

Revised syllabi (2019Pattern) for three years B. Com. Degree course (CBCS)

Semester :- I

Subject :- Techniques of Account Writing

Syllabus for B. Com. Semester –I

Subject Name :- - **TECHNIQUES OF ACCOUNTS WRITING**

Course code :- TAW

Credit 3

Depth of the program – fundamental Knowledge

Objective of the Program

1. To create awareness about general commercial transactions.
2. To explore the students about banking, mutual funds, share market and insurance related transactions.
3. To prepare students for various competitive examinations.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Introduction:	<ul style="list-style-type: none">• Meaning and concept of Accounting and Accounts Writing.• Meaning, Nature, Scope and Importance of Commercial Transactions.• Principles of Accounting. (Concepts and Conventions).• Introduction to Accounting Software.(SAP, ERP)	To acquaint the students with basic fundamental knowledge of commercial transactions.

2	Banking & Banking Transactions	<ul style="list-style-type: none"> • Introduction to Banks, Primary functions of Banks • Meaning of Nationalized, Private Sector & Co-operative Banks. • Difference between Nationalized, Private Sector & Co-operative Banks. • Types of Accounts (Saving A/c, Current A/c, Recurring Deposit A/c, Fixed Deposits A/c). • KYC Norms. • Concept of Mobile Banking, Net Banking, (UPI), Debit and Credit Cards. • RTGS, NEFT, TDR, STDR. 	To develop the skill of handling banking transactions.
3.	Loans and Advances	<ul style="list-style-type: none"> • Meaning of loans and Advances • Difference between Loans and Advances • Overdraft facility, Cash Credit, Hypothecation, Advance against FDR. <p>Car Loan, Personal Loan, Housing Loan, Gold Loan.</p>	To understand the loans and advances.
4.	Insurance	<ul style="list-style-type: none"> • Meaning of Life Insurance • Meaning of General Insurance • Schemes of Life Insurance: Endowment Plan, Term Insurance, Unit Linked Plans, Surrender Value, Maturity. <p>Schemes of General Insurance: Shop, House, Car/Vehicles, Fire Insurance.</p>	To develop the decision making skills.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project/Practical	Expected Outcome
1	12	Teaching in class	Power point Presentations	Accounting Procedure	<ul style="list-style-type: none"> • To understand the procedure to prepare the books of accounts.

2	12	Group discussion and role play	Power point Presentations	Account Opening with Bank	<ul style="list-style-type: none"> To study the banking functions. To study the necessary documents required for opening an Account in the Bank.
3	12	Guest lecture/ visit	Power point Presentations	Loans and Advances from Banks	<ul style="list-style-type: none"> To study and understand the documentation related to loans and Advances
4	12	Classroom lecture/Guest lecture	Power point Presentations	Life insurance or General Insurance	<ul style="list-style-type: none"> To understand the concept of life or general insurance. To collect information of at least one life insurance plan.

Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Continuous assessment : 30 marks	University Theory Examination: 50 marks	-
Unit – II		University practical Exam: : 20 Marks	
Unit – III		Total	
Unit – IV		70 marks	

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Principles and Practice of Accounting	P.C. Tulsian and Bharat Tulsian	Bharat Law House Private Ltd	New Delhi
2.	Banking Law and Practice	Sukhvinder Mishra	Sultan Chand and Sons Publication	New Delhi
3.	Banking Law and Practice,	Varshney	Sultan Chand and Sons Publication	New Delhi
4.	Investment Management	Preeti Singh	Sultan Chand and Sons Publication	New Delhi.
5.				
6.				
7.				
8.				

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Syllabus for B. Com. Semester –II
Subject Name :- - **TECHNIQUES OF ACCOUNTS WRITING**

Course code :- TAW
Credit 3

Depth of the program – fundamental Knowledge

Objective of the Program

1. To impart knowledge related to various taxes & other relevant statutes in day-to-day working of business.
2. To prepare the students for becoming an independent businessman or a consultant.
3. To Make the students self employable.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Taxation	<ul style="list-style-type: none">• Meaning of Tax, Direct and Indirect Tax• Need of Tax.• Difference between Direct and Indirect tax.• Introduction to Income tax Act and Finance Act.	To create general awareness about taxation and understand the basic terminology related to taxation
2	Direct Tax	<ul style="list-style-type: none">• Meaning and concept of Direct Tax: Income Tax.• Heads of Income.• IT returns procedure.• Deductions under chapter VI-A(80C, 80D, 80E,80G)	To develop the skill to understand the IT returns procedure.

3.	Indirect tax	<ul style="list-style-type: none"> • Meaning of Goods and Service Tax • Basic Knowledge of GST, Concept of Goods, Service, Dual taxation System, Input Credit tax and output tax. • GST Returns- Procedure of filing GST returns. • Basic problems of CGST and SGST. 	To develop the skill to file GST returns and understand the basic calculation of GST.
4	Share Market Transactions & Mutual Fund:	<ul style="list-style-type: none"> • Concept of share market, Primary and Secondary Market. • Meaning of Demat A/c. • Procedure of Purchase and selling of shares. • Meaning of Mutual fund • Concept of Open Ended Funds, Close Ended Funds, Equity Linked Savings Scheme (ELSS), Systematic Investment Plan (SIP), Liquid funds • Net Assets Value (NAV) 	To acquaint students with the share trading concepts.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project/Practical	Expected Outcome
1	12	Teaching in class	Power point Presentations	Taxation	<ul style="list-style-type: none"> • To understand the concept of taxation. • To study the difference between direct and indirect tax.
2	12	Guest Lecture/ Classroom discussion	Power point Presentations	Income Tax	<ul style="list-style-type: none"> • To study the concept of Income tax • To Collect & study ITR -1, & self-Assessment challan.
3	12	Guest lecture/ visit	Power point Presentations	Goods and Service Tax	<ul style="list-style-type: none"> • To study the concept of GST. • To collect & study GST return. • To study the calculation of GST.

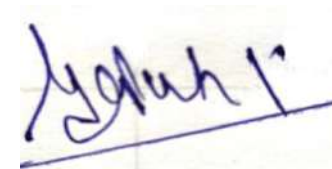
					<ul style="list-style-type: none"> To understand how to file R-1 and 3B returns.
4	12	Classroom lecture/Guest lecture/visit	Power point Presentations	Mutual Funds	<ul style="list-style-type: none"> To Study the concepts of Mutual Funds To study any five schemes of Mutual Funds.

Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Continuous assessment : 30 marks	University Theory Examination: 50 marks	-
Unit – II		University practical Exam: : 20 Marks	
Unit – III		Total	
Unit – IV		70 marks	

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Principles and Practice of Accounting	P.C.Tulsian and Bharat Tulsian	Bharat Law House Private Ltd	New Delhi
2.	Taxmann, Students guide to Income Tax Including GST	Dr. Vinod Singhania and Dr. Monica Singhania	Taxmann Publication Private Ltd	New Delhi
3.	Financial Services	Punit Pandya	Mc Graw Hill Education.	New Delhi
4.	Investment Management	Preeti Singh	Sultan Chand and Sons Publication	New Delhi



Prof. Dr. Gangadhar V. Kayandepatil
Chairman
Steering Committee
Savitribai Phule Pune University, Pune

Revised syllabi (2019Pattern) for three years B. Com. Degree course (CBCS)

Semester :- **I**

Subject :- **Business Mathematics - I**

1. Preamble :

Mathematics is an important part of managing business. Business mathematics is used by commercial enterprises to record and manage business operations. Commercial organizations use mathematics in Accounting, Inventory management, marketing, sales forecasting and Financial analysis. The syllabus covers the foundational aspects of Mathematics and also develops the requisite professional skills in business by using Mathematics.

Objectives of the course :

- To Prepare for Competitive examination.
- To develop arithmetical and numerical abilities.
- To develop the abilities to apply the mathematical concepts to real life problems in commerce, economics and management.
- To develop logic and quantitative thinking.

Syllabus for B. Com. Semester –I
 Subject Name :- **Business Mathematics - I**
 Course code :- **B.M.-I**
 Credit 3

Depth of the program – fundamental Knowledge

Objective of the Program

1. To prepare for production cost calculation.
2. To increase price determination ability.
3. To prepare for profit measurement.
4. Use to improve for Financial analysis.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1.	Percentage, Ratio and Proportion:	simple problems on percentage, ratio and proportion.	To develop ideas about compare the quantities with the help of Ratio, Proration and percentage.
2.	a) Profit and Loss: b) Shares and Dividend:	Cost price, Selling price, Market price, Trade and Cash discount. Types of Shares, Face value and Market value of Shares, Debentures and examples.	This chapter deals with various aspects relating to transactions of sales and purchases. To prepare necessary knowledge about share and share market.
3.	Interest:	Simple interest, Compound interest- Compounded Monthly, Quarterly, Half yearly, Annually. Simple Annuity and problems. EMI- Flat rate of interest and reducing balance method.	Learn the practical application of simple and compound interest in real life.
4.	Matrix algebra:	Types of Matrices, algebra of matrices, Determinant of matrix, co-factors and minors of matrix, Inverse of matrix (2 nd , 3 rd order).	To prepare basic ideas of matrices and its applications.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Practical's	Expected Outcome
1.	3	Lectures, Power Point Presentations, Problem Solving sessions, Discussions.	Lecture Videos on You Tube.	1 practical on Topic No. 1	On Completion of this course, students will be able to: 1) Explore Theoretical approach in Practical situations. 2) Use effectively all this concepts in Business.
2.	6+4=10			1 practical on Topic No. 2 a) and 1 practical on Topic No. 2 b)	
3.	5			1 practice on Topic No. 3	
4.	6			1 practice on Topic No. 4	

Method of Evaluation

Subject	Internal Evaluation Unit tests – 30 Marks	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Unit test – on Topic No. 1-5 Marks	50 marks Theory Examination + 20 marks Practical Examination = 70 marks.	-----
Unit – II	Unit test on topic No. 2 a)-5 Marks Unit test on topic No. 2 b)-5 Marks		
Unit – III	Unit test – on Topic No. 3 -10 Marks		
Unit – IV	Unit test – on Topic No. 4- 5 Marks		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Practical Business Mathematics by S.A. Bari (New Literature publishing company).	S.A. Bari	New Literature publishing company	_____
2.	Business Mathematics by V.K. Kapoor (Sultan Chand and Sons).	V.K. Kapoor	Sultan Chand and Sons.	_____
3.	Text book of Business Mathematics.	_____	Nirali Publication	_____

Suggested references

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Others
1.	3	-	-	1	Search Articles on Google.	Reference Books.
2.	10	-	-	1		
3.	5	-	-	1		
4.	6	-	-	1		

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Semester :- **II**

Subject :- **Business Mathematics - II**

2. Preamble :

Mathematics is an important part of managing business. Business mathematics is used by commercial enterprises to record and manage business operations. Commercial organizations use mathematics in Accounting, Inventory management, marketing, sales forecasting and Financial analysis. The syllabus covers the foundational aspects of Mathematics and also develops the requisite professional skills in business by using Mathematics.

