

# **B.Com.(Restructured)**

**Only for**  
**B.Y.K. (Sinnar) College of Commerce, Nashik**

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER  
GRADUATE LEVEL**

Class – F. Y. B. Com.  
Component – ‘D’ Component  
Subject – BUSINESS MATHEMATICS / STATISTICAL  
TECHNIQUES  
Subject Code - BM/STAT.TECH.

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – F. Y. B. Com.**  
**Component – ‘D’ Component**  
**Subject – BUSINESS MATHEMATICS**  
**Subject Code - BM**

## **OBJECTIVES**

01. To develop arithmetical and numerical abilities.
02. To develop the abilities to apply the mathematical concepts to real life problems in Commerce, Economics and Management.
03. To develop logic and quantitative thinking.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – BUSINESS MATHEMATICS**

**Subject Code – BM**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>	(a)	Percentages, Ratio and Proportion	03
	(b)	Profit and Loss : Cost price and selling price, market price, trade and cash discount	06
<b>II</b>		Commission and brokerage, meaning, rate of commission and types of commission agents.	05
<b>III</b>	(a)	Matrix algebra : Types of matrices, algebra of matrices, determinant of a matrix, inverse of a matrix (up-to 3 x 3 order)	05
	(b)	System of equation in matrix form, solution of system of linear equations.	05
		<b>TOTAL</b>	<b>24</b>

**THEORY SYLLABUS – TERM – II**

<b>IV</b>	(a)	Simple and compound interest, calculation of C. I. when compounded quarterly, half-yearly and annually.	04
	(b)	Simple annuity and problem on it.	02
<b>V</b>	(a)	Concept of function, limit and continuity, simple problems, graphs of standard functions, even and odd functions.	05
	(b)	Derivatives of simple algebraic functions, simple problems.	05
<b>VI</b>	(a)	Application of derivatives in economics and commerce.	04
	(b)	Counting techniques : Permutation and combinations	04
		<b>TOTAL</b>	<b>24</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – BUSINESS MATHEMATICS**

**Subject Code – BM**

**LIST OF PRACTICALS – SEMSETER – I**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Percentage, Proportion and Ratio	To develop skill and Numerical ability	Class / Lab. Work	Identification of problems, solving and interpretation.	To check logical approach.
02	Profit and Loss	To understand business transactions.	Lab. Work	Identification of problems, solving and interpretation.	Checking of accuracy and interpretation of results.
03	Discount	Developing computational techniques used in business.	Lab. Work	Identification of problems, solving and interpretation	Checking of accuracy and interpretation of results.
04	Commission of Brokerage	To identify the problems in business world	Lab. Work	Identification of problems, solving and interpretation	To check logical approach and ability of computation.
05	Types of Algebra of Matrices	To know concept of Matrix Algebra	Lab. Work	Identification of Problems, solving and interpretation.	Logical approach regarding matrix algebra.
06	To find Inverse of Matrix	To introduce concept of matrix inverse	La. Work	Checking inversibility and computation	Logical approach regarding inversibility
07	Solution of System of Linear Equations by Adjoint Method.	To know use of matrices in theory of equations	Lab. Work	To find inverse by adjoint method.	Accuracy regarding inverse and interpretation.
08	Solution of system of Linear Equations by Gauss Elimination	To know use of matrices in theory of equations	Lab. Work	To know use of upper triangular matrix.	To check accuracy and interpretation

