

Savitribai Phule Pune University, Pune

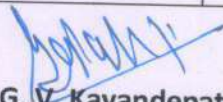
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

CLASS : S.Y.B.COM

LIST OF 'C' COMPONENT SUBJECTS

SEMESTER III

Sr. No.	Subject	Code No	Remark
1	Business Statistics – I (Old Name: Applied Statistics)	236-A	
2	Banking and finance I	236-B	
3	Computer Applications - I (Old Name Computer Applications and Systems Management - I	236-C	
4	Cost and Works Accounting	236-D	
5	Entrepreneurship Development I	236-E	
6	Industrial Organization and Administration-I	236-F	
7	Rural Development - I (Old Name : Integrated Rural Development	236-G	
8	Public Relation and Mass Communication- I (Old Name : Public Relation)	236-H	
9	Financial Management - I	236-I	
10	Skill Development and Employment Generation - I	236-J	
11	Sports and Yoga Management - I	236-K	
12	Public Administrations and Policy Implementation - I	236-L	
13	Import-Export Management - I	236-M	


(Prof. Dr. G. V. Kayandepatil)

Chairman

Steering Committee for Restructuring Courses at
under graduate level

Savitribai Phule Pune University, Pune

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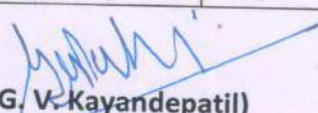
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CLASS : S.Y.B.COM

LIST OF 'C' COMPONENT SUBJECTS

SEMESTER IV

Sr. No.	Subject	Code No	Remark
1	Business Statistics – II (Old Name: Applied Statistics)	246-A	
2	Banking and finance II	246-B	
3	Computer Applications - II (Old Name Computer Applications and Systems Management - II	246-C	
4	Cost and Works Accounting	246-D	
5	Entrepreneurship Development II	246-E	
6	Industrial Organization and Administration-II	246-F	
7	Rural Development - II (Old Name : Integrated Rural Development	246-G	
8	Public Relation and Mass Communication- II (Old Name : Public Relation)	246-H	
9	Financial Management - II	246-I	
10	Skill Development and Employment Generation - II	246-J	
11	Sports and Yoga Management - II	246-K	
12	Public Administrations and Policy Implementation - II	246-L	
13	Import-Export Management - II	246-M	


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EVALUATION PATTERN

RESTRUCTURING COURSES: This revised course structure shall be made applicable to the college implementing 'Restructured Programme at the undergraduate level from June, 2020. The College under the Restructured Programme which has revised its structure in the light of the "2019 Pattern" shall be introduced with effect from academic year 2020-21.

Second Year B. Com. Restructuring Course (at BYK College of Commerce, Nashik) w.e.f. 2020- 21. Semester – III (CBCS pattern)

Course No.	Course/Title of Paper	Course Code	No. of Lectures per week	Total No. of Credits	Internal Assessment	Uni. Assessment		Total Marks	Duration of theory exam
						Uni Exam	Practical Exam		
231	Business Communication- I	Core Course	4	4	30	50	20	100	3 Hours
232	Corporate Accounting- I	Core Course	4	3	30	70	--	100	3 Hours
233	Business Economics - I (Macro)	Core Course	4	3	30	70	--	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	--	100	3 Hours
235	Elements of Company Law- I	Core Course	4	3	30	70	--	100	3 Hours
236	Special Course Paper- I (Any One)	'C' Component Subject	4	4	40	60	--	100	3 Hours
	a) Applied Statistics (APST) Proposed Name : Business Statistics - I	236 (A)	4	4	40	60		100	3 Hours
	b) Banking and Finance (BKFN))	236 (B)	4	4	40	60		100	3 Hours
	c) Computer Applications & Systems Management (CASM) Proposed Name : Computer Applications - I	236 (C)	4	4	40	60		100	3 Hours
	d) Cost & Works Accounting (CWA) - I	236 (D)	4	4	40	60		100	3 Hours
	e) Entrepreneurship Development (ENTD) -I	236 (E)	4	4	40	60		100	3 Hours
	f) Industrial Organization (IOAD) (Marketing Management –I)	236 (F)	4	4	40	60		100	3 Hours
	g) Integrated Rural	236 (G)	4	4	40	60		100	3 Hours

	Development (ITRD) Proposed Name : Rural Development - I								
	h) Public Relation (PUBR) Proposed Name :Public Relations and Mass Communication-I	236 (H)	4	4	40	60		100	3 Hours
	i) Financial Management-I	236 (I)	4	4	40	60		100	3 Hours
	j) Skill Development and Employment Generation -I	236 (J)	4	4	40	60		100	3 Hours
	k) Sports and Yoga Management -I	236 (K)	4	4	40	60		100	3 Hours
	l) Public Administrations and policy Implementation -I	236 (L)	4	4	40	60		100	3 Hours
	m) Import-Export Management -I	236 (M)	4	4	40	60		100	3 Hours

NOTES :

1. Internal Assessment and University exam pattern has been sanctioned and following by the college since June 1983
2. Internal Assessment of 40 marks
3. University examination of 60 Marks

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Second Year B. Com. Restructuring Course (at BYK College of Commerce, Nashik) w.e.f. 2020- 21. Semester – III (CBCS pattern)

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233	Business Economics - I (Macro)	Core Course	4	3	30	70	--	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	--	100	3 Hours
235	Elements of Company Law- I	Core Course	4	3	30	70	--	100	3 Hours
236	Special Course Paper- I (Any One)	'C' Component Subject	4	4	40	60	--	100	3 Hours
	a) Applied Statistics (APST) Proposed Name : Business Statistics - II	236 (A)	4	4	40	60		100	3 Hours
	b) Banking and Finance (BKFN))	236 (B)	4	4	40	60		100	3 Hours
	c) Computer Applications & Systems Management (CASM) Proposed Name : Computer Applications - II	236 (C)	4	4	40	60		100	3 Hours
	d) Cost & Works Accounting (CWA) - II	236 (D)	4	4	40	60		100	3 Hours
	e) Entrepreneurship Development (ENTD) -II	236 (E)	4	4	40	60		100	3 Hours
	f) Industrial Organization (IOAD) (Marketing Management –II)	236 (F)	4	4	40	60		100	3 Hours
	g) Integrated Rural Development (ITRD) Proposed Name : Rural Development - II	236 (G)	4	4	40	60		100	3 Hours
	h) Public Relation (PUBR)	236 (H)	4	4	40	60		100	3 Hours

	Proposed Name :Public Relations and Mass Communication-II								
	i) Financial Management-I	236 (I)	4	4	40	60		100	3 Hours
	j) Skill Development and Employment Generation -I	236 (J)	4	4	40	60		100	3 Hours
	k) Sports and Yoga Management -I	236 (K)	4	4	40	60		100	3 Hours
	l) Public Administrations and policy Implementation -I	236 (L)	4	4	40	60		100	3 Hours
	m) Import-Export Management -I	236 (M)	4	4	40	60		100	3 Hours

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

Class: S.Y.B.Com

Semester - III

C' Component Subject: Applied Statistics – I Proposed Name . Business Statistics – I

Subject Code: 236 (A)

Credit : 04

Program Objectives

1. To acquire basic skills for quantitative applications in business situations.
2. To impart knowledge to the students about statistical tools and its applications.
3. To develop basic skills for statistical inference of business data.

Semester III:

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction to statistics	a) Meaning, Definition, Importance and scope of statistics, Scales of measurement, Raw data, Classified data, time series data, Classification of data, Types of classification of data b) Types of Data, Graphs and diagrams, Stem and leaf chart	S/He has to understand the scope and importance of statistics and develop the ability to summarize data and represent the data graphically.
2	Measures of central tendency	Arithmetic mean, Trimmed mean, Weighted Mean, Median, Mode for raw and classified data, Geometric mean, Harmonic mean, Partition values, Box plot, Outliers Use Excel to solve the problems	Student has to understand the magnitude of frequency of data and represent the data by a single values i.e. central tendency. It helps to develop use of EXCEL (Spreadsheet) skills amongst students.
3	Measures of dispersion	Range, Coefficient of range, Quartile deviation, Coefficient of quartile deviation, Standard deviation, Variance, Coefficient of variation, Real life situations Use Excel to solve the problems	It helps students to understand the variability in samples or populations.
4	Introduction to probability	Some important concepts of probability, Classical definition of probability, Properties, Venn diagram, Theorems on probability, Conditional probability, Baye's Theorem, Independence of events, Examples	There is uncertainty in the business. Probability topic develop necessary basic skills to measures the degree of uncertainty and certainty among the students.

Teaching Methodology:

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods and tools to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	10 Lectures	1) Graphs/ Charts 2) PowerPoint Presentations 3) Assignments 4) Demonstrations using Excel (Spreadsheet)	1) Unit tests(Tutorials) 2) Small projects	Develop skills of manipulation on data types and graph them
Unit – II	14 Lectures			Recognize, describe and calculate the measures of central tendency of given data
Unit – III	10 Lectures			Comparative Study, Control the Variability, Basis for further Statistical Analysis
Unit – IV	14 Lectures			To enhance capability of grasping the probabilistic situation for the decision – makers
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials b) Assignments c) Powerpoint Presentations	External Evaluation : 60 Marks a) Theory b) Practical	Guest Lectures Course for statistical analysis
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Books for study and References:

Sr. No.	Author/s	Title of the Book	Publication	Place
1	Anil Gore, Sharayu Paranjpe, Madhav Kulkarni	STATISTICS for EVERYONE	SIPF ACADEMY	Nashik
2	Roxy Perck, Chris olsen, Jay N. Devore	Introduction to Statistics and Data Analysis	Cenage Punblication	Noida
3	Madhav B. Kulkarni, Surendra B. Ghatpande	Introduction to DISCRETE PROBABILITY and PROBABILITY DISTRIBUTIONS	SIPF ACADEMY	Nashik
4	S.C. Gupta	Fundamentals of Statistics	Himalaya Publication	Delhi

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Class: S.Y.B.Com Semester – IV

C' Component Subject: Applied Statistics – II
Subject Code: 246 (A)

Proposed Name . Business Statistics – I

Program Objectives

1. To understand and explain the relationship between two quantities/ groups.
2. To impart knowledge to the students about randomness available in the data.
3. To introduce different types of variables and applications of that variables.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Correlation and Regression analysis	Introduction to correlation, Measures of correlation, Properties of correlation(Without proof), Covariance, Introduction to regression, Least Square Method, Regression Coefficient and their properties(Without proof), Simple Regression, Bivariate Regression, Real life situations	S/He can measure degree of relation between groups of items and enable us to study the nature of relationship between the variables.
2	Random Variable	Introduction to random variable, Types of random variable, probability mass function, distribution function and their properties	It enables students to identify the type of variables.
3	Standard Discrete probability distribution	Introduction to discrete random variable, Uniform, Bernoulli, Binomial, Poisson distribution – Probability mass function, Distribution function, Mean, Median, Mode, Variance(Only Formulae), Properties, Graph of distributions, Examples, Real life situations.	It helps to commerce students for estimating future returns and probability.
4	Association of Attributes	Introduction to association of attributes, Class frequency, Consistency of data, Yule's coefficient of association(for two attributes), Examples	It improves the organization, the contract and interest characteristics of association in society amongst students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods and tools to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	16 Lectures	1) PowerPoint Presentations 2) Graphs 3) Frequency charts 4) Statistical table 5) Assignments	1) Unit tests(Tutorials) 2) PowerPoint presentation from students	Predictive Analytics, Operation Efficiency, Supporting Decisions
Unit – II	10 Lectures			Easily distinguish discrete and continuous variables.
Unit – III	14 Lectures			Students can calculate probabilities for discrete random variable and can be displayed by a graph or a table.
Unit – IV	08 Lectures			To enhance the association of attributes, distinguish between different methods of measures of association
Total No. of Lectures	48 Lectures			

Evaluation :

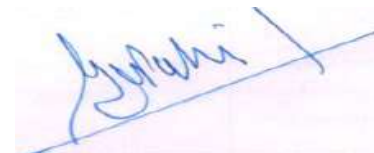
Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials b) Assignments c) Presentations	External Evaluation : 60 Marks a) Theory b) Practical	Guest Lectures Statistical analysis tools
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested Reference/ Books :

Sr. No.	Author/s	Title of the Book	Publication	Place
1	Agarwal B.L.	BASIC STATISTICS	New Age International Publishers	Delhi
2	Anil Gore, Sharayu Paranjpe, Madhav Kulkarni	STATISTICS for EVERYONE	SIPF ACADEMY	Nasik
3	Roxy Perck, Chris olsen, Jay N. Devore	Introduction to Statistics and Data Analysis	Cenage Punblication	Noida
4	Madhav B. Kulkarni, Surendra B. Ghatpande	Introduction to DISCRETE PROBABILITY and PROBABILITY DISTRIBUTIONS	SIPF ACADEMY	Nashik
5	S.C. Gupta	Fundamentals of Statistics	Himalaya Publication	Delhi

Syllabus Committee

- 1) Prin. Dr. S. R. Kenjale (Member Steering Committee)
- 2) Dr. Ghatpande S. B. (External Subject Expert)
- 3) Shri Mhaske V. V. (External Subject Expert)
- 4) Miss Prajakta Salunke (Internal Subject Expert)



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Class : S.Y.B.COM

Semester –III

‘C’ Component Subject : Banking and Finance –I

Course Code- 236 (B)

No. of Credits: - 04

Objectives of the Course:

1. To explain the Concepts and Significance of Banking and Finance.
2. To impart the knowledge about Indian Banking System.
3. To study the Various Functions of Banking Institutions. including Co-operative banking in India.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Introduction to Banking	1.1 Role of Banking Industry in Indian Economy. 1.2 History & Evolution of Indian Banking. 1.3 Structure of Indian Banking. 1.4 Meaning & Classification Of Bank.	i. Understanding the Role of Banking Industry in Indian Economy. ii. Knowledge about History & Evolution, Structure & Classification of Indian Banking.
2	Types of Accounts	2.1 Types of Deposits. 2.2 Various Types of Account Holders, Government Account. 2.3 Know Your Customer (KYC) Norms & Minimum Balance, Accounting Opening, and Account Operation & Closure Procedure. 2.4 Meaning & Work of Self Help Group (SHG).	i. Learn the features of Bank Deposits and types of account holders. ii. Understanding the Account Opening, Account Operation and Closure Procedure.
3	Banking Services	3.1 Agency Functions of Banks 3.2 Remittance Services – Demand Draft (DD), National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS) 3.3 General Utility Services of Bank A Study of Safe Deposit Vault, Locker & Custody	i. Information about the various Functions and Services rendering by Bank for his customers. ii. Understanding the Causes of dishonoring of Cheques.

		in a Bank 3.4 Cheques– Types & its Dishonoring Procedure of Cheques	
4	Co-operative Banking	4.1 Role of Co-operative Banking in India 4.2 Meaning & Functions of Co-operative Banking 4.3 Principles of Co-operative Banking 4.4 Meaning, Concept, Importance & Functions of Merchant Banking.	i. Understanding the Role of Co-operative Banking in India. ii. Understanding the Role of Merchant Banking.

