

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: S.Y.B.Com
Subject: Commerce – III (Management:
Functions and Challenges)
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Deccan Education Society's
Kirti M.Doongursee College (Autonomous)

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

Name of the Department: COMMERCE

Semester	CourseCode	CourseTitle	Vertical	Credit
III	24COMMR321	Commerce – III (Management: Functions and Challenges)	Minor	2
	24LAWVC341	BUSINESS LAW - III	VSC	2
IV	24COMMR421	Commerce – IV (Management: Production & Finance)	Minor	2
	24COMSE451	Advertising - II	SEC	2

Course Code	MINOR SEM – III - Course Title	Credits	Lectures/ Week
24COMMR3 21	Commerce (Management: Functions and Challenges) Paper III	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To make the learners remember and apply about conceptual knowledge and evolution of Management in practical life. (Remember & Apply) • CO2 - To familiarize to understand the learners and help to analyze the functions in Management. (Understanding & Analyze)			
Unit	Topics	No of Lectures	
I	Introduction to Management: • Management- Concept, Nature, Functions, Managerial Skills & Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W. Taylor’s Contribution Classical Organization Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments • Modern Management Approach-Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.	15	
II	Planning & Decision Making: Planning - Steps, Importance, Components, Coordination – Importance • M.B.O -Process, Advantages, Management by Exception- Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a	15	

	Sound Decision Making, Impact of Technology on Decision Making.	
		30

Additional References:

1. Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata McGraw-Hill, Publishing Co. Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management: Global Prospective – Heinz Weihrich & Harold Koontz, Tata McGraw- Hill, Publishing Co. Ltd.
4. Essential of Database Management Systems -Alexis Leon, Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task, Resp, Practices – Peta Druche “willian Heinemann LTD.

Evaluation Scheme for Second 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: S.Y.B.Com
Subject: BUSINESS LAW - III
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	VOCATIONAL SKILL COURSE SEM – III - Course Title	Credits	Lectures/ Week
24LAWVC34 1	BUSINESS LAW - Paper III	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To provide a conceptual understanding about the framework of Indian Business Laws. and to remember about the legal aspects of business. (Understanding & Remember) • CO2 - To familiarize the students with application of case law studies and analyze cases related to Business Laws. (Apply & Analyze)			
Unit	Topics	No of Lectures	
I	The Sale of Goods Act - 1930 • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept, Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)	15	
II	Consumer Protection Act, 1986 & Competition Act 2002: • Consumer Protection Act – Concept, Objects, Reasons for enacting the Consumer	15	

	Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti- Competition Agreements,	
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Additional References:

- Law of Contract: Avatar Singh, Eastern Book Company.
- Merchantile Law: by M.C.Kucchal.
- Business Law: N.D.Kapoor
- The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
- Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
- The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
- The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
- The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
- Khergamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis

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Syllabus for

Program: Bachelor of Commerce

Course: S.Y.B.Com

Subject: Commerce – IV(Management:
Production & Finance)

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025

Course Code	MINOR SEM – IV - Course Title	Credits	Lectures/ Week
24COMMR4 21	Commerce(Management: Production & Finance) Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To understand the learners with the basic concepts of Production Management, Inventory Management & Quality Management and help them to remember basic knowledge about Indian Financial Systems. (Understand & Remember) • CO2 - To analyze the learners with the recent trends in Finance. The learner shall apply various investment avenues available in India and can be apply the recent trends in the world of finance. (Analyze & Apply)			
Unit	Topics	No of Lectures	
I	Production & Inventory Management • Production Management: Objectives, Scope - Production Planning & Control: Steps, Importance • Production Systems: Concept, Types - Continuous and Intermittent. - Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. - Scientific Inventory Control System - Importance	15	
II	Quality Management • Introduction to Quality: Dimensions of Quality, - Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features.	15	

	• Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.	
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Additional References:

1. Production and Operations Management –ProfL.C. Jhamb, Event Publishing House.
2. Production Planning & Control- ProfL.C. Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K.Ashwathappa&G.Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventues: An Entrepreneurial Approach-KathleenR.Allen, Cengage Learning
5. Essentials of Inventory Management-MaxMuller,Amacon Publishes
6. Indian Financial System—BharathiPathiak, Pearson Publication

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Syllabus for
Program: Bachelor of Commerce
Course: S.Y.B.Com
Subject: Advertising
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	SKILL ENHANCEMENT COURSE SEM – IV - Course Title	Credits	Lectures/ Week
24COMSE45 1	Advertising	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 advertising and Analyze brand preference, generate leads and aggregate audience on Social Media and increase audience engagement. To make strategies for effective campaign. (Remember & Analyze)
- CO2 - To Understand the new media, Different types, their strengths and the way customer interact with new / digital media also focus on the case will help to Apply advertising on practical life. (Understand & Apply)

Unit	Topics	No of Lectures
I	Introduction to Advertising • Integrated Marketing Communications (IMC)- Concept, Features, Elements, • Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, • Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions.	15
II	Advertising Agency • Ad Agency: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and	15

	ways of avoiding Client Turnover, Creative Pitch, Agency compensation. • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.	
		30

Additional References:

- **Advertising and Promotion: An Integrated Marketing Communications**
- **Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education**
- **Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education**
- **Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited**
- **Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited**
- **Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall**

