meaning and Causes of Increasing Public Expenditure, Developmental Expenditure and Non-Developmental Expenditure 4.4 Public Debt: Meaning and Importance 4.5 Budget Concept and Types 4.5.1 Fiscal Deficit and Revenue Deficit	15
Total			60

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 Mankiw, Worth Publishers, New York.
3. Macro- Economic Theory: M L Zingan, Vrinda Publications (P) Limited.
4. Samashti Arthshastri 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 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 Mankiw Worth Publishers, 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

Course Code: 23BC4-F033	Subject: Cost and Works Accounting (MI)- III	Total Marks: 100 Credits: 04
Course Objectives:		
1. To acquaint the students with ascertainment of labour cost.		
2. To understand the basics of Overheads.		
3. To acquaint the students primary and secondary distribution of overheads.		
4. To introduce to the concepts of Just In Time (JIT), Six Sigma and Computer Aided manufacturing (CAM) and Enterprise Recourse Planning (ERP).		
Course Outcome:		
After completing the Course, the student shall be able to:		
CO1: Ascertain the Labour Cost		
CO2: Gain conceptual understanding of Overheads		
CO3: Understand the primary and secondary distribution of overheads.		
CO4: Gain basic insights of Just In Time (JIT), Six Sigma, Computer Aided Manufacturing (CAM), Enterprise Recourse Planning (ERP)		

Unit	Unit Title	Contents	No of lectures
I	Labour Cost and Payroll	1.1 Concept of Labour Cost, Definition of Wages 1.2 Records and Methods - Time Keeping and Time Booking 1.3 Methods of Wage Payment: Time Rate System and Piece Rate System 1.4 Taylor's Differential Piece Rate System. 1.5 Incentive Plan: a. Halsey Plan b. Rowan Plan c. Group Bonus scheme 1.6 Performance based incentive plan 1.7 Payroll meaning and components 1.8 Labour Turnover, Overtime and idle time	18
II	Introduction to Overheads	2.1 Basic Concepts- Overheads 2.2 Classification of Overheads- Functional, Element-wise, Behaviour-wise, Control-wise, Normality-wise	12
III	Accounting of Overheads	3.1 Collection and Allocation of Overheads 3.2 Apportionment and Reapportionment of Overheads 3.3 Problems on Primary & Secondary Distribution of Overheads (Repeated Distribution and Simultaneous Equation Methods Only)	18
IV	Introduction to JIT, Six Sigma, CAM and ERP	4.1 Introduction to- Just in Time (JIT), Six Sigma 4.2 CAM (Computer Aided Manufacturing) 4.3 Enterprise Resource Planning (ERP)	12
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Cost Accounting (Intermediate)	Study Material, ICAI, Kolkata Institute of Cost Accountants	Study Material, ICAI, Kolkata Institute of Cost Accountants
2	Cost and Management Accounting	Study Material, ICAI, New Delhi	Institute of Chartered Accountants of India, New Delhi
3	Cost Accounting- Principles & Practices	Jawahar Lal & Seema Shrivastava	Tata Mcgraw Hill, New Delhi
4	Advanced Cost Accounting and Cost Systems	Ravi M. Kishor	Taxmann, New Delhi

Course Code: 23BC4-F053	Subject: Business Administration - (MI) - III (Human Resource Management)	Marks:100 Credits: 04
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 HRM 4. 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 and ethics associated with it.		

Unit	Unit Title	Contents	No of lectures
I	Introduction to Human Resource Management	1.1 Meaning, Objectives and Functions of Human Resource, Difference between Human Resource Management and Human Resource Development 1.2 Role of HR Manager and Functions 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, 1.4 Job Analysis – Process, Tools and Techniques, Job Description & Job Specification – Meaning and Difference between Job Description & Job Specification. 1.5 Emerging Concepts of HRD- Quality Circles, Kaizen Theory, Talent Management and Leadership Development.	18
II	Recruitment and Selection	2.1 Recruitment – Meaning, Purpose/ Importance, Sources of Recruitment and Factors Governing Recruitment Process 2.2 Selection – Meaning, Importance and Selection procedure, Tools of Selection and Selection Process 2.3 Difference between Recruitment and Selection 2.4 Types of Employment Tests, Types of Interviews.	14
III	Training and Development	3.1 Meaning, Need and Objectives of Training and Development, Benefits/ Importance of Training to the organization and employees. 3.2 Types of Training, Methods of Training and Development, Process/Procedure for effective Training. 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.	14
IV	Performance Appraisal Management	4.1 Introduction, Meaning, Need and Importance of Performance Appraisal 4.2 Process of Performance Appraisal 4.3 Methods, Techniques and Merits & Limitations of Performance Appraisal 4.4 Ethical Performance Appraisal	14
Total			60