Teaching Methodology

Topic No.	Total Lectures	Teaching -Learning Methods to be used	Project/Practical	Expected outcome
1	10	Guest Lecture, and Bank visit, PPT	To Study the Organizational Structure of Bank.	Students observed and understanding the day to day working of the Bank and staff.
2	14	Guest Lecture, Bank visit, PPT Presentations, Internet, Internal Assignment.	To Understand the various types of Bank Deposits.	Practical knowledge about Bank Account Opening and Operating Procedure
3	12	Guest Lecture, Bank visit, Library visit, Online videos, students Seminar/	To Learn the Remittance Services of the Bank.	Acquiring the Knowledge of the Fund Transfer.
4	12	Expert Lectures, Bank visit, Internet resources.	To Study the various Functions of Co-operative Banks.	Understanding the Functions of Co-operative Banks.
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External	Suggested Add on Course
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		Evaluation	
Banking and Finance	40 Marks Written Examination, Presentations, Practicals, Assignments Tutorials, and Oral Examination.	60 Marks.	Bank Visits as per the need of the topic.

Books for Study and References

Sr. No.	Author/s of the Book	Title of the Book	Publication	Place
1	Prof. Gordon E & Natarajan K.	Banking Theory, Law and Practices	Himalaya Publication House.	Mumbai
2	Gopinath M.N	Banking Principles and Operations	Snow White Publisher.	Mumbai
3	Natarajan and Parameswaran	Indian Banking	S. Chand Company Ltd.	New Delhi
4	Desai, Vasant	Banks and Institutional Management	Himalaya Publishing House.	Mumbai
5	Prof. Iyenger G.Vijayaragavan	Introduction To Banking,	Excel Books, Publication.	New Delhi
6	Rajagopalan S. & Parikh Nirali	Micro Finance, Impact & Insights	The ICFAI University press	Hyderabad
7	Prof.BholeL. M	Financial Institution and Innovations	Tata McGraw Hill Publication Company Limited.	Mumbai
8		R.B.I functions & working	RBI, Publication Department.	Mumbai

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Class : S.Y.B.COM

Semester –IV

‘C’ Component Subject : Banking and Finance - II

Objectives of the Course:

1. To study the System of Financing of Banks.
2. To study the various types of Bank Loans.
3. To introduce the New Trends in Banking. With basic knowledge of stock market.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Procedure of Lending & Types	1.1 System of Sound Lending Changes in Bank. Approach to Lending (Security to Need Based). 1.2 Types of Bank Credit – System of Financing. 1.3 Term Loan Methods, Loan Proposal, Loan Sanctioning Procedure. 1.4 Technical Feasibility, Financial Feasibility, Managerial Feasibility & Economic Feasibility.	i. Understanding the sound lending system of Bank. ii. Understanding the loan sanctioning procedure of Banks.
2	Retail Banking	2.1 Consumer Loan - Meaning, Definition, Importance & Types 2.2 Business Loan - Meaning, Definition, Importance & Types 2.3. Loans Against Paper Securities - Like Fixed Deposit Receipt (FDR), Life Insurance Corporation (LIC) & Shares. 2.4 Letter of Credit, Solvency Letter	i. Understanding the Definition, Meaning, and Importance of Consumer loan, Business loan. ii. Develop the problem solving skills of the students- Calculating the interest rate on Loan against the Paper Securities.
3	Modern Banking	3.1 E – Banking 3.2 Mobile Banking 3.3 Study of Different Types of Digital Apps 3.4 Credit/Debit Cards - Advantages & Disadvantages.	i. Aware about the Modern Banking Functions of Banks. ii. Acquire the technical skills of operating the various Digital Apps for banking transactions.
4	Introduction of Securities and Exchange Board of India (SEBI)	4.1 Basics of Stock Market. 4.2 Concepts – Share, Debentures, Bonds, Mutual Fund, and Dematerialization (DEMAT). 4.3 Meaning, Role & Functions of Non-Banking Financial	i. Learn the Basic concepts & acquire the Knowledge of Stock Market. ii. Understanding the Meaning, Function & Role of Non-Banking Financial Institutions (NBFI's), and

		Institutions (NBFI's). 4.4 Role of Developmental Financial Institution in India- Life Insurance Corporation (LIC), Unit Trust Of India (UTI).	Development Financial Institution in India.
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Teaching Methodology

Topic No.	Total Lectures	Teaching and Learning Methods to be used	Project/Practical	Expected outcome
1	14	Guest Lecture, Library Assignment, and Internet resources, Bank Visit.	A Study of the Preparation of Project Report.	Develop the writing skills.
2	10	Guest Lecture, Bank visit, PPT Presentations, internet, Library /Home Assignment, Internal Assignment.	To learn the Term Loan.	Develop the communication skills by informal discussion or by interviewing the Bank employees.
3	12	Guest Lecture,Bank visit, Library visit, Home Assignment, Internet resources, students Seminar/Workshop.	A Study of E- Banking.	Acquire the Technical Skills.
4	12	Expert Lectures, Bank visit, Internet resources, Online videos, Relevant.	A study of Stock Market and various Financial Institutions.	Learn the Basics of Stock Market and understand the role of Financial Institutions.
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks Suggested Add on Course
Banking and Finance	40 Marks Written Examination, Presentations, Practical's, Assignments Tutorials, and Oral Examination.	60 Marks.	100

Books for Study and Reference

Sr. No.	Author/s of the Book	Title of the Book	Publication	Place
1	Dr. Bhattacharya K.M.	Basics of Banking and Finance	Himalaya Publishing House	New Delhi

2	Malik, Chaudhary and Sarkar	Indian Banking System- Growth, Challenges and Government Initiatives	Kalpaz Publications.	
3	ShahiUjjwala	Banking in India: Past, Present and Future'	New Century Publications	
4	Trivedi, Chaudhary and other	Indian Banking System'	RBD Publication	Jaipur
5	Desai Vasant	'Indian Banking-Nature and Problems'	Himalaya Publishing House	Mumbai
6	Varshaney P.N	Banking Law & Practice	Himalaya Publishing House	

- **Syllabus Committee**

1. Dr. Vilas Ippar (Member Steering Committee)
2. Mr..S. M. Kulkarni
3. Mr. Dheeraj Chugh.
4. Prof. Mrs. Sangita S. More
5. Prof. Dr. Yogini Dixit
6. Prof. AtualGhorapade

(Prof. Dr. G. V. Kayandepatil)

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Class: S.Y.B.Com

Semester - III

C' Component Subject: Computer Applications and Systems Management – I (CASM - I)

Subject Code: 236 (C) (Proposed Name- Computer Applications- I)

Credit : 04

Objectives:

1. To enable the students to understand relational database concepts and transaction management concepts in database systems.
2. To enable students to create and execute queries on databases.
3. To prepare the reports and statement using relational database.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1.	Introduction to Database	1.1 Basic of Data Arrangement and access 1.2 Data Hierarchy Bit, Byte (Character), Field, Record, File and Database 1.3 Traditional File Environment and Problems with the File Approach 1.4 Concepts of Database 1.4.1 Benefits of Database in Business 1.4.2 Hierarchical, Network and Relational Database Models 1.5 Database Systems 1.5.1 Objective 1.5.2 Components	To understand basic database concepts. To understand various applications of DBMS, advantages and disadvantages of DBMS.

		1.6 D.B.M.S. 1.6.1 Components 1.6.2 Advantages and Disadvantages of DBMS	
2.	Introduction to RDBMS	2.1 Basics of RDBMS, 2.2 Difference between DBMS & RDBMS 2.3 Data Models 2.3.1 Hierarchical, 2.3.2 Network and 2.3.3 Relational 2.4 Seven Steps for Database development i)Study the Problem ii) Determine the Requirement iii) Design the Database - E.R. Modeling - Data Dictionary - Normalization iv) Create the Database v) Design the application vi) Create the Application vii) Test the Application	To understand the concept of RDBMS & use in businesses. To understand advantages of RDBMS over DBMS
3.	Database Creation	3.1 Creating a database using any popular RDBMS software 3.2 Table Creation 3.3 Insertion of Records 3.4 Storing and Accessing Records 3.5 Database Constraints - Primary Key - Foreign Key - NULL / NOT NULL 3.6 Joining Database	To study & to create a database To understand the database management.

		3.7 Deletion of Database	
4.	Query & Reports	4.1 Introduction to Query Language 4.2 Operators (Relational , Logical) 4.3 Sorting Database 4.4 Reports 4.4.1 Creation of Reports 4.4.2 Display Reports	To understand various data types , operators , functions and control statements of query language

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Practical / Project	Expected Outcome
1.	14	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video	List of Practicals attached	Students will be able to prepare the various databases like student database, employee database.
2.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video		Developed the skills to relate the databases and create Relational databases like student master data and student mark_sheet data.
3.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video		It will help the students to implement this knowledge in practicality by enhancing their skills in the field of database and the various report like statement of marks, paysheet.
4.	10	Presentation, Class Test, Group Discussion, Case Study, Practical Assignment	Demonstration, hands on assignments, Short Film, AV Application, YouTube Video		Students will be able to creating database, access and sorting of database such as Students merit list, staff performance report etc.
Total Lectures	48				

Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit 1	Marks : 40 a) Tutorials b) Assignments c) Presentations	Marks: 60 a) Theory b) Practical	Hands on assignment for database creation.
Unit 2			
Unit 3			
Unit 4			
Total Marks	Marks=100		

Suggested References:

Sr. No.	Author/s	Title of the Book	Publication	Place
1	Henry korth and A. Silberschatz	Database System Concepts	McGraw Hill	-
2	Martin Gruber	Understanding SQL	Sybex Inc	-
3	Thomas Connolly, Carolyn Begg	Database Systems: A Practical Approach to Design, Implementation, and Management	Pearson Education	

Savitribai Phule Pune University, Pune

Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

Class: S.Y.B.Com

Semester - IV

C' Component Subject: Computer Applications and Systems Management – II (CASM - II)

Subject Code: 246 (C) (Proposed Name : Computer Applications - II

Credit : 04

Objectives:

- 1. To get acquainted with basic knowledge of Web Page Design**
- 2. To enable the students to develop simple websites using various HTML Tags.**
- 3. To develop simple webpage using the CSS.**

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1.	Introduction to HTML	1.1 Introduction 1.2 HTML Elements 1.3 Basic HTML Structure 1.4 Physical and Logical HTML 1.5 HTML Tags 1.5.1 Paired Tags 1.5.2 Singular Tags 1.6 Common HTML Tags -HTML Tag, Home Tag, Title Tag, Body Tag, Text Formatting Tags, Comment Tag, Heading Tags, Font, Marquee, img, Hyperlink	To understand basic structure of HTML and Basic HTML tags
2.	Creation of List, Table and Frames Tags	2.1 List tag 2.1.1 Unordered Lists 2.1.2 Ordered Lists 2.2 Table tag 2.2.1 Attributes of <th>	To study List Table and Frame Tags with example.

