AC 28/5/2026/Com/02 ITEM NO: 1.3.2

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce

(AUTONOMOUS)

Dadar (W), Mumbai -28

Affiliated to

UNIVERSITY OF MUMBAI

Title of the program

A U.G. Certificate in Commerce

B U.G. Diploma in Commerce

C B.Com. (Commerce)

Syllabus for

Semester: III and IV

Ref: GR dated 20^{th} April, 2023 for Credit Structure of UG

(With effect from the academic year 2026-27 Progressively)

PROGRAM OUTCOMES

PO	Description
A student completing Bachelor's Degree in **Commerce** Program will be able to	
PO1	**Disciplinary Knowledge** The capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of commerce.
PO2	**Communication Skills** Ability to communicate long-standing unsolved problems in commerce; Ability to show the importance of commerce as a precursor to various market developments since the beginning of civilization.
PO3	**Critical Thinking** Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business; Ability to examine the results and apply them to various problems in different branches of Commerce and Business.
PO4	**Problem solving** The capability to deduce a business problem and apply the classroom learning into practice to offer a solution. The ability to analyze and synthesize data and draw inferences for a 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** Capability 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.

PROGRAM SPECIFIC OUTCOMES

PSO	**Description**
PSO1	Students will develop a comprehensive understanding of management principles and production processes, enabling them to plan, organize, and optimize business operations efficiently.
PSO 2	Students will acquire the ability to design and evaluate advertising strategies, applying creative, analytical, and communication skills to promote products and services effectively in competitive markets.
PSO 3	Students will gain in-depth knowledge of corporate laws and regulatory frameworks, enabling them to interpret legal provisions and ensure compliance in business practices.
PSO 4	Students will integrate managerial, legal, and marketing concepts to analyze real-world business situations and make informed, ethical, and strategic decisions in a dynamic corporate environment.

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce

(AUTONOMOUS)

Sr. No.	Heading	Particulars	
1	**Title of program** **O: ______________A**	**A**	**U.G. Certificate in Commerce**
	O: ______________B	**B**	**U.G. Diploma in Commerce**
	O: ______________C	**C**	**B.Com. (Commerce)**
2	**Eligibility** **O: ______________A**	**A**	HSC (Commerce and Science) **OR** Passed Equivalent Academic Level 4.0
	O: ______________B	**B**	Under Graduate Certificate in Commerce **OR** Passed Equivalent Academic Level 4.5
	O: ______________C	**C**	Under Graduate Diploma in Commerce **OR** Passed Equivalent Academic Level 5.0
3	**Duration of Program R: _______**	**A**	One Year
		B	Two Years
		C	Three Years
4	Intake Capacity		120

Sign of the HOD and Coordinator BOS in Commerce	**Sign of the NEP Coordinator, DES's Kirti M. Doongursee College**	**Sign of Principal DES's Kirti M. Doongursee College, Mumbai 28.**

Preamble

1. Introduction

The Second Year B.Com., implemented under the framework of University of Mumbai and delivered at Kirti College, is designed to provide students with a comprehensive and application-oriented understanding of commerce and business practices. The curriculum emphasizes core areas such as Management, Production Management, Advertising, and Corporate Law, ensuring a balanced integration of theoretical knowledge and practical exposure. It aims to equip students with essential managerial, analytical, and communication skills required in the contemporary business environment. The courses for S.Y. B.Com. fosters critical thinking, creativity, and ethical awareness among learners. It also focuses on developing an understanding of industrial processes, marketing strategies, and legal frameworks governing corporate operations. By aligning academic content with industry requirements, these courses prepare students for professional careers and entrepreneurial ventures. The emphasis on experiential learning enables students to connect classroom concepts with real-world business scenarios. Overall, the programme seeks to nurture competent, responsible, and industry-ready graduates.

2. Aims and Objectives

1. To impart fundamental and advanced knowledge of management, production processes, advertising strategies, and corporate laws.

2. To develop analytical, decision-making, and problem-solving skills in business contexts.
3. To enhance students' creativity and communication skills, particularly in advertising and marketing domains.
4. To familiarize students with legal and regulatory frameworks governing corporate entities.
5. To prepare students for professional careers, higher education, and entrepreneurial opportunities in the commerce field.

