

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	Introduction of Business Communication	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	Business Letters	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	Soft skills	<p>Meaning, Need, Importance.</p> <p>Elements of soft skills.</p> <p>a) Manners & Etiquettes, Grooming.</p> <p>b) Effective Listening & 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	Resume writing & Job Application letters	<p>Introduction, essential elements of Bio data, Resume writing, Curriculum Vitae.</p> <p>Meaning & 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/Worksho p 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
Total	48				

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">• Standards 5, 10, 14 Accounting and 21• Its applicability with Practical Examples.	<ul style="list-style-type: none">• To develop conceptual understanding about various Accounting Standards and its applicability in corporate accounting.

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

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	Introduction to Macro Economics	Purpose: To make the students aware of concepts in macroeconomics Skills: 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.	
Unit 2	1.6 Macro Economic Objectives.	Purpose: To make the students aware of basic concepts in national income Skills: Analyze & think critically, quantitative aptitude and develop writing skills.
	National Income	
	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	
Unit 3	Theories of Output and Employment:	Purpose: To help the students to understand the concept of Employment and theory Output. Skills: Understanding, writing skills, critical thinking.
	3.1 The Classical Theory of Employment: J.B.Say	
	3.2 Keynes Criticism on Classical Theories of Employment.	
Unit 4	3.3 Keynesian Theory of Employment.	Purpose: To understand the concepts of Multiplier and Accelerator. To impart knowledge of Consumption Function, Saving and Investment Function Skills: Understanding, ability to analyze, quantitative aptitude and writing skills.
	Consumption, Saving and Investment:	
	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"> Open book discussion Digital lectures Reading Projects 	You tube lectures on macro economics	<ul style="list-style-type: none"> Difference in goals of developed and developing 	Students will understand basic concepts of macroeconomics

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

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

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">• Meaning definition of Management• Need for Management study• Process and levels of management• Functions of management• Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts	<ol style="list-style-type: none">1. Understanding how management works2. Developing thought process as a manager3. Understanding functions of Management4. Understand the role of Management Thinkers in development of modern management process
2	Understanding Management : Planning and Decision Making	<ul style="list-style-type: none">• Meaning, definition and nature of Planning• Forms and types of Planning• Steps in Planning• Limitations of Planning• Meaning and techniques of Forecasting• Meaning, Types and Steps in Decision Making	<ol style="list-style-type: none">1. How to plan various management activities, programmes and events2. Developing of decision making skills to evaluate various alternatives and situations3. Understanding the concept of forecasting
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"> • Meaning, Process and Principles of Organizing • Concept of Authority and Responsibility • Delegation of Authority • Difficulties in Delegation of Authority • Need and importance of Staffing • Recruitment : Sources and Methods 	<ol style="list-style-type: none"> 1. Understanding the importance and process of organisation 2. Understanding authority and process of delegation of authority 3. Understanding process of recruitment
4.	Result orientation : Direction and Team Work	<ul style="list-style-type: none"> • Meaning, Elements, Principles, Techniques and Importance of Direction. • Concept of Team Work, Group Dynamics and principles regarding interpersonal communication and Group Behaviour 	<ol style="list-style-type: none"> 1. How to direct a group / team? 2. Team building skills 3. Winning confidence of group members 4. How to initiate healthy discussions to achieve consensus?

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.Asathapa 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.	The Companies Act, 2013: Introduction and Concept	Company and its Formation 1. Background and Features of company the Companies Act, 2013 2. Company: Meaning, Nature and Characteristics of Company. 3. Types of Companies: On the basis of mode of formation, Number of members, liability and Control, Public and Private Companies: Distinction, Advantages, Disadvantages, Privileges and their Conversion into each other. Other kinds of Companies: 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.	Formation and Incorporation of a Company	Formation and Incorporation of a Company: 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.	Principal Documents	Principal Documents: Documents relating to Incorporation and Raising of Capital: 1 Memorandum of Association: Meaning and importance- Form and contents- Alteration of memorandum. 2 Articles of Association: Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management. 3 Prospectus: 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.	Capital of the Company	Capital of the Company 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
	Comprehensive Text Book on Companies Act 2013	Dr. Sanjay Dhamija	Publications Pvt. Ltd	
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 & Makheeja	Lexis Nexis	Mumbai
7	Elements of Company Law	Arun Gaikawad ,	Bibha	Pune
		Chandrakant Chaudhari & Devendra Bhawari		