		2.2.2 Attributes of<td> 2.3 Frame tag 2.3.1 Frameset tag with cols and Rows 2.3.2 Frame tag	
3.	Creating Forms and Images	3.1 Form Element 3.2 Input Element 3.3 Select Element 3.4 Button Element 3.5 HTML Input Types 3.6 Image Maps	To create Data Entry Forms To understand Image Mapping
4.	HTML and CSS	4.1 Need for CSS 4.2 Introduction to CSS 4.3 Basic syntax and structure 4.4 Using CSS - 4.4.1 background images, colors and properties, 4.4.2 manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS 4.5 Overview and features of CSS2	Formatting HTML Document with CSS

Teaching Methodology

Topics No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Practical/ Project	Expected Outcome
1.	10	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video	List of Practicals attached	Students will get acquainted with basic HTML tags.
2.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video		Students will be able to add Frames and Tables in Web Pages.
3.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video		Students can prepare data entry forms using HTML elements.
4.	14	Presentation, Class Test, Group Discussion, Case Study, Practical Assignment	Demonstration, hands on assignments, Short Film, AV Application, YouTube Video		Students are able to prepare simple static website. For example private firms website, furniture shop website
Total Lectures	48				

Evaluation Methods

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit 1 to Unit 4	Marks : 40 a) Tutorials b) Assignments c) Presentations	Marks: 60 a) Theory b) Practical	Examples to design and develop Website
Total Marks	Marks=100		

Suggested References:

Sr. No.	Author/s	Title of the Book	Publication	Place
1	Thomas Powell	HTML & CSS: The Complete Reference, Fifth Edition	McGraw Hill Professional	-
2	IVAN Bayross	HTML & CSS	BPB Publication	-
3	Jennifer Robbins	Learning Web Design: A Beginner's Guide to HTML, CSS, Java Script	Shroff Publication	-

Syllabus Committee

1. Dr. Ravindra Deshmukh (Member Steering Committee)
2. Prof. B.W. Khalkar
3. Dr. Mrs. L. M. Bhat
4. Mrs. Suvarna Mulay
5. Mrs. Pradnya Bapat



(Prof. Dr. G. V. Kayandepatil)
Chairman

Steering Committee for Restructuring Courses at
Under graduate level
Savitribai Phule Pune University, Pune

SavitribaiPhule Pune University, Pune
Revised Syllabi (2019 Pattern) for three years B.Com Degree Course (CBCS)
Semester -III

Subject: --: Cost and WorksAccounting I

Class:-S.Y.B.Com

Course Code- 236 (D)

No. of Credits: - 4

Objectives of the Course:

1. To understand and explain the conceptual framework of CWA.
2. To equip the students to seek suitable career in CWA and Entrepreneurship.
3. To develop communication and analytical skill among students through self learning.

Medium of Instruction: English

Depth of Programme: - Conceptual Understanding

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	BASICS OF COST ACCOUNTING	1.1 Definition, scope, objectives, Nature and significance of Cost and WorksAccounting, Limitations of Financial Accounting.Its relationship with Financial Accounting and Works Accounting. 1.2 Concept of Cost, Classification of Cost, Costing, Cost Accounting and Cost Accountancy. 1.3 Role of Cost and works Accountant and career opportunities in Cost and Works Accounting. 1.4 Application of Cost and Works Accounting in Manufacturing and Service Industries. 1.5 Introduction to Cost Accounting Standards, Importance of Standardization, Cost Accounting Standard Board, Number of Cost Accounting Standards	1.To understand the scope, objectives significance and relationship with financial and Works accounting 2.To understand the concept of cost, costing and cost accounting. 3. To identify role of cost accountant in an organisation and identify career opportunities in CWA. 4. To study application of CWA 5.To understand cost accounting standards
2	ELEMENTS OF COST	2.1 Elements of Cost-Material, Labour and Expenses 2.2 Classification of Cost as per CAS 1 2.3 Cost Unit, Cost Center , Profit Center, Responsibility Center , Investment Center, Cost Allocation, Cost Apportionment, CostAbsorption 2.4 Preparation of Cost Sheet 2.5 Preparation of Tender and Quotation	1.To understand the elements of cost 2.To understand cost classification as per CAS1 3. To trace the cost to cost centres and cost units 4. To be able to prepare a cost sheet and Tender and Quotation

3	MATERIAL COST	3.1Introduction to “Material Cost” (CAS-6), Objective, Requisites and Importance 3.2Purchase Procedure and purchase documents and Scientific purchase procedure 3.3Material Issue methods, Stock levels, EOQ, ABC Analysis 3.4Material Accounting Types of stores organization, Stores location and layout, Classification and codification of Material, Pricing of Issue of material and stock valuation as per FIFO, LIFO, Weighted Average and Simple Average methods 3.5Inventory Control Meaning, Methods and Recent Trends	1.To study CAS-6 2. To understand the purchase procedure and its documentation 3.To calculate EOQ , stock levels 4.To understand the stores location and layout, classification and codification of material and pricing of issue of material by FIFO,LIFO, Weighted Average and Simple Average methods 5.To understand different methods of inventory control.
4	LABOUR	4.1 Introduction of Employee Costs (CAS-7), Classification of Labour cost, Labour Budgeting, Labour standard, Labour cost Accounting, Factors of controlling labour cost. 4.2 Time Records- Time keeping and Time booking and Methods of Time keeping and Time booking, Time and motions Study. 4.3 Methods of Remunerations-Time rate, Piece rate and Taylor’s Differential Piece rate, Incentive Plans-Halsey and Rowan bonus plan 4.4 Labour Turnover-Meaning, causes, effects and methods. Treatment of some of the Employee Cost items in Costing 4.5 Recent Trend in Labour- Job evaluation, Job Analysis, Merit rating and Negotiations	1.To understand CAS -7 2.To understand meaning and methods of Time keeping and Time booking 3.To calculate remuneration as per Time rate, Piece rate and Taylor’s Differential Piece rate, Incentive Plans-Halsey and Rowan bonus plan 4.To study labour turnover, its causes and effects 5.To study process of job evaluation, merit rating and negotiations by trade unions

Teaching Methodology and Tools

To pic No .	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Practical/Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments, internet resources.	YouTube Lectures	Role of CMA and career opportunities in the field	Motivate students to pursuing professional course matching to their ability and Understand the importance of CWA in organization and various job opportunities available

2	12	Class room discussion , Lecture, Guest Lecture, PPT, Presentations, Library /Home Assignment	YouTube Lectures	Visit small industries to develop an understanding of various cost input	Ability to prepare a cost sheet
3	12	1.Invite a purchase manager in the classroom to provide practical knowledge about Purchase procedures and their documentation. 2.Invite a storekeeper in the classroom to provide practical knowledge about Classification and codification of Material, Pricing of Issue of material and stock valuation and inventory control	YouTube Lectures	PowerPoint Presentations, Visit small units and understand which methods are used to control the inventory	1.Ability to understand which procedures are used for purchasing the material 2.Understand the documentation for purchase Procedures 3. Understanding of various methods used for controlling the inventory.
4	12	Powerpoint presentation and guest lecture or Invite a H.R. manager in the classroom to share practical knowledge about negotiations, job evaluation and merit rating	You Tube clippings of methods of remuneration, time keeping and time booking and their methods ,Labour turnover, Job Analysis & Job Evaluation Merit Rating	1.Calculation of wage payment and incentives. 2.Preparation of a specimen of pay slip. 3.Analysis and evaluation of jobs in any organisation	1.Enabling to calculate wage payment and incentives 2.Understanding the process of job analysis, job evaluation and merit rating.
Total	48				

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Cost and WorksAccounting-I	1. Attendance 05 Marks 2. Tutorial Test (Theory) 10Marks 3. Tutorial Test (Problems) 10Marks 4. Preparation of Journal & Viva based on journal 15 Marks Total 40 Marks	1.Theory Examination 30 Marks 2.Practical Examination 15 Marks 3.Viva based on journal 15 Marks Total 60 Marks	Industrial visits as per the requirement of the topic.

References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advanced Cost &WorksAccounting	Saxena, V/ Vashist, C	Sultan Chand & Sons	New Delhi
2	Advanced Cost Accounting	Jain, S/ Narang, K	Kalyani Publication	New Delhi
3	Cost &WorksAccounting	Inamdar, S. M.,	Everest	-
4	Cost Accounting Methods & Problems	Bhar, B. K.	Academic	Kolkata
5	Cost &WorksAccounting	Kishore, R. M.	Taxman Allied Service	New Delhi
6	Principles & Practice of Cost Accounting	Bhattacharyya, A. K.	PHI	-
7	Cost Accounting	Jawahar, Lal	Tata McGraw Hill	New Delhi

Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units	Guest Lectures by Field Personnel such as working executives from industries and of practicing Cost and Works Accountants	YouTube films showing the working of different industries	Relevant PowerPoint presentations are available on all these topics.	Articles from the Professional Journals such as The WorksAccountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	https://icmai.in www.globalcma.in eclm.unipune.ac.in

Semester -IV

Subject: --: Cost and Works Accounting IIClass:-S.Y.B.Com

Course Code- 246 (D)

No. of Credits: - 04

1.Objectives of the Course:

- 1.To inculcate Theory and expose to practical world.
2. To develop skills to find out customise and creative solutions to ever increasing business problems.
3. To motivate students to apply costing knowledge in dealing current problems.

Medium of Instruction: English.

Depth of Programme: - Conceptual Understanding.

Unit No.	Unit Title	Contents	Skills to be developed
1	OVERHEADS	1.1 Introduction of overhead (CAS -3), Meaning, definition and Classification of overhead 1.2 Collection of Overheads 1.3 Allocation of Overheads, 1.4 Apportionment of Overheads 1.5 Reapportionment of Overheads	1.To understand classification of overheads as per CAS-3 2. To understand collection and allocation of overheads 3.To enable the student to apportion and reapportion overheads
2	ACCOUNTING OF OVERHEADS	2.1 Absorption of overheads 2.2 Methods of Absorption of overheads 2.3 Overhead Rate 2.4 Over and Under absorption of overheads 2.5 Accounting of Over and Under absorption of overheads	1.To understand absorption and various methods of absorption of overheads 2. To enable the student to calculate overhead rate 3.To know the meaning and accounting of over and under absorption of overheads

3	JOB AND BATCH COSTING	3.1 Job Costing-Meaning , Definition, Features, Scope, and Application 3.2 Preparation of Job Cost Sheet. 3.3 Accounting treatment of Job costing 3.4 Introduction of batch costing, difference between Job costing and batch costing 3.5 Application of Batch costing	1.To understand meaning and features application of job costing 2.To be able to prepare a Job cost sheet 3. To understand difference between Job costing and batch costing 4. To be able to prepare a Batch cost sheet
4	CONTRACT COSTING	4.1 Meaning , Definition, Application and Features 4.2 Difference between Job Costing and Contract Costing 4.3 Important terms in Contract Costing 4.4 Profits on Incomplete Contracts 4.5 Preparation of Contract account	1. To understand meaning and features application of contract costing 2.To understand Important terms in Contract Costing 3. To enable the student to calculate profit on incomplete contracts 4.To be able to prepare a Contract Account

Teaching Methodology and Tools:

To pic No .	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Practical/Project	Expected Outcome
1	12	Powerpoint presentation and guest lecture	YouTube Lectures	PowerPoint Presentations	Understanding classification, collection allocation and apportionment of overheads
2	12	Class room discussion , Lecture, Guest Lecture, PPT, Presentations, Library /Home Assignment	YouTube Lectures	1.Calculation of overhead rates. 2. Accounting of over and under absorption of overheads.	Ability to calculate overhead rate and accounting of it

3	12	Guest lecture, powerpoint presentation and group discussion	YouTube Lectures	Visit small units and Understand job and Batch cost process	Ability to prepare a Job cost sheet and Batch cost sheet
4	12	Powerpoint presentation and guest lecture	You Tube clippings	Visit contractor and Understand construction process	Ability to prepare a contract account and calculate profit on incomplete contract
Total	48				

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Cost and Works Accounting - II	1. Attendance 05 Marks 2. Tutorial Test (Theory) 10 Marks 3. Tutorial Test (Problems) 10 Marks 4. Preparation of Journal & Viva based on journal 15 Marks Total 40 Marks	1. Theory Examination 30 Marks 2. Practical Examination 15 Marks 3. Viva based on journal 15 Marks Total 60 Marks	Industrial visit as per the requirement of the topic.