3. Learning Outcomes

1. Students will be able to apply management and production principles to optimize organizational performance.
2. Students will design and evaluate effective advertising strategies using creative and analytical approaches.
3. Students will interpret and apply corporate laws to ensure legal compliance in business operations.
4. Students will demonstrate integrated knowledge and skills to analyze and respond to real-world business challenges.

Semester	Course Code	Course Title	Vertical	Credit
III	26COMMJ311	**Commerce – III (Management: Principles and Functions)**	Major	4
	26COMMJ312	**Advertising - I**	Major	4
	26COMMR321	**Principles of Business Management**	Minor	4
	26COMVSC341	**Corporate Law**	VSC	2
IV	26COMMJ411	**Commerce – IV (Management: Production and Finance)**	Major	4
	26COMMJ412	**Advertising - II**	Major	4
	26COMMR421	**Principles of Production and Finance Management**	Minor	4

Course Code	MAJOR SEM III	Credits	Lectures/ Week
26COMMJ311	**Commerce III (Management: Principles and Functions)**	4	4

Course Objectives (CO):

CO1: To provide a comprehensive overview of Management within an organizational context.

CO2: To analyze the core Principles of Management and their evolution.

CO3: To examine the primary Functions of Management in operational settings.

CO4: To facilitate the practical application of management theories and functions within personal and professional life.

Course Outcomes (OC): After successful completion of this course, students would be able to

OC1: Recall the classical approach of scientific management as well as to understand the basic concepts of management and Functions of Management such as Planning, Organizing, Directing and Controlling.

OC2: Explore various approaches and theories of Management and various aspects of Functions of Management.

OC3: Apply Henry Fayol’s Principles of Management, different techniques of Decision Making, impact of Technology on Decision Making, techniques of Controlling - PERT, CPM, Budgetary Control, and Management Audit.

OC4: Analyse Indian Management Thoughts: Origin and Significance of Indian Ethos to Management, Impact of Technology on Decision Making, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation, different types of Organizational structure and Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.

Unit	Topics	No of Lectures
I	**Introduction to Management** • Management: Concept, Nature, Functions, Managerial Skills and Competencies	**15**

	• 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 and Significance of Indian Ethos to Management.	
II	**Planning and 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 Sound Decision Making, Impact of Technology on Decision Making.	**15**
III	**Organising** Steps, Organisation Structures – Features of Line and Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation. **Departmentation**: Meaning - Bases, Span of Management - Factors Influencing Span of Management, Tall and Flat Organisation. **Delegation of Authority**: Process, Barriers to Delegation, Principles of Effective Delegation. **Decentralisation**: Factors Influencing Decentralisation, Centralization v/s Decentralisation	**15**
IV	**Directing and Controlling** **Motivation**: Concept, Importance, Influencing factors. **Communication**: Importance of Communication, Barriers to effective	**15**

	Communication **Leadership**: Concept, Functions, Styles, Qualities of a good leader. **Controlling**: Concept, Steps, Essentials of a good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.	

References

1. Management Today Principles and 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 Perspective – Heinz Weinreichian 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 Drucker William Heinemann LTD.
6. What Way Emancipation? (or "The Evolution of Provincial Finance in British India") – Dr. B.R. Ambedkar
7. On Becoming a Leader – Warren Bennis, Basic Books
8. Organizational Behavior – Stephen P. Robbins and Timothy A. Judge, Pearson Education
9. Competitive Strategy: Techniques for Analyzing Industries and Competitors – Mhael E. Porter, Free Press
10. Leadership – James MacGregor Burns, Harper and Row