Objectives of the course

- To Prepare for Competitive examination.
- To develop arithmetical and numerical abilities.
- To develop the abilities to apply the mathematical concepts to real life problems in commerce, economics and management.
- To develop logic and quantitative thinking.

Syllabus for B. Com. Semester –II
 Subject Name :- **Business Mathematics - II**
 Course code :- **B.M.-II**

Credit 3

Depth of the program – fundamental Knowledge

Objective of the Program

5. To prepare for production cost calculation.
6. To increase price determination ability.
7. To prepare for profit measurement.
8. Use to improve for Financial analysis.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1.	System of linear equations:	System of linear equations in matrix form, Solution of system of linear equations by Cramer's rule and matrix inverse method.	To build the necessary skill for solving linear equation by matrix method.
2.	Set Theory:	Definition of Set, Presentation of Set, Types of Set- Null set, Finite set, Infinite set, Universal set, Subset, Power set. Operation on sets, Law's of algebra of sets.	To know about basic of set theory.
5.	a) Function, Limit and Continuity: b) Derivative :	Concept of standard functions, Even and Odd functions, Limit of simple function and simple problems. Continuity of function at point and simple problems. Derivatives of simple algebraic functions, Simple problems. Application of derivatives in Economics and Commerce.	To prepare necessary knowledge for calculus and to study about its applications in commerce.
6.	a) Counting Techniques: b) LPP (Up to Two variables):	Counting Principles, Permutation and Combination. Formulation of L.P.P. and solution by Graphical method.	To develop skill for counting's using permutations and combinations. To help students for formulation and solution of LPP.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Practical's	Expected Outcome
1.	4	Lectures, Power Point Presentations, Problem Solving sessions, Discussions.	Lecture Videos on You Tube.	1 practical on Topic No. 1	On Completion of this course, students will be able to: 1) Explore Theoretical approach in Practical situations. 2) Use effectively all this concepts in Business.
2.	5			1 practical on Topic No. 2	
3.	5+5=10			1 practical on Topic No. 3 a) and b). combined.	
4.	3+2=5			1 practical on Topic No. 4 a) and 1 practical on Topic No. 4 b)	

Method of Evaluation

Subject	Internal Evaluation Unit tests – 30 Marks	External Evaluation 70 marks	Suggested Add on Course
Unit – I	Unit test –on Topic No. 1-5 Marks	50 marks Theory Examination + 20 marks Practical Examination = 70 marks.	_____
Unit – II	Unit test –on Topic No. 2-10 Marks		
Unit – III	Unit test –on Topic No. 3-10 Marks Combined on a) and b)		
Unit – IV	Unit test –on Topic No. 4-5 Marks Combined on a) and b)		

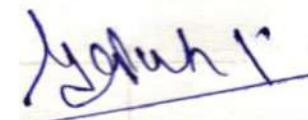
References

Sr. No.	Title of the Book	Author/s	Publication	Place
4.	Practical Business Mathematics by S.A. Bari (New Literature publishing company).	S.A. Bari	New Literature publishing company	_____
5.	Business Mathematics by V.K. Kapoor (Sultan Chand and Sons).	V.K. Kapoor	Sultan Chand and Sons.	_____
6.	Text book of Business Mathematics.	_____	Nirali Publication	_____

Suggested references

Web reference

Sr. no	Lectures	Films	Animation	PPTs	Articles	Others
1.	4	-	-	1	Search Articles on Google.	Reference Books.
2.	5	-	-	1		
3.	10	-	-	1		
4.	5	-	-	1		



Prof. Dr. Gangadhar V. Kayandepatil
Chairman
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Semester :- I

Subject :- Salesmanship and Advertising.

Syllabus for B. Com. Semester –I
Subject Name :- Salesmanship and Advertising -I
Course code :- SA
Credit 3

Depth of the program – fundamental Knowledge

Objective of the Program

1. To understand the concept of Salesmanship & Advertising.
2. To understand the role of Salesman in the changing scenario in global marketing
3. To know various types of salesman and skills of successful salesman.
4. To understand various types of customers and their buying motives.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	CONCEPT OF SALESMANSHIP, ESSENTIAL SKILLS & TYPES OF SALESMAN.	Salesmanship, Advertising and publicity Concept, Need and Importance, Skills required to be a good salesman, Attitude & Values of salesman, Types of salesman.	To understand the concept of salesmanship and skills required to be a successful salesman.

2	COSUMER PSYCHOLOGY	Consumer Behavior-Concept, Types of Customers, Buying Motives of Customers.	To understand consumer psychology, types of customers and buying motives of customers.
3.	PROCESS OF SELLING AND SALES PROMOTION	Steps in process of Selling, A.I.D.A. Model of Selling , Concept of Sales Promotion, Emerging techniques in consumers Sales Promotion.	a) To know steps in process of selling. b) To know various techniques of sales promotion.
4.	NEW TRENDS IN ORGANISED RETAILING	Concept of Organized Retailing, Online Shopping, Brand Shops and Malls.	To understand new trends in organized retailing.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project/Practical	Expected Outcome
1.	12	Visit/Interview of a successful salesman	Audio visual media will be used as per need	Skills of a Good Salesman	To Study skills of successful salesman
2.	12	Guest lecture	Audio visual media will be used as per need	Buying Motives	To know buying motives of customers
3.	12	Visit	Audio visual media will be used as per need	Sales Promotion	To know the latest techniques for consumer sales promotion

4.	12	Case Study	Audio visual media will be used as per need	Online Marketing	To understand need and importance of online marketing
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Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Continuous assessment : 30 marks	University Theory Examination: 50 marks	-
Unit – II		University practical Exam: : 20 Marks	-
Unit – III			-
Unit – IV		Total 70 marks	-

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Salesmanship and publicity	Dr. Rustom Davar Sohrab R. Davar, Nuslir R. Davar	Vikas Publicating House Pvt. Ltd.	-
2.	Marketing management	S.A.Sherlekar	16 th Edition, Himalaya Publishing House.	-
3.	Marketing and Salesmanship	S.A.Sherlekar	Himalaya Publishing House.	
4.	Salesmanship and Sales Management	P.K. Sahu , K.C. Raut	Vikas Publication House Pvt	

			Limited	
5.	Personal Selling and Salesmanship	Neeru Kapoor	Pinnacle Learning	

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Syllabus for B. Com. Semester –II
Subject Name :-Salesmanship and Advertising-II
Course code :- SA
Credit 3

Depth of the program – fundamental Knowledge
Objective of the Program

1. To know the role of advertising in consumer oriented market.
2. To understand importance of latest media of advertising.
3. To know importance of advertising agency in making of an advertisement

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1.	ADVERTISING AND MEDIA OF ADVERTISING.	Concept, Meaning, Need, objectives of Advertising, Merits & Limitations of Advertising, Impact of advertising on Indian Economy. Print Media, Electronic media, outdoor Media, Social Media- Concept, Merits & limitations of every medium.	a) To get acquainted with the concept of advertising. b) To understand different media of advertising.
2.	ESSENTIALS OF ADVERTISEMENT COPY AND LAYOUT FOR PRINT MEDIA	Concept of Layout of Ad Copy, Elements & types of AD Copy, Role of Animation in advertising.	c) To develop a creative thinking for preparing an advertisement for different media.

3.	APPEALS IN ADVERTISING, ROLE OF ADVERTISING AGENCY & AD BUDGET	Emotional, Moral and rational appeals in advertising, Ethics in Advertising. Role of advertising agency and its functions, Concept of Ad- Budget, Essential factors for preparing AD-Budget.	a) To understand various appeals used in advertising. b) To understand the working of Ad-Agency.
4.	EVENT MANAGEMENT	Concept, Need of Event Management in present scenario, Services provided by event management company.	To develop various skills to manage an event.

