

**Savitribai Phule Pune University**  
**Faculty of Commerce & Management**  
**S Y B Com (Semester III)**  
**(Choice Based Credit System)**  
**Revised Syllabus (2019 Pattern)**

---

**CORE COURSE – I**

**Subject: Business Communication-I**

**Course Code: 231**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

---

**1. Objectives of the Course:**

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Introduction of Business Communication</b>	Introduction, Meaning, Definition. Characteristics, Importance of communication. Principles of communication, Process of communication Barriers to communication & Remedies. Methods and Channels of Communication.	i. Conceptual Clarity and understanding the Meaning , Characteristics and Importance of communication. ii. To understand the Principles and Process of communication iii. To understand Barriers to communication
2	<b>Business Letters</b>	Meaning and Importance Qualities or Essentials, Physical Appearance Layout of Business	i. To understand the importance of business letters. ii. To understand Essentials

		Letter	Qualities of business letters.
3	<b>Soft skills</b>	<p>Meaning, Need, Importance.</p> <p>Elements of soft skills.</p> <p>a) Manners &amp; Etiquettes, Grooming.</p> <p>b) Effective Listening &amp; Speaking</p> <p>c) Interview Skills.</p> <p>d) Presentation</p> <p>e) Group Discussion.</p> <p>f) Problem-solving skills</p> <p>G)Time management abilities</p>	<p>i. To acquire the fundamental knowledge about soft skills</p> <p>ii. To understand the Elements of Soft Skills</p>
4	<b>Resume writing &amp; Job Application letters</b>	<p>Introduction, essential elements of Bio data, Resume writing, Curriculum Vitae.</p> <p>Meaning &amp; Drafting of Job Application letter.</p>	To understand Resume writing and Job application letter.

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit ,	Relevant You Tub Videos ,Relevant slide show, online Video Short Film Show	Individual assignment report	Understanding of basic knowledge of Business Communication .

		internet resources			
2	10	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, case study	Relevant You Tub Videos , Short Film Show, A.V Application	Visit to Office	Understanding the importance and Essentials Qualities of business letters.
3	18	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop case study	Relevant You Tub Videos.PPT ,AV Application, online video	Presentation	Understanding the knowledge about soft skills.To create awareness about soft skill among the students
4	08	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment ,case study	Online Videos, Relevant slide show , Short Film Show	Individual Resume / Bio-Data Writing	To create ability among the students for writing resume and Job application letter. To create ability among the students for Business Correspondence
<b>Total</b>	<b>48</b>				

**References:**

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Communication	K. K.Sinha	Galgotia Publishing	New Delhi.

			Company	
2	Business Correspondence & Report Writing	R. C. Sharma & Krishan Mohan	Tata McGraw Hill Publishing Co. Ltd.	New Delhi.
3	Communication	C.S. Rayudu	Himalaya publication	Mumbai
4	Business Communication	Asha Kaul	Prentice Hall of India	New Delhi.
5	Business Communication	Vasishth Neeru & Rajput Namita	Kitab Mahal	Allahabad
6	Soft Skills	Dr. Alex	S.Chand Publication	Delhi
7	Essentials of Business Communication	Rajendra Pal & Korlahalli	Sultan Chand & Sons	New Delhi.
8	Managerial Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson	Delhi

**Guidelines for completion of Practical's:**

- 1) At least three Practical's should be completed during each semester by students in consultation with subject teacher.
- 2) Practical should be based on visit as well as library assignments, Project based, Activity based.
- 3) A subject teacher has special privileges to make the allotment of practical topics.
- 4) Students should discuss with the subject teacher at the time of selection of practical topics.
- 5) If a student fails to complete minimum number of practical's, then the student shall not be eligible for appearing at the practical examination.

\*\*\*\*\*

## CORE COURSE – II

**Subject: CORPORATE ACCOUNTING -I**

**Course Code: 232**

**Total Credits: 03**

---

### Preamble

In the modern economic environment, the corporate sector is one of the major contributors towards GDP of any country and is also one of the largest and fastest growing sectors for providing employment opportunities. In last decade, the corporate sector has seen a massive growth in economic terms i.e. the volume of turnover, income and expenses etc. and also in terms of expansion of business across the globe. Accounting plays a vital role in this growth and to ensure safeguard of the interest of the stakeholders and the society. It is, therefore, important to educate the students of commerce in the accounting practices adopted by the corporate organizations.

### Objectives of the course:

1. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
2. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
3. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
4. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.
5. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
6. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
7. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
8. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.

### Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Skills to be developed
1.	Accounting Standards	<ul style="list-style-type: none"><li>• Standards 5, 10, 14 Accounting and 21</li><li>• Its applicability with Practical Examples.</li></ul>	<ul style="list-style-type: none"><li>• To develop conceptual understanding about various Accounting Standards and its applicability in corporate accounting.</li></ul>

2.	<b>Profit Prior to Incorporation</b>	<ul style="list-style-type: none"> <li>• Introduction to the process on incorporation of a company.</li> <li>• Difference between incorporation and commencement of a company.</li> <li>• Accounting of incomes and expenses during Pre- and Post-Incorporation period.</li> <li>• Basis of allocation and apportionment of income and expenses for the Pre- and Post-Incorporation period.</li> </ul>	<ul style="list-style-type: none"> <li>• To develop Conceptual understating about Pre- and Post-Incorporation period.</li> <li>• To develop analytical skills (by understanding the allocation and apportionment of incomes and expenses for the Pre- and Post-Incorporation)</li> </ul>
3.	<b>Company Final Accounts</b>	<ul style="list-style-type: none"> <li>• Preparation of Company Final Accounts- Forms and contents as per Provisions Schedule III of the Companies Act 2013 ( with the amendments for the relevant academic year)</li> <li>• Related adjustments and their treatment.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand Practical Application of financial statements along with various adjustments.</li> <li>• To understand revised format of company final accounts.</li> </ul>
4.	<b>Valuation of Shares</b>	<ul style="list-style-type: none"> <li>• Concept of Valuation,</li> <li>• Need for Valuation,</li> <li>• Special Factors affecting Valuation of Shares, Methods of Valuation –</li> <li>• Net Assets Method,</li> <li>• Yield Basis Method,</li> <li>• Fair Value Method</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the concept and need of valuation of shares</li> <li>• To understand the methods of valuation of shares.</li> </ul>

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	10	Use of e-contents, online lectures and quiz, PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	Individual assignment report	Developing understanding on applicability of various Accounting Standards

2	12	Use of e-contents, online lectures and quiz, PowerPoint Presentations	Lectures of experts available on YouTube and other digital platforms	---	Knowledge about types of profit and their apportionment
3	18	Use of e-contents, , online lectures and quiz, PowerPoint Presentations	Study of the Final Accounts an Indian Company from its Annual Report	Individual assignment of solving practical problems	Conceptual Clarity and Practical understanding
4	08	Valuation of shares of an Indian company based on Financial statements of latest relevant financial year by a Chartered Accountant / Subject Expert	Lectures of experts available on YouTube and other digital platforms	Group Activity - Project Report on Valuation of shares of an Indian company based on Financial statements of latest 3 relevant financial years	Analytical skills enhancement and Decision making skills of students will be developed

**Method of Evaluation:**

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	MCQ / Small Practical Problems	As per University norms	--
Unit – II	Practical Problems	As per University norms	--
Unit – III	Practical Problems written Test / MCQ	As per University norms	--
Unit – IV	Written Test /Report writing on valuation of shares of a company from its latest annual report	As per University norms	Certificate course on GST

**List of Books Recommended :-**

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co.Ltd.)
2. Advanced Accountancy: By S.P. Jain & K.N. Narang ( Kalyani Publishers)
3. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L. Narang
5. Advanced Accounts: By Paul Sr.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
7. Corporate Accounting: By Mukharji & Hanif
8. Accounting Standards –as issued by Institute of Chartered Accountants of India.

\*\*\*\*\*



## CORE COURSE – III

**Subject: BUSINESS ECONOMICS (MACRO)**

**Course Code: 233**

**Total Credits: 03**

### Preamble:

An approach to Macro Economics is to examine the economy as a whole. This paper aims to provide knowledge about macroeconomics that includes macro-economic variables and theories. It also aims to make students familiar about the various concepts of macro-economics, national income, macro-economic theories and its implications in the economy.

### Scope of the programme –

Basic Knowledge of Macro Economics

### Objectives –

- To familiarize the students to the basic theories and concepts of Macro Economics and their application.
- To study the relationship amongst broad aggregates.
- To impart knowledge of business economics.
- To understand macroeconomic concepts.
- To introduce the various concepts of National Income.

Unit	Name and Content of the Chapter	Purpose & Skills to be Developed
Unit 1	<b>Introduction to Macro Economics</b>	<b>Purpose:</b> To make the students aware of concepts in macroeconomics <b>Skills:</b> Analyze & think critically, develop writing skills.
	1.1 Meaning and Definition of Macro Economics.	
	1.2 Nature of Macro Economics.	
	1.3 Scope of Macro Economics.	
	1.4 Significance of Macro Economics.	
	1.5 Limitations of Macro Economics.	
	1.6 Macro Economic Objectives.	
Unit 2	<b>National Income</b>	<b>Purpose:</b> To make the students aware of basic concepts in national income <b>Skills:</b> Analyze & think critically, quantitative aptitude and develop writing skills.
	2.1 Meaning and Importance of National Income.	
	Concepts: Gross National Product ( GNP ) Net National Product ( NNP ) Gross Domestic Product ( GDP ) Per Capita Income ( PCI ) Personal Income ( PI ) Disposable Income ( DI )	
	2.3 Measurement of National Income:	

	Methods and Difficulties	
	2.4 Circular Flow of Income: Two sector model	
<b>Unit 3</b>	<b>Theories of Output and Employment:</b>	<b>Purpose:</b> To help the students to understand the concept of Employment and theory Output. <b>Skills:</b> Understanding, writing skills, critical thinking.
	3.1 The Classical Theory of Employment: J.B.Say	
	3.2 Keynes Criticism on Classical Theories of Employment.	
<b>Unit 4</b>	3.3 Keynesian Theory of Employment.	<b>Purpose:</b> To understand the concepts of Multiplier and Accelerator. To impart knowledge of Consumption Function, Saving and Investment Function  <b>Skills:</b> Understanding, ability to analyze, quantitative aptitude and writing skills.
	<b>Consumption, Saving and Investment:</b>	
	The Consumption Function: Meaning Marginal Propensity to Consume (MPC) Keynes's Psychological Law of Consumption. Determinants of Consumption.	
	The Saving Function: Meaning, Marginal Propensity to Save (MPS) Determinants of Savings Relationship between Consumption and Saving Function (MPC and MPS)	
	4.3 Meaning and Types of Investment: Gross, Net, Induced and Autonomous.	
	4.4 Marginal Efficiency of Capital and its Determinants.	
	4.5 Concepts of Investment Multiplier and Acceleration Principal.	