<table>
<tr><td>Course Code</td><td colspan="2">MAJOR SEM III</td><td>Credits</td><td>Lectures/ Week</td></tr>
<tr><td>26COMMJ312</td><td colspan="2">ADVERTISING I</td><td>4</td><td>4</td></tr>
<tr><td colspan="5"></td></tr>
<tr><td colspan="5">Course Objectives (CO)
1. To introduce the fundamentals of advertising,
2. To Study various aspects and classification of advertising.
3. To understand the role of advertising agency.
4. To explore employment opportunities in the fields of advertising and brand building, and to successfully avail and secure them.</td></tr>
<tr><td colspan="5">Course Outcomes (OC): After successful completion of this course, students would be able to
OC1: Recall the concept of IMC, Advertising Agency and Brand Building and Special Purpose Advertising.
OC2: Explore Brand Building and Special Purpose Advertising, Evolution and classification of Advertising, Types of advertising agencies, Economic and Social Aspects of Advertising, Brand Building: The Communication Process and Special purpose advertising: Rural advertising, Political advertising, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
OC3: Apply agency selection criteria, Skills required for a career in advertising, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises and Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements.
OC4: Analyse Economic and Social Aspects of Advertising, Various Career Options.</td></tr>
<tr><td>Unit</td><td colspan="3">Topics</td><td>No of Lectures</td></tr>
<tr><td>I</td><td colspan="3">Introduction to Advertising
Integrated Marketing Communications (IMC): Concept, Features, Elements, Role of advertising in IMC</td><td>15</td></tr>
</table>

	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.	
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 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.	**15**
III	**Economic and Social Aspects of Advertising** **Economic Aspects**: Effect of advertising on consumer demand, monopoly and competition, Price. **Social Aspects**: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. **Pro Bono/Social Advertising**: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body: Role of ASCI (Advertising Standard Council of India)	**15**
IV	**Brand Building and Special Purpose Advertising** **Brand Building**: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.	**15**

	Special Purpose Advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. **Trends in Advertising**: Media, Ad spends, Ad Agencies, Execution of advertisements	

References

1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education

2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education

3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited

4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson a. Education Limited

5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall

6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education

7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing

8. Brand Equity and Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press

9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.

10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart and Winston

11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited

Course Code	Minor SEM III	Credits	Lectures/ Week
26COMMR321	**Principles of Business Management**	4	4

Course Objectives (CO)

CO1: To establish a foundational understanding of the role, importance, and evolving nature of management within various organizational structures.

CO2: To analyze the core philosophies and classical theories (such as Fayol's or Taylor's) that govern effective managerial behavior and decision-making.

CO3: To examine the practical execution of the management cycle, specifically focusing on planning, organizing, leading, and controlling.

CO4: To provide actionable insights on how management theories and functional workflows can be integrated into daily life to improve personal efficiency and goal attainment.

Course Outcomes (OC): After successful completion of this course, students would be able to

OC1: Recall the classical approach of scientific management as well as to understand the basic concepts of management and Functions of Management such as Planning, Organizing, Directing and Controlling.

OC2: Understand various approaches and theories of Management and various aspects of Functions of Management.

OC3: Apply Henry Fayol's Principles of Management, different techniques of Decision Making, impact of Technology on Decision Making, techniques of Controlling - PERT, CPM, Budgetary Control, and Management Audit.

OC4: Analyse Indian Management Thoughts: Origin and Significance of Indian Ethos to Management, Impact of Technology on Decision Making, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation, different types of Organizational structure and Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit

Unit	Topics	No of Lectures
I	**Management**: Concept, Nature, Functions, Managerial Skills and 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 and Significance of Indian Ethos to Management.	**15**
II	**Planning and 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 Sound Decision Making, Impact of Technology on Decision Making.	**15**

References

1. Management Today Principles and 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 Perspective – Heinz Weinreichian 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 Drucker William Heinemann LTD.

6. What Way Emancipation? (or "The Evolution of Provincial Finance in British India") – Dr. B.R. Ambedkar

7. On Becoming a Leader – Warren Bennis, Basic Books

8. Organizational Behavior – Stephen P. Robbins and Timothy A. Judge, Pearson Education

9. Competitive Strategy: Techniques for Analyzing Industries and Competitors – Mhael E. Porter, Free Press

10. Leadership – James MacGregor Burns, Harper and Row

Course Code	VOCATIONAL SKILL COURSE SEM III	Credits	Lectures/ Week
26COMVSC341	**Corporate Law**	2	2

Course Objectives (CO):

CO1: To provide a comprehensive understanding of the legal and ethical frameworks that govern corporate behavior and professional responsibility.