Teaching methodology

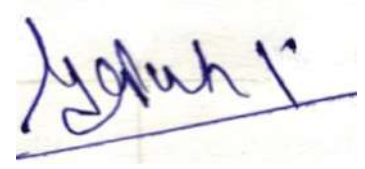
Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1.	12	Visit/Guest lecture	Audio visual media will be used as per need	Media of advertising	To understand different media of advertising
2.	12	Visit/Guest lecture	Audio visual media will be used as per need	Creation of an advertisement	To create an advertisement for print medium
3.	12	Visit	Audio visual media will be used as per need	Role of AD Agency	To know the functions of ad agency
4.	12	Visit/Guest lecture	Audio visual media will be used as per need	Event Management	To Know the services provided by Event Management Company

Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Continuous assessment : 30 marks	University Theory Examination: 50 marks University practical Exam: : 20 Marks <hr/> Total 70 marks	-
Unit – II			-
Unit – III			-
Unit – IV			-

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	‘Advertising, Sales and Promotion Management’	S.A.Chunawala	Himalaya Publishing House.	
2.	‘Advertising Management’	Dr.M.M. Varma and R.K.Agrawal	Forword Book depot	
3.	‘Advertising’ - A Critical Approach	Dr.Keval J.Kumar	Nirali Prakashan.	
4.	‘Multimedia in Practice Technology and Application’	Judith Jeffcoate	Prentice Hall of India Pvt. Ltd.	New Delhi
5.	‘Advertising ,Principles & Practice’	Ruchi Gupta	S. Chand.	
6.	‘Sustainable Event Management’	Jones Meegan	Google Books	



Prof. Dr. Gangadhar V. Kayandepatil
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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Statistical Techniques

Syllabus for B.Com Semester- I & II

Subject Name:- Statistical Techniques

Course Code:- Statec (Restructure)

Objectives:- This subject is meant to make students understand basic concepts of Statistics, give quantitative methods of data analysis and develop in them professional skills which can be used in corporate life.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Introduction to Statistics and Data Analysis	Statistics – Meaning, Scope and Applications Descriptive Statistics compared to Inferential Statistics Types of Data Summation operation Rules of Sigma Σ operations Presentation of data using charts and diagrams	To get acquaint with the subject of Statistics
2	Measure of Location and Counting Techniques	Mean, Median, Mode (for ungrouped and grouped Data), Combine mean, Weighted mean, Quartiles Multiplication and Addition Principle Permutation and Combination Simple problems	To get idea of basics of the subject
3	Measure of Dispersion, Correlation and Analysis of	Measure of Dispersion: Range, coefficient of range, mean deviation from median, standard deviation, combined standard	To get idea of basics of the subject and various applications

	Univariate and Bivariate Data	<p>deviation, coefficient of variation(C.V.), it's applications and interpretation.</p> <p>Measure of Correlation: Introduction to Regression, Line of Regression of X on Y and Y on X, Coefficient of Regression</p> <p>Analysis of Univariate Data: Construction of frequency distribution, Concept of central tendency and dispersion – and their measures, Partition values, Moments, Skewness and measures, Kurtosis and measures</p> <p>Analysis of Bivariate data: Linear Regression, Correlation, Types of Correlation, Scatter diagram, Covariance, Karl Pearson's Coefficient of Correlation for ungrouped data and examples.</p>	
4	Index Number	<p>Meaning, Types and Uses</p> <p>Methods of constructing price and quantity indices (simple and aggregate)</p> <p>Test of adequacy, Chain-base index numbers</p> <p>Base shifting, splicing and deflating</p> <p>Problems in constructing index numbers</p> <p>Consumer price index</p>	To get idea of index number and uses
SECOND TERM			
5	Analysis of Time Series	<p>Causes of variations in time series data</p> <p>Components of a time series</p> <p>Decomposition – additive and multiplicative models</p> <p>Determination of trend – moving averages methods and method of least squares (including linear, second degree, parabolic and exponential trend)</p> <p>Computation of seasonal indices by simple averages, ratio-to-trend, ratio-to-moving average and link relative methods</p>	To get acquainted with time series, its data and application
6	Forecasting and Methods	<p>Forecasting – concept, types and importance</p> <p>General approach to forecasting</p>	To study the various forecast method

		Methods of forecasting Forecasting demand Industry Vs Company sales forecast Factors affecting company sales	
7	Theory of Probability and Probability Distributions	Theory of Probability: Probability as a concept, The three approaches to defining probability, Addition and multiplication laws of probability Conditional probability, Baye's theorem, Expectation and variance of a random variable Probability Distributions: Concept, Binomial, Poisson and Normal distributions – their properties and parameters Empirical distribution – generating Application to business	To get acquaint with theory of probability and probability distribution
8	Data Interpretation	Problems related to Tables, Chart, Graphs, Pie Chart (Refer UPSC Prelims Paper II – CSAT)	To get acquaint with various practical dimension of Statistics in day-to-day life

Teaching Methodology for First and Second Term

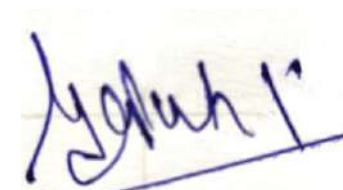
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Basic statisticsl	Agrawal	---	---
2.	Introduction to discrete probability and Probability distribution.	M..B.Kulkarni and S.B.Ghatpande (2007)	SIPF academy.	Nashik
3.	Introduction to Statistics and Data Analysis	Roxy Peck, Chris Olsen, Jay L. Devore	Cenage Publication	Noida
4.	Fundamental of statistics	S.C. Gupta	Himalaya Publishing house)	New Delhi
5.	First course in probability	By T.K.Chandra and D.Chatterjee	Alpha Science International Ltd	---
6.	Forecasting: Methods and Applications	Spyros Makridakis, Steven Wheelwright, Rob J. Hyndman	Wiley	Noida



Prof. Dr. Gangadhar V. Kayandepatil

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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Computer Appreciation

Syllabus for B.Com Semester- I & II

Subject Name:- Computer Appreciation

Course Code:- Coap (Restructure)

Objectives:- This subject is meant to acquaint the students with various concepts related to Industrial Psychology and workforce management as are applicable in business.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Introduction to Computer	Definition, Computer Characteristics, Data vs Information, Classification of Computer, Applications of Computer, Block Diagram of Computer, Central Processing Unit and its parts Definition- Software and Hardware Computer Hardware: Input Devices; Output Devices , Storage Devices Types of Software: System Software, Application Software Storage devices: Primary and secondary memory, Types of memory, Memory capacity and enhancement, Memory devices, Various devices and comparison Definition- Operating System, Functions of O.S., Types of O. S. – Single user O.S., Multiuser O.S., Overview of Windows O. S., Android O. S., IOS	To discuss the basics of computers and terminology related to it in depth

		<p>Number Systems: Binary, Decimal, Octal, Hexadecimal and their conversion; EBCDIC and ASCII and their conversions</p> <p>Computer Arithmetic and Gates: Binary arithmetic, Complements, Conversion from one system to other, Logic Gates, their truthable and applications minimisation</p>	
2	File Formats and Applications to Open Them	<p>Difference between Microsoft Office 2007, Microsoft Office 2010 and various higher versions such as latest 2019 version</p> <p>Types of Applications- Word, PowerPoint, Spreadsheet, Database, Word, Notepad, Paint, Microsoft Office Picture Manager, Picasa Photo Viewer, PDF</p> <p>Types of Document- Document:- .doc and .docx; .ppt and .pptx; .xls and .xlsx ; .dbm; .txt; .rtf; .odt; .pdf Image:- JPEG (.jpg, .jpeg, .jpe, .jfif), Bitmap (.bmp, .dib); GIF (.gif); TIFF (.tif, .tiff) and PNG (.png) Audio:- (.mp3, .aac, .wma, .wav, m4a and others) Video:- (.mp4, .m4v, .mov, .flv, .avi, .mpg, .wmv and others) HTML:- (.htm, .html) WinRAR:- (.rar) and its importance</p> <p>Looking for appropriate program on Web if file is unknown</p>	To make students acquaint with various file formats in computers and necessary application needed to operate that file
3	Computer Based Business Application	<p>a. Word Processing: Meaning and role of word processing in creating word documents, editing, formatting and printing documents. Inserting images and using word art. Using tools like spell check, thesaurus etc.</p> <p>b. PowerPoint: Meaning and role of PPT in creating slides, text box, inserting text, images, audio, video, charts, tables, graphics and animations to create effective slideshows</p> <p>c. Spreadsheet: Meaning, structure and application in accounting,</p>	To make students acquaint with basic computer software and their importance in day-to-day business application

		<p>finance and marketing functions of business. Using formulas and charts. Sorting, Queries, Graphs. Functions- Mathematical, Statistical, Logical, String, Date and Time. Copying data from Word to Excel sheet and vice-versa</p> <p>d. Database: Meaning and application in day-to-day life; Data field, records and files; Sorting and indexing data; Searching records; Designing queries and reports; Linking data files</p>	
4	Terminology in Networking and Internet	<p>Definition – Networking Types of Networks-LAN, WAN, MAN Network Topologies-Bus, Star, Ring, Tree, Hybrid</p> <p>Definition - Internet Internet Concept, Applications of the Internet, Services Provided by the Internet. Internet Service Provider (ISP) Internet Terminology: TCP/IP, DNS, Web, Websites, URL, Creating and Accessing web Web Browser (Google Chrome, Mozilla Firefox, Opera Mini, Internet Explorer, Apple Safari) Search Engine (Google Search, Microsoft Bing, Yahoo, Ask, AoI)</p>	To get acquainted with computer networking and internet – its terminology and applications
SECOND TERM			
5	Digital Storytelling and Social Media	<p>Digital Storytelling – Meaning, Types, Application Text Story vs Multimedia Story Storyboard – making, writing draft, editing and rewriting, collecting the photos, sketch, graphics, animation, video, background music Tools needed for Storytelling – a. Hardware: Digital Camera, Voice Recorder, Computer b. Software: (i) Video: Adobe Premiere Pro, Adobe After Effects, Final Cut</p>	<p>To get acquainted with Digital Storytelling tools and its application from job opportunity point of view.</p> <p>To get acquainted with various Social Media platforms and compare them for purpose, reach, advantages, limitations and</p>