References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advanced Cost & Workst Accounting	Saxena, V/ Vashist, C	Sultan Chand & Sons	New Delhi
2	Advanced Cost Accounting	Jain, S/ Narang, K	Kalyani Publication	New Delhi
3	Cost & Workst Accounting	Inamdar, S. M.,	Everest	-
4	Cost Accounting Methods & Problems	Bhar, B. K.	Academic	Kolkata

5	Cost & Workst Accounting	Kishore, R. M.	Taxman Allied Service	New Delhi
6	Principles & Practice of Cost Accounting	Bhattacharyya, A. K.	PHI	-
7	Cost Accounting	Jawahar, Lal	Tata McGraw Hill	New Delhi

Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For all the units	Guest Lectures by Field Personnel such as working executives from industries and of practising Cost and Workst Accountants	YouTube films showing the working of different industries	Relevant powerpoint presentations are available on all these topics.	Articles from the Professional Journals such as The Workst Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	https://icmai.in www.globalcma.in eclm.unipune.ac.in

• Syllabus Committee

1. Dr. Ravindra Deshmukh (Member Steering Committee)
2. Mr. R. K. Deodhar
3. Prof. P. S. Kulkarni
4. Dr. Mrs. S.G.Pimpale,
5. Mrs. L.M.Kulkarni ,
6. Dr.Mrs. S. M. Chindhade

(Prof. Dr. G. V. Kayandepatil)

Chairman
Steering Committee for Restructuring Courses at
under graduate level
Savitribai Phule Pune University, Pune

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Class : SYB.Com
Semester – III
'C' Component Subject :Entrepreneurship Development I

Subject Code : 236 (E)

No. of Credits : 04

Objectives of the Course:

1. To create awareness and learn the entrepreneurial skills and motivate the learners to go for self employment .
2. To inculcate conceptual understanding in entrepreneurship management.
3. To impart the knowledge of the working of supporting agencies.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Entrepreneurship : A conceptual framework.	1.1 Introduction, Meaning, Definition, characteristics, scope. 1.2 Theories of Entrepreneurship : a) Economic theory b) Sociological theory c) Psychological theory. 1.3 Entrepreneur, Entrepreneurship, Enterprise : meaning , concepts , skills and functions. 1.4 Innovation, Invention : Meaning, concept and characteristics. 1.5 Barriers to entrepreneurship Development : a) Social, b) Cultural c) Economical, d) Political. e) educational.	i. Conceptual Clarity, on entrepreneurship management. ii. Understanding the theories of Entrepreneurship. iii. Learning the role of innovation in entrepreneurship. iv. Analysing and Understanding Barriers to Entrepreneurship
2	Entrepreneurship and Indian Scenario.	2.1 Women Entrepreneurship. Meaning, Definition and	i. Conceptual clarity on the Scenario of women

		Functions. Problems of Women Entrepreneur. 2.2 Self Help Group : meaning and concept. 2.3 Start up and Make in India : Meaning ,Concept and objectives. 2.4 Business Incubation Centres : meaning and concept. 2.5 Case Studies of successful Entrepreneur . a) Local b) Regional c) National.	entrepreneurship. ii. Synthesis the concept of self help group. iii. Comprehend the concept and objectives of start up and Make in India. iv. Understanding the concept of Business Incubation Centres. v. Inspiration & self confidence from the success story of entrepreneur.
3	Promotional steps for starting Micro Small and Medium Enterprise. (MSME)	3.1 Promotional steps for starting Micro Small and Medium Enterprise. (MSME) 3.2 Market Survey and Research. 3.3 Project Report: Meaning , Concept and Importance. a) Preliminary Project Report. (PPR) b) Detailed Project Report. (DPR) 3.4 Procedure, formalities and Benefits of Registration. 3.5 Strengths, Weakness, opportunity and Challenges, (SWOC) Analysis.	i. Acquiring the skills & knowledge for starting up MSME. ii. Understanding the importance of Market Survey. iii. Presentation skills & Basics to prepare PPR. iv. Logical thinking & skills for preparing DPR. v. Evaluating & learning the skills to do SWOC.
4	Role and working of supporting agencies for Entrepreneurship Development.	4.1 Maharashtra Industrial Development Corporation (MIDC). 4.2 District Industry Centre(DIC). 4.3 Maharashtra centre for Entrepreneurship Development.(MCED). 4.4 Role of commercial Banks and Co-operative Bank. 4.5 Khadi & Village Industries Commission. (KVIC)	i) Analyzing and understanding the working of supporting agencies. ii) Awareness about the role of commercial and Co-operative Bank.

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project/Practical	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments, internet resources.	Study the Skills of Entrepreneur.	Understanding the importance and essential skills to be a successful entrepreneur.
2	12	Classroom discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting the entrepreneurs, Library /Home Assignment ,Internal Assignment.	Case study of successful entrepreneur.	Understanding the importance and Essentials Qualities of business letters.
3	12	Lecture, PPT Presentation, Industrial visits, Guest Lecture. Library visit ,Home Assignment , internet resources ,students Seminar/Workshop.	Study of the preparation of Project Report.	Collection, compilation and presentation of project report.
4	12	Expert Lectures,industrial visits, Internet resources, Online videos, Relevant You tube videos.	Study the role and working of Supporting agencies.	Collection, compilation, and presenting the information about the supporting agencies.
Total	48			

References:

Sr. No.	Author/s of the Book	Title of the Book	Publication	Place
1	Desai V	Entrepreneurship Management	Himalaya Publishing House	New Delhi
2	Basu P.K	'Public Enterprises;Policy,Performance and Professionalization	Allied Publishers Pvt.Ltd.	New Delhi
3	Gupta M.	Theory of Entrepreneurship	Jaipur Raj Publishing House,	-
4	Dr.Achut.P.Pednekar	Entrepreneurship	Himalaya Publishing House	Mumbai
5	S.AnilKumar ,S.C.Poornima', Mini.K.Abraham, K.Jayashree	Entrepreneurship Development	New Age International (P) Ltd.Publisher	New Delhi
6	Dr. SharadJawdekar , Prof. ShobhaDadlani, NarendraPrakashan.	Business Entrepreneurship Environment and Organizational Behavior	-	-
7	Gupta , Shrinivasan	Entrepreneurship Development	S. Chand & Sons.	-

EVALUATION**PATTERN :**

Subject	Internal Evaluation	External Evaluation	Total marks	Suggested Add on Course
Business Entrepreneurship-I	40 Marks	60 Marks.	100 Marks.	Industrial visits as per the need of the topic.

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Class : SYB.Com
'C' Component Subject : Entrepreneurship Development -II
Subject Code : 246 (E)

Semester – IV
No. of Credits : 04

1.Objectives of the Course:

1. To create awareness among the students about the entrepreneurial career as an option.
2. To expose the students to the applicability of technical skills and challenges in the field of self employment.
3. To encourage the learners by studying the success story and develop problem solving skills .

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Establishing the Business Venture.	1.1 Physical Resources : Infrastructure and Machinery. 1.2 Financial Resources : Fixed and Working Capital. 1.3 Human Resource Management : Right people for the Right Job. 1.4 Technology management. 1.5 Project Implementation.	i) Understanding the different resources for business venture. ii) Understanding the techniques of project implementation.
2	Managing the Purchase and Stores Function .	2.1 Meaning and concept of Purchase Procedure, Steps in Purchase Procedure. 2.2 Meaning of Vendor, Criteria for Vendor rating. 2.3 Stores : Meaning and Scope. 2.4 Management of Stock, Raw material inventory, Stock in process inventory, Finished Goods inventory. 2.5 Techniques of Stores Management :	i) Analyzing and understanding the process in purchase procedure . ii) Development of applicability skills to do Vendor rating. iii) Conceptual clarity and knowing the

		a) LIFO and FIFO. b) ABC Analysis. c) PAERTO Analysis.	techniques of Stores management.
3	Accounting and Taxation for Micro Small and Medium Enterprise (MSME)	3.1 Book of Accounts : Meaning and Concept. 3.2 Cashbook, Journal and Ledger. 3.3 Trading Account , profit & Loss Account and Balance sheet. 3.4 Goods and Services Tax (GST) : Meaning and Concept. 3.5 Procedure for registration of Goods and Service Tax.(GST)	i) Developmental of Applicability skills in the essential Accounting Practice and Taxation for MSME.
4	Book Review	4.1 Business Maharajas : by Gita Parimal 4.2 It happens only in India : Kishore Biyani. 4.3 Who moved my cheese : by Spencer Johnson 4.4 Connect the Dots. : by Rashmi Bansal 4.5 Study of YouTube links.	i) Kaleidoscopic review and encouraging the learners from the success stories of an entrepreneur.

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project/Practical	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Study the resources for establishing business venture.	Understanding basic knowledge of various resources needed for establishing business venue.
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, students Seminar/Workshop,	Study the purchase procedure and vendor rating. criteria.	Collection and compilation of the information. Preparation of visit Report.

		Industrial visits.		
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit,Industrial visits, internet resources	Study the procedure of registration of GST.	Understanding and studying the registration process of GST.
4	12	Library assignment, Home Assignment.	Book Review.	Enriching the ability among the students about Writing a book review.
Total	48			

References:

Sr. No.	Author/s of the Book	Title of the Book	Publication	Place
1	Desai V	Entrepreneurship Management	Himalaya Publishing House	New Delhi
2	Basu P.K	'Public Enterprises;Policy,Performance and Professionalization	Allied Publishers Pvt.Ltd.	New Delhi
3	Gupta M.	Theory of Enterprenurship	Jaipur Raj Publishing House,	-
4	Dr.Achut.P.Pednekar	Enterprenurship	Himalaya Publishing House	Mumbai
5	S.AnilKumar ,S.C.Poornima', Mini.K.Abraham, K.Jayashree	Entreprenurship Development	New Age International (P) Ltd.Publisher	New Delhi
6	Dr. SharadJawdekar , Prof. ShobhaDadlani, NarendraPrakashan.	Business Entrepreneurship Environment and Organizational Behavior	-	-
7	Gupta , Shrinivasan	Entrepreneurship Development	S. Chand & Sons.	-

EVALUATION PATTERN :

Subject	Internal Evaluation.	External Evaluation	Total Marks	Suggested Add on Course
Entrepreneurship Development -II	40 Marks	60 Marks.	100 Marks.	Industrial Visits as per the need of the topic.

- **Syllabus Committee :**

1. Prin. Dr. S. R. Kenjale – (Member Steering Committee)
2. Dr. Ram M Kulkarni.
3. Shri Sunil Gidh.
4. Dr. Mrs SmitaRameshchandra.
5. Dr. Mrs Kanchan S. Nikam.
6. Dr. Mrs Kanchan S. Nikam.



(Prof. Dr. G. V. Kayandepatil)

Chairman
Steering Committee for Restructuring Courses at
under graduate level
SavitribaiPhule Pune University, Pune.

Savitribai Phule Pune University, Pune

Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level

Semester - III

Subject: Industrial Organization and Administration – I

(Proposed Name- Marketing Management – I)

Class: S.Y.B.Com.

Subject Code: 236 (F)

No. of Credits: 04

Objectives of the Course:

1. To develop conceptual skills among the students through various practical aspects in the field of industrial organization and administration as well as motivate the students to explore the opportunities available in business and industry to mould their career.
2. To understand various government schemes to start a new business and industry and to impart knowledge about production management and quality management.
3. To improve various managerial qualities among the students and to study the recent trends in business and industry.

Depth of programme- Conceptual Understanding

Unit	Contents	Purpose and Skills to be Developed
1	Modern Industry	- To study the meaning, characteristics, importance and role of modern industry in India. - To understand the meaning, features, advantages and limitations of MNCs. - To focus on the process of starting a new business and industry. - To understand various government schemes for business and Industry.
1.1	Modern Industry-Meaning, Definition, Characteristics, Importance and its Role in India	
1.2	Multinational Corporations(MNCs)-Meaning, Features, Advantages and Limitations	
1.3	Process of Starting a new Business and Industry	
1.4	Various Government Schemes for Business and Industry e.g. Start up India , Make in India etc.	

2	Management	i. To understand the meaning, characteristics and objectives of management. ii. To develop various qualities among the students to be a successful manager. iii. To impart knowledge about functions of managers.
2.1	Management-Meaning, Characteristics and Objectives	
2.2	Types of Management	
2.3	Qualities of Successful Managers	
2.4	Functions of Managers	
3	Production Management and Total Quality Management	i. To study the meaning and importance of production management. ii. To explain the meaning and importance of total quality management. iii. To impart knowledge about ISO certification, KAIZEN and SIX SIGMA. .
3.1	Production Management- Meaning, Definition and Importance	
3.2	Total Quality Management-Meaning, Definition and Importance	
3.3	ISO Certification - Concept and Importance	
3.4	KAIZEN and SIX SIGMA - Concepts and Importance	
4	Recent Trends in Business and Industry	i. To study the meaning, importance, role and problems of MSME in industrial development ii. To explain the concepts of E-Commerce, BPO and KPO.
4.1	Micro, Small and Medium Enterprises(MSME)-Meaning, Importance, Role and Problems in Industrial Development	
4.2	E- Commerce - Concept and Importance	
4.3	Business Process Outsourcing (BPO)-Concept and Importance	
4.4	Knowledge Process Outsourcing (KPO)-Concept and Importance	

Teaching Methods and Tools to be used

Unit	Total Lectures	Innovative Methods and Tools to be used	Project / Practical	Expected Outcome
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1	12	Group discussion, PPT presentation, field visit, guest lecture, library assignment, case study	Practical	Students Understand the concept of modern industry and multinational corporations along with various government schemes to start a new business and industry.
2	12	Field visit, guest lecture ,PPT presentation, case study, group discussion	Practical	Build the various qualities among the students of successful managers with the help of functions of managers.
3	12	PPT presentation, group discussion, library assignment, guest Lecture	Practical	Understand the concepts of production management, ISO certification, KAIZEN and SIX SIGMA.
4	12	Field visit, guest lecture, group discussion, library assignment, PPT presentation	Practical	i) Acquire proper knowledge of MSME and its role in the Industrial development. ii) Understand the concepts of E-Commerce, BPO and KPO.
Total	48			

Method of Evaluation

Subject	Unit	Internal Evaluation	External Evaluation	Suggested Add-on course
Industrial Organization And Administration-I	Unit I to IV	40 Marks Written Test , Presentations, Practicals, Assignments, Tutorials, Oral Examination.	60 Marks Written Examination	Field Visit for the related topics

List of Reference Books:

Sr. No.	Author Name	Title of the Book	Publication	Place
1	R.N.Gupta	Business Organization and Management	S. Chand and Publications	New Delhi
2	Dr. K.Ashwthappa and M.Yadmurthy	Business Organization and Management	Himalaya Publication House	New Delhi
3	Dr. K.Ashwthappa and M.Yadmurthy	Business Environment of Strategic Management	Himalaya Publication House	New Delhi

4	R.Kesavan, C Elancheztion,B.Vijaya Ramnath,	Total Quality Management	I. K. International Publishing House Pvt. Ltd.	New Delhi
5	Pradeep Kumar Mathur	Implementing ISO 9001-2000	Vikas Publishing House Pvt.Ltd.	New Delhi
6	Vasanthi Venugopal, V.N.Raghu	Service Management	Himalaya Publishing House	New Delhi

Savitribai Phule Pune University, Pune

Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level

Semester - IV

Subject: Industrial Organization and Administration – II

(Proposed Name- Marketing Management – II)

Class: S.Y.B.Com.