CO2: To analyze the principles of corporate governance and the regulatory mechanisms required to ensure organizational transparency and accountability.

CO3: To equip learners with a detailed knowledge of company law provisions and the statutory procedures essential for the legal formation and administration of a business.

CO4: To develop the ability to apply legal procedures and compliance requirements to real-world corporate scenarios and organizational decision-making.

Course Outcomes: After successful completion of this course, students would be able to
OC1: To provide a concept of Indemnity, Guarantee, Transfer of property Various types of Consumer Forum and its Three tier Redressal Agencies.
OC2: To explore the provision, procedure of Sale of Goods Act and Consumer Protection Act.
OC3: To Apply in Consumer Court and also claim remedies for breach of Contract of sale of goods.
OC4: To Analyze the Distinction between Sale and Hire Purchase Agreement, Conditions and Warranties, also protect the Rights of Consumer.

Unit	Topics	No of Lectures
I	**The Sale of Goods Act 1930**	**15**

	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 and Warranties (Ss. 11-25 and 62, 63)**: Concept, Distinguish between Conditions and Warranties, Implied Conditions and Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. **Property**: Concept, Rules of transfer of property (Ss. 18-26) **Unpaid Seller (Ss. 45-54, 55 and 56)**: Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)	
II	**Consumer Protection Act, 2019 and Competition Act 2002** **Consumer Protection Act 2019**: Concept, Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. Consumer Protection Councils and Redressal Agencies – District, State and National. **Competition Act 2002**: Concept, Salient Features, Objectives and Advantages. Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,	**15**

References

1. Law of Contract: Avatar Singh, Eastern Book Company.
2. Mercantile Law: by M.C. Kucchal.
3. Business Law: N.D. Kapoor
4. The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
5. Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani,

Shroff Publishers.

6. The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
7. The Consumer Protection Act 2019-Bare Act, Professional Book Publishers.
8. The Consumer Protection Act, 2019-Bare Act, Universal lexis Nexis
9. The Consumer Protection Act 2019-Ministry of Law and Justice, Published by Authority
10. The Consumer Protection Act 2019 with rules-Taxmann's.

Course Code	**MAJOR SEM IV**	**Credits**	**Lectures/ Week**
26COMMJ411	**Commerce – IV (Management: Production and Finance)**	4	4

Course Objectives (CO)

CO1: To provide an overview of Production and Quality Management

CO2: To understand the Indian Financial System and the various trends in the area of finance.

CO3: To make the learners apply some investment avenues.

CO4: To analyze Marketing and Human Resource strategies to enhance organizational effectiveness.

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

OC1: Recall the concept, Objectives, Types of Production and Inventory Management, Quality Management, the structure of Indian Financial Market, Credit Rating, Advantages and Limitations of Mutual Funds, Commodity Market: Categories and Types

OC2: Explore the Importance of Inventory Control System, Measures for Improving Productivity, Dimensions of Quality, Cost of Quality, Service Quality Management, Functions of Stock Exchange and SEBI, Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments

OC3: Apply the Techniques of Inventory Control, Factors Influencing Productivity, Measures for Improving Productivity, Quality Management tools in quality management, Service Quality Management, Procedure of Credit Rating

OC4: Analyse the Factors Influencing Productivity, Procedure of Credit Rating, Factors responsible for growth of Mutual Funds – Systematic Investment Plan and Role of Self-Help Groups.

Unit	**Topics**	**No of Lectures**
I	**Production and Inventory Management**	**15**

	Production Management: Objectives, Scope Production Planning and 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	
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. **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.	
III	**Indian Financial System** **Indian Financial Market**: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories: NSDL and CDSL **SEBI**: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. **Credit Rating**: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.	