**Teaching Methodology:**

Unit No.	Total Lectures	Innovative methods to be Used	Film shows and AV Applications	Project	Expected Outcome
1	08	<ul style="list-style-type: none"> <li>Open book discussion</li> <li>Digital lectures</li> <li>Reading Projects</li> </ul>	You tube lectures on macro economics	<ul style="list-style-type: none"> <li>Difference in goals of developed and developing</li> </ul>	Students will understand basic concepts of macroeconomics

				<p>economies</p> <ul style="list-style-type: none"> <li>• Comparison between macro and micro economics</li> </ul>	<p>Will be able to analyze and interpret</p>
2	12	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Case studies</li> <li>• Problem solving based learning</li> </ul>	<p>You tube lectures, Lectures on SWAYAM Portal</p>	<ul style="list-style-type: none"> <li>• Difficulties in estimation of National income in India.</li> <li>• Method of National Income used by India</li> </ul>	<p>Will know various concepts of national income Will understand the methods of calculation of national income and difficulties involved therein.</p>
3	14	<ul style="list-style-type: none"> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Open book discussion</li> </ul>	<p>Teacher oriented PPTs. You tube lectures</p>	<p>Critical evaluation of Classical theory Keynesian theory In present context</p>	<p>Will understand Says law of employment Will understand the difference between classical and Keynesian theory Able to interpret Keynes theory of effective demand.</p>
4	14	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher d</li> <li>• Games and simulation</li> </ul>	<p>You tube lectures Online PPTs</p>	<ul style="list-style-type: none"> <li>• Changing trends of saving and investment in India</li> <li>• Comparison of the trends of saving and investment in India with any other developed or developing country.</li> <li>• Study the impact of multiplier and acceleration by taking an</li> </ul>	<p>Will understand the concept of saving and investment Will know the effect of multiplier and acceleration in the economy.</p>

				hypothetical example.	
--	--	--	--	-----------------------	--

**References:**

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. Macroeconomics: N. Gregory Makiw, Worth Publishers, New York.
3. Macro- Economic Theory: M L Zingan, Vrinda Publications (P) Limited.
4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: output and employment - John Eatwell, Thames Polytechnic, 1979
6. Businss Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), New Delhi
  8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowden and Howard Vane, Routledge
  9. Business Economics (Macro): Dr. Rasal, Bhadane, Fernandes, Idol Publication, Pune-2
  10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
  11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
  12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (Latest Edition)
  13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited
  14. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor’s pvt.ltd.
  15. Money, Inflation, and Business Cycles the Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019. NewYork
  16. Macroeconomics: N. Gregory Maki Worth Publishersw, New York
  17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition), US
  18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press
  19. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press, 2017.

**Suggested Web References**

Sr. No	Lectures	Films	Animation	PPTs	Articles
--------	----------	-------	-----------	------	----------

.					
1.	<a href="https://www.youtube.com/watch?v=byqiVAk0dk4">https://www.youtube.com/watch?v=byqiVAk0dk4</a>	<a href="https://inomics.com/insight/10-movies-all-economists-will-love-1292886">https://inomics.com/insight/10-movies-all-economists-will-love-1292886</a>	<a href="https://www.youtube.com/watch?v=B2YYwIElg0c">https://www.youtube.com/watch?v=B2YYwIElg0c</a>	<a href="https://www.slideshare.net/hassanmujtaba7547/frame-work-of-macro-economics-ppt">https://www.slideshare.net/hassanmujtaba7547/frame-work-of-macro-economics-ppt</a>	<a href="https://www.journals.elsevier.com/journal-of-macroeconomics/recent-articles">https://www.journals.elsevier.com/journal-of-macroeconomics/recent-articles</a>
2.	<a href="https://www.economicnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Macroeconomics">https://www.economicnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Principles%20of%20Macroeconomics</a>	<a href="http://www.studyingeconomics.ac.uk/the-little-bits-we-like/films/">http://www.studyingeconomics.ac.uk/the-little-bits-we-like/films/</a>	<a href="https://www.youtube.co.watch=9q27h9o9gJQ">https://www.youtube.co.watch=9q27h9o9gJQ</a>	<a href="https://sites.google.com/site/davismacroclass/Home/powerpoint-presentations">https://sites.google.com/site/davismacroclass/Home/powerpoint-presentations</a>	<a href="https://www.britannica.com/topic/national-income">https://www.britannica.com/topic/national-income</a>
3.	<a href="http://web.econ.ku.dk/okocg/MATOEK/Mak%C3%98k2/Mak%C3%98k2-2015/Forel%C3%A6sninger/Pensum-M2-ii-2015-fil-2015.pdf">http://web.econ.ku.dk/okocg/MATOEK/Mak%C3%98k2/Mak%C3%98k2-2015/Forel%C3%A6sninger/Pensum-M2-ii-2015-fil-2015.pdf</a>	<a href="https://www.cambridge.org/core/books/entertainment-industry-economics/movie-macroeconomics/011C12934F13A076CD4B6D89E8351373">https://www.cambridge.org/core/books/entertainment-industry-economics/movie-macroeconomics/011C12934F13A076CD4B6D89E8351373</a>	<a href="https://journals.sagepub.com/doi/pdf/10.1177/056943451105600106">https://journals.sagepub.com/doi/pdf/10.1177/056943451105600106</a>	<a href="https://www.slideshare.net/rarichanm/national-income-42518576">https://www.slideshare.net/rarichanm/national-income-42518576</a>	<a href="https://academic.oup.com/qje/article/73/3/407/1873398">https://academic.oup.com/qje/article/73/3/407/1873398</a>

\*\*\*\*\*

## CORE COURSE – IV

**Subject: BUSINESS MANAGEMENT -I**

**Course Code: 234**

**Total Credits: 03**

---

1. Objectives of the course
  - a. To provide basic knowledge and understanding about various concepts of Business Management.
  - b. To help the students to develop cognizance of the importance of management principles.
  - c. To provide an understanding about various functions of management.
  - d. To provide them tools and techniques to be used in the performance of the managerial job.
  
2. Depth of the program – fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose / Skills to be developed
1	Management :	<ul style="list-style-type: none"><li>• Meaning definition of Management</li><li>• Need for Management study</li><li>• Process and levels of management</li><li>• Functions of management</li><li>• Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts</li></ul>	<ol style="list-style-type: none"><li>1. Understanding how management works</li><li>2. Developing thought process as a manager</li><li>3. Understanding functions of Management</li><li>4. Understand the role of Management Thinkers in development of modern management process</li></ol>
2	Understanding Management : Planning and Decision Making	<ul style="list-style-type: none"><li>• Meaning, definition and nature of Planning</li><li>• Forms and types of Planning</li><li>• Steps in Planning</li><li>• Limitations of Planning</li><li>• Meaning and techniques of Forecasting</li><li>• Meaning, Types and Steps in Decision Making</li></ul>	<ol style="list-style-type: none"><li>1. How to plan various management activities, programmes and events</li><li>2. Developing of decision making skills to evaluate various alternatives and situations</li><li>3. Understanding the concept of forecasting</li></ol>
Unit No.	Unit Title	Contents	Skills to be developed

3.	Management at Work : The process of organizing and staffing	<ul style="list-style-type: none"> <li>• Meaning, Process and Principles of Organizing</li> <li>• Concept of Authority and Responsibility</li> <li>• Delegation of Authority</li> <li>• Difficulties in Delegation of Authority</li> <li>• Need and importance of Staffing</li> <li>• Recruitment : Sources and Methods</li> </ul>	<ol style="list-style-type: none"> <li>1. Understanding the importance and process of organisation</li> <li>2. Understanding authority and process of delegation of authority</li> <li>3. Understanding process of recruitment</li> </ol>
4.	Result orientation : Direction and Team Work	<ul style="list-style-type: none"> <li>• Meaning, Elements, Principles, Techniques and Importance of Direction.</li> <li>• Concept of Team Work, Group Dynamics and principles regarding interpersonal communication and Group Behaviour</li> </ul>	<ol style="list-style-type: none"> <li>1. How to direct a group / team?</li> <li>2. Team building skills</li> <li>3. Winning confidence of group members</li> <li>4. How to initiate healthy discussions to achieve consensus?</li> </ol>

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	PowerPoint Presentations, YouTube Videos	Films on Process of Management and Films on Management Thinkers	Poster Presentation on Management Thinkers and their role in present business management	Students will get an idea about the basic managerial process
2	12	PowerPoint Presentations, YouTube Videos	Documentaries	Student group activities which involve Planning and Decision Making	Students will get an idea about how planning works in real life.
3	12	PowerPoint Presentations, YouTube Videos	Lectures on industry experts and documentaries on organizing and staffing	Poster Presentation	Students will understand the process of implementation of both the concepts.
4	12	PowerPoint Presentations, YouTube	documentaries	Student group activities which involve direction and team work.	Students will understand importance of proper direction and

		Videos			team work.
--	--	--------	--	--	------------

**References :-**

1. Essentials of Management - Horold Koontz and Iteinz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons -New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
10. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons -New Delhi
11. Business Organization & Management - Dr. Y.K. Bhushan
12. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
13. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
14. Business organization and Management by Talloo by Tata McGraw Hill
15. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House

\*\*\*\*\*



## CORE COURSE – V

**Subject: ELEMENTS OF COMPANY LAW**

**Course Code: 235**

**Total Credits: 03**

---

### Objectives of the Program

1. To develop general awareness of Elements of Company Law among the students.
2. To understand the Companies Act 2013 and its provisions.
3. To have a comprehensive understanding about the existing law on formation of new company in India.
4. To create awareness among the students about legal environment relating to the company law.
5. To acquaint the students on e-commerce, E governance and e-filing mechanism relating to Companies.
6. To enhance capacity of learners to seek the career opportunity in corporate sector.