		<p>Pro, Canopus Edius (ii) Audio: Audacity, Adobe Edition (iii) Images/Graphics: Adobe Photoshop, Lightroom, Indesign, Corel Draw, Adobe Illustrator (iv) Sharing stories on YouTube, Facebook, Twitter, Flickr, Tumblr, Pinterest, LinkedIn</p> <p>Social Media – Meaning, Types and Application Platforms – Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, Pinterest, WeChat and their comparison Blogs – Meaning, Various Platforms – free and paid, applications Blog platforms – WordPress, Tumblr, Medium, Squareface</p>	security
6	Use of Internet	<p>a. Use of internet for development – Government, Education, Corporate, NGOs, Politician and Political Parties b. Use of Internet in - Politics 2.0, Virtual Democracy, Social Activism, Campaigns, Human Rights c. Ticket booking – hotel and restaurant, flight, bus, train, movie Payment – electricity, water bill, various Govt and corporation taxes d. Apps for Payment – BHIM, Google Pay, PhonePe, PAYTM e. Apps for Transportation – Ola, Uber, redBus, IRCTC, Make My Trip etc f. Apps for Food – Swiggy, Uber Eats, Zomato etc g. Apps for Shopping – Amazon, Flipkart, eBay, Snapdeal, Jabong</p>	To get acquaint with uses of Internet in contemporary era and study the various websites and applications of the same
7	Emerging Trends in IT	<p>Introduction to- Artificial Intelligence (AI) Cloud Computing Internet of Things (IoT)</p>	To discuss the latest trends in the field of Information and Technology
8	Cyber Crimes and IT Laws	<p>Cyber Crime- Meaning , Types (Hacking, Phishing, Identity Theft, Credit/Debit Card Fraud, Trolling and Hate Speech, Fake News, Cyber Stalking, Prohibited/Illegal Content, Violation of</p>	To get acquaint with various Cyber Crimes, related laws and punishments. Also, to get idea of

		Intellectual Property Rights, Plagiarism) Net War, Cyber Terrorism Laws and Punishment IT Laws, Need of ICT Policy	malafide use of Internet
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Teaching Methodology for First and Second Term

Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Use ICT or presentation on Basics of Computer	YouTube Tutorial on Computer Fundamental	-----	-----
2	12	Use ICT or presentation on Basics of Computer	-----	-----	-----
3	12	Use ICT or presentation on Basics of Computer	YouTube Tutorial on Computer Fundamental	-----	-----
4	12	Use ICT or presentation on Basics of Computer	Live Demo	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	Live Demo	-----	Students must know about latest tools and emerging fields in contemporary times from job opportunity perspective. Practical demo of Digital Storytelling Software mentioned is optional for teachers.
6	12	Guest Lecture	Live Demo	-----	-----

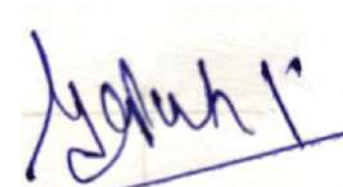
7	12	Guest Lecture & Library Assignments	Live Demo	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Computer Fundamentals	P. K. Sinha	BPB Publication	New Delhi
2.	Introduction to Computers	Peter Nortons	Tata McGraw Hills	New Delhi
3.	Introduction to Computer Network	Andrew S. Tanenbaum	Pearson Publications	Chennai
4.	Cloud Computing: Concepts, Technology & Architecture	Thomas Erl	Pearson Publications	Chennai
5.	Cyber Law and Cyber Crimes Simplified	Prashant Mali	Cyber Infomedia	Mumbai



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Savitribai Phule Pune University, Pune

Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Industrial Psychology & Workforce Management

Syllabus for B.Com Semester- I & II

Subject Name:- Industrial Psychology & Workforce Management

Course Code:- Indpsy (Restructure)

Objectives:- This subject is meant to acquaint the students with various concepts related to Industrial Psychology and Workforce Management as are applicable in business.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Industrial Psychology	Role of Industries in Indian Economy Review of Development of Industries specially after Independence Need of study of Industrial Psychology Meaning, Definition and Importance of Industrial Psychology in present era	To discuss the concept of Industrial Psychology and its relevance in LPG era
2	Industrial Production	Meaning of Industries, Selection of Location, Proposal – Finance and Plant Purchasing of Machinery Starting of Production Need of Society and their Expectations, Industrial Product/ Service, Expectations of Customers	To focus on different aspects related to Industrial product and customer expectations
3	Industrial Marketing and its	Comparison of Industrial Marketing with Consumer Marketing	To focus on Marketing of

	Importance	Characteristics and Classification of Capital and Other goods, Firm Market, Institutional Market and Government Market Need for Industrial Marketing Research Process and Problems in Industrial Marketing	Industrial products
4	Industrial Psychology regarding Demand	Demand and Product Characteristics User and their Classifications (Standard Industrial Classification Systems) Regional Concentration, Vertical and Horizontal Markets Buying Power of Industrial Users, Buying Motives of Industrial Buyers Industrial Market Segmentation Vendor Analysis and Selection Buying Stages, Buying Patterns and Length of Negotiations, Frequency of Purchase and Size of Order, Direct Purchases Reciprocity Arrangements, Leasing vs Buying, Service and Quality Consideration	To take review of various points to be considered at the time of buying products
SECOND TERM			
5	Workforce Management	Different factors of Production Labour as an Active Human Product of Production Factors affecting Labour Market Labour vs Human Resources – its role in Indian Economy Establishment of Quality Educational and Professional Institute after Independence Review of Educational and Professional Institutions in the eyes of increasing Workforce	To discuss the concept of Workforce Management
6	Recruitment Management	Methods of Recruitment – Procedure of Recruitment Demand of Human Resources Administrative Approval, Preparation of Advertisement Publication, Receiving Application, Scrutiny of Application Planning and Conducting at Written / Computer Based Test, Declaration of Results, Interview, Selection, Sending	To consider various steps involved in Recruitment Management (Process)

		Appointment Orders, Joining , Necessary Documents of Job Training Performance Appraisal, Permanent Appointment	
7	Exploitation of Human Resources	Outsourcing, Contractual Appointment through Contractor\ Various types of Harassment Salary/Wages Minimum – Maximum, Payment of Less Salary Physical and Mental Health of Human Resources Role of Trade Union and Changes in Trade Union Act	To examine various aspects of exploitation of Human Resources
8	Visiting different Medium and Large Scale Industries in Nashik District and Writing Report	Visits and Report Writing Visiting Different Multinational of Domestic Companies in Nashik where minimum 50 Workers are Working	To take review of different Medium and Large scale industries in Nashik

Teaching Methodology for First and Second Term

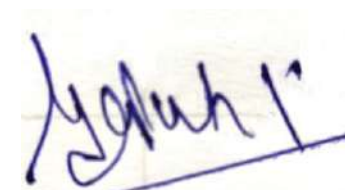
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Industrial Marketing	Richard M. Hill	Taraporewala	Mumbai
2.	Industrial and Organizational Psychology	Spector Paul E.	John Wiley and Sons Ltd	Noida
3.	Industrial Psychology	Narendar Singh	McGraw Hill	New Delhi
4.	Work Rules: Insights from Inside Google That Will Transform How You Live and lead	Laszlo Bock	Hodder & Stoughton	Gurgaon
5.	Industrial Economics: An Introductory Textbook	R.R. Barthwal	NEW AGE	New Delhi



Prof. Dr. Gangadhar V. Kayandepatil

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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Personality Development

Syllabus for B.Com Semester- I & II

Subject Name:- Personality Development

Course Code:- Perdevp (Restructure)

Objectives:- This subject is meant to develop the personality and effective communication skills among the students for self assessment as well as job selection in near future.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Introduction to Personality Development	Definition, Meaning, Characteristics and Elements of Personality Importance of Personality in present era Inner traits and outer traits of personality Self vs Personality Personality traits vs Body feature Control mechanism of personality	To know the concept of personality development
2	Pillars of Personality Development	First pillar – Introspection: Meaning, Need and Process Second pillar – Self Assessment: Meaning, Approach, Life Orientations, Personal Attributes, Comprehensive List of Attributes, Method for Assessment Third pillar – Self Appraisal: Meaning, Technique, Salient Features of Self Appraisal, Life Aspirations, Academic Performance	To take review of pillars of personality development

		<p>Fourth pillar – Meaning, Purpose, Influencing factors, External factors, Self driving factors, Self driven attributes, Self development process, Road map for self development, Setting personal mission, Watch and guard against pitfalls</p> <p>Fifth pillar – Meaning, Self questioning, Self appraisal report, Self introspective questions</p>	
3	Self Identification and Self Assessment	<p>Meaning of self identification and introspection, SWOT Analysis, Self centric process, Self belief system, Self concept system, Scale for assessment, Self qualifying factors, Self identification matrix</p>	To analyze your strength and weaknesses and focus on self identification
4	Mission and Vision Statements and Goals and Objectives of Your Life	<p>Mission, vision, goals and objectives – meaning and the difference between them</p> <p>Personal mission, Modality for Self questioning, Observing your response</p> <p>Process: Basis, Values, Principles</p> <p>Roles and Responsibilities: Projection, Identifying role – personal, professional, social/community</p> <p>Winning factors: Your strength and role, Positive attributes, Negative attributes, Relationship and upgradation, Impression and opinion about you</p> <p>Human dispensation: Characteristics of a personal mission statement, Monitoring and evaluation, Multidimensional areas</p>	To critically examine the personal mission, vision, goals and objectives and plan for achieving it
SECOND TERM			
5	Personality Building	<p>Motivating and leading people at work – Concept and theories of motivation, Financial & non-financial incentives</p> <p>Leadership – concept and styles – developing the qualities for ideal leadership</p>	To discuss various aspects and points of personality building
6	Self Attributes and Selection of Job	<p>Self attributes – Intellect, Genius, Intelligence, Talent, Synergetic aspects</p> <p>Purpose of Job, Different career and courses, Criteria of selection – basic qualification, Interest, Aptitude, Family background and</p>	To examine self attributes and discuss the job selection according to contemporary times

		support, Health and physical fitness, Promotional aspects, Employer's expectations Self Employment, Entrepreneur Attribute needed to become entrepreneur, Prior planning, Government subsidy and other schemes	
7	Advising and Counseling	Advice – Meaning, Importance, Advantage, Limitations Role of an Advisor Quality of an Advice Guidance for an Advisor Counseling – Meaning, Importance, Advantage, Limitations Role of a Counselor Quality of Counseling Ethics for Advisor and Counselor Advice for Students from rural areas	To elucidate the importance of advising and counseling
8	Study of Renowned Personality	Mahatma Gandhi, Indira Gandhi, Rajiv Gandhi – IT Revolution, Narendra Modi Bill Gates, Dhirubhai Ambani, Shantanu Rao Kirloskar, Ratan Tata Homi Baba, Vijay Bhatkar, Stephen Hawking, APJ Abdul Kalam Dr. B.R. Ambedkar, Dr. Chintamanrao Deshmukh, Principal Dr. M.S. Gosavi President of NIMA, President or MD of five MNCs in Nashik Study of Personality of five women entrepreneur in Nashik and report writing / Conducting of interview	To examine the contribution and personality of renowned person