IV	**Recent Trends in Finance** **Mutual Funds**: Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. **Commodity Market**: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. **Start-up Ventures**: Concept, Sources of Funding, **Micro Finance**: Importance, Role of Self-Help Groups.	**15**

References

1. Production and Operations Management – Prof L.C. Jhamb, Event Publishing House.
2. Production Planning and Control- Prof L.C. Jhamb, Event Publishing House
3. Production and Operation Management (Text and Cases) - K. Ashwathappa and G. Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventures: An Entrepreneurial Approach-Kathleen R. Allen, Cengage Learning
5. Essentials of Inventory Management - Max Muller, Amacon Publishes
6. Indian Financial System – Bharathi Pathiak, Pearson Publication
7. Financial Institutions and Markets: Structure Growth and Innovations – L.M. Bhole, Jitendra Mahakad, Tata McGraw Hill.
8. The Indian Financial System and Financial Market Operator -Vasant Desai, Himalaya Publishing
9. Indian Financial System – M.Y. Khan, Tata McGraw Hill
10. Production and Operations Management – Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues – Nalini Prava Tripathy, Excel Books New Delhi.
12. Startup Stand up: A Step by Step Guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House,Mumbai
13. A Trades Guide to Indian Commodities Market - Vijay L. Bhambwani, Network 18 Publication Ltd.

Course Code	MAJOR SEM IV	Credits	Lectures/ Week
26COMMJ412	**Advertising II**	4	4
Course Objectives (CO) **CO1**: The objective of this course is to highlight the role of advertising as an important function in marketing **CO2**: To orient learners towards the practical aspects and techniques of advertising. **CO3**: It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising. **CO4**: Examine the strategic role of advertising and its function as a critical pillar within the broader marketing mix.			
Course Outcomes (OC): After successful completion of this course, students would be able to **OC1**: To recall the types of Media and its Ad Agency, Media Planning: Concept and Process, Creativity through Endorsements, Preparing print ads **OC2**: To explore the importance of Media Research, Advertising Campaign, Benefits of Advertising and also in depth of new media, methods of setting advertising budgets, Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization, Creativity through Endorsements, Preparing print ads **OC3**: To apply the tool for regulation - ABC and Doordarshan Code, Steps Determining advertising objectives - DAGMAR model, Media Scheduling Strategies, Creative aspects, Creating broadcast ads **OC4**: To Analyze Steps determining advertising objectives - DAGMAR model, Factors determining advertising budgets, Media Objectives - Reach, Frequency and GRPs, Factors considered while selecting media and Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives			
Unit	**Topics**		**No of**

		Lectures
I	**Media in Advertising** **Traditional Media**: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media **New Age Media**: Digital Media / Internet Advertising – Forms, Significance and Limitations **Media Research**: Concept, Importance, Tool for regulation - ABC and Doordarshan Code	**15**
II	**Planning Advertising Campaigns** **Advertising Campaign**: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model **Advertising Budgets**: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs **Media Planning**: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies	**15**
III	**Execution and Evaluation of Advertising** **Advertising Campaign**: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model **Advertising Budgets**: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs **Media Planning**: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies	**15**
IV	**Creativity in Advertising**	**15**

	Advertising Campaign: Concept, Advertising Campaign Planning - Steps Determining advertising objectives - DAGMAR model **Advertising Budgets**: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs **Media Planning**: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies **Preparing Print Ads**: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance. **Creating Broadcast Ads**: Execution Styles, Jingles and Music – Importance, Concept of Storyboard **Evaluation**: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	

References

1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education

2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education

3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited

4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson a. Education Limited

5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall

6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education

7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S. Chand Publishing

8. Brand Equity and Advertising - Advertising's role in building strong brands, 2013 - David A. Aker, Alexander L. Biel, Psychology Press

9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata

McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart and Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Back, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

Course Code	MINOR SEM IV	Credits	Lectures/ Week
26COMMR421	**Commerce (Management: Production and Finance) Paper IV**	4	4

Course Objectives (CO)

CO1: To provide a comprehensive overview of Production Management principles and workflows.

CO2: To evaluate Quality Management frameworks and their impact on organizational excellence.

CO3: To analyze the structure of the Indian Financial System and emerging contemporary trends in finance.

