

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Introduction To Business

Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

PROGRAM OUTCOMES

PO	Description
A student completing Bachelor's Degree in Commerce Program will be able to	
PO1	Disciplinary Knowledge: Capability of executive comprehensive knowledge and understanding of one or more discipline that form of commerce.
PO2	Communication skills: Ability to communicate long standing unsolved problems in commerce ability to show the importance of commerce as precursor to various market development since the beginning of the civilization
PO3	Critical thinking: Ability to engage in reflective and independent thinking by understanding the concept in every area of commerce and business ability to examine the results and apply them to various problems appearing in different branches of commerce and business
PO4	Problem solving: Capability to deduce a business problem and apply the classroom learning into practice to offer a solution for the same capabilities to analyze and synthesize data and interface for valid conclusion.
PO5	Research related skills: Ability to search for locate extract organize evaluate and use or present information that is relevant to a particular topic.
PO6	Self-directed learning: Capabilities to work independently in diverse projects and ensure detailed study of various facets of commerce and business
PO7	Moral and ethical awareness/reasoning: Ability to ascertain unethical behavior falsification and manipulation of information. Ability to manage self and various social systems.
PO8	Lifelong learning: Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of commerce

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Proposed Curriculum as per NEP 2020 Year of implementation-2023-24

Name of the Department: COMMERCE

Semester	CourseCode	Course Title	Vertical	Credit
I	24COMMR121	Introduction to Business – Paper - I	Minor	2
	24LAWVC141	Business Law Paper I	VSC	2
	24COMSE151	Digital Marketing Paper I	SEC	2
II	24COMMR221	Services Sector – Paper - II	Minor	2
	24LAWVC241	Business Law Paper II	VSC	2
	24COMSE251	Digital Marketing Paper II	SEC	2

Course Code	MINOR SEM – I – Course Title Commerce Paper I	Credits	Lectures / Week
24COMMR1 21	Introduction to Business	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To Study the Concept of Motivation and Remember the Important Factor of Motivation As well to understand the Basic Concepts of Communication Barriers to Effective Communication. (Remember & understanding) • CO2 - Apply Recent Trends in Controlling and analyze the Steps and Essential of Good Control System. (Apply & Analyze)			
Unit	Topics	No of Lectures	
I	Business Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business. Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies	15	
II	Business Environment Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment Constituents of Business Environment:	15	

	Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.	
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Additional References:

- **Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House**
- **Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House**
- **Introduction to Commerce, Vikram, Amit, Atlantic Pub**
- **A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub**
- **Business Environment, Cherunilam, Francis, Himalaya Pub**
- **Essentials of Business Environment, Aswathappa, K., Himalaya Pub**

Evaluation Scheme for First Year B.COM (UG) under NEP (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

1) Continuous Internal Assessment(CIA)Assignment - Tutorial/Case Study/
Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks

2) Continuous Internal Assessment (CIA) Online Unit Test – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Theory Examinations.

AC _____ ITEM NO: _____

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Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Business Law - I

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Course Code	VOCATIONAL SKILL COURSE SEM – I - Course Title	Credits	Lectures /Week
24LAWVC141	Business Law Paper I	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - Student should have to remember the entire companies act regarding the business affairs, all statutory provisions. And to understand the details of negotiable instrument act and their provisions made in various business concern. (Remember & understanding) • CO2 - While learning business law every student has to apply their owned mind to solve the cases and analyze affairs of business through recent cases. (Apply & Analyze)			
Unit	Topics	No of Lectures	
I	Indian Contract Act 1872: <u>Chapter I:</u> Definitions (S.2): Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract. <u>Chapter II:</u> 04 lectures Offer or Proposal- definition, Essentials of Valid proposal or offer, counteroffer, Standing or open offer, distinguish between offer and invitation tooffer, Acceptance- definition, Essentials of a valid acceptance, Promise. Communication of Offer and acceptance and Revocation. <u>Chapter III:</u> 03 lectures Capacity to contract (Ss.10-12), Consent and Free Consent (Ss.13-22) <u>Chapter IV:</u> 04 lectures Consideration (S.2 and 25) and Void Agreements (Ss .24-30)	15	
II	Negotiable Instruments Act 2015:	15	

	Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence–Presumptions, classification of Negotiable Instruments. Promissory Notes and Bills of Exchange (Ss. 4, 5, 108-116) Essential elements of Promissory Note and Bill of Exchange, distinguish between Promissory note and Bill of Exchange. Acceptor and Acceptance, definition of Acceptor, Acceptance for honor, Absolute and qualified Miscellaneous Provisions: (Secs: 8-10, 22, 99-102, 118-122, 134-137) Holder (S. 8), Holder in Due Course (S. 9), Rights and privileges of H.D.C. Payment in due course (S. 10), Maturity of an Instrument (S. 22), Noting (S. 99), Protest (S. 100-102). Bills in Set. (Sec. 13) or conditional acceptance, Drawer, Drawee in case of Need (Ss. 7, 115 & 116) Payee, Cheques, Types of Cheque and Penalties in case of dishonor of certain cheques, distinguish between cheque and Bill of exchange, (Secs: 6, 123-131A, 138-147)	
		30
Additional References: Emerson J.D, Cengage Advantage Books: Law for Business, 19th Edition by Ashcroft, Ashcroft, and Patterson and International Business Law and Its Environment, 10th Edition by Schaffer, Agusti, and Dhooge, amongst others while studying business law.		

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Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Digital Marketing– I

Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	SKILL ENHANCEMENT COURSE SEM – I - Course Title	Credits	Lectures/ Week
24COMSE1 51	Digital Marketing Paper I	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - After successful completion of this course, students would be able to remember the search engine advertising and learn to make strategies for effective campaign as well as to understand the new media, Different types, their strengths and the way customer interacts with new / digital media. (Remember & understanding) • CO2 - To develop the skills to strategize and apply campaigns on new / digital media and to be able to Analyze and build brand preference, generate leads and aggregate audience on Social Media and increase audience engagement. (Apply & Analyze)			
Unit	Topics	No of Lectures	
I	Introduction to Digital Marketing –AndRole of digital media Introduction to digital marketing - Types of digital media, industry trends, Indian media spends, comparison with traditional media.Customer consumption trends of digital media, Role of digital media in consumer Decision making process, Behavioral and Contextual targeting.	15	
II	SearchEngineMarketing(SEM)And SocialMediaMarketing: Importance and needCampaign strategy Identifying keywords and their configurationsCreating Ad Words CampaignsAssess campaign using Ad Words analytics reports Introduction & comparison of various Social Media (including subscriber base,	15	

	features, popularity etc.)Social Media Marketing strategies - with examples/casesContent Strategy for various social media • Creating Campaign on Socialmedia(Facebook) Assessmentofcampaign usingFacebookanalytics	
		30

Additional References:

- 1.TheArtofDigitalMarketing-IanDodson-WileyPublication
 - 2.DigitalMarketing-VandanaAhuja-OxfordPublication
 - 3.UnderstandingDigitalMarketing:MarketingStrategiesforEngagingtheDigitalGeneration-DamianRyan-KoganPage
 - 4.DigitalMarketing:Strategy,Implementation&Practice-DaveChaffey&Fiona Ellis-Chadwick
- Convert!Designing WebsitesFortrafficsandConversions-BenHunt
 TheSocialMediaBible:Tactics,Tools&StrategiesforBusinessSuccess-LonSafko
 Global Content Marketing-Pam Didne
 ThePowerofVisualStorytelling-Ekaterinawaiter
 Digital Marketing-Dr.HariKrishnaMaram

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Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Commerce (Services Sector)
Paper II

Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	MINOR SEM – II– Course Title Commerce (Services Sector) Paper II	Credits	Lectures / Week
24COMMR2 21	Services Sector	2	2

Course Outcomes:

After successful completion of this course, students would be able to

- CO1 - Possess the knowledge of various retail formats and will be able to understand retail customer and the learner shall be remembering to comprehend the various terminologies and concepts like BPO, KPO, etc. in the ITES sector. (Remember & understanding)
- CO2 - To be able to Apply on the recent trends like digital payments, FDI and other futuristic trends in the banking and insurance sector and students can be able to analyze the opportunities and challenges faced by Indian Corporates for smooth transition to e-commerce in B2B, B2C, C2C activities. (Apply & Analyze)