Subject Code: 246 (F)

No. of Credits: 04

Objectives of the Course:

1. To develop conceptual skills among the students through various practical aspects in the field of industrial organization and administration as well as motivate the students to explore the opportunities available in business and industry to mould their career.
2. To understand the recent trends in human resource management and to impart knowledge about good industrial relations.
3. To study the role of service sector in the development of India.

Depth of Programme – Conceptual Understanding

Unit	Contents	Purpose and Skills to be Developed
1	Human Resource Management (HRM) in Industry	i. To study and understand the meaning, importance and

1.1	Human Resource Management-Meaning, Definition, Features, Importance and Functions	functions of HRM. ii. To explain the meaning, importance and process of human resource planning. iii. To understand the meaning, objectives and steps of recruitment and training. iv. To impart knowledge about the concept of labour welfare facilities.
1.2	Human Resource Planning-Meaning, Importance and Process	
1.3	Recruitment-Meaning, Definition, Objectives and Steps , Training- Meaning, Definition, Objectives and Steps	
1.4	Labour Welfare Facilities	
2	Industrial Relations : An Overview	i. To study the concept and importance of industrial relations. ii. To understand the impact of industrial relations on production. iii. To impart knowledge about the factors for good industrial relations.
2.1	Industrial Relations - Concept	
2.2	Importance of Industrial Relations	
2.3	Impact of Good Industrial Relations on Production	
2.4	Factors of Healthy Industrial Relations	
3	Service Sector	i. To study the meaning, need and importance of service sector. ii. To understand the role of service sector in India. iii. To impart knowledge about types of service sector.
3.1	Service Sector –Meaning and Definition	
3.2	Need and Importance of Service Sector	
3.3	Role of Service Sector in the development of India	
3.4	Types of Service Sector- IT Services, Financial Services, Hotels, Restaurants and Telecommunications	
4	Recent Trends in Human Resource Management	i. To understand the concepts and importance of corporate social responsibility and industrial social responsibility. ii. To study the meaning and importance of Work-life balance. iii. To understand the concept and importance of employee engagement and career development. iv. To explain the concepts of LPG and its impact on human
4.1	Corporate Social Responsibility(CSR) - Concept and Importance Industrial Social Responsibility (ISR) -Concept and Importance	
4.2	Work-life Balance-Meaning and Importance	
4.3	Employee Engagement and Career Development -Concept and Importance	

4.4	Liberalization, Privatization and Globalization (LPG) - Its impact on Human resource Management	resource management.
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Teaching Methods and Tools to be used

Unit	Total Lectures	Innovative Methods and Tools to be used	Project / Practical	Expected Outcome
1	12	PPT presentation, group discussion, field visit, guest lecture, library assignment, case study, demonstration	Practical	Identify the human resource management and human resource planning as well as the recruitment, training and labour welfare facilities in industry.
2	12	Visit, guest lecture, group discussion, case study, PPT presentation, demonstration	Practical	Understand the importance and factors for good industrial relations and its impact on production.
3	12	Group discussion and presentation, library assignment, field visit, guest lecture, PPT presentation	Practical	Obtain the knowledge about service sector and its role in India.
4	12	Visit, guest lecture, group discussion, library assignments, PPT presentation	Practical	Gain the knowledge of recent trends in human resource management.
Total	48			

Method of Evaluation

Subject	Unit	Internal Evaluation	External Evaluation	Suggested Add-on Course
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Industrial Organization and Administration-II	I to IV	40 Marks Written Test, Presentations, Practicals Assignments, Tutorials, Oral Examination	60 Marks Written Examination	Field Visit for the related topics.
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List of Reference Books:

Sr. No.	Author Name	Title of the Book	Publication	Place
1	Khanka S.S	Human Resource Management	S.Chand and Publications	New Delhi
2	Rao Subba P.	Personnel and Human Resource Management	Himalaya Publication House	Mumbai
3	Nair Suja R	Organizational Behaviour	Himalaya Publication House	Mumbai
4	Rao Subba P.	Essentials of Human Resource Management and Industrial Relations	Himalaya Publication House	New Delhi
5	A. N. Sharma	Human Resource Management	Himalaya Publication House	New Delhi
6	Piyali Ghosh and Shefali Nandan	Industrial Relations and Labour Laws	McGraw Hill Publication	New Delhi

Syllabus Committee

1. Dr.G.V.Kayandepatil (Chairman Steering Committee)
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Under graduate level
Savitribai Phule Pune University, Pune

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level
Semester -III

Subject: - -: Integrated Rural development –I (Proposed Name : Rural Development I)
Course Code- 236 (G)

Class:-S.Y.B.Com
No. of Credits: - 4

Objectives

1. To study the Indian rural economy and its theories related to development.
2. To understand and emphasize the role of agriculture in the development of Indian economy.
3. To study the agricultural problems in the rural development e.g. agricultural marketing, farming system and agricultural policies.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Introduction of Rural Development	1.1 Meaning and definition of Rural Development 1.2 Nature and Scope of Rural Development 1.3 Characteristics of Rural Development 1.4 Role of Rural Development in Economic Development 1.5 Importance Rural Development	1. To Understand the Conceptual Clarity, Meaning ,Characteristics and Importance of Rural Development i.
2	Theories of Rural Development	2.1Arthur Lewis's model on Economic Development with Unlimited Supply of Labour 2.2 Ragnar Nurkse's model on Vicious Circle of Poverty and the Scarcity of Capital 2.3 Mahatma Gandhiji's concept of Sarvodaya 2.4 Vinoba Bhave's concept of Bhoodan Movement 2.5 Dr. Babasaheb Ambedkar's views on small Land Holdings in India: Problems and their Remedies	i. To learn and understand the theories of rural development ii. To study the Indian and foreigners theories of Rural Development .
3	Agricultural development in India	3.1 Role and Importance of Agricultural 3.2 Production and Productivity of major crops in India 3.3 Causes of low productivity in agriculture 3.4 Land holding pattern in India 3.5 Cropping pattern in India	i. To understand the importance of agriculture. ii. To know the productivity of agriculture. iii. To study the land holding and cropping pattern in India

4	Agriculture Marketing in India	4.1 Importance of rural marketing 4.2 Structure of rural marketing 4.3 Functions of rural marketing 4.4 Co-operative marketing 4.5 Problems of rural marketing	i) To understand the concept and importance of rural marketing ii) To get the knowledge co-operating marketing iii) To understand the problems of rural marketing
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Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Create the Skills of regarding rural development	To understand the concepts of rural development and develop the skills to solve the rural problems.
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting with the villagers, Library /Home Assignment, Internal Assignment.	Develop awareness about theories rural development.	To application of the theories of rural development in their visited field.
3	12	Lecture, PPT Presentation, rural visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about agricultural problems among students	To acquaint the students with importance of agricultural problems.
4	12	Expert Lectures, rural visits, Internet resources, Online videos, Relevant You tube videos.	Learn the role of agriculture marketing	Students will have understood drawbacks of agricultural Marketing.
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Rural Development I	40 Marks Written test, presentations, practical, Assignments tutorials, oral examination.	60 Marks Written examination	Visit as per the need of the topics.

- **List of Reference Books:**

- Zingan M. L. , The Economics of development and Planning, Vrinda Publication Private Limited, Delhi
- Misra and Puri (2007), Growth and Development, Himalaya Pubcation House, Mumbai
- Kalamkar S.S. (2011), ‘Agricultural Growth and Productivity in Maharashtra: Trends and determinants’, Allied Publishers Pvt. Ltd, New Delhi.
- Rural Marketing (2001), ‘Rural Marketing: Development, Policy, Plannning& Practice’, Rawat Publications, New Delhi.
- Dandekar V. (1994), “The Indian Economy Vol. 01”, Sage Publications, New Delhi.
- Datt R. &Sundaram K.P.M. (2008), “Indian Economy”, S. Chand & Company Ltd. New Delhi
- Desai T.B. (1968), “Economic History of India under the British”, Vora& Co. Publishers Pvt. Ltd., Bombay- 02
- Johl S.S. &Kapur T.R.(1977), “Fundamentals of Farm Business Management”, Kalyani Publishers, Ludhiana (Punjab)
- Nanavati M. &Anjaria J. (1960), “The Indian Rural Problem”, the Indian Society of Agricultural Economics, Bombay.
- Sharma & Desai, ‘Rural Economy of India’, Vikas Publishing House
- Dr.A.K.Shrivastav, ‘Integrated Rural Development Programmes in India (Policy and administration), Deep and Deep Publication
- KishorchandraPadhya, ‘Rural Development in Modern India’, B.R.Publishing Corporation
- V.Venkata Reddy, ‘Rural Development in India’, Himalaya Publishing House
- ManojAwale, ‘Panchayat Raj’, AnubandhPrakashan
- Rural development by Katar Singh, Publisher SAGE Texts, new Delhi.
- Indian rural economy by A. K. Sohani Publisher ICFAI UNIVERSITY PRESS
- Indian economy - Ramesh singh - McGraw Hill Publication, Delhi.
- Rural development and poverty, agriculture and rural economy in India - Vasant Desai- Deep publication new Delhi.
- Dr. Babasaheb Ambedkar,(1991) Writing and Speeches, Volume no. 6 Maharashtra government Press

- Mishra Raghvendra Nath,(1972), Bhodan Movement in India: An Economic Assessment, S. Chand Publication, New Delhi
- S. Narayanswami (2003), The Sarvodaya Movement: Gandhian Approach to Peace and Non-violence, Mittal Publication, New Delhi
- Indian economy - Datta and Sundaram- S. Chand publication New Delhi.
- Dynamics of rural economy, growth perspective- uma narula. Publisher Atlantic Publishers & Distributors (P) Ltd
- Rural marketing - pradeep kashyap - Publisher Pearson India publication.
- Indian rural economy – Author, Aaliar Rowther Mustafa Publisher Serials Publications, New Delhi.
- Agriculture and rural development in India since 1947- chandra shekhar prasad.- new century publication, new delhi
- Agriculture and sustainable development in India- chandra shekhar prasad- new century publication, new Delhi.
- Reforms and Economic Transformation in India by Jagdish Bhagwati, Arvind Panagariya publisher OXFORD UNIVERSITY PRESS 2013
- डॉ. रामकृष्णकांत काशी (काशी) काशी काशी काशी, काशी काशी काशी, काशी
- डॉ. रामकृष्णकांत काशी (काशी) काशी काशी काशी, काशी काशी काशी, काशी
- डॉ. काशी काशी (काशी), काशी काशी काशी, काशी काशी काशी काशी काशी काशी, काशी काशी काशी, काशी
- काशी काशी (काशी), 'काशी काशी काशी', काशी काशी काशी, काशी.
- काशी काशी (काशी), 'काशी काशी काशी', काशी काशी काशी, काशी.
- काशी काशी काशी (1998)), 'काशी काशी काशी काशी काशी काशी काशी, काशी काशी काशी, काशी.
- काशी काशी काशी (1999.), 'काशी काशी काशी', काशी काशी काशी, काशी.
- काशी काशी काशी (काशी), 'काशी काशी काशी काशी काशी काशी काशी, काशी काशी काशी, काशी

Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level

Semester -III

Subject: - -: Integrated Rural development –II (Proposed Name : Rural Development-II) Class:-S.Y.B.Com

Course Code- 246 (G)

No. of Credits: - 04

Objectives of the Course:

1. To study the various problems of rural development such as financial problems, infrastructure problems, socio-economic issues.
2. To understand the practical oriented models of rural development.
3. To observe the role of rural administration in India and their implementation of rural development programs

Medium of Instruction: English.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Rural Administration in India	1.1 Concept, evolution and decentralization of democracy. 1.2 Gram Panchayat – functions, sources of revenue and expenditure 1.3 Panchayat samiti – functions, sources of revenue and expenditure 1.4 Zilha Parishad – functions, sources of revenue and expenditure. 1.5 PURA (Providing Urban amenities to Rural India).	i. To know and understand the decentralization of democracy in India. ii. To study the panchayat Raj in India
2	Rural Development Programmes	2.1 Mahatma Gandhi Rural Employment Guarantee Scheme. 2.2 Deen Dayal Upadhyaya Grameen Kaushalya Vikas Yojana. 2.3 Pradhan Mantri Awaas Yojana-Gramin.	i)To know the objectives and plan of schemes ii) To understand the impact of rural development schemes in rural area.