CO4: To enable learners to apply various investment avenues and asset allocation strategies in real-world scenarios.

Course Outcomes (OC): After successful completion of this course, students would be able to

OC1: Recall the concept, Objectives, Types of Production and Inventory Management, Quality Management, the structure of Indian Financial Market, Credit Rating, Advantages and Limitations ofMutual Funds, Commodity Market: Categories and Types

OC2: Explore the Importance of Inventory Control System, Measures for
Improving Productivity, Dimensions of Quality, Cost of Quality, Service Quality Management, Functions of Stock Exchange and SEBI, Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments

OC3: Apply the Techniques of Inventory Control, Factors Influencing Productivity, Measures for Improving Productivity, Quality Management tools in quality management, Service Quality Management, Procedure of Credit Rating

OC4: Analyse the Factors Influencing Productivity, Procedure of Credit Rating, Factors

responsible for growth of Mutual Funds – Systematic Investment Plan and Role of Self-Help Groups.		
Unit	**Topics**	**No of Lectures**
I	**Production and Inventory Management** **Production Management**: Objectives, Scope Production Planning and 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. **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.	**15**
III	**Indian Financial System** **Indian Financial Market**: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories:	

	NSDL and CDSL **SEBI**: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. **Credit Rating**: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.	
IV	**Recent Trends in Finance** **Mutual Funds**: Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. **Commodity Market**: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. **Start-up Ventures**: Concept, Sources of Funding, **Micro Finance**: Importance, Role of Self-Help Groups.	

References:

1. Production and Operations Management – Prof L.C. Jhamb, Event Publishing House.
2. Production Planning and Control- Prof L.C. Jhamb, Event Publishing House
3. Production and Operation Management (Text and Cases) - K. Ashwathappa and G. Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventures: An Entrepreneurial Approach -Kathleen R. Allen, Cengage Learning
5. Essentials of Inventory Management-Max Muller, Amacon Publishes
6. Indian Financial System – Bharathi Pathiak, Pearson Publication
7. Financial Institutions and Markets: Structure Growth and Innovations – L.M. Bhole, Jitendra Mahakad, Tata McGraw Hill.
8. The Indian Financial System and Financial Market Operator - Vasant Desai, Himalaya Publishing
9. Indian Financial System – M.Y. Khan, Tata McGraw Hill

10. Production and Operations Management – Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues – Nalini Prava Tripathy, Excel Books New Delhi.
12. Startup Stand up: A Step by Step Guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House, Mumbai
13. A Trades Guide to Indian Commodities Market - Vijay L. Bhambwani, Network 18 Publication Ltd.

Course Code	Open Elective SEM III	Credits	Lectures/ Week
26COMOE331	**Management Principles I**	2	2

Course Objectives (CO)

CO1: To provide a comprehensive overview of Management within an organizational framework.

CO2: To analyze the core principles of management and their evolution.

CO3: To examine the primary functions of management, including planning, organizing, leading, and controlling.

CO4: To facilitate the practical application of management theories and functions within personal and professional contexts.

Course Outcomes (OC): After successful completion of this course, students would be able to

OC1: Recall the classical approach of scientific management as well as to understand the basic concepts of management and Functions of Management such as Planning, Organizing, Directing and Controlling.

OC2: Explore various approaches and theories of Management and various aspects of Functions of Management.

OC3: Apply Henry Fayol's Principles of Management, different techniques of Decision Making, impact of Technology on Decision Making, techniques of Controlling - PERT, CPM, Budgetary Control, and Management Audit.