Unit No	Unit Title	Contents	Skills
1.	<b>The Companies Act, 2013: Introduction and Concept</b>	<b>Company and its Formation</b> <b>1. Background and Features of company the Companies Act, 2013</b> <b>2. Company:</b> Meaning, Nature and Characteristics of Company. <b>3. Types of Companies:</b> On the basis of mode of formation, Number of members, liability and Control, <b>Public and Private Companies:</b> Distinction, Advantages, Disadvantages, Privileges and their Conversion into each other. <b>Other kinds of Companies:</b> One Person Company, Charitable Companies, Dormant Company, Sick Company, Small Company, Listed Company, Foreign Company and its business in India etc.	Understand the concept of company and Equip the students with knowledge of nature and types of companies.

2.	<b>Formation and Incorporation of a Company</b>	<b>Formation and Incorporation of a Company:</b> Stages in the Formation and Incorporation. 1. Promotion: Meaning of the term ‘Promoter’ / Promoter Group - Legal Position of Promoters, Pre-incorporation contracts. 2. Registration/ Incorporation of a company : - Procedure, Documents to be filed with ROC. Certificate of Incorporation- Effects of Certificate of Registration. 3.Capital Subscription/Raising of Capital 4.Commencement of business	Acquaint the students with the procedure of formation of company.
3.	<b>Principal Documents</b>	<b>Principal Documents:</b> <b>Documents relating to Incorporation and Raising of Capital:</b> 1 <b>Memorandum of Association:</b> Meaning and importance- Form and contents- Alteration of memorandum. 2 <b>Articles of Association:</b> Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management. 3 <b>Prospectus:</b> Meaning, contents, Statutory requirements in relation to prospectus- Deemed Prospectus- Shelf prospectus - Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement.	To make students understand the role and importance of various documents like Memorandum
4.	<b>Capital of the Company</b>	<b>Capital of the Company</b> 1. Various Modes for Raising of Share Capital including private placement, public issue, rights issue, bonus shares, ESOS, Sweat Equity Shares, Buy-back of shares. 2. Allotment of Shares: Meaning- - Statutory provisions for allotment, improper and irregular allotment- Consequences of irregular allotment. 3. Calls On Shares: Meaning- Requisites of a valid call, Calls in advance, Share Certificates: Meaning, Provisions regarding issue of share certificates - Duplicate Share Certificate.	To give Comprehensive insight about the capital of Company and various aspects of shares.

		4. Share Capital: Meaning, Structure (Kinds) – Concept of Securities – Definition, Nature and Kinds of Shares.	
--	--	----------------------------------------------------------------------------------------------------------------	--

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

**Teaching Methodology:**

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	The Companies Act 2013 Document , PPT, Narration, , Survey Analysis Article review	You Tube clips about the Companies Act 2013.	Report Review	Acquaint with knowledge and maturity to understand Company law 2013
2	12	Project making, , jingles, slogan , Quiz Competition,	Use of You tube, Review of Movie on relevant topic.	New Emerging Issues in Principle documents of company	To Acquaint knowledge and application of formation and incorporation of Company
3	12	Case study, Poster making, Interview with Company secretary	Case Analysis, format of principal documents of the company ,	Recent provisions of law and salient feature of principal documents of company.	To understand the knowledge about the principal documents of the company.

4	12	Virtual Learning, Group Discussion, Assignments on share capital, Interview of Corporate lawyer	Film on capital raising procedure, Internet precautions	Project on share capital of the company	To inculcate skills and knowledge about the share capital of the company
---	----	-------------------------------------------------------------------------------------------------	---------------------------------------------------------	-----------------------------------------	--------------------------------------------------------------------------

#### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation,	Written Exam	Seminar on The Companies Act, 2013
Unit – II	Continuous Evaluation	Written Exam	Awareness program
Unit – III	Continuous Evaluation,	Written Exam	Visit to company secretary's office
Unit – IV	Continuous Evaluation,	Written Exam	Awareness program

#### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	The Companies Act with Rules	Taxmann	Tan Prints (India) Pvt. Ltd. Jhajjar	Chandigarh
2.	The Companies Act, 2013	Bharat	Bharat Law House	Delhi
3.	Company Law-A	Dr. G.K. Kapoor &	Pvt. Ltd. Taxmann	Delhi
4.	Comprehensive Text Book on Companies Act 2013	Dr. Sanjay Dhamija	Publications Pvt. Ltd	
5.	Company Law-Kaydyachi Olakha	K Shriram	Aarti & Co.	Mumbai
6.	Guide to Memorandum, Articles & Incorporation of Companies	Bhandari & Makheeja	Lexis Nexis	Mumbai
7.	Elements of Company Law	Arun Gaikawad , Chandrakant Chaudhari & Devendra Bhawari	Bibha	Pune

8 .	Elements of Company Law	Prakash N. Chaudhary	Nirali Prakashan	Pune
9 .	E-Commerce : Legal Compliance	Pratima Narayan	Eastern Book Company	Mumbai

\*\*\*\*\*

## SPECIAL ELECTIVE COURSE – VI

**Subject: Business Administration**

**Course Code: 236(A)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### 1. Objectives of the Course:

- a. To provide basic knowledge about various forms of business organizations
- b. To acquaint the students about business environment and its implications thereon.
- c. To make them aware about the recent trends in business.

### 2. Depth of the program – fundamental Knowledge

UNIT No.	Unit title	Contents	Purpose/skills to be developed
1	<b>Introduction to Business Administration</b>	Business-Definition, Characteristics, Scope Objectives of Business-Economic & Social Perspectives. Commerce-Meaning, Concept, Trade & Aids to trade- Meaning & Definition of the Terms-Administration, Management and Organisation, Functions of Administration	To understand the concept of Business To understand the various perspectives to business To know the various functions of Business Administration
2	<b>Types of Business Organisations</b>		To study the various forms of business organisations To understand the meaning and importance of organized and unorganized sector To introduce the concept of Entrepreneurship as a form of business
3	<b>Business Environment</b>	Meaning of Business Environment Sole Proprietorship, Partnership Firm,	To understand the concept of Business Environment

		<p>Limited Liability Partnership, Joint Stock Company, Non-Profit Joint Stock Company under Section 25 of the Companies Act, NGO, One Person Company, MNC, MSME</p> <p>Unorganized (informal)v/s Organized sector(registered/incorporated )</p> <p>Entrepreneurship: Meaning, definition and importance, objectives, skills and qualities required of an entrepreneur, case study of a successful local entrepreneur. Constituents of Business Environment-</p>	
--	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

		Economic, Social, Legal, Cultural, Educational, Political, Technological, Natural and international. Impact of New Policies on Business Administration	To study the various aspects of business environment To understand its impact on business
4	<b>Business Promotion and development</b>	Business unit- Promotion, Concept, Stages in business promotion, Business development: Concept, process. Business components to be focused for development like markets, customers and relationships.	To study the various stages in business promotion To understand how to develop a business To study the important factors to be emphasized for Business development

### Teaching Methodology

Unit No.	No. of lectures	Innovative method to be used	Project	Expected Outcome
1.	12	PowerPoint Presentations, YouTube Videos	Assignments, poster presentations	Students will get an idea about the basic concepts and functions in administration of business
2.	14	PowerPoint Presentations, YouTube Videos	Assignments, group projects in promotion of a business, generating new ideas of business	Students will get an idea about how different forms of business organisations can be formed and operated.
3.	10	Lectures of industry experts entrepreneurs and documentaries.	Introducing Case studies to understand the impact of the environment on business	Students will understand the impact that various factors operating in external environment can have on business
4.	12	Videos and lectures by experts	Student group activities,	The development strategies of business can be introduced .

### Recommended Books:

- i. Modern Business Organisation & Management-N.Mishra, Allied Publishers-Mumbai



- ii. Essentials of Business Administration- K. Ashwathappa-Himalaya Publication
- iii. Business Administration-S.C.Saxena-Sahitya Bhavan, Agra
- iv. The Administrative Process-Stephen Robbins
- v. Industrial Administration & Management- J.Batty
- vi. Basu, C. (2017). Business Organisation and Management. McGraw Hill Education.

\*\*\*\*\*

## SPECIAL ELECTIVE COURSE – VI

**Subject: Banking and Finance-I (Indian Banking System - I) Course Code: 236(B)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### Objectives:

1. To provide the knowledge about Indian Banking System.
2. To create the awareness about the role of banking in economic development.
3. To provide the knowledge about working of Central Banking in India.
4. To know the functioning of private and public sector banking in India.

UnitNo.	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
1	Indian Banking Structure : Evolution of Banking in India Structure of Banking in India Role of Banking in Economic Development Scheduled Banks and Non- scheduled Banks Challenges before Banking in India Impact of COVID-19 on Banking Sector in India	10	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments	Understanding the structure of Indian Banking. Analyze the role of Banking in Economic Development
2	Central Banking : Definition of 'Central Banking' Evolution of Reserve Bank of India Functions of Reserve Bank of India Present currency	10	Lecture, PPT, Group and Panel Discussion, Library Work,	Understanding about the Central Banking in India

	<p>system in India Understanding of concepts : Bank Rate,Cash Reserve Ratio(C.R.R.), Statutory Liquidity Ratio (S.L.R.), Repo Rate – Reverse Repo Rate</p>		Assignments	
3	<p>Private Banking : Meaning and features of Private Banking Classification of Private Banking : i) Indian Private Banks – Old and New ii) Foreign Banks Role of Private Banking in Economic Development Performance of Private Banks in India Challenges before Private Sector Banks in India</p>	12	Lecture, PPT, Group and Panel Discussion, Library Work, Assignments, Projects	<p>Understanding of role and performance of Private Banking in India Analyze the past and present</p> <p>challenges before Private Banks in India</p>
4	<p>Public Sector Banking: Definition and Features of Public Sector Banks Classification of Public Sector Banks State Bank of India – Evolution , Functions and Performance Nationalized Banks – Social control , Meaning of Nationalization, Arguments for and against Nationalization – Merger of the Banks Regional Rural Banks –</p>	16	Lecture, PPT,  Group and  Panel  Discussion, Library Work,  Assignments,  Projects	<p>Understandingabo  ut Public sector  Banking in India  Analyze the challenges before Public Sector  Banks</p>

	Objectives , Functions , Capital, Problems before Regional Rural Banks 4.2.4 Lead Bank Scheme 4.3 Challenges before Public Sector Banks in India			
	Total	48		

References:

1. Deb Joyeeta (2019), 'Indian Banking System', Evinco Publishing.
2. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
3. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
4. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
5. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and Government Initiatives', Kalpaz Publications.
6. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
7. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
8. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
9. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher.
10. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20- Reserve Bank of India

\*\*\*\*\*

## SPECIAL ELECTIVE COURSE – VI

**Subject: Business Entrepreneurship (Special Paper-I)**

**Course Code: 236(G)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

### Objectives of the course

- a. To understand the concepts in Business Entrepreneurship and its aspects.
- b. To make students aware about the entrepreneur and entrepreneurship.
- c. To study the new age of entrepreneur and to know in details of entrepreneurship.
- d. To understand the creativity and innovation required or necessary in the entrepreneurship.
- e. To study the types of ethics and society responsibilities are followed in the conventional and corporate sector in the new edge followed by the rules and regulations.
- f. To familiarize the students with practical survey or through project work will be able to understand the concepts in the subject thoroughly.
- g. To create entrepreneurial encouragement through the study of successful entrepreneurs.