Teaching Methodology for First and Second Term

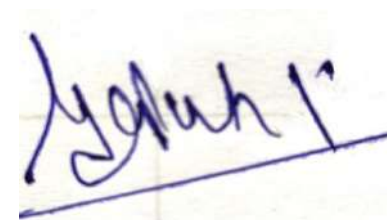
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Personality Development and Career Management	Onkar R.M.	S. Chand	New Delhi
2.	Personality Development and Soft Skills	Barun Mitra	Oxford University Press	Noida
3.	Theories of Personality	Calvin S. Hall Gardner Lindzey John B. Campbell	Wiley	Noida
4.	The Monk Who Sold His Ferrari	Robin Sharma	Jaico	Mumbai
5.	Get Your Dream Job: A Step-by -step Guide to Clear Any Interview With Confidence	Piyush Bhatia	Createspace Independent Pub	---



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Agricultural Production and Marketing

Syllabus for B.Com Semester- I & II

Subject Name:- Agricultural Production and Marketing

Course Code:- Agprma (Restructure)

Objectives:- This subject is meant to explain core concepts related to Agriculture and its Marketing. This subject will imbibe the importance of Agriculture in students and connect them with farmers and their problems. Students will suggest remedies to cure problems associated with farming.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Role of Agricultural in Indian Economy	Agriculture – Meaning, Importance Agricultural Production – Food crops, Commercial crops Trends in production of - food crops, commercial crops Agricultural development during plan five year plan National Agricultural policy, Evaluation of agricultural development – land development, land reforms, cultivation tenure system, irrigation	To take review of the role of Agriculture in Indian Economy
2	Marketing of Consumer	Durable and non-durable goods and services in rural market Product planning, Pricing, Promotion and Management and Distribution Channel for Marketing durable and non-durable goods in rural areas	To explain the concept of marketing of consumers and distribution channels

		Media Planning: Planning and Organizing Personal Selling in Rural Markets	
3	Marketing of Agricultural Inputs	Meaning of Agricultural inputs and its importance in the eyes of agricultural production Marketing of Fertilizers, Pesticides, Seeds, Tractors and other Agricultural implements in Rural areas, Irrigation Government policies regarding agricultural inputs	To take review of marketing inputs
4	Agricultural Production	Meaning of Agricultural production and its importance Average growth rate of agricultural production Factors determining agricultural productivity Low agricultural productivity Trends of agricultural productivity Importance of increase in agricultural productivity Measures employed to develop agriculture	To study the importance of agricultural production
SECOND TERM			
5	Agricultural Marketing	Classification of agricultural products with particular reference to seasonality and perishability Market structure for agricultural product and its performance Processing facilities for different agricultural products Role and types of warehousing Marketable surplus, Conditions of satisfactory agricultural marketing, Present agricultural marketing system in India Defects of agricultural marketing Govt measures to improve agricultural marketing Co-operative marketing Report of Shankarlal Guru Committee Agricultural Exports Agricultural Marketing Reforms	To study various aspects related to Agricultural Marketing
6	Distribution Channels and Physical Distribution	Distribution channels – concept and role, Types of distribution channels, Factors affecting choice of a distribution channel Retailer and Wholesaler	To study about distribution channel of agricultural products

		Physical distribution of goods, Transporting and Warehousing Inventory control, Order processing	
7	Agriculture Price Determination and Commodity Training	Agricultural Price Policy – Meaning, Objectives, Need Main features of Agricultural Price Policy in India, Effects and Suggestions for Agricultural Price Policy Role of Agricultural Price Commission, Role of Central and State Government institutions and Organizations in Agricultural Marketing Minimum Support Price (MSP), Method of calculation of MSP Unique features of Commodity Markets in India	To study various factors regarding Agriculture Price Determination and Commodity Training
8	Agricultural Production and Marketing in Nashik District	A case study of Production – input – warehousing – agricultural status; Marketing – prices, Agricultural produce; Marketing committee – Financial status, Socio-economic status Study of Farmers, Farmer suicides and rural indebtedness Export of Onion, Grapes, Roses and other agricultural products Interview of ten ideal farmers/families in Nashik district	To conduct an interview of successful farmers and their families on subject matter

Teaching Methodology for First and Second Term

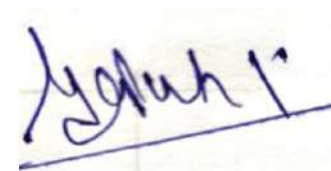
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Agricultural Marketing	Mamoria C.B	Himalaya Publishing House	New Delhi
2.	Globalisation and Agricultural Marketing	Nayyar H and Ramaswamy	Rawat Publications	Jaipur
3.	Agricultural Economics	Kayandepatil Gangadhar	Chaitanya Publications	Nashik
4.	कुरुक्षेत्र	Govt of India	---	New Delhi
5.	Annual Reports and Survey Reports	Ministry of Agriculture, Govt of India	---	New Delhi
6.	Indian Economy	Datta Sundaram	S. Chand	New Delhi



Prof. Dr. Gangadhar V. Kayandepatil

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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Catering, Hotel and Event Management

Syllabus for B.Com Semester- I & II

Subject Name:- Catering, Hotel and Event Management

Course Code:- Cahoem (Restructure)

Objectives:- This objective of this course is to help students understand the concept and practical working of catering, hotel and event management firm and job opportunities available in these sectors.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Introduction to Hotel Industry / Business	Introduction to Hotel Industry Target Market and Potential in Hotel Industry Different Types of Hotel Ownerships Hotel's Functional Areas Classification of Hotels Types of Room Tariff Structure and Plans Partnership with MakeMyTrip (MMT), Goibibo and OYO Different License required to start Hotel Business	To give detailed introduction about Hotel Industry
2	Hotel Operations	Front Office: Accepting reservation on phone and answering guest enquiries, Maintaining record, Booking confirmation and cancellation, Computerized ledger and billing Housekeeping and laundry operations – organizational structure,	To examine the different departments in Hotel industry, their daily functioning and relation with other departments

		<p>Staff hierarchy, Lines of authority and areas of responsibility, Essential qualities in housekeeping staff – communication and interpersonal skills, Amenities provided in standard and deluxe rooms, VIP amenities, Cleaning schedules and Pest Control</p> <p>Kitchen Stewarding – Hierarchy, responsibility and relation with other department</p> <p>Safety Officer(s) – Hierarchy and relation with other department</p> <p>Cashiering and Auditing Department - Hierarchy, responsibility and relation with other department</p>	
3	Introduction to Catering Business	<p>Introduction to Cookery – from History to Modern era</p> <p>Kitchen equipments – heavy and light equipments; utensils; care and maintenance</p> <p>Various culinary terms – origin of modern cookery</p> <p>Personal Grooming, Hygiene, Uniform and Safety procedure in handling equipment</p> <p>Food Production Department – Organizational Structure, Layout, Duties and Responsibilities, Relation between various departments</p> <p>Composition of different ingredients & the action of heat on fats, carbohydrates, proteins, vitamins and minerals</p> <p>Full service restaurant, hotel and beverage facilities, catering halls, independent caterers and private clubs</p> <p>Meals & Menu planning - Origin, objective, types</p> <p>Types of Meals – Early Morning Tea, Breakfast, Lunch, Afternoon Tea, Dinner, Supper</p>	To give detailed introduction about Catering Business
4	Catering Operations	Food & Beverage department – organization, structure, principal	To examine the different

		<p>staff, duties and responsibilities, inter-departmental relationship Serving in restaurant, hotel, events – marriages, birthday party, corporate event, Government events</p> <p>Methods of service – Table laying for different meals, receiving and seating the guests, taking the order, food serving types: Banquet-Buffer-Table, procedure of service, presentation and encashing the bill</p> <p>License from FSSAI and other licenses required to start catering business</p>	<p>operations in Catering business, their method of service and licenses required to start catering business</p>
SECOND TERM			
5	Introduction to Event Management	<p>Event Management – Meaning, Importance and Application 5C's of Event, 5W's of Event, Types of Event Elements and objectives of Event Management Business Communication and negotiation skills Public Relations Event Risk Management</p>	<p>To give detailed introduction about Event Management industry</p>
6	Event Management Operations	<p>Process of Event Planning, Event Organizer – Need, Role and Qualities, Venue, Types of Venue– Indoor and Outdoor, Criteria to choose venue Steps in Organizing an Event Pre-Event: Finalizing service provisions, budget finalization and venue selection Execution of Event – Developing a hierarchy with personnel having fixed role and responsibilities to conduct the event smoothly Networking Components – Print, Radio, TV, Outdoor Media, Social Media, Direct Media Post Event- Taking feedback, Engage on Social Media, Update the Website and Social Media handles, Take internal review</p>	<p>To examine the process of planning an event and different elements required to make the event successful</p>

7	Problems and Challenges in Hotel, Catering Business and Event Management	<p>Problem and challenges (Hotel and Catering) – high competition, improper marketing, poor customer satisfaction, lack of productive chef and manager, high service rate, cleanliness issue, no proper transportation and security challenge especially to women</p> <p>Problem and challenges (Event Management) – budget, right venue, vendor, technological, tracking live event, time management and customer expectation and satisfaction, multiple events being managed by one single organizer or staffing problem and planner's block</p>	To examine the different problems and challenges in Hotel, Catering Business and Event Management
8	Case Study of Catering, Hotel Business and Event Management And different career opportunities available	<p>A case study of any Caterer, Hotel Business and Event Management Company in Nashik District and Preparing Report</p> <p>Explore different career opportunities present in this sector</p>	To get first hand information about the status of the subject matter and exploring different career opportunities available