OC4: Analyse Indian Management Thoughts: Origin and Significance of Indian Ethos to Management, Impact of Technology on Decision Making, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation, different types of Organizational structure and Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit

Unit	Topics	No of Lectures
I	**Management**: Concept, Nature, Functions, Managerial Skills and 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 and Significance of Indian Ethos to Management.	**15**
II	**Planning and 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 Sound Decision Making, Impact of Technology on Decision Making.	**15**

References

1. Management Today Principles and 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 Perspective – Heinz Weinreichian 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 Drucker William Heinemann LTD.
6. What Way Emancipation? (or "The Evolution of Provincial Finance in British India") – Dr. B.R. Ambedkar
7. On Becoming a Leader – Warren Bennis, Basic Books
8. Organizational Behavior – Stephen P. Robbins and Timothy A. Judge, Pearson Education
9. Competitive Strategy: Techniques for Analyzing Industries and Competitors – Mhael E. Porter, Free Press
10. Leadership – James MacGregor Burns, Harper and Row

Course Code	Open Elective SEM IV	Credits	Lectures/ Week
26COMOE431	**Management Principles II**	2	2

Course Objectives (CO)

CO1: To provide an overview of the role and significance of management within an organization.

CO2: To analyze the core principles and frameworks that govern effective management.

CO3: To examine the primary functions of management, including planning, organizing, leading, and controlling.

CO4: To provide insight into applying management principles and functions to personal and professional life.

Course Outcome (OC): After successful completion of this course, students would be able to

OC1: Recall the classical approach of scientific management as well as to understand the basic concepts of management and Functions of Management such as Planning, Organizing, Directing and Controlling.

OC2: Explore various approaches and theories of Management and various aspects of Functions of Management.

OC3: Apply Henry Fayol's Principles of Management, different techniques of Decision Making, impact of Technology on Decision Making, techniques of Controlling - PERT, CPM, Budgetary Control, and Management Audit.

OC4: Analyse Indian Management Thoughts: Origin and Significance of Indian Ethos to Management, Impact of Technology on Decision Making, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation, different types of Organizational structure and Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.

Unit	Topics	No of Lectures
I	**Organising** Steps, Organisation Structures – Features of Line and Staff	**15**

	Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation. **Departmentation**: Meaning - Bases, Span of Management - Factors Influencing Span of Management, Tall and Flat Organisation. **Delegation of Authority**: Process, Barriers to Delegation, Principles of Effective Delegation. **Decentralisation**: Factors Influencing Decentralisation, Centralization v/s Decentralisation	
II	**Directing and Controlling** **Motivation**: Concept, Importance, Influencing factors. **Communication**: Importance of Communication, Barriers to effective Communication **Leadership**: Concept, Functions, Styles, Qualities of a good leader. **Controlling**: Concept, Steps, Essentials of a good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.	**15**

References

1. Management Today Principles and 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 Perspective – Heinz Weinreichian 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 Drucker William Heinemann LTD.
6. What Way Emancipation? (or "The Evolution of Provincial Finance in British India") – Dr. B.R. Ambedkar
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9. Competitive Strategy: Techniques for Analyzing Industries and Competitors – Mhael E. Porter, Free Press

10. Leadership – James MacGregor Burns, Harper and Row

Evaluation Scheme for Second Year B.Com. (Commerce) (UG)

under NEP 2020 (4 Credits)

I. Internal Evaluation for Theory Courses: 40 Marks

1) Continuous Internal Assessment (CIA) Assignment: Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit.: 20 marks

2) Continuous Internal Assessment (CIA): ONLINE / OFFLINE Unit Test: 20 marks: 30 Minutes

II. External Examination for Theory Courses: 60 Marks

Duration: 2 Hours

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15
Q.3	Unit III	15
Q.4	Unit IV	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. and the allocation of Marks depends on the weightage of the topic.

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

Evaluation Scheme for Second Year B.Com. (Commerce) (UG)

under NEP 2020 (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 / OFFLINE Unit Test: 10 marks: 15 Minutes

II. External Examination for Theory Courses: 30 Marks

Duration: 1 Hour

Theory question paper pattern:

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. and the allocation of Marks depends on the weightage of the topic.

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

Signatures of BOS Members

Sr. No.	Name	Signature
1.	Dr. Kedarnath Mahadev Phalke	
2.	Mr. Sagar Anil Tipnis	
3.	Prin. Dr. Vinita Pimpale	
4.	Dr. Rajeshree Gokhle	
5.	Dr. Kedar Vijay Marulkar	
6.	Dr. Meenal Oak	
7.	Mr. Pranav Mehta	

Letter Grades and Grade Points

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 – 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0