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneur and Entrepreneurship	<b>Definition, Meaning- Functions of an Entrepreneur.</b> <b>Need and Importance of Entrepreneurship-</b> Problem of Unemployment, Importance of Wealth Creation, Enterprise V/s Entrepreneurship – Self Employment V/s Entrepreneurship, Entrepreneurial Competencies, Qualities, Kakinada Experiment	To understand the concept Entrepreneur and Entrepreneurship. Students should be able to differentiate and understand the difference between Enterprise and Entrepreneurship. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.
2	New Age Entrepreneur	<b>The Internet Entrepreneur:</b> Definition, Advantages, How to Become a Successful Internet Entrepreneur (Example: Snap deal). <b>Environmental Entrepreneurs</b>	Students have to develop the ability to involve in positive thinking. Students should be able to understand the critical issues

		<p><b>(E2)-</b> Concept, Importance (Example: Help V/s Green, Ecotemme Green Nerdes, Sustain Earth)</p> <p><b>Social Entrepreneurs-</b> Meaning and Concept- goals of Social Entrepreneurs, Characteristics (Examples: DeAsra Foundation, Aaple Ghar).</p> <p><b>Artistic Entrepreneurs-</b>Concept, Things Artists and Artistic Entrepreneurs Have in Common.</p> <p><b>Motivated Entrepreneurs-</b> Concept and Meaning, ways for entrepreneurs to stay motivated.</p> <p><b>Failed Entrepreneurship-</b>Meaning and Reasons for Failed Entrepreneurship.</p>	<p>affecting the economy and environment.</p> <p>The students should be able to modernize tactics to solving social or environmental problems.</p> <p>To develop students and involve and engages them in new forms of entrepreneurship in the rightest of the world.</p> <p>Students should be able to find the ways to stay motivated as an entrepreneur.</p>
3	Creativity and Innovation	<p><b>Creativity-</b> Meaning, Creativity Process, Techniques and Tools of Creativity.</p> <p><b>Innovation-</b> Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.</p>	<p>Acquaint knowledge and skills of the entrepreneurial process, it shows that creative thinking of an entrepreneur.</p> <p>Understand the concept of innovation that how it refers to develop effective ideas for successful entrepreneurship in the global edge.</p>
4	Business Ethics and Social Responsibility of Business	<p><b>Business Ethics and Social Responsibility of Business.</b></p> <p>Business goals- Social Responsibility-Business Ethics- Social Responsibility Towards Their Stakeholders: Investors-Owners- Employees-Government and Society at Large. Leadership by Example. Code of Ethics- Ethical Structure- Social Audit. Brief Introduction to Corporate Governance.</p>	<p>Students should be able to understand the business ethics and social responsibility of business w.r.t. practices in entrepreneurship (e.g. corruption, harmful behaviour to the society).</p>

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Group discussion and case	Related Videos and PPTs	Distribute personal and group project on	Understanding the difference in Entrepreneur and

		studies		new business creation.	Entrepreneurship.
2	12	Collecting the required information on the new age entrepreneur	Related Videos and PPTs	Ask students to prepare a detailed report on new age entrepreneur.	Understanding the new age entrepreneur and will learn each.
3	12	Business planning models (Product Development, Market Research)	Biographical videos or CDs of entrepreneurs	Assign small business models, product or project(s) to students to understand them with the 360 degree of the business.	Students will be able to do the SWOT analysis of their business model.
4	12	Conducting survey and collecting information of practices followed by the nearby organizations w.r.t. business ethics and social responsibility.	Annual Reports of the companies. Videos, PPTs	Assign small projects in individual or in group.	Students will practically study the practices followed by the organizations.

**References:-**

1. Business Environment, Francis Cherunilam, Himalaya Publishing House, New Delhi.
2. Entrepreneurship Development, Khanna S.S, S. Chand, New Delhi.
3. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi
4. Dynamics of Entrepreneurship, Desai Vasant, Himalaya Publishing House, New Delhi
5. Indian Economy,, Ruddar Datt, K.P.M. Sundharam, S. Chand, New Delhi
6. Udyog,Udyog Sanchalaya, Mumbai
7. Vyawasaya Udyojagata, Dr. S. L. Shiragave, Success Publication, Pune

## **SPECIAL ELECTIVE COURSE – VI**

**Subject: Marketing Management**

**Course Code: 236(H)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

---

### **Preamble**

As the commercial scenario has totally changed, the need for advanced concepts has increased. Education system also has to change with the rapidly transforming times. Education system is trying to familiarize the students of commerce with advanced concepts in the field so that they are aware of the changing picture.

Marketing Management is an important subject and has been structured to create awareness of the Marketing Management by giving proper insight to the basics of Marketing, so that the foundation of this subject is strengthened for further studies in Marketing.

From this point of view Savitribai Phule Pune University has introduced Choice Based Credit System of course structure. This system will develop the logical independent thinking for accepting the challenges of the changing Business world.

### **Objective of the Course**

1. To introduce the concept of Marketing Management.
2. To give the students the basic knowledge of Marketing Management to be a successful modern marketer.
3. To inculcate knowledge of various aspects of marketing management through practical approach.
4. To interpret the issues in marketing and their solutions by using relevant theories of marketing management.

**Depth of the Program - Fundamental Knowledge of Marketing Management**

Objectives of the Program

- To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
- To orient the students in Marketing Strategy and Consumer Behaviour.
- To help students understand how to craft Marketing Plan which help the organisation outline their marketing goals and objectives.
- To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills To Be Developed</b>
-----------------	-------------------	-----------------	---------------------------------------



1	<b>Elements of Marketing Management</b>	<p>Introduction</p> <p>Meaning of Marketing Management</p> <p>Nature &amp; Scope of Marketing Management</p> <p>Features of Marketing Management</p> <p>Functions of Marketing Management</p> <p>Components of Marketing Management</p>	To give the students the basic knowledge of Marketing Management.
		<p>Problems of Marketing Management</p> <p>Marketing Management Philosophy</p> <p>Marketing Characteristics in Indian Context</p> <p>Marketing Management Process</p>	
2	<b>Marketing Strategy and Consumer Behaviour</b>	<p><b>Marketing Strategy</b></p> <p>Introduction</p> <p>Concept of Strategy</p> <p>Meaning of Marketing Strategy</p> <p>Significance of Marketing Strategy</p> <p>Aim of Marketing Strategy</p> <p>Marketing Strategy Formulation</p> <p>Bases of Formulating Marketing Strategy</p> <p>Types of Marketing Strategy</p> <p><b>Consumer Behaviour</b></p> <p>Introduction</p> <p>Meaning of Consumer Behaviour</p> <p>Definition of Consumer</p> <p>Scope of Consumer Behaviour</p> <p>Determinants of Consumer Behaviour</p> <p>Concept of Motivation</p> <p>Theories of Motivation</p> <p>Multivariable Models of Consumer Behaviour</p> <p>Behaviour</p> <p>Buying Motives &amp; Consumer Importance of Buying Motives</p> <p>Monadic Models of Consumer</p>	To develop the awareness amongst the students about how marketing strategy plays a vital role in making today's customers want to buy the products and services.

		Behaviour	
3	<b>Marketing Planning</b>	Introduction Meaning of Marketing Planning Definition of Marketing Planning Nature of Marketing Planning Scope of Marketing Planning Elements of Marketing Planning Importance of Marketing Planning Types Marketing Planning Principles behind Successful Planning Steps in Marketing Planning Process Relevance in Marketing Planning Structure of Marketing Plan Constraints to Effective Marketing Planning	To enable the students to plan and make the best possible utilization of all the human and physical resources so that pre-determined marketing objectives of the firm can be achieved.
4	<b>Marketing Research</b>	Introduction Meaning of Marketing Research Definition of Marketing Research Scope of Marketing Research Role of Marketing Research Marketing Research Agencies Marketing Information Vs. Marketing Research Objectives of Marketing Research Marketing Research Procedure Problem Definition Research Design Data Collection Sampling and Sampling Designs Probability Sampling Techniques Data Analysis Method of Reporting Research Findings	To make the students able to explain value of Market Research and its impact in decision making.

## Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	14	Power Point Presentation, Article Review, Survey Analysis	AV Application	Market Survey	Student will get acquainted with the basics of Marketing Management subject
2	07	Group Discussion, Quiz, Poster Making	Short Film about Buyer Behaviour, AV Application	Interviews of the Buyer	It will help students to know the preferences, likes and dislikes of the consumer which lead to the further modernization of the sales strategies by marketer
3	14	Power Point Presentation, Group Discussion, Survey Analysis	AV Application	Market Survey, Interviews of Seller	It will help them to implement this knowledge practical situations by enhancing their skills in the field of Marketing.
4	13	Power Point Presentation, Group Discussion, Field Visit	Short Film, AV Application	Market Survey, Interviews of Marketing Manager or Head	To enable the students to study the effect of external environment on decision- making of the firm.

## Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Quiz, Group Discussion	Examination	Certificate Course in Marketing Management
Unit – II	Practical, Presentation	Examination	Short Course in Sales & Marketing
Unit - III	Presentation, Group Discussion	Examination	E-Learning Training Course
Unit – IV	Project, Presentation	Examination	Marketing Research & Consumer Behaviour

## References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler	Pearson Publication	
2	Marketing Management	Rajan Saxena	McGraw Hill Education	
3	Principles of Marketing	Philip Kotler	Pearson Publication	
4	Marketing Planning & Strategy	Subhash Jain & George Haley	Cengage Learning India Pvt. Ltd	
5	Marketing Strategy	Anil Mishra & Amit Kumar Mishra	Excel Books	
6	Consumer Behaviour : Insight from Indian Market	Ramanuj Muzumdar	PHI Learning Pvt. ltd. (2009)	
7	Retail Management	Gibson Vedamani	Jayco Publication	
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	
9	Marketing Research	S. L. Gupta	Excel Books India, 2004	
10	Marketing Research	Naresh K. Malhotra	Pearson Publication	

\*\*\*\*\*

**Savitribai Phule Pune University**  
**Faculty of Commerce & Management**  
**S Y B Com (Semester IV)**  
**(Choice Based Credit System)**  
**Revised Syllabus (2019 Pattern)**

---

**CORE COURSE – I**

**Subject: BUSINESS COMMUNICATION-II**

**Course Code: 241**

**Total Credits: 04 (Theory 03 + Practical01=04)**

---

**1. Objectives of theCourse:**

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

Unit No.	Unit Title	Contents	Skills to be developed
1	<b>Report Writing and Internal Correspondence</b>	Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting- 1. Informal Report – Proposals; 2. Formal Reports; 3. Project Report 4. Introduction and Essential elements of Report writing.( Reporting for a meeting) 5. Organization of Press Report. 6. Office Memo (Memorandums) 7. Office Orders 8. Office Circulars 9. Form Memos or Letters 10. Press Releases 11. Import Export Trade	i. To understand the Report Writing and Internal Correspondence. ii. To understand office Correspondence. iii. To study Import Export Trade Correspondence



		Correspondence	
2	<b>Recent Trends in Business Communication</b>	Internet: Email, Websites, <b>Social Media Network</b> (Twitter, Face book, LinkedIn, You tube, Whats App) , Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference, Video conferencing, Meeting through Zoom App, Google meet App ,Cisco Webex meetings App.	To understand the Recent Trends in Business Communication
3	<b>Types and Drafting of Business Letters</b>	1) Enquiry Letters 2) Replies to Enquiry Letters 3) Order Letters 4) Credit and Status Enquiries 5) Sales Letters 6) Complaint Letters 7) Collection Letters 8) Circular Letters	i. To acquire the fundamental knowledge about types of Business Letters ii. To create ability among the students for Drafting of Business Letters
4	<b>Writing Formal Mails and Blog writing.</b>	: Essential elements of mail, Format of mail. : Introduction and meaning of Blog, Writing a blog.	To understand the Writing Formal Mails and Blog writing.

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources, case study	Relevant You Tub Videos ,Relevant slide show, online Video Short Film Show	Report writing of students meeting	Understanding of basic knowledge of Report Writing and Internal Correspondence and Import Export Correspondence
2	12	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion,	Relevant You Tub Videos , Short Film Show, A.V Application	Project Report on types of Social Media	Learning the Recent Trends in Business Communication

		Library /Home Assignment ,Internal Assignment, students Seminar/Workshop	, online Video		
3	<b>16</b>	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,case study	Relevant You Tub Videos, PPT , AV Application , Short Film Show , Online Videos	Writing of any one Business letter	To create ability among the students for Drafting of Business Letters
4	<b>08</b>	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment, case study	Online Videos, Relevant slide show	Blog writing	To create ability among the students about Writing Formal Mails and Blog writing.
<b>Total</b>	<b>48</b>	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources	Relevant You Tub Videos ,Relevant slide show,	-	To create ability among the students about Writing and Internal Correspondence. Also understanding the knowledge of Recent Trends in Business Communication.

#### References:

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Communication	K. K.Sinha	Galgotia Publishing Company	New Delhi.
2	Business Correspondence & Report Writing	R. C. Sharma & Krishan Mohan	Tata McGraw Hill Publishing Co. Ltd.	New Delhi.
3	Communication	C.S. Rayudu	Himalaya publication	Mumbai
4	Business Communication	Asha Kaul	Prentice Hall of India	New Delhi.
5	Business Communication	Vasishth Neeru& Rajput Namita	Kitab Mahal	Allahabad
6	Soft Skills	Dr. Alex	S.Chand Publication	Delhi



7	Essentials of Business Communication	Rajendra Pal & Korlahalli	Sultan Chand & Sons	New Delhi.
8	Managerial Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson	Delhi

**Guidelines for completion of Practical's:**

- 1) At least three Practical's should be completed during each semester by students in consultation with subjectteacher.
- 2) Practical should be based on visit as well as library assignments, Project based, Activity based.
- 3) A subject teacher has special privileges to make the allotment of practicaltopics.
- 4) Students should discuss with the subject teacher at the time of selection of practicaltopics.
- 5) If a student fails to complete minimum number of practical's, then the student shall not be eligible for appearing at the practicalexamination.

\*\*\*\*\*

\*\*\*\*\*



## CORE COURSE – II

**Subject: CORPORATE ACCOUNTING-II**

**Course Code: 242**

**Total Credits:03**

---

### Preamble

In the modern economic environment the corporate sector is one of the major contributors towards GDP of any country and is also one of the largest and fastest growing sectors for providing employment opportunities. In the last decade the corporate sector has seen a massive growth in economic terms i.e. the volume of turnover, income and expenses etc. and also in terms of expansion of business across the globe. Accounting plays a vital role in this growth and to ensure safeguard of the interest of the stake holders and the society at large. It is therefore important to educate the students of commerce in the accounting practices adopted by the corporate organizations.

### Objectives of the course

1. To acquaint the student with knowledge of corporate policies of investment for expansion and growth through purchase of stake in or absorption of smaller units.
2. To develop the knowledge among the student about consolidation of financial statement with the process of holding.
3. To update the students with knowledge of the process of liquidation of a company
4. To introduce the students with the recent trends in the field of accountancy

### Depth of the program – Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1.	<b>Holding Company Accounts</b>	Calculation of Capital Profit, Revenue profit, Cost of Control. Preparation of consolidated Balance sheet of Holding Company with one subsidiary only. Adjustment of intercompany transactions, unrealized profit of stock.	<ul style="list-style-type: none"><li>• Conceptual Understanding of Holding Company Accounts</li><li>• Practical Application skills</li><li>• Analytical skills</li></ul>
2.	<b>Absorption of Companies</b>	Introduction , Meaning - Vendor and Purchasing Companies- Purchase Consideration, Accounting entries in the books of vendor Company and Journal entries and Preparation of Balance Sheet after Absorption in the books of	<ul style="list-style-type: none"><li>• Conceptual understanding on the concept of Absorption of companies</li><li>• Practical application skills in the process of</li></ul>

		Purchasing Company	accounting for Absorption
3.	<b>Accounting for Liquidation of Companies</b>	Meaning of Liquidation- Modes of winding up – (a) Preparation of Liquidator final statement of Account (b) Preparation of Statement of Affairs and Deficiency Account.	<ul style="list-style-type: none"> <li>• Conceptual understanding on Liquidation of Companies</li> <li>• Practical application skills</li> </ul>
4.	<b>Forensic Accounting</b>	Introduction , Meaning , Objectives , Types of Forensic Accounting , Nature and key principles of forensic accounting Ethical principles and responsibilities	<ul style="list-style-type: none"> <li>• Conceptual skills</li> <li>• Acquisition of knowledge about forensic accounting and its implication.</li> </ul>

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	14	Case Study	-----	-----	Developing understanding on accounting procedure for Holding companies
2	14	Case Study	You Tube and other online platforms for videos	Case study analysis	Conceptual understanding ,Practical application skills in the process of accounting for Absorption
3	12	Case Study , Simulative approach for mock liquidation of an Indian Company based on financial statements	Online Videos for cases	Individual assignment Preparation of Charts , PPT for the format of Statement of Affairs and Deficiency Account.	Practical understanding on Process of Liquidation on companies

4	08	Case Study	Online Videos on recent cases of Forensic Accounting	Case study Analysis	Updation of Knowledge on recent advances in the field of Accountancy
---	----	------------	------------------------------------------------------	---------------------	----------------------------------------------------------------------

**References :**

List of Books Recommended :-

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co.Ltd.)
2. Advanced Accountancy: By S.P. Jain & K.N. Narang ( KalyaniPublishers)
3. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L.Narang
5. Advanced Accounts: By Paul Sr.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K.Maheshwari
7. Corporate Accounting: By Mukharji & Hanif

\*\*\*\*\*

## CORE COURSE – III

**Subject: BUSINESSECONOMICS(MACRO)-II Course Code:243**

**Total Credits: 03**

---

### Preamble –

An approach to Macro Economics is to examine the economy as a whole. This paper aims to provide knowledge about macroeconomics that includes macro-economic variables and theories. It also aims to make students familiar about the various concepts of macroeconomics like functions of money, trade cycle and macroeconomic policies and also about the concepts used in public finance.

### Scope of the programme –

Basic Knowledge of Macro Economics

### Objectives –

- To familiarize the students to the basic theories and concepts of Macro Economics and their application.
- To understand the theories of money.
- To understand the phases of trade cycle and policy measures to elongate the trade cycle.
- To understand various concepts related to public finance.
- To understand credit creation of banks and money measures of RBI.