Teaching Methodology for First and Second Term

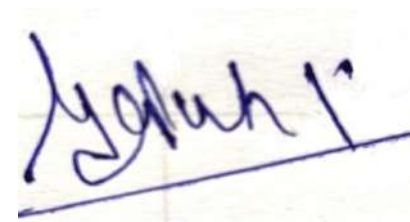
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
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Method of Evaluation

Subject	Internal Evaluation	External Evaluation
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Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
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Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Hotel Front Office Operations and Management	Jatashankar R Tewari	Oxford University Press	Mumbai
2.	Hotel Facility Planning	Tarun Bansal	Oxford University Press	Mumbai
3.	Guide for Hotel Management 2019	---	Arihant	New Delhi
4.	Food Services And Catering Management	Saxena R P	Centrum Press	New Delhi
5.	Event Management 1 Edition	Wagen	Pearson	Noida



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Savitribai Phule Pune University, Pune

Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Travel and Tourism Management

Syllabus for B.Com Semester- I & II

Subject Name:- Travel and Tourism Management

Course Code:- Trtoma (Restructure)

Objectives:- The objective of this subject is to help students understand various issues in Travel and Tourism business in India and job availability and job creation in this sector.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Career in Travel and Tourism Industry	Tour Manager, Tour Guide, Travel Manager, Travel Counselor, Sales and Public Relation Officer, Itinerary Planner Information Assistant (through SSC Exam), Reservation and Counter Staff, Interpreter Adventure Tour Operator, Travel Media Specialist, Travel Educationist, Global Distribution Service Manager Amusement and Recreation Attendant, Cruise Ship Director Airlines: Ground Staff (Traffic Assistance, Counter Staff, Booking and Reservation); In-flight staff (Airhostesses, Stewards)	To discuss the various job opportunities available in Tourism Industry

		Hotels: Operations, Front office, Housekeeping, Food and beverages, Accounting, Maintenance, Sales, Public Relation Officer, Security Entrepreneurship, Retailer (Franchise), Freelance Writer or Travel Blogger	
2	History and Development of Travel and Tourism Industry	History and Development of Travel and Tourism Industries in India India's rich history dating back to centuries and scope of travel in India Various aspects of Travel and Tourism business Constituents of Tourism Industry and Tourism Organizations Govt. policies and programmes related to Travel and Tourism in India Tourism Regulations Statistics and Measurement related to Tourism industry	To discuss History and Development of Travel and Tourism Industry
3	Tourism Services and Operation	Modes of transport, Tourist Accommodation, Informal Services in Tourism, Subsidiary Services: Categories and Roles, Travel Agency, Tour Operators, Guides and Escorts, Tourism Information Centers	To examine various modes of transport in tourism services and its operations
4	Geography and Tourism	India's Biodiversity: Landscape features – Himalaya (North), Bay of Bengal (East), Indian Ocean (South), Arabian Sea (West), Thar Desert (North-West), Eastern and Western Ghats, Tropical and Evergreen Forests, Gangetic Plains, Deccan Plateau and hilly and mountainous terrain India's Environment and Ecology Season's in India and Prominent Destination Map and Charts	To examine geography of India and study it's tourism trends all over the year
SECOND TERM			
5	Tourism Marketing and	Relevance, Product Design, Market Research, Promotional	To examine tourism marketing

	Communication	Events, Advertising, Publicity, Selling, Role of Media, Writing for Tourism, Personality Development and Skills required for Tourism Industry	and communication skills required for this industry
6	Tourism: Planning and Policy	<p>Tourism Planning and Policy Infrastructural Development Local Bodies, Officials and Tourism Development, Dependency and Manila Declaration</p> <p>Surge of Travel and Tourism websites and other platforms in India – Indian Railway Catering and Tourism Corporation (IRCTC), Make My Trip (MMT), Yatra, Cleartrip, Ixigo, Goibibo, Travelguru, redBus, Confirmktkt etc and the discounts they offer while booking and cashback received after successful booking</p>	To discuss tourism planning and policy and undergo detail scrutiny of latest websites and platforms for booking
7	Innovative Practices in Tourism and Case Studies	<p>Adventure tourism, Himalayan Trekking, Lake side camping, Culinary tourism, Sustainable tourism Solo tours especially for Women, Eco travel, Local experience Bleisure Travel (Leisure + business travel) Ice hotel (Western concept), World Tour</p> <p>Robot, chatbots, automation, artificial intelligence, Internet of Things (IoT) and Virtual Reality in Tourism industry</p> <p>Five different cases studies of innovative practices in modern tourism industry</p>	To discuss the innovative practices in Tourism industry and examining various case studies
8	Challenges in Travel and Tourism	<p>Impact – Economic, Social, Environmental and Political Threats and Obstacles to Tourism National Travelling: Security and Safety concerns International Travelling: Passport and Visa availability</p>	To examine challenges in travel and tourism

Teaching Methodology for First and Second Term

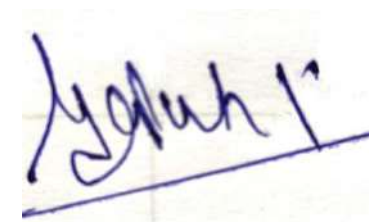
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	To get the knowledge of diverse job opportunities in tourism sector
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	To understand the geography of India and travel trends throughout the year
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	Make a detailed report of any six travel and tourism websites and compare them	To get first hand information and enable students to use ICT in Travel
7	12	Guest Lecture & Library Assignments	-----	Five different cases studies of innovative practices in modern tourism industry	To cope up with modern means of travel and tourism industry and consider this sector as profession
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Geography and Transport and Market Centre	Saxena Hari M.	S.Chand and Co.	New Delhi
2.	Road Transport Management	Manchandra	Himalaya Publishers	Mumbai
3.	Tourism Development, Principles and Practices	Bhatia A.K.	Sterling Publishers	New Delhi
4.	Tourism Law in India - A Comprehensive Manual of Concepts, Regulations & Guidelines	Shashank Garg	Universal Law Publishing	Prayagraj
5.	Lonely Planet India (Travel Guide)	Lonely Planet	Lonely Planet	Gurgaon



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Share and Security Management

Syllabus for B.Com Semester- I & II

Subject Name:- Share and Security Management

Course Code:- SSMA (Restructure)

Objectives:- The subject aims at acquainting the students with the working of Financial Markets in India and specially focuses on Share and Security Management

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Investment and overview of various Financial concepts	Different terms and terminology used in Financial Market operations Investment, Speculation, Gambling, Increasing Popularity of Investment, Features of Investment Programmes, Risk of Investment, Finance vs Investment, Interacting Decision Elements, Investment Management and other discipline Interest Calculation	To take review of Investment and Overview of various financial concepts
2	New Issue Market	Introduction to New Issue Market, concept, function, organization, understanding, distribution and role of new issue market Recent trends in primary and secondary market Listing of securities, advantages of securities, listing requirements – withdrawal and insider training	To study the new issue market and recent trends in primary and secondary markets

3	Money Market and Capital Market	<p>Indian Money Markets' composition and structure</p> <p>(a) Acceptance houses</p> <p>(b) Discount houses</p> <p>(c) Call Money Market</p> <p>Recent trends in Indian Money market</p> <p>Security Market-</p> <p>(a) New issue market</p> <p>(b) Secondary market</p> <p>Functions and role of stock exchange</p> <p>Listing procedure and legal requirements</p> <p>Public Issue-</p> <p>Pricing and Marketing</p> <p>Stock Exchanges – National Stock Exchange and over the counter exchange</p>	To throw light on money and capital market in India
4	Securities and Contract Act and Investment Alternatives	<p>Main Provisions of Securities Act, SEBI Act, Contract Act</p> <p>Investment Alternatives – Bonds, Debentures, Govt Securities, Preference Shares, Equity Shares, Non-securities forms of Investment, Private Equity and Venture capital</p> <p>Dividend policies and decision</p> <p>Unethical practices – financial fraud, insider trading, money laundering, hostile merger and acquisition, causes of unethical practices and methods to prevent investors from such practices</p>	To study the provision of important Acts related to Security and contract
SECOND TERM			
5	Investor Protection	<p>Grievances concerning stock exchange – dealings and their removal</p> <p>Grievance cells in stock exchanges</p> <p>SEBI Company Law Board – Press, Remedy through courts</p>	To take review of various provisions regarding Investor's provisions
6	Functionaries on Stock Exchange and the Brokerage Business	<p>Brokers, Sub-brokers, Market Makers, Jobbers, Portfolio Consultants, Institutional Investors and NRI</p> <p>Primary and Secondary Market – Role functions and methods of selling securities, allotment procedure</p>	To study various functionaries on Stock Exchange and in Brokerage Business

		SEBI Guidelines on Public Issues Functionaries of Brokerage Firm, Brokerage Information, Selecting of a Broker and a Brokerage Firm, Types of Exchange in Stock Exchange	
7	Financial Services	Merchant banking – Functions and roles, SEBI Guidelines Credit rating – Concept, functions and types, role and importance Depositories Act 1996 – Role and need, Valuation of Bonds, Debentures, Preferential shares, Equity shares etc Weak, Semi strong and Strong Market	To study various financial services
8	Fundamental and Technical Analysis and Career Opportunities in Financial Markets	Current State of the Economy, Industrial Growth Cycle, Fundamental Security Analysis, Basic Technical Assumptions and Various elements of Technical Analysis Portfolio Analysis – Estimating rate of return and standard deviation of portfolio Effect of combining the securities, Markowitz Risk – return optimization, Single index model or Market model Portfolio unique risk, Simple Sharpe's optimization solution Measure of return, Risk adjusted, Measures of return, Market timing, Evaluation criteria and Procedures Various career opportunities available in Stock and Money Market and Brokerage Business in India	To examine various job opportunities available for commerce graduate