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	Pearson Publications
7	The HR Scorecard	Brian Becker, Mark Huselid, Dave Ulrich	Harvard Business Review Press
8	Victory Through Organization	Dave Ulrich, David Kryscynski, Wayne Brockbank, Mike Ulrich	Mcgraw Hill Education
9	The Practical Guide to HR Analytics	Shonna D. Waters, Valerie N. Streets, Lindsay McFarlane, and Rachael Johnson-Murray	Society for Human Resource Management

Suggested Web/E-Learning Resources:

Sr. No.	Topic	Lectures (available on YouTube/Swayam/MOOCs, etc.)
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/
2	Recruitment and Selection	https://www.udemy.com/course/the-complete-job-interviewing-skills-masterclass-course/

Course Code: 23BC4-F043	Subject: Marketing Management (MI) -III	Marks: 100 Credits: 04
Course Objectives:		
<ol style="list-style-type: none"> 1. To inculcate concept of salesmanship amongst students 2. To make students understand the process of salesmanship and various techniques required for the salesman 3. To create awareness about the importance of rural marketing 4. To acquaint the students with recent trends in marketing and social media marketing. 		
Course Outcome:		
After completing the course, the student shall be able to		
CO1: Develop Disciplinary Knowledge about Salesmanship		
CO2: Understand process of Salesmanship through Self Directed Learning.		
CO3: Establish/Recognize the importance of rural marketing.		
CO4: Understand the recent trends in marketing.		

Unit	Unit Title	Contents	No of lectures
I	Salesmanship	1.1 Meaning and Definition of Salesmanship 1.2 Features of Salesmanship 1.3 Scope of Salesmanship 1.4 Modern Concept of Salesmanship 1.5 Utility of Salesmanship 1.6 Elements of Salesmanship 1.7 Salesmanship: Arts or Science 1.8 Salesmanship – a Profession 1.9 Qualities of Salesman	15
II	Process of Selling	2.1 Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action 2.2 Stages in Process of Selling – 2.2.1 Pre-Sale Preparations 2.2.2 Prospecting 2.2.3 Pre-Approach 2.2.4 Approach 2.2.5 Sales Presentation 2.2.6 Handling of Objections 2.2.7 Close 2.2.8 After Sales Follow-up	15
III	Rural Marketing	3.1 Introduction of Rural Marketing 3.2 Definition of Rural Marketing 3.3 Features of Rural Marketing 3.4 Importance of Rural Marketing 3.5 Present Scenario of Rural Market 3.6 Challenges and Opportunities in Rural Marketing	15
IV	Recent Trends in Marketing	4.1 Digital Marketing 4.2 Green Marketing 4.3 Niche Marketing 4.4 E-marketing 4.5 Social media marketing – Challenges and opportunities	15
Total			60

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 & Gary Armstrong	Pearson Publication
4	Sales & Distribution Management	Tapan K Panda	Oxford Publication
5	Advertising Management	Rajiv Batra	Pearson Publication
6	Retail Management	Swapna Pradhan	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication

GE/OE- GENERIC/OPEN ELECTIVE (Optional)

Course Code: 23BC4-G191	Subject: English (English for special purposes)	Marks: 50 Credits: 02
Course Objectives:		
<ol style="list-style-type: none"> 1. To foster communicative competencies among students 2. To cultivate an understanding of techniques for vocabulary enhancement 3. To enhance their reading comprehension skills 4. To develop analytical skills for understanding the semiotics of advertisements 5. To refine their creative writing skills towards copywriting and advertising 		
Course Outcome:		
After completing the course, the student shall be able to		
CO1: Cultivate literary awareness and effective communication abilities.		
CO2: Expand vocabulary using various strategies.		
CO3: Demonstrate their reading comprehension skills		
CO4: Analyze advertisements semiotically and apply this understanding to branding		
CO5: Demonstrate proficiency in creative writing for diverse contexts.		