		2.4 National Rural Livelihoods Mission (NRLM) 2.5 Food Security: Public Distribution System	
3	Problems and Issues in Rural India	3.1 Problem of unemployment in Rural India 3.2 Problem of Poverty in India 3.3 Problem of indebtedness 3.4 Problem of Economic inequality 3.5 Sustainable development in India	i) To recognize the problems of rural development and its intensity
4	Rural Infrastructure in India	4.1: Education 4.2: Health and sanitation. 4.3 Water supply and Irrigation 4.4 Transport and communication 4.5 Energy	i) To be aware of position about rural infrastructure i.e. education, health, drinking water supply, energy, transport and communication

Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Structure of Panchayat Raj	Understanding of the working and functions of Panchayat Raj Institutions
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment, Internal Assignment, students Seminar/Workshop, Rural visits.	Study the schemes of rural development and its outcome	Progress of implementation the rural development Schemes in villages
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, rural visits, internet resources	Study the problems and issues of rural India	Identify causes behind various issues of rural community
4	12	Library assignment, Home Assignment.	Study the rural infrastructure in India	Create the awareness regarding quality of rural infrastructure in villages.
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Rural Development II	40 Marks Written test, Presentations, Practical, Assignments Tutorials, Oral examination.	60 Marks Written Examination	Visit as per the need of the topics.

• **List of Reference Books:**

- Zingan M. L. , The Economics of development and Planning, Vrinda Publication Private Limited, Delhi
- Misra and Puri (2007), Growth and Development, Himalaya Pubcation House, Mumbai
- Kalamkar S.S. (2011), ‘Agricultural Growth and Productivity in Maharashtra: Trends and determinants’, Allied Publishers Pvt. Ltd, New Delhi.
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- Nanavati M. & Anjaria J. (1960), “The Indian Rural Problem”, the Indian Society of Agricultural Economics, Bombay.
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- Dynamics of rural economy, growth perspective- uma narula. Publisher Atlantic Publishers & Distributors (P) Ltd
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- Indian rural economy – Author, Aaliar Rowther Mustafa Publisher Serials Publications, New Delhi.
- Agriculture and rural development in India since 1947- chandra shekhar prasad.- new century publication, new delhi
- Agriculture and sustainable development in India- chandra shekhar prasad- new century publication, new Delhi.
- Reforms and Economic Transformation in India by Jagdish Bhagwati, Arvind Panagariya publisher OXFORD UNIVERSITY PRESS 2013
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- काशी काशी (1998)), 'काशी काशी काशी काशी काशी, काशी, काशी.
- काशी काशी (1999.), 'काशी काशी', काशी, काशी.
- काशी काशी (काशी), 'काशी काशी काशी काशी काशी, काशी, काशी

- **Syllabus Committee**

1. Dr. Vilas Ippar (Member, Steering Committee)
2. Mr. B.G. Wagh
3. Dr. Wawle Vijaykumar G.
4. Dr. Wangarwar Hari P.
5. Mr. Bhosale Subhash
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Under graduate level
Savitribai Phule Pune University, Pune

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Class : SYB.Com **Semester – III**
'C' Component Subject : Public Relations
Proposed Name : Public Relations and Mass Communication – I

Subject Code: 236 (H)

No. of Credits : 04

Objectives:

1. To explain the philosophy, fundamentals, scope and need of public relations.
2. To acquaint the students with the world of industries and related fields.
3. To introduce the tools and techniques of modern Public Relations in the corporate world.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Conceptual Framework	1.1. Meaning and Definitions of Public Relations 1.2. Basic Elements and Nature of Public Relations 1.3. Role and Scope of Public Relations 1.4. Public Relations as a tool of Modern Management	To study the various basic concepts of Public Relations. To study the scope of Public Relations through the perspective of Modern Management Tool.
2	Communication and Public Relations	2.1. Communication: Meaning, Definitions and Types 2.2. Mass Communication: Concept and Potential 2.3. Importance and Functions of Mass Communication 2.4. Mass Media: Print, Electronic and Web	To understand meaning, definitions, types of Communication and Mass Communication. To know various types of Mass Media.

3	Public Relations and Social Media	3.1. Concept and Importance of Social Media 3.2. Uses of Social Media in Public Relations 3.3. Application of Instagram, Facebook, Twitter, Youtube and Blockchain 3.4. Marketing Opportunities - SEO (Search Engine Optimization), SMM (Social Media Marketing) and Affiliate Marketing	To know the concept & uses of Social Media. To prepare business page of Facebook, Social Media Business Profile & Blogs.
4	Public Relations in Organisations	4.1. Public Relations Department: Structure and Workflow Hierarchies 4.2. Functions of Public Relations Department: Planning and Budgeting 4.3. Public Relations Department: CRM (Customer Relationship Management) and CSR (Corporate Social Responsibility) 4.4. Importance of MIS (Management Information System)	To study the structure of Public Relations Department. To understand various activities done by organizations under CRM (Customer Relationship Management) & CSR (Corporate Social Responsibility).

Teaching Methodology

Topic No	Total Lectures	Innovative Methods and Tools to be used	Project/Practical	Expected Outcome
Unit – I	12	1) Methods of Teaching: Lecture, Field Visit, Observation and Guest Lecture. 2) Use of ICT (Information and Communication Technology): PowerPoint, Use of Social Media Platform and Online/Offline Videos.	1) Unit Tests (Tutorials) 2) Assignments 3) Practical Writing	Students will know the concepts of Public Relation, its use in Social Media and Public Relations in Organisations.
Unit – II	12			
Unit – III	12			
Unit – IV	12			
Total No. of Lectures	48 Lectures			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Diploma in Public Relations
Unit – II				
Unit – III				
Unit – IV				

Books for Study and References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Handbook of Public Relations in India	D S Mehata	Allied Publishers Pvt. Ltd	New Delhi
2.	Practical Public Relations	Sam Blak	Pitman Publishing	New Delhi
3.	Handbook of Public Relations	Robert L. Heath	SAGE	New Delhi
4.	Public Relations Management	Jaishri N. Jethwaney, N. N. Sarkar	Sterling Publishers Pvt Ltd	Greater Noida
5.	Online Public Relations	David Phillips	Kogan Page Ltd	Milford, USA
6.	Understanding Public Relations	CEC	CEC	https://www.youtube.com/watch?v=HMOO3skzIbo

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Class : SYB.Com
'C' Component Subject : Public Relations
Proposed Name : Public Relations and Mass Communication – II
Subject Code: 246 (H)

Semester – IV
No. of Credits : 04

Objectives:

1. To explain the philosophy, fundamentals, scope and need of public relations.
2. To acquaint the students with the world of industries and related fields.
3. To introduce the tools and techniques of modern Public Relations in the corporate world.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	Public Relations Officer	1.1. Qualifications of Public Relation Officer (PRO). 1.2. Skills required for PRO 1.3. Duties and Responsibilities of PRO 1.4. Career Opportunities as PRO: Employment and Self Employment	To know and understand the various skills required for PRO. To explore the career opportunities as PRO in industries.
2	Global Scenario: An Overview	2.1. Emerging trends in PR at global level 2.2. Status of PR in India: Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO). 2.3. Challenges to PR in Indian perspective 2.4. Government initiatives for PR	To study the PR trends at global level To understand the efforts taken by the government for PR

3	Public Relations in Corporate Sector	3.1. Shareholder's Relations 3.2. Financial Communications: Meaning, Annual Reports 3.3. Chairman's Speech 3.4. Annual General Meeting: Meaning, Notice, Agenda and Minutes.	To understand annual report of a company To understand the preparatory skills of Minutes of Meeting (MOM).
4	Success Stories of PROs	4.1. Success Stories of SMEs sector. 4.2. Success Stories in Corporate Sector. 4.3. Success Stories of Local Self Government. 4.4. Success Stories of State and Central Government.	To understand potential in SMEs as PRO To understand potential in State Government as PRO

Teaching Methodology

Topic No	Total Lectures	Innovative Methods and Tools to be used	Project/Practical	Expected Outcome
Unit – I	12	1) Methods of Teaching: Lecture, Field Visit, Observation, Case Studies and Guest Lecture. 2) Use of ICT (Information and Communication Technology): PowerPoint, Use of Social Media Platform and Online/Offline Videos.	1) Unit Tests (Tutorials) 2) Assignments 3) Practical Writing	Students will know the skills and qualification of PRO, Global Scenario of Public Relations, Public Relations in Corporate Sector and Success Stories of Public Relations in Various Sector.
Unit – II	12			
Unit – III	12			
Unit – IV	12			
Total No. of Lectures	48 Lectures			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate Diploma in Advertising and Public Relations
Unit – II				
Unit – III				
Unit – IV				

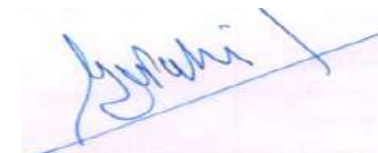
Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	The Guide to Financial Public Relations: How to Stand Out in the Midst of Competitive Clutter	Larry Chambers	CRC Press	New Delhi
2.	Public Relations in Practice	Anne Gregory	Kogan Page	Sterling, USA

3.	Strategic Public Relations	Norman Hart	Springer	New Delhi
4.	Essentials of Public Relations Management	Edward J. Lordan	Rowman& Littlefield	New Delhi
5.	Public Relations Case Studies from Around the World	Judy VanSlyke Turk, Jean Valin	Peter Lang	United Kingdom
6.	Effective Public Relations and Media Strategy	Reddi, C.V. Narasimha	PHI Learning Pvt. Ltd	New Delhi
7.	A Recipe for PR Success	Jerry Silfwer	TEDxÖstersund	https://www.youtube.com/watch?v=KAAALpyg2r4

● **Syllabus Committee:**

1. Dr. Vilas Ippar (Member Steering Committee)
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3. Dr. D.K. Bhawari,
4. Mrs. MeghaKhairnar,
5. Dr. A.R. Chintamani,
6. Mr. S.N. Gadekar,



(Prof. Dr. G. V. Kayandepatil)
Chairman
Steering Committee for Restructuring Courses at
under graduate level
Savitribai Phule Pune University, Pune

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Semester -III

Subject: - -: FINANCIAL MANAGEMENT-I (With effect from July 2020)

Class:-S.Y.B.Com

Course Code-236 (I)

No. of Credits: - 4

Objectives

1. To introduce the learner with knowledge on the concept of Financial Management.
2. To develop Knowledge on Financial Management & its relation with other subjects
3. To focus on important aspect like financial planning and cost of capital

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	CONCEPT OF FINANCIAL MANAGEMENT	1.1 Meaning and Definition of Financial Management 1.2 Objectives, Scope and importance of Financial Management 1.3 Relation between Financial Management and Management Accounting 1.4 Career opportunities in the field of Financial Management	1. To Understand the Conceptual Clarity, Meaning ,objectives, significance in field of Financial Management and career opportunities the the Financial Management
2	FINANCIAL MANAGEMENT AND ITS RELATION WITH OTHER SUBJECTS	2.1 Broad study Areas of Financial Management 2.2 Financial Management and Cost Accounting 2.3 Financial Management and Cost Accounting 2.4 Concept of Financial Statement.	i. To learn and understand the basic concepts of financial management, cost accounting and financial statement.
3	FINANCIAL STATEMENT ANALYSIS	3.1 Importance of Financial Statement Analysis 3.2 Tools for Financial analysis 3.3 Interpretation of financial statements with common size statement, Comparative statement, Trend analysis 3.4 Findings and Conclusions	.To understand the importance of financial Statement and its Analysis

4	FINANCIAL PLANNING AND CONTROL	4.1 Financial Planning 4.2 Financial Control 4.3 Break Even analysis 4.4 Cost Volume and Profit analysis	i) To recognize the concept of financial planning and control as well as focus on Break Even analysis and Cost Volume and Profit analysis

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Create the understanding of basic concepts of financial management.	To understand the concepts of financial management and develop the skills regarding carrier opportunities in financial sector
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting the entrepreneurs, Library /Home Assignment, Internal Assignment.	Develop broad study areas financial management	To apply the financial management concepts in their visited field.
3	12	Lecture, PPT Presentation, visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about financial statement analysis among the students	To aware the students with importance of financial statement analysis and their tools
4	12	Expert Lectures, visits, Internet resources, Online videos, Relevant You tube videos.	Learn the role of top level management in financial planning & control	Students will have understood the limitations of financial planning and control
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

- **Reference Books:**

- Khan & Jain - Financial Management
- Pandey IM - Financial Management
- Vendome - Fundamentals of Financial Management
- Y.K. Bhushan - Fundamentals of Business Organization and Management
- Tulsian P.C - Financial Management
- Jonathan Berk - Financial Management
- Prasanna Chandra - Financial Management
- I.M. Pandey - Financial Management

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

Subject: - -: FINANCIAL MANAGEMENT-II (With effect from July 2020)

Class:-S.Y.B.Com

Semester IV

Course Code-246 (I)

No. of Credits: - 4

Objectives

1. To introduce the learner with knowledge on the concept of Financial Management.
2. To develop Knowledge on Financial Management & its relation with other subjects
3. To focus on important aspect like financial planning and cost of capital