Unit	Name and Content of the Chapter	Purpose & Skills to be Developed
Unit 1	<b>Money:</b>	<b>Purpose:</b> To understand the concept of money. To make the students know about Demand, Supply and Value of Money. <b>Skills:</b> Interpretation, comparative analysis, critical thinking, writing skills
	1.1 Meaning and Functions of Money.	
	Demand for Money: Classical Approach. Keynesian Approach.	
	Supply of Money: Credit Creation of Commercial Banks Money Measure of RBI (M1,M2, M3,M4). Credit Control Methods.	
	Value of Money: Quantity Theory of Money. 1.4.2 Cash Balance Approach : Marshall, Pigou, Robertson and Keynes	
<b>Unit</b>	<b>Inflation:</b>	<b>Purpose:</b>



<b>2</b>	2.1 Meaning and Definition	To understand the concept Inflation. To understand the stagflation and Phillipscurve. <b>Skills:</b> Understanding, writing skills, critical thinking
	2.2 Causes of inflation	
	2.3 Consequences of Inflation	
	2.4 Demand Pull and Cost Push Inflation	
	2.5 Stagflation: Meaning and Causes	
<b>Unit 3</b>	<b>Trade cycle:</b>	<b>Purpose:</b> To understand the concept and phases of trade cycle. To understand the policy measures <b>Skills:</b> Understanding, writing skills, critical thinking
	3.1 Meaning and Definition of Trade Cycle	
	3.2 Characteristics of Trade Cycle	
	3.3 Phases of Trade Cycle	
	3.4 Control of Trade Cycle: Monetary Measures and Fiscal Measures	
<b>Unit 4</b>	<b>Public Finance:</b>	<b>Purpose:</b> To understand Public Finance. To understand the Procedure of Budget. <b>Skills:</b> Understanding, Critical thinking and writing skills.
	4.1 Meaning and Definitions.	
	4.2 Scope of Public Finance.	
	4.3 Importance of Public Finance.	
	4.4 Meaning and Types of Tax.	
	4.5 Public Expenditure: Meaning and Causes of Increasing Public Expenditure.	
	4.6 Public Debt: Meaning and Importance.	
	4.7 Budget: Meaning and Types.	

### Teaching methodology:

U n i t N o	Total Lectu re s	Innovative methods to be used	Film shows and AV Application s	Project	Expected Outcome
1	14	<ul style="list-style-type: none"> <li>• Open book discussion</li> <li>• Case studies</li> <li>• Problem solving based learning</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Films</li> </ul>	<ul style="list-style-type: none"> <li>• Implication of liquidity trap.</li> <li>• Credit control methods used by India.</li> </ul>	<ul style="list-style-type: none"> <li>• Students will understand concept and theories of money.</li> <li>• Will be able to critically evaluate supply of</li> </ul>



					money in the economy s.
--	--	--	--	--	----------------------------------



2	10	<ul style="list-style-type: none"> <li>• Digital lectures</li> <li>• Jigsaw reading</li> <li>• Project based learning</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Inflation trends in developed and developing countries</li> <li>• Trends of agricultural prices in India</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand the causes and consequences of inflation</li> <li>• Will understand the concept of stagflation</li> </ul>
3	10	<ul style="list-style-type: none"> <li>• Game oriented classes</li> <li>• Pair learning</li> <li>• Group discussion</li> <li>• Games and simulation</li> </ul>	<ul style="list-style-type: none"> <li>• Films</li> <li>• You tube lectures</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-cyclical policy measures used by various countries</li> <li>• Effect of US recession on the world economy</li> <li>• Implication of these measures</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand phases of trade cycle</li> <li>• Will understand the types of policies</li> <li>• Able to interpret effect of anti-cyclical policies on the economy</li> </ul>
4	14	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Teacher driven</li> </ul>	<ul style="list-style-type: none"> <li>• You tube lectures</li> <li>• Online PPTs</li> </ul>	<ul style="list-style-type: none"> <li>• Trend of developed and non-developed expenditure in Indian economy</li> <li>• Types of taxes in India</li> <li>• Study of Indian budget</li> </ul>	<ul style="list-style-type: none"> <li>• Will understand public revenue and public expenditure concept</li> <li>• Will be able to analyze, interpret and criticize public policies with theoretical base</li> </ul>

### References:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. Macroeconomics: N. Gregory Makiw, Worth Publishers, NewYork.
3. Macro- Economic Theory: M L Zingan, Vrinda Publications (P)Limited.
4. Samashti Arthshstry Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya PublicationHouse.
5. Theories of value: Output and Employment - John Eatwell, Thames Polytechnic,1979

6. Business Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications,Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), NewDelhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowdon and Howard Vane,Routledge
9. Paisa, Mahagaie Aani Rajasva: Dr. Rasal, Shelar and Bhadane, Idol Publications,Pune.
10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (LatestEdition)
11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (LatestEdition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (LatestEdition)
13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited
14. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor's pvt.ltd.
15. Money, Inflation, and Business Cycles The Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019.NewYork
16. Macroeconomics: N. Gregory Maki Worth Publishersw, NewYork
17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (LatestEdition),US
18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, GeneralPress
19. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press,2017

**Sugg  
ested  
Web  
Referenc  
es:**

Sr. No.	Lectures	Films	Animation	PPTs	Articles

1.	<a href="https://www.economicsnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Public-sector%20Economics%20and%20Public%20Choice%20Theory">https://www.economicsnetwork.ac.uk/teaching/Video%20and%20Audio%20Lectures/Public-sector%20Economics%20and%20Public%20Choice%20Theory</a>	<a href="http://www.studyintheeconomics.ac.uk/the-little-bits-we-like/films/">http://www.studyintheeconomics.ac.uk/the-little-bits-we-like/films/</a>	<a href="https://ed.ted.com/lessons?category=macroeconomics">https://ed.ted.com/lessons?category=macroeconomics</a>	<a href="https://www.slideshare.net/NayanVaghela/trade-cycle-chapter-4">https://www.slideshare.net/NayanVaghela/trade-cycle-chapter-4</a>	<a href="https://theconversation.com/global-topics/inflation-645">https://theconversation.com/global-topics/inflation-645</a>
----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

---

2.	<a href="https://www.youtube.com/watch?v=Ac_i3GEhMF54">https://www.youtube.com/watch?v=Ac_i3GEhMF54</a>	<a href="https://economic.stackexchange.com/questions/9781/what-are-some-exceptional-movies-documentaries-on-macroeconomics">https://economic.stackexchange.com/questions/9781/what-are-some-exceptional-movies-documentaries-on-macroeconomics</a>	<a href="https://www.ufs.ac.za/econ/unlisted-pages/microeconomics-animations">https://www.ufs.ac.za/econ/unlisted-pages/microeconomics-animations</a>	<a href="https://www.slideshare.net/NayanVaghela/public-finance-chapter-7">https://www.slideshare.net/NayanVaghela/public-finance-chapter-7</a>	<a href="https://journals.sagepub.com/toc/pfr/current">https://journals.sagepub.com/toc/pfr/current</a>
----	---------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------

\*\*\*\*\*

## CORE COURSE – IV

**Subject: BUSINESS MANAGEMENT-II**

**Course Code: 244**

**Total Credits:03**

---

Unit No.	Unit Title	Contents	Skills to be developed
1.	Improving peoples' performance : Motivating the staff	<ul style="list-style-type: none"><li>• Meaning, Importance and Theories of motivation</li><li>• Maslow's Need Hierarchy Theory</li><li>• Herzberg's Two Factor Theory</li><li>• Douglas McGregor's Theory of X and Y</li><li>• Ouchi's Theory</li><li>• McClelland's Theory</li></ul>	<ol style="list-style-type: none"><li>1. Skills regarding how to motivate staff and other members of the team.</li><li>2. Skills regarding retaining motivational level</li><li>3. Understanding needs and expectations of group members and meeting them effectively.</li></ol>
2.	Organizing from front-Leadership Skills	<ul style="list-style-type: none"><li>• Meaning, Importance, Qualities and Functions of a leader</li><li>• Leadership styles for effective management</li><li>• Contribution of Mahatma Gandhi, Dr. Babasaheb Ambedkar and Pt. Jawaharlal Nehru in leadership.</li></ul>	<ol style="list-style-type: none"><li>1. How to lead group</li><li>2. Understanding followers and their views on various organizational matters.</li><li>3. Conflict Management</li></ol>
3.	Achieving success at work : Coordination and Control	<ul style="list-style-type: none"><li>• Meaning and need of coordination and control</li><li>• Techniques and difficulties in establishing coordination and control</li><li>• Steps in the process of control and it's techniques</li></ul>	<ol style="list-style-type: none"><li>1. How to coordinate group efforts</li><li>2. Minimizing resource waste</li><li>3. Skills to establish coordination between Departments.</li></ol>

4.	Emerging trends in Business management	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility,</li> <li>• Corporate Governance And Corporate Citizenship,</li> <li>• Disaster Management And</li> <li>• Management of Change</li> </ul>	<ol style="list-style-type: none"> <li>1. How to introduce change</li> <li>2. Significance of Disaster Management</li> <li>3. Importance and implementation of CSR</li> <li>4. Importance of Corporate Citizenship</li> </ol>
----	----------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be Used	Film shows and AV Applications	Project	Expected Outcome
1	12	PowerPoint Presentations, YouTube Videos	Films how to motivate staff and various theories of motivation available on various digital platforms.	Poster Presentation on motivation theories.	Students will get an idea about the basic motivational tools used in the field of management.
2	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on leadership. Videos of great leaders in the field of trade and commerce available on various digital platforms.	Student group activities which involve leadership skills and qualities.	Students will get an idea about how leadership influences organizational success.
3	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on coordination and control available on various digital platforms.	Poster Presentation on coordination and control	Students will understand the significance of coordination and control in modern business management.
4	12	PowerPoint Presentations, YouTube Videos	documentaries and movies emerging trends in management available on various	Projects on various emerging trends in management	Students will come across various emerging trends in management.

### References :-

- Management Theory & Practice -J.N.Chandan
- Essential of Business Administration - K.Asathapa Himalaya PublishingHouse
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - NewDelhi
- Business Organization & Management - Dr. Y.K.Bhushan



- Management: Concept and Strategies By J. S. Chandan, VikasPublishing
- Principles of Management, By Tripathi, Reddy Tata McGrawHill
- Business organization and Management by Talloo by Tata McGraw Hill BusinessEnvironment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
- Essentials of Management - Horold Koontz and Itainz Weibrich - McGrawhillsInternational
- Management Theory & Practice -J.N.Chandan
- Essential of Business Administration - K.Asathapa Himalaya PublishingHouse
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - NewDelhi
- Business Organization & Management - Dr. Y.K.Bhushan
- Management: Concept and Strategies By J. S. Chandan, VikasPublishing
- Principles of Management, By Tripathi, Reddy Tata McGrawHill
- Business organization and Management by Talloo by Tata McGrawHill
- Business Environment and Policy – A book on Strategic Management By FrancisCherunilam Himalaya PublishingHouse

\*\*\*\*\*

## CORE COURSE – V

**Subject: ELEMENTSOFCOMPANYLAW-II      Course Code: 245**

**Total Credits:03**

---

Depth of the program – Fundamental Knowledge

### Objectives of the Program

1. To develop general awareness among the students about management of company
2. To have a comprehensive understanding about Key managerial Personnel of company and their role in Company administration.
3. To acquaint the students about E Governance and E Filling under the Companies Act,2013.
4. To equip the students about the various meetings of Companies and their importance.
5. To make students capable of becoming good human resource of the corporate sector.