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. Synonyms b. Antonyms c. Idioms d. Phrasal Verbs 3. Verbal analogies, verbal reasoning and interpretation of graphical data 4. 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 internships 2. SOP for higher education 3. SOP for Job applications 	6
III	Basics of Semiotics for Branding & Advertising	<ol style="list-style-type: none"> 1. Basics of Semiotics 2. Understanding Branding through Semiotic Studies 3. Logos and their Types 4. Understanding Colours, shapes and Fonts in Advertising 	10
IV	Basics of Copywriting & Advertising	<ol style="list-style-type: none"> 1. Basics of Copywriting & Advertising 2. Some Powerful words that have impact 3. Case Studies 	8
Total			30

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

Course Code: 23BC4-G161	Subject: Marathi	Marks: 50 Credits: 02
Course Objective:		
1) भाषिक कौशल्य विकास: वाचन, श्रावण, लेखन इत्यादी 2) व्यवहारक्षेत्रातील मराठी भाषेचे स्थान स्पष्ट करणे व मराठीत बोलण्याची भाषाकौशल्ये विकसित करणे 3) विविध पारंपरिक प्रसार माध्यमातील मराठीभाषेच्या वापराची कौशल्य विकसित करणे 4) विविध नवप्रसारमाध्यमातील मराठीभाषेच्या वापराची कौशल्य विकसित करणे 5) मराठी भाषेशी निगडित निवडक ज्ञान संस्थांची माहिती देणे		
Course Outcome:		
हा अभ्यासक्रम पूर्ण केल्यावर विद्यार्थी खालील गोष्टी करू शकतील - CO1: वाचन, श्रावण, लेखन इत्यादी प्रगत भाषिककौशल्य आत्मसात होते. CO2: व्यवहारक्षेत्रातील मराठी भाषेचे स्थान जाणून गरजेनुसार मौखिक अभिव्यक्ती कौशल्ये आत्मसात होते. CO3: विद्यार्थ्यांला पारंपरिक प्रसार माध्यमातील पत्रकारिता, जाहिरातलेखन, बौद्धिक संपदा इ. क्षेत्रांमधील विविध व्यावसायिक संधींची तोंडओळख होते आणि या क्षेत्रात विद्यार्थ्यांमध्ये रोजगारक्षमता वाढीस लागते. CO4: विद्यार्थ्यांला नवप्रसारमाध्यमातील विविध व्यावसायिक संधींची तोंडओळख होते आणि या क्षेत्रात विद्यार्थ्यांमध्ये रोजगारक्षमता वाढीस लागते. CO5: पुण्यातील विविध ज्ञान संस्थांची तोंडओळख विद्यार्थ्यांना होते		

Unit	Unit Title	Contents	No of lectures
I	भाषिक कौशल्ये	भाषिक कौशल्य विकास : वाचन, श्रावण, लेखन इत्यादी	6
II	निवेदन व मुलाखत कौशल्ये	अ. औपचारिक आणि अनौपचारिक निवेदन ब. कार्यालयीन मुलाखत (नोकरीसाठी आणि पदोन्नतीसाठी) आणि जाहीर मुलाखत	5
III	१. पारंपरिक प्रसारमाध्यमांसाठी लेखन	अ . वृत्तपत्र ब. आकाशवाणी क. दूरदर्शन	8
IV	२. नवसमाजमाध्यमांसाठी लेखन	अ. फेसबुक ब. ट्विटर (X) क. ब्लॉग	7
V	पुण्यातील विविध ज्ञान संस्थांची तोंडओळख	मराठी साहित्य परिषद, भांडारकर प्राच्य विद्या संस्था, आकाशवाणी आदि ज्ञान संस्थांना भेटी	4
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