Medium of Instruction: English.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	COST OF EQUITY CAPTITAL	1.1 Basic Concepts. 1.2 Rational Assumptions 1.3 Cost of Equity Capital 1.4 Types of Shares, raising of capital through issue of share, cost of retains earnings	i. To know the various concepts of equity capital
2	COST OF DEBT AND PREFERENCE CAPTIAL	2.1 Basic concepts. 2.2 Cost of Debt and capital 2.3 Cost of Preference Capital. 2.4 Cost of retained earnings	i. To know the various concepts of preferential capital
3	CAPITAL STRUCTURE	3.1 Capital structure of the firm 3.2 Composition and Sources of long term funds 3.3 Preparation of documents for getting finance 3.4 Factors determining funds requirement	i) To throw light on capital structure, compositions and sources of long term funds ii) To collect various types of forms regarding finance from financial institutions
4	MANAGEMENT INFORMATION	4.1: Meaning and importance of management	To be aware of with management

	SYSTEM	information system 4.2: Components MIS 4.3 Data ware house, data dictionary 4.4 Features, application, advantages, disadvantages of MIS	information system with components
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Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Structure of cost equity capital	Understanding various concepts related to equity capital.
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment,Internal Assignment, students Seminar/Workshop, visits.	Study the basic concepts and cost of preferential capital and retained earnings	The students to be aware with basic concepts of preferential capital and earnings.
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, visits, internet resources	Study the capital structure	Identify the need of capital and various sources of long term funds and collection of various documents required for obtaining finance from financial institutions .
4	12	Library assignment, Home Assignment.	Study and aware of management information system	Create the awareness regarding quality of management information system
Total	48			

Method of Evaluation:

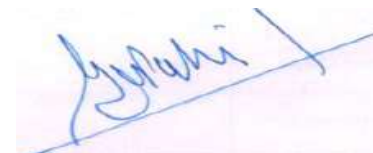
Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

- Reference Books:**

- Khan & Jain - Financial Management
- Pandey IM - Financial Management
- Vendome - Fundamentals of Financial Management
- Y.K. Bhushan - Fundamentals of Business Organization and Management
- Tulsian P.C - Financial Management
- Jonathan Berk - Financial Management
- Prasanna Chandra - Financial Management
- I.M. Pandey - Financial Management

Syllabus Committee

- Prof.Dr.G.V.Kayandgepatil (Chairman, Steering Committee)
- Mr.Shamsunder Bahekar
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Savitribai Phule Pune University, Pune

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Semester -III

Subject: - -: SKILL DEVELOPMENT AND EMPLOYMENT GENERATION –I
(With effect from July 2020)

Class:-S.Y.B.Com

Course Code-236 (J)

No. of Credits: - 4

Objectives

1. To acquaint the learner with knowledge of skill development policy of central government
2. To develop knowledge of the learner regarding creation of job, through service sector and industrial sector.
3. To develop various skills required for a job.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	SKILL DEVELOPMENT	1.1 Meaning and importance of skill development 1.2 Various skills required for service, Job and Business 1.3 Importance of Skill Development Policy of Central Government 1.4 Development of Personality, Expectations of Employees	1. To Understand the Conceptual Clarity, Meaning ,objectives, significance of skill development and policies of the governments
2	EMPLOYMENT GENERATION	2.1 Educational Policies , Planning and Administration in India 2.2 Economics of Education 2.3 Role of UGC and University 2.4 Importance of Employment generation.	i. To learn and understand the basic concepts of educational policies and the throw light on economics of education as well as role of UGC and universities in employment generation
3	CONCEPT OF GUIDANCE	3.1 Concept of Guidance 3.2 Need for guidance, educational, vocational, personal guidance 3.3 Principles of guidance, teachings of guidance, interview-test, intelligence, achievements, aptitude test 3.4 Vocational guidance – proportional Placement and follow up	i. To understand the importance of Concept of Guidance and its need
4	GUIDANCE, COUNSELLING AND CAREER	4.1 Individual and group guidance 4.2 Counseling – Need of counseling-principles and types of counseling –interview. Human values in	i) To recognize the importance of guidance, counseling and career information and its sources.

	INFORMATION	career 4.3 Meaning of career and career information 4.4 Career information sources – Methods of Collection of career information	
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Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Focus the need for skill development	To understand the concepts of skill development
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting the entrepreneurs, Library /Home Assignment, Internal Assignment.	Develop awareness about employment generation	To identify the different aspects educational policies and role of educational institutions i.e. UGC and universities.
3	12	Lecture, PPT Presentation, visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about career guidance among the students	To aware the students with the importance of guidance
4	12	Expert Lectures, visits, Internet resources, Online videos, Relevant You tube videos.	Learn the role of individual and group guidance	Understand of the human values in career.
Total	48			

• **Method of Evaluation:**

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

• **Reference Books**

1. Policy Documents regarding skill development of central government
2. Business Communication-Pillai and Bhagwathi
3. Adv. Business Communication – Penrose
4. Effective Business English and Correspondence- Ramesh Ms and Pathan Shety CC.
5. Developing Communication Skills – Krishra Mohan & Meera Banegri
6. MPSC Preliminary Examination Paper-II
7. UPSC Indian Forest Service Exam- Bright P.S.
8. General Studies for Civil Services – Singh Surrender
9. General Knowledge Year Book
10. Quantitative Aptitude – Tulsian P.S.
11. Indian Economy for Civil Service – Singh Ramesh
12. Basic Communication Skills – P. Kiranmai Dutt. Geetha Rajeevan
13. Basic Communication Skills for Technology – Andrea J. Rutherford
14. The Skills of Interviewing – Rae Leslie
15. Interview Skills – Spiropoulos Michael
16. Soft Skills – K. Alex
17. Interview Skills – Jayprakash Sojitha

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Subject: - -: SKILL DEVELOPMENT AND EMPLOYMENT GENERATION -II
(With effect from July 2020)

Class:-S.Y.B.Com

Semester IV

Course Code-246 (J)

No. of Credits: - 4

Objectives

1. To acquaint the learner with knowledge of skill development policy of central government
2. To develop knowledge of the learner regarding creation of job, through service sector and industrial sector.
3. To develop various skills required for a job.

Medium of Instruction: English.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	DESIGNING WEB SITE	1.1 Web site. ww operations. 1.2 Web Standard 1.3 Tips for designing web pages 1.4 Web browsing Basic functions – Browsers with advanced facilities	i. To know the various concepts of designing web site
2	SECURITY OF DATA	2.1 Security – Network Security- PINA Factor. 2.2 Privacy – Integrity- Authorization 2.3 Digital Signature – Digital Certificate. 2.4 Server Security – Fire wall, Password, Biometrics, Virus protection	i. To know the various concepts of Network Security- PINA Factor, Digital Signature , Digital Certificate, Biometrics, Virus protection etc.
3	EMERGING BUSINESS MODEL	3.1 Business Model, Retail model, Media Model, Advisory Model 3.2 Made to order Manufacturing model, Information Service model, Emerging hybrid model.	i) To throw light on different business models and emerging models in India

		3.3 Do it yourself model 3.4 Emerging models in India	
4	SELF DEVELOPMENT AND COMMUNICATION	4.1: Meaning and importance of self development 4.2: Development of positive personal attitudes analysis 4.3 Practices in business communication-Group discussion, preparation of Curriculum vitae 4.4 Effective learning exercise, Group presentation, Mock interview	To be aware of with positive personal attitude and various practices adopted in business practices

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Web site designing	Understanding various concepts related to design of web site
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment,Internal Assignment, students Seminar/Workshop, visits.	Study the basic things of related to data security	The students to be aware with data security .
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, visits, internet resources	Study the various business models	Identify the need of various business models and focus on emerging models in India
4	12	Library assignment, Home Assignment.	Study and aware about self development and practices in business communication	Create the awareness regarding self development and positive personal attitude
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

• **Reference Books**

18. Policy Documents regarding skill development of central government
19. Business Communication-Pillai and Bhagwathi
20. Adv. Business Communication – Penrose
21. Effective Business English and Correspondence- Ramesh Ms and Pathan Shety CC.
22. Developing Communication Skills – Krishra Mohan & Meera Banegri
23. MPSC Preliminary Examination Paper-II
24. UPSC Indian Forest Service Exam- Bright P.S.
25. General Studies for Civil Services – Singh Surender
26. General Knowledge Year Book
27. Quantitative Aptitude – Tulsian P.S.
28. Indian Economy for Civil Service – Singh Ramesh
29. Basic Communication Skills – P. Kiranmai Dutt. Geetha Rajeevan
30. Basic Communication Skills for Technology – Andrea J. Rutherford
31. The Sills of Interviewing – Rae Leslie
32. Interview Skills – Spiropulor Michae.
33. Soft Skills – K. Alex
34. Interview Skills – Jayprakash Sojitha

Syllabus Committee :

1. Prof.Dr.G.V.Kayandepatil (Chairman, Steering Committee)
2. Prin. Dr. K. R. Shimpi
3. Mr.Shamsunder Bahekar
4. Dr. Prakash Jangale (Mumbai)
5. Dr. Ravindra Deshmukh



(Prof. Dr. G. V. Kayandepatil)

Chairman

**Steering Committee for Restructuring Courses at
Under graduate level
Savitribai Phule Pune University, Pune**

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level
Semester -III

Subject: - -: SPORTS AND YOGA MANAGEMENT -I

Class:-S.Y.B.Com

Course Code- 236 (J)

No. of Credits: - 4

Objectives of the Course

1. To acquaint the students with basic concepts of Physical Education and Sports.
2. To acquaint the students with basic concepts of Profession in sports.
3. To acquaint the students with basic concepts of Sports Management and Yoga.-

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Basic Concepts in Physical Education and Sports	1.1 Concept of Physical Activity, Exercise and Physical Fitness 1.2 Concept of Health and Wellness 1.3 Concept of Play, Game, Sports, Coaching and Training 1.4 Concept of Recreation and Leisure	1. To Understand the Conceptual Clarity of physical education and sports i.
2	Sports and Yoga as a Profession	2.1 Meaning & concept of Profession 2.2 Development of your own Profession 2.3 Career opportunities in sport Profession 2.4 Career opportunities in yoga Profession	i. To learn and understand the sports and yoga as a career
3	Sports Management	3.1 Meaning & Concept of Sports Management 3.2 Types, Functions & Unique aspects of Sports Management 3.3 Principles & Competencies of Sports management 3.4 Introduction & Segments of Sports Industry	i. To know the importance of sports management in life

4	Concept of YOGA	4.1 Meaning, Definition and Characteristics of Yoga 4.2 Need and Importance of Yoga in Daily Life 4.3 Benefits and Misconceptions of yoga 4.4 Types of Yoga	i) To get the knowledge about yoga
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Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project/Practical	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Practical	To understand the concepts of physical d Education and sports
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting with the yoga experts Library /Home Assignment, Internal Assignment.	Practical.	To application of the sports and yoga as profession
3	12	Lecture, PPT Presentation, visits to yoga centers, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Practical	To acquaint the students with importance of sports management
4	12	Expert Lectures, Internet resources, Online videos, Relevant You tube videos.	Practical	Students will have understood need and importance of yoga in daily life
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate and Advanced Diploma
Unit – II				
Unit – III				
Unit – IV				

- **Reference Books:**

- 1. Bucher &Krotee. (2002). *Management of physical education & Sports*.NY:McGrawHill Co.
- 2. Park, Zanger, Quarterman. (1998). *Contemporary sports management*. IL: Human Kinetics
- 3. Jerry Solomon. (2002). *An insider's guide to managing sporting events*. IL:Human Kinetics.
- 4. Ammon &Southall. (2004). *Sports facility management: Organizing events & mitigating risks*. USA: Fitness information technology.
- 5. Lussier& Kimball. (2004). *Sports management- Principles, application & skill development*.Ohio:Thomson South Western.
- 6. Kamlesh.M.L. *Management concepts in physical education and sports*

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course at Undergraduate Level
Semester -IV

Subject: - -: SPORTS AND YOGA MANAGEMENT – II

Class:-S.Y.B.Com

Course Code- 246 (J)

No. of Credits: - 4

Objectives of the Course:

1. To acquaint the students with basic concepts of Event Management at different levels.
2. To acquaint the students with basic concepts of Sporting club and it's functioning.
3. To evaluation of students performance with different test

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Event Management	1.1 Concept of Event management 1.2 Event Management Structure 1.3 Types of Sporting Events at different levels 1.4 Planning of Sporting event at different levels	i. To study the event management and planning of sports event
2	Event Management Functions	2.1 Volunteer Management 2.2 Event Marketing 2.3 Tournament Operations 2.4 Event Personnel and Risk Management	i) To know the objectives and plan of volunteer management, event and tournament operations ii) To study the event personnel and risk management
3	Club Management	3.1 Concept and scope of Sports Club services 3.2 Policies and procedures 3.3 Single Sports Club vs Multisport club 3.4 Planning the Facilities and Programmes	i) To identify the club management with policies and procedures ii) To understanding single sports club vs multisport club