Teaching Methodology for First and Second Term

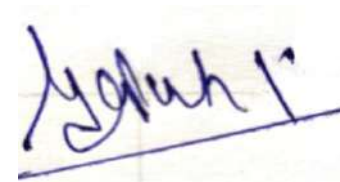
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Financial Markets and Institutions	Bhole L.M.	Tata McGraw Hill	New Delhi
2.	Indian Securities Market – Investor's View Point	Hooda R.P.	Excell Books	New Delhi
3.	Indian Financial System	Machiraju H.R.	Vikas	New Delhi
4.	Money Market Operations in India	Sengupta A.K and Agrawal M.K.	Skylark Publications	New Delhi
5.	RBI Report on Currency and Finance	RBI	RBI Publications	New Delhi
6.	Economic Survey	Govt of India	Ministry of Finance	New Delhi
7.	Investment Management	Bhalla V.K.	S. Chand & Co.	New Delhi



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Commercial and Co-operative Banking with GDCA

Syllabus for B.Com Semester- I & II

Subject Name:- Commercial and Co-operative Banking with GDCA

Course Code:- Combank (Restructure)

Objectives:- This subject enables the students to understand the working of commercial and co-operative banking as well as job opportunities available in commercial and co-operative banking.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Career Opportunities in Commercial and Co-operative Banking	Advertisement – Different Posts – Qualification – Application – Syllabus – Preparation for Examination – Appearing for Examination – Interview – Training	To examine the career opportunities available in commercial and co-operative banking
2	Indian Banking System	Structure and Organization of Banks Reserve Bank of India (RBI) – apex banking institutions Commercial banks, Regional Rural Banks, Co-operative banks, Development banks History, Objectives, Functions, Structures, Organizations, Working and Progress of Commercial, Co-operative and State Bank of India	To take review of the development of Indian Banking System in India
3	Banking Regulation Act 1949	History, Social Control, Banking Regulation Act as applicable to Banking Companies and Public Sector Banks	To study the important provisions of Banking Regulation Act 1949

		Banking Regulation Act as applicable to Co-operative banks	
4	Terminology Used in Banks	Different Terminology used in Commercial and Co-operative Banking	To memorize various technical and non-technical terms used in day-to-day banking
SECOND TERM			
5	Functioning of Commercial Banks	Meaning, Definition, Features of Commercial Banks, Types of Commercial Banks, Functioning of Commercial Banks, Organization Structure of Commercial Banks – head office, regional office, training centre, main district office and branch	To get acquaint the functions of commercial banks
6	Functioning of Co-operative Banks	Meaning, Definition, Features of Co-operative Banks, Types of Co-operative Banks, Functioning of Co-operative Banks, Organization Structure of Co-operative Banks – head office, regional office, training centre, main district office and branch	To get acquaint the functions of co-operative banks
7	Government Diploma in Co-operative and Accountancy (GDCA)	Syllabus – Preparation for Examination – Appearing for Examination	To study the syllabus of GDCA and mentally prepare for appearing GDCA exams
8	Case Study of Functioning of Commercial / Co-operative Banks in Nashik	Branch, Location, Customers, A/c opening, KYC Procedure, Withdraw, Pay in, Customer relationship, Observation of day-to-day activity, Maintenance of records Visit to any five commercial and five co-operative banks in Nashik District and preparation of reports and visits	To get expertise in Indian Banking system

Teaching Methodology for First and Second Term

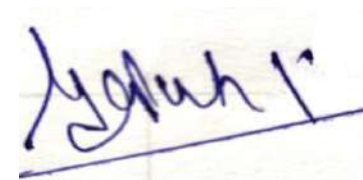
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	Collection and solving of ten question papers of Banking Exam
6	12	Guest Lecture	-----	-----	Collection and solving of ten question papers of Banking Exam
7	12	Guest Lecture & Library Assignments	-----	-----	To solve atleast five years question paper of GDCA exam
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Fundamentals of Banking – Theory and Practice	Basu A.K.	Mukherjee & Co.	Kolkata
2.	Banking Theory and Practice	Shekhar and Shekhar	Vikas Publishing House	New Delhi
3.	Practice and Law of Banking	Khubchandani B.S.	Macmillan	New Delhi
4.	Banking Awareness for SBI & IBPS Bank Clerk/PO/RRB/RBI Exams	Disha Experts	Disha Publications	New Delhi
5.	Management and Operations Of Co-Operative Banks	IIBF	Macmillan	New Delhi



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Official Correspondence & Drafting Skills with Tally

Syllabus for B.Com Semester- I & II

Subject Name:- Official Correspondence & Drafting Skills with Tally

Course Code:- Corres (Restructure)

Objectives:- This subject will make students acquaint with terminology and expertise in official correspondence. This subject will educate about Tally and drafting skills.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Modern Office Management and its Function	Meaning of office, Characteristics of Modern Office , Role and importance of modern office, Role of Office Manager/ In-charge and his position and status	To know the importance of modern office management
2	Modern Office Organization and Office Automation	Basic steps in Modern office organization Organization – Principles and techniques Effective use of Office Committees The idea organization Delegation and decentralization of authority Features of Good office systems Importance of flow for smooth work Objectives of office layout Guidelines in designing modern office layout Elements of supervision	To focus light on modern office organization and office automation

		Qualities of good supervisor Supervisor and good human relation	
3	Records Indexing, Office Furniture, Office Machines and Equipments	Definition of records, importance of records, objectives of maintaining records, record management, element of record management system, filing system and its qualities, types of filing systems Objectives of indexing, selection of suitable indexing Need of office furniture – various types of furniture required in office Principles of the selection of furniture – modern modular furniture Office mechanization – purpose of office machines, various machines used in modern office Various equipments required for office	To take review of the importance of records indexing, furniture, office, machines and equipments
4	Management and Control	Office forms and kinds of forms, advantages, form design, guidelines in form design Objectives of form control, its management and control	To examine the importance of various forms used in day-to-day office functioning and focus on guidelines regarding form control
SECOND TERM			
5	Office Correspondence and Mail	Meaning of Office Correspondence, external and internal correspondence, centralized and decentralized correspondence, drafting of correspondence, methods of drafting correspondence, skill, language, techniques, selection of proper words in drafting etc Importance of reproduction, business mail service, planning the business mail service, classification of business mail, postal services, maintaining record Enterprise resource planning (ERP)	To discuss and draft the various types of office correspondence and mail
6	Office Manual, Stationery and Reports	Need, benefits, types of office manual Effective preparation of office manual Office stationery and need to control office stationery	To study the importance of office manual, stationery and reports

		<p>Demand and supply, issue of stationery, importance of stationery, essentials of good system of regulatory stationery</p> <p>Nature and functions of personal management in motivation, work measurement and standardization</p> <p>Meaning of office reports, types of reports, basic principles of reports, qualities of good reports, drafting of report writing, specimen reports drafting, precise writing</p>	
7	Development of Communication	<p>Process of communication, importance of office communication, types of office communication, factors affecting choice of the methods of external communication, common barriers to communication, on job training of communication, drafting correspondence</p>	To focus on the need of effective communication and steps to be taken
8	Career Opportunities	<p>Career opportunities in Govt, Semi Govt, Multinationals and renowned companies</p> <p>Various certificate courses - MS-CIT, Tally, Data entry courses</p>	To study the various career opportunities available in Govt, Semi Govt and Multinational companies

Teaching Methodology for First and Second Term

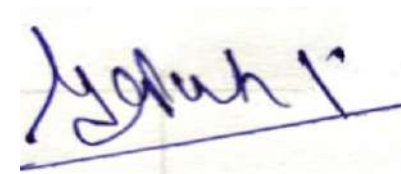
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Business Correspondence and Report Writing	R.C. Sharma and Krishna Mohan	McGraw Hill	New Delhi
2.	Modern Office Management	Jain J.N. and Singh P.P.	Regal Publication	New Delhi
3.	Oxford Handbook of Commercial Correspondence	Ashley A.	Oxford University Press	New Delhi
4.	Effective Office Communications Noting and Drafting (CAP)	Shital Parkash, M.K.Agarwal	Pustak Mahal	New Delhi
5.	Writing Skills: Success in 20 Minutes a Day	Judith F. Olson	Goodwill Publishing House	New Delhi



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Professional Ethics, Values & Integrity

Syllabus for B.Com Semester- I & II

Subject Name:- Professional Ethics, Values & Integrity

Course Code:- Ethics (Restructure)

Objectives:- This subject will teach about issues relating to integrity and probity in public life and develop problem solving approach related to society.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Introduction to Ethics and Morality	Meaning and Objectives of Ethics and Morality Difference between Ethics and Morality Moral Standards and Moral Development Essence determinants and consequences of Ethics in human actions Dimensions of ethics Ethics in public and private relationships Human values – lessons from the lives and teachings of great leaders, reformers and administrators Role of family, society and educational institutions in inculcating values	To know the concept of Ethics and Morality
2	Business Ethics	Business Ethics - Meaning, Objectives, Need to study and Scope Views in Business Ethics – Separatist, Unitarian, Integration	To consider the importance of Business Ethics

		Principles of Business Ethics	
3	Theories of Business Ethics	Meaning and Relevance of Theory of Business Ethics Foundation of Theories of Business Ethics Theories of Business Ethics – Teleological and Deontological Theories	To take review of various theories of Business Ethics and its importance in present era
4	Human Values and Professional Ethics	Meaning and Formation of Human Values Importance of Human Values at the Workplace Meaning of Profession and Professional Ethics Difference between Professional Ethics and Personal Ethics Professional Ethos – Meaning and Significance	To consider the significance of Human values and Professional Ethics in present era
SECOND TERM			
5	Ethical Dilemmas in Business	Ethical Dilemma – Meaning and Types Resolving Ethical Dilemmas at Workplace Case Study to resolve Ethical Dilemma	To explain the ethical dilemma in business
6	Ethical Decision Making	Ethical Decision Making – Meaning and Importance Determinants of Ethical Decision Making – Individual and Situational Factors Models of Ethical Decision Making – Consequentialist and Non-consequentialist Theory Kohlberg's Model of Moral Development and Decision Making Ethical Decision Making Process Limitations in Making Ethical Decision	To teach the importance of ethical decision making and its application in students near future
7	Code of Ethics	Code of Ethics – Meaning, Importance and Advantage Clauses in Code of Ethics Procedure of preparing Code of Ethics Implementation of Code of Ethics	To examine various aspects of code of ethics
8	Case Study	Various Case Studies related to Code of Ethics to be taken from UPSC Mains Examination Paper of Ethics, Integrity and Aptitude	To obtain the knowledge of Ethics, Values and Integrity in professional and personal life