SEC - SKILL ENHANCEMENT COURSE (Compulsory)

Course Code: 23BC4-H173	Subject: Macro Economic Policies	Total Marks: 50 Credits: 02
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
Total			30

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 Makiw, Worth Publishers, New York.
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. 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 Keyne's The General Theory of Employment, Interest and Money- John Collins, CRC Press,2017

AEC - ABILITY ENHANCEMENT COURSE (Compulsory)

Course Code: 23BC4-H162	Subject: Marathi - II	Marks: 50 Credits: 02
Course Objective:		
1) व्यवहारक्षेत्रातील मराठी भाषेचे स्थान स्पष्ट करणे व त्यातील मराठीच्या प्रत्यक्ष वापराचा अभ्यासकरणे 2) वाचन आणि लेखनकौशल्य वापरण्यास सक्षम करणे. 3) विविध क्षेत्रातील कर्तृत्ववान व्यक्तींच्या कार्याची व विचारांची ओळख करून देणे. 4) विविध क्षेत्रीय मराठीभाषेच्या वापराची कौशल्य विकसित करणे (भाषांतर, सारांशलेखन, जाहिरातलेखन, अहवाललेखन)		
Course Outcome:		
हा अभ्यासक्रम पूर्ण केल्यावर विद्यार्थी खालील गोष्टी करू शकतील - CO1: विद्यार्थ्याला पत्रकारिता, जाहिरातलेखन, बौद्धिक संपदा इ. क्षेत्रांमधील विविध व्यावसायिक संधींची तोंडओळख होते. CO2: भाषांतराचे प्रगत भाषिककौशल्य आत्मसात होते. CO3: दिग्गज व्यक्तिमत्त्वाच्या परिचयामुळे प्रेरणा मिळते. CO4: कार्यालयीन कामकाज करण्यास विद्यार्थी सक्षम होतो आणि विद्यार्थ्यांमध्ये रोजगारक्षमता वाढीस लागते.		

Unit	Unit Title	Contents	No. of Lectures
I	जुगाड : विकासाकडे नेणाऱ्या कार्यपद्धतीचे नवे तंत्र	नवीराजू, जयदीप प्रभू आणि सिमॉन आहुजा - अनुवाद : संध्या रानडे यांच्या पुस्तकातील पान क्र. १९ ते २५	6
II	प्रिय आजीस	डॉ. मृदुला बेळे यांच्या कथा अकलेच्या कायद्याची या पुस्तकातील प्रिय आजीस हा लेख	5
III	जाहीर निवेदन	जाहीर निवेदन लेखन	2
IV	भाषांतर	भाषांतराचे व्यवहारातील महत्त्व भाषांतराचे प्रकार भाषांतराचे तंत्र	6
V	कार्यालयीन टिपणी	टिपणीचे कार्यालयीन कामकाजातील महत्त्व टिपणीचे प्रकार टिपणी लेखन	6
		नवोपक्रम, प्रकल्पाद्वारे सहशिक्षण, मूल्यमापन, परीक्षा इ.	5
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
5. कथा अकलेच्या कायद्याची - डॉ. मृदुला बेळे

Course Code: 23BC4-H212	Subject: Hindi - II	Marks: 50 Credits: 02
Course Objective:		
<ol style="list-style-type: none"> 1. जनसंचार का सामान्य परिचय देना 2. जनसंचार माध्यम के विविध रूपों से छात्रों परिचित कराना 3. छात्रों को जनसंचार माध्यम के लिए लेखन के प्रारूपों से परिचित कराना 4. वर्तमान समय में प्रयोग किए जाने वाले लेखन के विविध प्रकारों से छात्रों को परिचित कराना 5. संचार माध्यमों के लिए लेखन के विविध प्रकारों से छात्रों को परिचित कराना 		
Course Outcome:		
यह पाठ्यक्रम पूरा करने के बाद छात्रों को		
<ol style="list-style-type: none"> 1. जनसंचार का सामान्य परिचय होगा 2. जनसंचार माध्यम के विविध रूपों से छात्र परिचित हो जायेंगे 3. छात्रों को जनसंचार माध्यम के लिए लेखन के प्रारूपों का परिचय होगा 4. वर्तमान समय में प्रयोग किए जाने वाले लेखन के विविध प्रकारों में छात्र प्रवीण हो जायेंगे 5. संचार माध्यमों के लिए लेखन के विविध प्रकार में छात्र माहिर हो जायेंगे 		