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	Introduction to Business Administration	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	Types of Business Organisations	Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Joint Stock Company, Non-Profit Joint Stock Company under Section 25 of the Companies Act, NGO, One Person Company, MNC, MSME Unorganised (informal)v/s Organized sector(registered/incorporated) Entrepreneurship: Meaning, definition and importance, objectives, skills and qualities required of an entrepreneur,case study of a successful local entrepreneur.	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	Business Environment	Meaning of Business Environment Constituents of Business Environment-	To understand the concept of Business Environment

		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	Business Promotion and development	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 Nationalised Banks – Social control , Meaning of Nationalisation, Arguments for and against Nationalisation – 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', Evince 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 LAWS AND PRACTICE – I

Course Code: 236(C)

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

Objectives of the course:

To develop an understanding of the significant provision of selective Business Law.

To gain the ability of students to address a basic business legal application-oriented issues.

Depth of the program:

Basic & Fundamental

Objectives of the Subject:

- To impart the students with the fundamental understanding of important business laws.
- To study & acquaint students an application & overview based knowledge of Business Law.
- To familiar the students with legal Business Environment of India.
- To develop & strengthen students through the legal practical knowledge and their implications on Indian Business organizations.

Unit. No.	Unit Title	Contents	Purpose skills to be developments
1	Maharashtra agricultural produce marketing (development and regulations) Act 1963	Introduction, Meaning of Agricultural Produce, Agriculturist, Broker, Buyer, bye-laws, Commission Agent, Director, Coolee, Local Authority, Market Area, Market Committee, Processor, Secretary, Retail sales, State Marketing Board. Establishment of National Integrated Produce Market; Direct marketing, establishment of private market	Students will get the basic knowledge of the MAPM Act 1963. Awareness about Marketing of Agricultural Produce

		and farmer-consumer market and redressal of disputes; Contract Farming Agreement (Sec. 5), Marketing of Agricultural Produce (Sec 6 to 10)	
2	General Insurance	Introduction, Meaning & Characteristics of Insurance, Importance of Insurance, Basic Principles of General Insurance, Contract of Insurance, Type of Insurance, Basic Terms – Insured, Insurer, Premium, Policy subject matter of Insurance, Claim, Proposal. Insurance Interest. Double Insurance and Reinsurance, Meaning of Fire Insurance, Marine Insurance & Miscellaneous Insurance	It will help the students to gain insights of General Insurance
3	Information Technology Act,2000	Evolution of the IT Act, Digital Signature and Electronic Signature, Electronic Governance, Attribution, Acknowledgement and Despatch of Electronic Records, Secure Electronic Records And Secure Electronic Signature Introductions. (Sec 1 to 16)	To provide legal recognition to all transactions conducted through electronic data exchange, electronic communication or other means of e-commerce.
4	The Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017	Meaning, Introduction, Registration of Establishments, Opening and Closing Hours, Hours of Work, Interval For Rest, Spread-Over, Wages For Overtime and Weekly Off, Leave With Pay and Payment of Wages, Welfare Provision(Sec 1 to 26)	Understanding the process and methods of Registration, understand the regulation of conditions of work and employment in shops, and various establishments