4	Evaluation of Students Performance	4.1: Meaning and importance of performance evaluation 4.2: Different criteria of performance evaluation 4.3 Different test for performance evaluation 4.4 Performance sheet and its analysis	i) To be aware of performance evaluation with different criteria and different test as well as performance sheet and its analysis
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Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project/Practical	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Practical	Understanding of the importance of event management function
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment, Internal Assignment, students Seminar/Workshop, sports visits.	Practical	Progress of implementation of the event management function
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, club visits, internet resources	Practical	Create the awareness regarding club management
4	12	Library assignment, Home Assignment.	Practical	Students will have understood the performance of sports and yoga
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate and Advanced Diploma
Unit – II				
Unit – III				
Unit – IV				

- **List of Reference Books:**

- Bucher &Krotee. (2002). *Management of physical education & Sports*.NY:McGrawHill Co.
- Park, Zanger, Quartermann. (1998). *Contemporary sports management*. IL: Human Kinetics
- Jerry Solomon. (2002). *An insider's guide to managing sporting events*. IL:Human Kinetics.
- Ammon &Southall. (2004). *Sports facility management: Organizing events & mitigating risks*.
- USA: Fitness information technology.
- Lussier& Kimball. (2004). *Sports management- Principles, application & skill development*.Ohio:Thomson South Western.
- Kamlesh.M.L. *Management concepts in physical education and sports*

- **Syllabus Committee**

1. Prof. Dr. G.V. Kayandepatil (Chairman, Steering Committee)
2. Dr. Sopan E. Kangane
3. Dr. Mohan Amrule
4. Dr. Sunil More
5. Dr. Anil Patil



(Prof. Dr. G. V. Kayandepatil)
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Under graduate level
Savitribai Phule Pune University, Pune

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Semester -III

Subject: - -: PUBLIC ADMINISTRATION AND POLICY IMPLEMENTATION –I
(With effect from July 2020)

Class:-S.Y.B.Com

Course Code- 236 (L)

No. of Credits: - 4

Objectives

1. To acquaint the learner with Old & New concepts of Public Administration principles
2. To impart knowledge of organizations
3. To take review of Administrative laws and study of important provisions of cyber security Act.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	PUBLIC ADMINISTRATION	1.1 Evolution of Public Administration as discipline 1.2 Meaning, Scope and significance of Public Administration 1.3 New Public Administration 1.4 Opportunities in Public Administration	1. To Understand the Conceptual Clarity, Meaning, scope, significance of Public administration and career opportunities available in the field of public services
2	ORGANIZATION	2.1 Meaning and Significance of formal and informal organization 2.2 Theory of Human Relations 2.3 Behavioral Theory 2.4 System Theory	i. To learn and understand the theories of organization specially theory of human relation, behavioural theory and system theory.
3	PRINCIPLES OF ORGANIZATION	3.1 Meaning and importance 3.2 Principles of Organization a) Hierarchy b) Span of Controls c) Authority and Responsibility	i. To be aware of the importance of principles of organization and techniques of Management as well as citizen and public administration

		d) Centralization Decentralization Delegation 3.3 Techniques of Management – Decision Making Leadership, Communication, Motivation and Public Relations 3.4 Citizen and public Administration	
4	ADMINISTRATIVE LAW	4.1 Making of Law and its Procedure 4.2 Introduction of Important Laws related to Public Administration 4.3 Law of Cyber Security 4.4 Important Provision of the Law	i) To recognize the importance of laws related to public administration

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Create the Skills basic concepts Public Administration	To understand the concepts of public administration and its various aspects
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting the entrepreneurs, Library /Home Assignment, Internal Assignment.	Develop awareness about theories of organizations	To identify the theories of organization and its application in public life
3	12	Lecture, PPT Presentation, visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about principles of organization and techniques of management	To aware the students with the principles of organization and techniques of management
4	12	Expert Lectures, visits, Internet resources, Online videos, Relevant You tube videos.	Learn the role of administrative laws in public administration	The students will learn the basic concepts of administrative law
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

- **References Books**

- Simon H. A. – Administrative Behavior
- Mohit Bhattacharya – Public Administration
- P. Sharma – Public Administrations
- Dr. Paras Boro – Lok Prashastan
- Dr. Bhogle – Lokprashaan Siddhant & Kanyavaddat
- Report on State Administration Published by Government of India.
- N. Vijayshanakr, Cyber Laws for Every Citizen of India
- Website – UPSC, MPSC, MNC

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Subject: - -: PUBLIC ADMINISTRATION AND POLICY IMPLEMENTATION -II
(With effect from July 2020)

Class:-S.Y.B.Com

Semester IV

Course Code-246 (L)

No. of Credits: - 4

Objectives of the Course:

1. To acquaint the learner with knowledge on the concept of Public Administration and new public Administration.
2. To develop Knowledge on organization and principles of organizations
3. To take renew of Administrative laws and study of important provision of law of cyber security

Medium of Instruction: English.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	INDIAN PUBLIC ADMINISTRATION	1.1 Evolution of Indian Public Administration. 1.2 Environmental Settings 1.3 Central Executive 1.4 Structure of Central Administration	i. To know the various basic concepts of Indian Public Administration and structure of central administration
2	CENTRAL AND STATE RELATIONS	2.1 All India Services – IAS, IPS, IRS, I KS ETC 2.2 Central Services – Staff selection Commission 2.3 State Services – Public Service Commission 2.4 Local Services Available in Local Self Government	i. To learn and understand the central and state relation focus especially legislative, administrative, financial and cooperative. Focus on conflicting areas between central and states
3	PUBLIC SERVICES	3.1 Business Model, Retail model, Media Model, Advisory Model 3.2 Made to order Manufacturing model, Information Service model, Emerging hybrid	i) To throw light on different public services available in India for graduate.

		model. 3.3 Do it yourself model 3.4 Emerging models in India	
4	PREPARATION FOR PUBLIC SERVICES	4.1: Introductions of UPSC and Functions – Criteria 4.2: Preparation of UPSC – Syllabus and others 4.3 Maharashtra Public service Commission- introduction, functions, Crier and procedure 4.4 Local Services – Services available in municipal corporation, municipal council, Zilla parishad Grampanchayat etc	To be aware of with preparation for public services in India.

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Create awareness about Indian Public Administration	Understanding various concepts related to Indian public administration
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment,Internal Assignment, students Seminar/Workshop, visits.	Focus on center and states relations and conflicting areas	The students to be aware with center and states relations in India
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, visits, internet resources	Study the various public services	Identify the need of various public services in India
4	12	Library assignment, Home Assignment.	Study and aware about career opportunities through competitive exams	Create the awareness regarding preparation for competitive exam
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate
Unit – II				
Unit – III				
Unit – IV				

- Reference Books**

1. Silmon H.A. – Administrative Behaviour
2. Mohit Bhattacharya – Public Administration
3. P. Sharma – Public Administration
4. Dr. Paras Bora – Lok Prasharisha
5. Dr. Bhogle - Lok Prashashan Shiddant ani Karyaradd
6. Journal of Public relevant articles adm.
7. Website – UPSC, MPSC, MNC
8. M.Laxmikanth – Public Administration
9. Arora Ramesh K. Goyal Rajani – Indian Public Administration

Syllabus Committee

1. Sir Prin. Dr. M.S. Gosavi (Chairman, Indian Institute of Public Administration – IIPA Nashik Chapter)
2. Dr. K.R. Shimpi
3. Prof.Dr.G.V.Kayandepatil
4. Dr. B.G. Wagh (IAS)
5. Dr. Prakash Jangale



(Prof. Dr. G. V. Kayandepatil)
Chairman

**Steering Committee for Restructuring Courses at
Under graduate level
Savitribai Phule Pune University, Pune**

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Semester -III

Subject: - -: IMPORT-EXPORT MANAGEMNT –I
(With effect from July 2020)

Class:-S.Y.B.Com
Course Code-236 (M)

No. of Credits: - 4

Objectives

1. To acquaint the learners with knowledge of the concept of IMPORT-EXPORT Management.
2. To import knowledge of various types of export documents and segment of export cargo
3. To study export incentives under EXIM policies

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	CONCEPT OF IMPORT AND EXPORT MANAGEMENT	1.1 Meaning and importance of import and its significance. 1.2 Meaning and importance of Export and its importance 1.3 Study of current import and export policy of the Central Government 1.4 Current Export – Aims of the new exam policy and its analysis	1. To understand the Concept and importance of IMPORT EXPORT and policy of central government.
2	EXPORT DOCUMENTATION	2.1 Frame work 2.2 Standardized Pre shipment Export Document 2.3 Commercial and Regulatory Documents 2.4 Export Credit instruments and procedure letters of credit and types wise documents	i. To learn and understand important of export documentation
3	SHIPMENT OF EXPORT CARGO	3.1 By sea – Procedure and Documents 3.2 By Air – Procedure and Documents 3.3 By Post - Procedure and Documents 3.4 By road for neiglouring countries lik China, Bangladesh ,Nepal, Pakistan	i. To identify with the shipment of export cargo

4	EXPORT INCENTIVES UNDER EXIM POLICY	4.1 Meaning and importance of Export incentives 4.2 Control Exercise and sales Tax Exemption (Now GST) 4.3 Exemption of Export profit from Income-Tax 4.4 Procedure for availing export incentives and Documents required for export incentives	i) To recognize the importance of insurance in export management
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Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Create the skills basic understanding about export import	To understand the concepts of EXPORT IMPORT Management
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting the entrepreneurs, Library /Home Assignment, Internal Assignment.	Develop awareness about export documentation	To focus on various documents required for export.
3	12	Lecture, PPT Presentation, visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about shipment of export cargo	To aware the students with the importance of various shipment of export cargo.
4	12	Expert Lectures, visits, Internet resources, Online videos, Relevant You tube videos.	Learn about export incentives under EXIM policy	Students will understand regarding various in export incentives under exim policies
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate and other courses
Unit – II				
Unit – III				
Unit – IV				

Reference Books

1. Exim Bank Publications
2. B.S. Ruther and J.S. Rathor – International Marketing
3. Export procedure and Documents
4. Exporters Encyclopedia – IIFT Published Dun and Bradstreet
5. Foreign Exchange Manual – RBI
6. Exim bank Publications
7. Quality control and presloprnt inspection of exports
8. Indian carriage of goods by Air Act
9. Import Management Handbook of import Documentation ITC Publication IM

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

Subject: - -: IMPORT-EXPORT MANAGEMNT -II

(With effect from July 2020)

Class:-S.Y.B.Com
Course Code-246 (M)

Semester IV
No. of Credits: - 4

Objectives of the Course:

1. To acquaint the learner with knowledge on the concept of Insurance and -Export credit Insurance.
2. To import Knowledge of the role and functions of Export promotion council
3. To study the role and functions of various trade promotion organization

Medium of Instruction: English.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	INSURANCE	1.1 Cargo insurance 1.2 Marine Insurance 1.3 Institute cargo clauses 1.4 Specific policy and open policy – procedure and documents required	i. To know the various export insurance
2	EXPORT CREDIT CORPORATION	2.1 Services of export credit and G U grantee corporation in export credit corporation 2.2 Specific policy and small export policy 2.3 Procedure for availing credit insurance. 2.4 Documents required	i. To recognize the export credit insurance and its procedure along with documents required documents
3	ROLE AND FUNCTINS OF EXPORT PROMOTION COUNCEL	3.1 Establishment of exports promotion council and its functions 3.2 Commodity Boards and its functions 3.3 Directorate of Commercial intelligence and statistics 3.4 Role of Export Promotion Council	1. To throw light on role and functions of Export promotion council.

4	ROLE AND FUNCTIONS OF VARIOUS TRADE PROMOTION ORGANISATION	4.1: Indian trade promotion organization 4.2: Indian institute of foreign trade 4.3 Director general foreign Trade 4.4 Role of Export processing Zones, Special Economic Zones 100 % export oriented units	1. o be aware of with role and functions of various trade promotion organization.
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Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Insurance about export	Understanding various concepts export insurance
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment,Internal Assignment, students Seminar/Workshop, visits.	Study the basic things of related to export credit corporation	The students to be aware with the functions of export credit corporation.
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, visits, internet resources	Study the various functions of export promotion council	Identify role and functions of export promotion council.
4	12	Library assignment, Home Assignment.	Study and aware various trade promotion organization	Create the awareness regarding various trade promotion organization
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add-on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials: 20 Marks. b) Attendance: 05 Marks c) Journal Writing & Internal Viva: 15 Marks.	External Evaluation : 60 Marks a) Theory Paper-30 Marks b) Practical Paper-15 Marks c) Viva- 15 Marks	100 Marks	Post Graduate and other courses
Unit – II				
Unit – III				
Unit – IV				

References Books

- Exim Bank Publications
- B.S. Ruther and J.S. Rathor – International Marketing
- Export procedure and Documents
- Exporters Encyclopedia – IIFT Published Dun and Bradstreet
- Foreign Exchange Manual – RBI
- Exim bank Publications
- Quality control and presloprnt inspection of exports
- Indian carriage of goods by Air Act
- Import Management Handbook of import Documentation ITC Publication IM
- Export Management – Verma & Agrawal
- Import Policy Procedure –Mahajan M.I.
- Foreign Trade Theory And Practice
- Foreign Trade of India - Mather Vibha

• Syllabus Committee :

1. Prin. Dr. S. R. Kenjale (Member Steering Committee)
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