Unit	Topics	No of Lectures
I	Unit I: of Services Introduction: Meaning, Characteristics, Scope and Classification of Services –Importance of servicesector in the Indian Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and	15

	challenges in service sector.	
II	Retailing Introduction: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers Retail Format: Store format, Non – Store format, Store Planning, design and Layout Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing	15
		30
Additional References: • Business Organisation Management Maheshwari, Rajendra P Mahajan, J.P., International Book House • Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House • Introduction to Commerce, Vikram, Amit, Atlantic Pub • A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub • Business Environment, Cherunilam, Francis, Himalaya Pub • Essentials of Business Environment, Aswathappa, K., Himalaya Pub		

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Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Business Law - II

Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	VOCATIONAL SKILL COURSE SEM – II - Course Title	Credits	Lecture s/Week
24COMVC14 1	Business Law Paper II	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - Student should have to remember the entire companies act regarding the business affairs and all statutory provisions and to understand the details of negotiable instrument act and their provisions made in various business concern. (Remember & understanding) • CO2 - While learning business law every student has to apply their owned mind to solve the cases and analyze affairs of business. (Apply & Analyze)			

Unit	Topics	No of Lectures
I	The Indian Companies Act, 2013: 1. Nature, Features of Companies 1-18 2. Types of Companies Memorandum of Association and Articles of Association-I 19-30 3. Memorandum of Association and Articles of Association-II 31-43 Prospectus and Private Placement (Sections. 2.23, 26 to 32 and S.42) 4. Membership of a Company (Sections. 2, 88, 91, 94, 95 of Companies Act 2013) 54-65 5. Directors of Companies Appointments and Qualifications (Sections. 2, 149-183, 196, 203-205) 66-78 6. Meetings (Sections. 96-122, 173-176)	15
II	The Indian Partnership Act 1932: 1 Formation of Partnership and Types of Partnership 88-97 2 Registration of Firms and Consequences of Non-Registration Relations Amongst the Partners and Dissolution of Firm 98-111 3 Limited Liability Partnership Functioning and Nature of Limited Liability Partnership [Section: 2, 11-12, 55-58] 112-121 4 Extent and Limitation of Liability of LLP And Partners in LLP Dissolution and Winding Up of The Limited Liability Partnership 122-125	15

		30
Additional References: Emerson J.D, Cengage Advantage Books: Law for Business, 19th Edition by Ashcroft, Ashcroft, and Patterson and International Business Law and Its Environment, 10th Edition by Schaffer, Agusti, and Dhooge, amongst others while studying business law.		

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Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.Com
Subject: Digital Marketing– II

Choice Based Credit System (CBCS)
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Course Code	SKILL ENHANCEMENT COURSE SEM – II - Course Title	Credit s	Lectures/We ek
24COMSE2 51	DIGITAL MARKETING Paper II	2	2
Course Outcomes: After successful completion of this course, students would be able to CO1 - Students should remember to use display advertisement, blogs and You Tube in overall marketing strategy and also knows understand			

the different pricing options, and their use in given scenario. (Remember & understanding)

- CO2 - Apply learnt skills effectively building users list, deliver email and generate relevant clicks and Analyze Social media analytically make relevant strategies. (Apply & Analyze)

Unit	Topics	No of Lectures
I	Introduction and role of Advertising And E-commerce: Displayadvertising Videoadvertising-typesandtheir effectivenessBlogmarketing • Understandtrendsand profileofe-commercePlayers • Use of e-tailors for promotionanddistribution of brandsStrategiesusedbyE- commerce players	15
II	EmailMarketingandMobileMarketing: • Trends,types,Challenges • Planning&designing campaign • Assess effectivenessof the campaign metrics • Marketsize, growth etc. • Applications • Coupons • Gamification • Mobilewallets • QR codes • USSD • SMS	15
Additional References:		

1. The Art of Digital Marketing-Ian Dodson-Wiley Publication
2. Digital Marketing-Vandana Ahuja-Oxford Publication
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation-Damian Ryan-Kogan Page
4. Digital Marketing: Strategy, Implementation & Practice-Dave Chaffey & Fiona Ellis-Chadwick
- Convert! Designing Websites for Traffic and Conversions-Ben Hunt
- The Social Media Bible: Tactics, Tools & Strategies for Business Success-Lon Safko
- Global Content Marketing-Pam Didne
- The Power of Visual Storytelling-Ekaterina Waiter
- Digital Marketing-Dr. Hari Krishna Maram