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Online Shows and AV Applications	Project	Expected Outcome
1	12	Cases of MAPM to be Studied. Group Discussion Article Reviews	E-Content on MAPM provided by UGC/University/M OOC etc. to be analyzed. Other open E-Content Internet Sources.	Project report shall be prepared on efficiency & effectiveness of MAPM.	Understanding the actual working of MAPM & its legal applications with benefits to the stakeholders.
2	12	Benefits of Insurance to be discussed in Group. Internet Sources. Discussion on Claim Settlement.	E-Content on General Insurance provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on benefits of General Insurance to the beneficiaries.	Understanding general insurance, the way to minimize various types of risk.
3	12	Internet Sources Cases on Information Technology.	Youtube E-Content Sources. E-Content on Cyber security/IT Act provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on Cyber Security Measures & Preventions.	Use of online resources carefully. Measures & presentation while using online platform. Awareness about cyber security etc.
4	12	Benefits of Shop Act to be discussed in Group. Internet Sources. Discussion on Procedure to obtain permission under shop act.	YouTube E-Content Sources. E-Content on Shop Act provided by UGC/University/M OOC etc. to be analyzed.	Project report can be prepared on Procedure & documents required to start small business under shop act.	Make students aware about shop act registration to small business owners. Benefits of shop Act to people etc.

References

Sr. No.	Title of the Book	Author/s	Publication
1	Labour Laws	Taxmann	Taxmann
2	Labour & Industrial Laws	S N Misra	Central Law Publication
3	General Insurance	Dr. L P Gupta	Dr. L P Gupta

4	Information Technology Act, 2000	Sachdeva Editorial Unit	Sachdeva Law Publishers
5	The Maharashtra Shops and Establishments Act, 2017	S.D.Puri	--
6	Labour and Industrial Laws	M.N. Mishra	Central Publications
7	Business & Commercial Laws	Sen & Mitra	--
8	Business Law for Management	Bulchandani K.R.	--
9	Information Technology Act, 2000	--	Government of India.

Practical for Semester – III

Topic	Mode of Practical
Marketing of Agricultural Produce	Overview & Presentation can be taken.
Insurance Documents and Policy Terms and Conditions	Group Discussion & Survey can be conducted.
Electronic Governance	Online data analysis with library sources.
Registration of Establishments	Applications to studied.

SPECIAL ELECTIVE COURSE – VI

Subject: Cost and Works Accounting -I(BASICS OF COST ACCOUNTING)

Course Code: 236(E)

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

Objectives:

1. To prepare learners to know and understand the basic concepts of cost.
2. To understand the elements of cost.
3. To enable students to prepare a cost sheet.
4. To facilitate the learners to understand, develop and apply the techniques of inventory control.

Unit No.	Unit Title	Contents	Skills to be developed
1	Basics of Cost Accounting	a) Concept of Cost, Costing, Cost Accounting and Cost Accountancy. b) Limitations of Financial Accounting. c) Origin of Costing. d) Objectives of Cost Accounting. e) Advantages & Limitations of Costing. f) Difference between Financial Accounting and Cost Accounting. g) Cost Units and Cost Centers. h) Role of a Cost accountant in an organisation	1. To understand the concept of cost, costing and cost accounting. 2. To trace the cost to cost centres and cost units. 3. To identify role of cost accountant in an organisation
2	Elements of Cost and Cost Sheet	a) Material, Labour and other Expenses. b) Classification of Costs. c) Preparation of Cost Sheet, Tender, Quotation and Estimates.	1. To Understand different elements of cost 2. To be able to prepare a cost sheet
3	Purchase Procedure	a) Need and Essentials of Material Control. b) Functions of the Purchase Department. c) Purchase Procedure. d) Purchase Documentation.	To understand the purchase procedure and its documentation

4	Inventory Control	<p>a) Methods of Inventory control</p> <p>a. Stock Levels.</p> <p>b. Economic Order Quantity (EOQ).</p> <p>c. ABC analysis</p> <p>d. Perpetual and Periodic Inventory Control</p> <p>e. Physical verification</p> <p>b) Inventory Turnover Ratio</p>	<p>. To understand the different methods of inventory control.</p> <p>. To calculate EOQ , stock levels and inventory ratio</p>
---	-------------------	--	---