Unit	Unit Title	Contents	No of lectures
I	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
II	इकाई-2	जनसंचार माध्यमों के लिए लेखन समाचार लेखन संपादकीय लेखन फ़ीचर लेखन रिपोर्ट लेखन स्तम्भ लेखन ई मेल लेखन ब्लॉग लेखन साक्षत्कार / इंटरव्यू	15
Total			30

CC - CO-CURRICULAR (Compulsory)

Course Code: 23BC4-K314	Subject: Physical Education and Sports (Yoga Practices) - II	Marks: 50 Credits: 02
Course Objectives:		
<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. 		
Course Outcome:		
After completing the course, the student shall be able to:		
CO1: Relate Yoga, Ashtanga Yoga, Pranayama and Meditation		
CO2: Understand different Sitting and Standing Asnas		
CO3: Illustrate Supine and Prone Asnas		
CO4: Apply the Knowledge of Yoga to improve overall health of the students		

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
Total			30

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: 23BC4-K324	Subject: National Service Scheme -II	Marks: 50 Credits: 02
Course Objectives: 1. To help learners know about environmental issues and disaster management. 2. To learn documentation and reporting.		
Course Outcome: After completing the course, the student shall be able to: CO1: Learners will learn to appreciate the concerns regarding the environment. CO2: They will also be able to prepare a socio-economic development plan.		

Unit	Unit Title	Contents	No of lectures
I	Disaster Management	Introduction; Classification of disasters; Role of NSS in disaster management with more emphasis on disasters specific to NE India; Civil Defense	16
II	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)

Course Code: 23BC4-K334	Subject: National Cadet Corps - II	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:		
<p>After completing the course, the student shall be able to</p> <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	1.1 Basics of Social Service, weaker sections of our society and their needs. 1.2 Social / Rural Development Projects: MNREGA, SGSY, NSAP etc 1.3 NGOs : Role & Contribution 1.4 Contribution of youth towards social welfare 1.5 Family Planning 1.6 Drug Abuse & Trafficking 1.7 Civic Responsibilities 1.8 Causes & Prevention of HIV/ AIDS; Role of youth 1.9 Counter Terrorism 1.10 Corruption 1.11 Social Evils viz 1.12 Dowry/Female Foeticide/ Child abuse & trafficking etc 1.13 RTI & RTE 1.14 Traffic Control Org and Antidrunken driving 1.15 Provisions of Protection of Children from Sexual Harassment Act 2012	15
II	Personality Development & Leadership	2.1 Personality Development: 2.1.1 Introduction to Personality Development. 2.1.2 Factors Influencing / shaping Personality: Physical, Social, Psychological and Philosophical. 2.1.3 Self-awareness Know yourself/ Insight. 2.1.4 Change your mind set. 2.1.5 Interpersonal relationship and communication. 2.1.6 Communication Skills: Group Discussions/ Lecturettes. 2.2 Leadership: 2.2.1 Leadership Traits. 2.2.2 Types of Leadership. 2.2.3 Attitude Assertiveness and Negotiation. 2.2.4 Time Management. 2.2.5 Effects of Leadership with historical examples.	15
Total			30

Suggested Readings:

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

Course Code: 23BC4-K344	Subject: Youth Red Cross - II	Marks: 50 Credits: 02
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	15
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 2.5 Addressing common health issues in the community (e.g., sanitation, clean water)	15
Total			30

Suggested Readings:

Sr. No.	Title	Website Name
1	Youth Responsibility towards Society	Indian Red Cross Society :- https://indianredcross.org
2	Community Health Education	Indian Red Cross Society :- https://indianredcross.org

Course Code: 23BC4-K354	Subject: Cultural and Dramatics Association (Performing Arts) - II	Marks: 50 Credits: 02
Course Objectives:		
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		
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			30

Suggested Readings:

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	