Teaching Methodology for First and Second Term

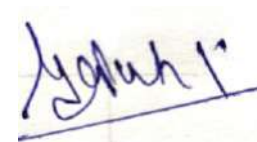
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	A Foundation Course in Human Values and Professional Ethics	R.R. Gaur, R. Sangal, G.P. Bagaria	Excel Books	New Delhi
2.	A Textbook on Professional Ethics and Human Values	R.S. Naagarazan	New Age International Pvt Ltd	New Delhi
3.	Professional Ethics and Human Values	Govindarajan M	Prentice Hall India Learning Private Limited	New Delhi
4.	Ethics, Integrity & Aptitude: For Civil Services Examination 2019	G. Subba Rao, P.N. Roy Showdhury	G.K. Pub	New Delhi
5.	Business Ethics and Corporate Governance	A.C. Fernando	Pearson	Chennai
6.	Making Ethical Decisions	Weeks Louis B.	Westminster/John Knox Press,	USA



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Revised Syllabus (2019 Pattern) for three years B.Com Degree Course (CBCS)

Semester:- I & II

Subject:- Foundation Course

Syllabus for B.Com Semester- I & II

Subject Name:- Foundation Course

Course Code:- FC (Restructure)

Objectives: - To make the student acquaint with social, religious, cultural economic aspect and problems of India. The course will also imbibe scientific temper and progress of Indian after Independence.

UNIT NO.	TITLE	CONTENTS	PURPOSE SKILLS TO BE DEVELOPED
FIRST TERM			
1	Career Guidance and Counseling	Meaning and importance of career guidance & counseling Preparation for UPSC, MPSC, Banking, Railway, Insurance and other exams planning and discussion Syllabus and Exam pattern of UPSC, MPSC, Banking, Insurance and other exams Preparation for CA, ICWA, CS and other professional exam	To focus on career opportunities available for Commerce students after graduation
2	Social Problems in India	Meaning, Definition, Nature & Characteristics of Indian Society. Features of Indian Social Structure – Institutions, Valuable & Symbolic Meaning and Definition of Caste, Features of Indian Caste System, Merit and Demerits of Caste System Schedule Caste, Schedule Tribes, Vimukt & Nomadic Tribes, Other Backward Class and Economically Backward Classes and their problems. Various measures to solve the problems. Problems of	To take review of Social Problems in India and find the solution to tackle them

		<p>untouchability in India. Effects of Superstitions</p> <p>Educational growth and its impact on Society after Independence</p> <p>Intercaste marriages, migration of various people of different caste to urban & other countries.</p>	
3	Religious and Cultural Aspect of India	<p>Meaning, Definition and Type of Culture, Characteristics of Indian Culture</p> <p>Meaning, Definition and Type of Culture, Characteristics of Religious</p> <p>Religion as General concept, Religious comparison of Indian Population, Role of Religion in society, Importance of Religion in Indian Society. Indian Religious Philosophy and various changes including Liberation Movement</p> <p>Meaning, Definition and Type of Culture, Characteristics of National Integration and factors responsible for binding. Measures for promotion of National Integration. National Integration Committee and Council. Conferences of State Chief Ministers</p> <p>Minorities in India – Jains, Buddhists, Muslims, Sikhs and other minorities. Constitutional Provisions and Minorities Commission and its recommendations</p>	To take review of Religious and Cultural aspects of India from historic time till date
4	Economic Problems in India	<p>Characteristics of Indian Economy</p> <p>Economics equality vs Economic inequality, types of Economics inequality</p> <p>National income – per capita income</p> <p>Extent of inequalities of Income in India</p> <p>Causes of Economic inequality in India</p> <p>Effects of Economic inequality</p> <p>Various schemes and programmes for removing of Economic inequality in India</p> <p>Meaning, Definition, Features, Measurements of Poverty, Poverty Line,</p> <p>Types & Indicators of Poverty, Poverty in India, Causes of Poverty</p>	To know and discuss the economic problems in India and probable solution to removing it

		<p>in India, Effects of Poverty, Various schemes & programmes for removal of poverty in India</p> <p>Meaning, Types and Causes of Unemployment, Rural Unemployment and Causes of increasing rural unemployment</p> <p>Urban unemployment, causes of increasing Urban Unemployment, various schemes & programmes for removal of rural & urban unemployment in India</p> <p>Review of 5 year plan and role of Planning Commission (1951-2014) and role of NITI Aayog since 2014</p> <p>Review and impact of LPG (Liberalization, Privatization and Globalization) since 1991</p>	
SECOND TERM			
5	Political Science	<p>Basic Concepts of Political Science – Constitution, State, Government, Nation, Parliament, Executive, Judiciary, Rule of Law</p> <p>Democracy – a form of Government, Meaning, Definition, Type, Merit and Demerit of Democracy</p> <p>Success & Drawbacks of Democracy in India. Measures to be taken to remove drawbacks of Democracy in India</p> <p>Features and important provisions of Indian Constitution, Significance of Preamble of Indian Constitution</p> <p>Fundamental Rights and Duties of Indian Citizen, Liberty, Equality, Fraternity</p>	To know the basic concepts of Political Science and focus on basics of Indian Constitution
6	Introduction of Science and Scientific Method	<p>Meaning, Definition, Nature and Characteristics of Science, Objectives, Importance, Presupposition of Science, Classification of Science, Distinction between Natural and Social Sciences</p> <p>Knowledge and Science</p> <p>Limitations of Science</p> <p>Meaning, Definition, Features, Nature of Scientific Method. Sciences and their methods. Steps involved in Scientific Methods</p> <p>Limitations of Scientific Method</p> <p>Difficulties in Social Sciences</p> <p>Meaning, Definition, Characteristics of Hypothesis</p>	To study Science and Scientific Methods and develop Research Aptitude among the students

		<p>Some examples of Hypothesis, Construction of Hypothesis</p> <p>Types of Hypothesis</p> <p>Functions and Importance of Hypothesis</p> <p>Use of Hypothesis in Research</p> <p>Meaning of Analogy, Reasoning from Analogy, Analogy and Scientific Induction, Strength of Analogical Reasoning, Misuse of Analogy, False Analogy, Analogy and Model. Critical Experimental Progress</p>	
7	Development & Impact of Science & Technology	<p>Introduction – Modern Period, Steam Engines, Invention of Aeroplane, Discovery of an atom, Invention of X-Ray, Computers. Space Era. Robot</p> <p>Effects of Science and Technology on Nature of Indian Agriculture – Importance of Agriculture in Indian Economy</p> <p>Effects of Science and Technology on Agriculture, Agriculture Production & Technology, White & Green revolution</p> <p>Population in India – Concept, Size – Growth of Population in India</p> <p>Causes of Rapid growth in population and its effect in Economic Development. Effects of Science and Technology on Population Growth and its control</p> <p>Measures to control the increasing population</p> <p>Effects of Science & Technology on Distribution, Transport, Rural Development, Human Values and Superstitions</p>	To explain the role of Science and Technology for welfare of Humanity
8	Modernization in India after Independence	<p>Meaning, Definitions, Types of Modernization</p> <p>Effects of Modernization on Indian Society</p> <p>Meaning and role of Scientific Temper</p> <p>Impact of Education on Modernization</p> <p>Impact of Industrial Revolution, Meaning and Type of Pollution, Impact of Pollution on Society, Various Acts related to control of Pollution</p> <p>Meaning and Importance of Disaster Management</p>	To take review of the effects of Modernization on Indian Society

Teaching Methodology for First and Second Term

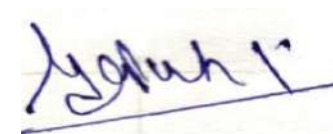
Unit No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
FIRST TERM					
1	12	Guest Lecture and Group Discussion	-----	-----	-----
2	12	Guest Lecture	-----	-----	-----
3	12	Guest Lecture & Library Assignments	-----	-----	-----
4	12	Group Discussion/ Workshop/ Visits	-----	-----	-----
SECOND TERM					
5	12	Guest Lecture and Group Discussion	-----	-----	-----
6	12	Guest Lecture	-----	-----	-----
7	12	Guest Lecture & Library Assignments	-----	-----	-----
8	12	Group Discussion/ Workshop/ Visits	-----	-----	-----

Method of Evaluation

Subject	Internal Evaluation	External Evaluation
FIRST TERM		
Unit – I	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – II		
Unit – III		
Unit – IV		
SECOND TERM		
Unit – V	Internal assessment : 30 Marks	Final University exam: 70 Marks
Unit – VI		
Unit – VII		
Unit – VIII		

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Introduction to Indian Society	V.Shrivastva	Mahaveer & Sons Publication, (2011)	Delhi
2.	Indian Economy	Gaurav Dutt and Ashwini Mahajan	S.Chand Publications, (2016)	Delhi
3.	Agriculture and Environment in India	Surya Bhushan	New Century Publications,(2016)	Delhi
4.	Indian Economy	S.K. Mishra and V.K.Puri	Himalaya Publishing House (2018)	Mumbai
5.	Indian Economy	Gaurav Dutt and Ashwini Mahajan	S.Chand Publications, (2016)	Delhi
6.	Indian Economy	S.K. Mishra and V.K.Puri	Himalaya Publishing House, (2018-19)	Mumbai
7.	Constitution of India	Agrawal P.K. and K.N.Chaturvedi	Prabhat Prakashan,(2017),	Delhi
8.	Foundation Course	Dr. Gangadhar Kayandepatil & Ors	Chaitanya Publication	Nashik



Prof. Dr. Gangadhar V. Kayandepatil

Chairman

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Savitribai Phule Pune University, Pune