Teaching Methodology

Unit No	Total Lectures	Innovative Methods to be used	Films Shows and AV Applications	Practical	Expected Outcome
1	16	PowerPoint Presentations, Group discussions	YouTube Lectures and relevant multimedia compact discs(CD)	Poster Presentation	To remember and understand basic concept of cost accounting. Development of an overall outlook of Cost Accounting
2.	16	PPT, Quiz		Visit small industries to develop an understanding of various cost inputs	Ability to prepare a cost sheet
3	10	Invite a purchase manager in the classroom to provide practical knowledge about Purchase procedures and their documentation.		PowerPoint Presentations	1)Ability to understand which procedures are used for purchasing the material 2)Understand the documentation for purchase procedures
4	06	Invite a storekeeper in the classroom to provide practical knowledge about		Visit small units and understand which	Understanding methods used for controlling the

	inventory control		methods are used to control the inventory	inventory
--	-------------------	--	---	-----------

Methods of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add-On Course
Unit I	Multiple Choice Questions, Written Test, Internal Examination, PowerPoint Presentations, Orals, Assignments, Tutorials etc.	SPPU	Two industrial visits and subsequently reports on the visits.
Unit II			
Unit III			
Unit IV			

References

Sr. No	Titles of the Book	Names of Authors	Names of Publisher	Place
01	Cost Accounting-Principles & Practices	Jawahar Lal & Seema Shrivastava	Tata Mcgraw Hill	New Delhi
02	Advanced Cost Accounting And Cost Systems	Ravi M Kishor:	Taxmann	New Delhi
03	Cost Accounting Theory And Problems	S. N. Maheshwari	Mittal Shree Mahavir Book Depot.	New Delhi
04	Advanced Cost Accounting	Jain and Narang	Kalyani Publication	New Delhi
05.	Horngren's Cost Accounting- A Managerial Emphasis	Srikant M Datar & Madhav V Rajan	Pearson	Noida Up
06	Cost Accounting-Principles & Practices	Dr. M.N. Arora	Vikas Publishing House,	New Delhi
07	Advanced Cost Accounting	Dr. D. M. Gujarathi	Idol Publication	Pune
08	Advanced Cost Accounting	Dr. Kishor. M. Jagtap	Tech-Max Publication	Pune
09	Cost Accounting Principles And Practice	Jain and Narang	Kalyani Publication	New Delhi
10	Principles and Practice of Cost Accounting	N.K Prasad	Booksyndicate Private Ltd	Kolkata
11	Cost Accounting: Methods and Problems	B.K.Bhar	Academic Publications	Kolkata

Web References

Sr. No	Lectures	Films	PPTs	Articles	Others
For	Guest Lectures by	YouTube	Relevant	Articles from the Professional	https://ic

all the units.	Field Personnel such as working executives from industries and of practising Cost and Management Accountants.	films showing the working of different industries .	powerpoint presentations are available on all these topics.	Journals such as The Management Accountant, The Chartered Accountant, The Chartered Secretary, The Institute of Chartered Financial Analyst of India	mai.in www.globalcma.in eclm.unpune.ac.in
----------------	---	---	---	--	--

Notes: The breakup of marks in the Examination will be as follows:

1. 50 % of the Total marks are assigned for Theory purpose whereas rest 50 % of the total marks are allotted for Numerical Problems.
2. Numerical Problems will be of Simple nature only.
3. **Areas Of Practical Problems:**
 - Preparation of Cost Sheet, Tender, Quotation and Estimates.
 - EOQ and Stock level.
 - Inventory Turnover Ratios.

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.

Unit No.	Unit Title	Contents	Purpose Skills To Be Developed
-----------------	-------------------	-----------------	---------------------------------------

1	Elements of Marketing Management	<p>Introduction</p> <p>Meaning of Marketing Management</p> <p>Nature & 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	Marketing Strategy and Consumer Behaviour	<p>Marketing Strategy</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>Consumer Behaviour</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 & 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	Marketing Planning	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	Marketing Research	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	