Unit No	Unit Title	Contents	Purpose Skills to be developed
1	Management of Company	<b>Management of Company:</b> 1. Board of Directors: Definition, Powers, Restrictions, Prohibition on Board. 2. Director: Meaning and Legal position of Directors,. Types of Directors, Related Party Transactions(Sec.188) 3. Appointment of Directors, Qualifications and Disqualifications, Powers, Duties, Liabilities of Directors, Loans to Directors, Remuneration of Directors	To Equip the students with procedure and practices

2	<b>Key Managerial Personnel (KMP)</b>	<b>Key Managerial Personnel (KMP) (U/S203)</b> 1. Meaning, Definition and Appointments of Managing Director, Whole Time Director, Manager, CS 2. Company Secretary (CS)- Term of office/ Tenure of appointment, Role of Company secretary 3. Distinction between Managing Director, Manager and Whole Time Director - Role (Powers, Functions of above KMP) 4. Corporate Social Responsibility (CSR) [U/S 135] – Concept who is Accountable, CSR Committee, Activities under CSR,	To have Comprehensive understanding about the Key Managerial Persons and CSR
3.	<b>Company Meetings</b>	<b>Company Meetings:</b> 1. Board Meeting – Meaning and Kinds 2. Conduct of Meetings - Formalities of valid meeting [Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting] 3. Meeting of Share Holders General Body Meetings, Types of Meetings A. Annual General Meeting (AGM), (Ss.96 to99) B. Extraordinary General Meeting(EOGM).(Sec.100) 4. Provisions regarding convening, constitution, conducting of General Meetings contained in Ss.101 to 114	To acquaint students about
4.	<b>E Governance and Winding up Company</b>	<b>E Governance and Winding up of a Company</b> 1. E Governance –meaning, Importance of E Governance 2. E Filing – Basic concept of MCA, E Filing 3. Winding –up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal, 4. Compulsory winding-up, Members’ voluntary winding-up, Creditors’ voluntary winding-up	To be able to appreciate the emerging E Governance and E- filing under the Companies Act, 2013. Learn the winding up of company.

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome

1	12	Document , PPT, Narration, , Survey Analysis, Article review	You Tube about Company Management .	Report, Review on management of company	To Acquaint knowledge and maturity to understand Company management.
2	12	Project making, , jingles, slogan , Quiz Competition, , Interview with Company secretary	Use of You tube, Review of Movie	Article review on new Emerging issues in CSR of company	To Acquaint with knowledge and role of key managerial person of the Companies and Rules about CSR.
3	12	Street play, Case study, Poster making, Mock AGM.	Case Analysis, valid meetings	Recent Laws and salient features of meetings of company.	To get training in to various types of meeting and procedure.
4	12	Group Discussion, Assignments on e-governance and e-filing, Interview of lawyer	Film on E-governance procedure and case study of winding up	Project on winding – up of company and E-governance	To enhance skills and knowledge about the E- governance of the company and winding-up of the company

### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Addon Course
Unit – I	Continuous Evaluation,	Written Exam	Seminar on legal aspects on starting Business

Unit – II	Continuous Evaluation	Written Exam	Awareness program
Unit – III	Continuous Evaluation,	Written Exam	Visit to IPR Websites
Unit – IV	Continuous Evaluation,	Written Exam	Awareness program

1	12	PowerPoint Presentations, YouTube Videos	Films how to motivate staff and various theories of motivation available on various digital platforms.	Poster Presentation on motivation theories.	Students will get an idea about the basic motivational tools used in the field of management.
2	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on leadership. Videos of great leaders in the field of trade and commerce available on various digital platforms.	Student group activities which involve leadership skills and qualities.	Students will get an idea about how leadership influences organizational success.
3	12	PowerPoint Presentations, YouTube Videos	Documentaries and movies on coordination and control available on various digital platforms.	Poster Presentation on coordination and control	Students will understand the significance of coordination and control in modern business management.
4	12	PowerPoint Presentations, YouTube Videos	documentaries and movies emerging trends in management available on various	Projects on various emerging trends in management	Students will come across various emerging trends in management.

**References :-**

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	The Companies Act with Rules	Taxmann	Tan Prints (India) Pvt. Ltd. Jhajjar	Chandigarh
2.	The Companies Act, 2013	Bharat	Bharat Law House Pvt. Ltd.	Delhi
3.	Company Law-A Comprehensive Text Book on Companies Act 2013	Dr. G.K. Kapoor & Dr. Sanjay Dhamija	Taxmann Publications Pvt. Ltd	Delhi
4.	Company Law	Dr S R Meyani	Asia Law House	Mumbai
5.	Company Kaydyachi Olakha	K Shriram	Aarti & Co.	Mumbai
6.	Guide to Memorandum, Articles & Incorporation of Companies	Bhandari	Lexis Nexis	Mumbai
7.	Elements of Company Law	Arun Gaikawad Devendra Bhawari	Bibha	Pune
8.	Elements of Company Law	Prakash N. Chaudhary	Nirali Prakashan	Pune
9.	E-Commerce : Legal Compliance	Pratima Narayan	Eastern Book Company	Mumbai

\*\*\*\*\*

## SPECIAL ELECTIVE COURSE – VI

Subject: BUSINESS ADMINISTRATION-II

Course Code: 246(A)

Total Credits: 04 (Theory 03 + Practical 01=04)

---

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1	<b>Legal Aspects (Recent Trends)</b>	Compliance of legal requirements in promoting business unit, Licensing, Registration, Filing returns and other documents	To develop a better understanding of the legal compliances in business
2	<b>Productivity</b>	Meaning, Importance & measurements of productivity, Factors affecting productivity, Role of National Productivity Council- Product Quality Control	To understand the term productivity and its importance in business administration
3	<b>Business liasoning</b>	Interface between business and government, society, and natural environment; etc Business strategy -- meaning and importance and steps in developing strategies.	To develop an understanding of the various forms of liasoning required in business administration
4	<b>Business Alliances (growth strategies)</b>	Mergers & Acquisition, Franchising, Outsourcing-concept and characteristics, Public Private Partnership, Business Engineering	Getting acquainted with the growth strategies of business

### Teaching Methodology

Unit No.	No. of lectures	Innovative method to be used	Project	Expected Outcome
1.	12	PowerPoint Presentations, YouTube Videos	Assignments, poster presentations	Students will get an idea about the legal environment of business

2.	12	PowerPoint Presentations, YouTube Videos	Assignments, group presentations	Provide first - hand account of how productivity can be improved
3.	12	Lectures of industry experts entrepreneurs and documentaries.	Interviews /interaction with Business leaders to get a deeper insight on the environment and its impact on business	Help students understand the importance of various stake holders of business and the efficient way of establishing a rapport with them for business development
4.	12	Videos and lectures by experts	Interactions by experts with the students on various cases . Assignments/ presentations by student teams based on such interaction.	Greater insight on mergers , acquisitions and other strategies.

**Recommended Books:**

- i. Modern Business Organisation & Management-N.Mishra, AlliedPublishers-Mumbai
- ii. Essentials of Business Administration- K. Ashwathappa-HimalayaPublication
- iii. Business Administration-S.C.Saxena-Sahitya Bhavan,Agra
- iv. The Administrative Process-StephenRobbins
- v. Industrial Administration & Management-J.Batty
- vi Basu, C. (2017). Business Organisation and Management. McGrawHill Education.

\*\*\*\*\*



## SPECIAL ELECTIVE COURSE – VI

**Subject: BANKING&FINANCE-II      Course Code: 246(B)**

**Total Credits: 04 (Theory 03 + Practical01=04)**

### Objectives:

1. To provide the knowledge of Cooperative Banking in India
2. To analyze the functioning of Development Banking
3. To create the awareness about Banking Sector Reforms
4. To understand the role of various committees on Banking Sector Reforms.

UnitNo.	Topic	No. of Lectures	Teaching Method	Proposed skills to be developed
1.	Co-operative Banking in India: Meaning, significance and 1.1 principles of Cooperation  1.2 Evolution of Cooperative Banking in India. 1.3 Structure of Co-operative Banking in India  Role of Co-operative Banking in Economic 1.4 Development 1.5 Challenges before Co-operative Banking in India	12	Lecture, PPT, the  Group and  Panel Discussion,  Library Work, Assignment	Understanding  Co-operative Banking Structure in India
2.	Development Banking in India: 2.1 Meaning and Features of Development Banking 2.2 Functions of Development Banks in India  Role of Development Banks in Economic 2.3 Development  Challenges before the Development Banking in 2.4 India	12	Lecture, PPT, the Group and Panel  Discussion,  Library Work, Visit to Banks	Understanding Functions and analyze the Role  of Development  Banking in India
3.	Selective Important Concepts of Banking 3.1 Central Banking , 3.2 Commercial Banking 3.3 Branch Banking , 3.4 Unit Banking	10	Lecture, PPT, the Group Discussion,	Understanding various concepts of Banking

3.5 Wholesale Banking, 3.6 Retail banking 3.7 Social Banking , 3.8 Islamic Banking 3.9 Merchant Banking, 3.10 Digital Banking		Library Work, Projects
4. Banking Sector Reforms  Historical approach, Meaning and Goals of 4.1 Banking Sector Reforms in India 4.2 Banking Reform Measures  i) Cash Reserve Ratio (C.R.R.) and Statutory Liquidity Ratio (S.L.R.) ii) Prudential Norms (NPA) iii) Capital Adequacy Norms iv) Credit Deposit Ratio (C.D.Ratio)  Framework of Basel Committees on Banking 4.3 Supervision i) Basel – I ii) Basel – II iii) Basel – III iv) Basel –IV  M. Narsimhan Committee 4.4 Recommendations of – I (1991) 4.5 Recommendations of M. Narsimhan Committee- II (1998)	14	Lecture, Understanding  PPT, the Goals and  Group and Measures of Panel Banking Reforms  Discussion, in India Library Work, Analyze the role Assignment, of various Projects committees on Banking Sector  Reforms
Total	48	

## References:

1. Debaprosanna Nandy (2010), 'Banking Sector Reforms in India and Performance Evaluation of Commercial Banks, Universal Publishers
2. Deb Joyeeta (2019), 'Indian Banking System', Evince Publishing.
3. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
4. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.

5. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
6. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and
7. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
8. Shahi Ujjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
9. Singh Sultan (2008), 'Banking Sector Reforms in India', Kanishka Publishing House
10. Thirunarayanan R., 'Co-operative Banking in India', Mittal Publication
11. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
12. Trivedi I.V. and Jatana Renu (2010), 'Indian Banking System', RBSA Publisher.
13. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20- Reserve Bank of India

\*\*\*\*\*

---

## SPECIAL ELECTIVE COURSE – VI

**Subject: BUSINESS ENTREPRENEURSHIP (SPECIAL PAPER-I)**

**Course Code: 246(G)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

---

Unit No.	Unit Title	Contents	Skills to be developed
1	Group Entrepreneurship	<b>Concept-</b> Meaning and Significance- Individual Entrepreneurship V/s Group Entrepreneurship. Advantages and Disadvantages of Group Entrepreneurship. <b>Self Help Group-</b> Definition, Meaning and Evolution- Nature- Scope of SHG, Administration Functions and Operation of SHG's , Do's and Don'ts with suitable illustration of Self Help Group	<ol style="list-style-type: none"><li>1. To understand the concept Individual Entrepreneurship and Group Entrepreneurship along with their significance.</li><li>2. Students should be able to understand its advantages and disadvantages.</li><li>3. To make aware of the concept Self Help Group with its functions to enhance the knowledge in entrepreneurship.</li><li>4. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.</li></ol>

2	Various Entrepreneurial Opportunities	<b>Role of Service Sector in National Economy-</b> Types of Service Ventures, Service-Industry Management, Success Factors in Service Ventures- Opportunities to Service Industry in Rural and Urban Areas, Distinction Between Service Industry and Manufacturing Industries.	1. Students should know to service sector and its role in National Economy also have to detail knowledge of benefits of industries in rural and urban areas. 2. Students should be able to differentiate in service industry and manufacturing conventional industry. 3. Information on role of each industry will help the students to develop their interest in Entrepreneurship.
---	---------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

3.	Study of Entrepreneurs or Enterprises	1. Mr. Radhakishan Damani(D Mart) 2. Mr. Ritesh Agarwal(OYO Hotels) 3. Mr. SanjeevBhikchandani (Naukri.com) 4. MumbaicheDabewale 5. Mr. RatanTata.	1. To study the real life well known examples of entrepreneurs and enterprises in India, to motivate the students to enhance their competencies and create interest in, to become an enterprisers or to be an entrepreneurs.
4.	Challenges in Entrepreneurship Development	<b>Challenges-</b> Social, Cultural, Educational, Political, Economical, International Situation, Cross Cultural Aspects. Measures and Challenges of Globalization and Entrepreneurship Development in India. Effect of Corona Virus on Entrepreneurship.	1. Students should be able to understand the challenges in entrepreneurship development and how these environmental factors affect the business so the students should be known how to overcome on these factors or challenges.

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Collecting information through available literature.	Related Videos and PPTs	Asked students to prepare detailed report.	Understanding the basics difference in Individual Entrepreneur and Group Entrepreneurship and details in SHG.
2	12	Small research on field market survey.	Related Videos and PPTs	Assign small projects (Product Specific) to students in individual or group research to find the requirement of the society. (Product	Students will identify the opportunities of entrepreneurship in the present market, in terms of production, trading or by providingservices

				Specific)	to the society.
3	12	Collecting detail information of entrepreneurs and enterprise through available literature, news, reports, etc.	Biographical videos or CDs of entrepreneurs and enterprises	Prepare a small project on at least one entrepreneur to study its 360 degree.	Students will be able to study and investigate the entrepreneur or enterprise on micro level.
4	12	Conducting survey and collecting information of the challenges (internal and external) in the entrepreneurship development.	Interviews of entrepreneurs videos, PPTs	Assign small projects in individual or in group.	Students will practically study the Challenges in entrepreneurship development.

**References:-**

- 1..Business Environment, Francis Cherunilam, Himalaya Publishing House, New Delhi.
- 2..Entrepreneurship Development, Khanna S.S, S. Chand, New Delhi.
- 3.Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi
- 4..Dynamics of Entrepreneurship, Desai Vasant, Himalaya Publishing House, NewDelhi
- 5..Indian Economy,, Ruddar Datt, K.P.M. Sundharam, S. Chand, NewDelhi
- 6 .Udyog,Udyog Sanchalaya, Mumbai
- 7.Vyawasaya Udyojagata, Dr. S. L. Shiragave, Success Publication,Pune

\*\*\*\*\*

## SPECIAL ELECTIVE COURSE – VI

**Subject: -MARKETINGMANAGEMENT-II Course Code: 246(H)**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

---

### 1. Preamble

As the commercial scenario has totally changed, the need for advanced concepts has increased. Education system also has to change with the rapidly transforming times. Education system is trying to familiarize the students of commerce with advanced concepts in the field so that they are aware of the changing picture.

Marketing Management is an important subject and has been structured to create awareness of the Marketing Management by giving proper insight to the basics of Marketing, so that the foundation of this subject is strengthened for further studies in Marketing.

From this point of view Savitribai Phule Pune University has introduced Choice Based Credit System of course structure. This system will develop the logical independent thinking for accepting the challenges of the changing Business world.

### 2. Objective of the Course

1. To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
2. To orient the students in recent trends in marketing management.
3. To understand the concept of Green Marketing.
4. To enable students to apply this knowledge in practical by enhancing their skills in the field of Marketing.

Unit No.	Unit Title	Contents	Purpose Skills To Be Developed
1	Green Marketing	Introduction Meaning of Green Marketing Definition of Green Marketing Objectives of Green Marketing Importance of Green Marketing Strategies of Green Marketing Role of Marketing Manager in Green Marketing	To understand the core principles required to create competitive advantage in the marketplace by implementing innovative green





		<p><b>1.8</b> Marketing mix of green marketing</p> <p><b>1.9</b> Principles of success of green products</p> <p><b>1.10</b> Case studies</p>	marketing strategies.
<b>2</b>	<b>E-Marketing</b>	<p><b>2.1</b> Introduction</p> <p><b>2.2</b> Meaning of E-Marketing</p> <p><b>2.3</b> Definition of E-Marketing</p> <p><b>2.4</b> Utility of E-Marketing</p> <p><b>2.5</b> Advantages of E-Marketing</p> <p><b>2.6</b> Limitations of E-Marketing</p> <p><b>2.7</b> Challenges before E-Marketing</p> <p><b>2.8</b> Online and Offline Marketing</p> <p><b>2.9</b> Present status of E-Marketing in India</p> <p><b>2.10</b> Scope for E-Marketing in Indian scenario Online Marketing Strategies</p>	To understand Professionals working in E-Marketing to design and implement Internet marketing plans.
<b>3</b>	<b>Digital Marketing</b>	<p><b>3.1</b> Introduction</p> <p><b>3.2</b> Meaning of Digital Marketing</p> <p><b>3.3</b> Definition of Digital Marketing</p> <p><b>3.4</b> Difference between Traditional Marketing &amp; Digital Marketing</p> <p><b>3.5</b> Digital Marketing Channels 3.5.1 Search Engine Optimization (SEO) Off- page Optimization On- Page Optimization Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing Online Paid</p>	To understand how and why to use digital marketing for multiple goals within a larger

		<p>advertisement Google AdWords Facebook Ads Twitter Ads</p> <p>Email Marketing</p> <p>Mobile App Marketing 3.5.6WebAnalytics 3.5.7.Content Marketing 3.5.8Affiliate Marketing</p>	
<b>4</b>	<b>Introduction to International Marketing</b>	<p>Introduction</p> <p>Meaning of International Marketing</p> <p>Definition of International Marketing</p> <p>Scope of International Marketing</p> <p>Objectives of International Marketing</p> <p>Facets of International Marketing</p> <p>Benefits of International Marketing</p> <p>Limitation of International Marketing</p> <p>Forces influencing International Marketing</p> <p>Forces restraining International Marketing</p>	To expand student's knowledge of significant strategic marketing techniques which will give them great advantage to develop their career in marketing.

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Project	Expected Outcome
<b>1</b>	<b>14</b>	Power Point Presentation, Article Review, Survey Analysis	AV Application	Market Survey	Students will understand how Green Marketing is necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources.

2	07	Group Discussion, Quiz, Poster Making	Short Film about Buyer Behaviour, AV Application	Interviews of the Buyer	It will help the student to apply the various techniques and methods of E- Marketing practically.
3	14	Power Point Presentation, Group Discussion, Survey Analysis	AV Application	Market Survey, Interviews of Seller	It will help them to implement the knowledge of Digital Marketing in practical by enhancing their skills in the field of Marketing.
4	13	Power Point Presentation, Group Discussion, Field Visit	Short Film, AV Application	Market Survey, Interviews of Marketing Manager or Head	It will help them to gain a solid understanding of the theoretical and conceptual knowledge of International marketing.

### Methods of Evaluation

	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit - I	Quiz, Group Discussion	Examination	Environmental Marketing
Unit - II	Practical, Presentation	Examination	Advanced Digital Marketing
Unit - III	Presentation, Group Discussion	Examination	E-Learning Training Course
Unit - IV	Project, Presentation	Examination	Workshop on International Marketing

### References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler	Pearson Publication	
2	Marketing Management	Rajan Saxena	McGraw Hill Education	
3	Principles of Marketing	Philip Kotler	Pearson Publication	
4	Sales & Distribution Management	Tapan K Panda	Oxford Publication	

<b>5</b>	Advertising Management	Rajiv Batra	Pearson Publication	
<b>6</b>	Retail Management	Swapna Pradhan	McGraw Hill Publication	
<b>7</b>	Retail Management	Gibson Vedamani	Jayco Publication	
<b>8</b>	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication	
<b>9</b>	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication	

\*\*\*\*\*