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – BUSINESS MATHEMATICS**

**Subject Code – BM**

**LIST OF PRACTICALS – SEMSETER – II**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
09	Simple and Compound Interest	To understand banking transactions	Lab. Work	Identification of problems, solving and interpretation	Checking of Accuracy and interpretation of results.
10	Computation of Annuity	To understand banking transactions	Lab. Work	Identification of problems, solving and interpretation	Checking of Accuracy and interpretation of results.
11	Functions and Graphs	To introduce base of calculus in commerce	Lab. Work	Sketching of Graphs and Interpretations	To check Accuracy as per scale
12	Limits and Continuity	To introduce base of calculus in commerce	Lab. Work	Finding limits and testing continuity of various functions.	To check logical approach and mathematical skills.
13	Computation of Derivatives	To know concept of derivatives in commerce	Lab. Work	Finding derivative of various functions	To check methodical skills.
14	Applications of Derivatives	To know use of derivatives in commercial problems.	Lab. Work	Applications to problems in economics	To check logical approach, solving problems and interpretation
15	Permutations	To make use of computational techniques	Lab. Work	Solving of the problems regarding arrangements	Identification of problems and interpretation
16	Combinations	To make use of computational techniques	Lab. Work	Solving of the problems regarding selection.	Identification of problems and interpretation

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – BUSINESS MATHEMATICS**

**Subject Code – BM**

**LIST OF REFERENCE BOOKS**

01. Commercial Arithmetic, - P. S. Chiplunkar and C. G. Kulkarni, Narendra Prakashan.
02. Business Mathematics – S. A. Bari
03. Introduction to Discrete Probability and Probability Distributions, - M. B. Kulkarni and S. B. Ghatpande (2007),SIPF Academy, Nashik.
04. Mathematics in Commerce and Economics, - Qazi Zameerudding and V. K. Khanna, A Test book of Business Mathematics.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – BUSINESS MATHEMATICS**

**Subject Code – BM**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Prof. C. B. Kshatriya	Chairman, Board of Studies in Mathematics, University of PUNE, and Head, Dept. of Mathematics, HPT Arts and RYK Science College, Nashik
02	Prof. B. B. Diwate	Lecturer in Mathematics, HPT Arts and RYK Science College, Nashik.
03	Prof. Madhav B. Kulkarni	Head, Dept. of Mathematics and Statistics, BYK College of Commerce, Nashik.
04	Prof. Miss Pradnya Tope	Lecturer, SMRK-BK-AK Mahila Mahavidyalaya, Nashik and Subject Teacher in BYK College of Commerce, Nashik.



**Class – F. Y. B. Com. Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES**

**Subject Code - ST**

## **OBJECTIVES**

This course teaches basic quantitative techniques and principles of data analysis. The emphasis is on understanding basic concepts of statistics and applying them to solve problems using statistical software.

**Class – F. Y. B. Com. Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES**

**Subject Code - ST**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		Statistics scope and applications, types of data, classification and tabulation, presentation of data using charts and diagrams.	08
<b>II</b>		Measures of location, choice of appropriate measure, computation and interpretation	08
<b>III</b>		Measures of dispersion – range, standard deviation, percent cv., applications and its interpretation	08
		<b>TOTAL</b>	<b>24</b>

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>IV</b>		Counting Techniques – permutation and combination, simple problems	04
<b>V</b>		Sample space and events – types of events, algebra of events, properties of probability of an event, examples and problems.	10
<b>VI</b>		Conditional probability, independence and Baye’s theorem.	10
		<b>TOTAL</b>	<b>24</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES**

**Subject Code - ST**

**PRACTICAL SYLLABUS – TERM – I**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Statistics in Daily Life.	To understand importance of statistics in daily life.	Survey : Library Work and Internet	Brief Essay	Report writing, Skills.
02	Collection of Primary and Secondary Data	Defining the problem and collecting appropriate data.	Field work	Data Collection	Data editing and presenting skills.
03	Collection of Primary and Secondary Data	Defining the problem and collecting appropriate data	Field work	Data Collection	Data editing and presenting skills.
04	Classification and presentation	To learn techniques of classification and presentation	Lab. Work	Tabulation, Graphs	Appropriateness of tabulation and Graphs.
05	Classification and Presentation	To learn techniques of classification and presentation	Lab. Work	Tabulation, Graphs	Appropriateness of tabulation and Graphs.
06	Measures of Location and Dispersion	Choice of appropriate measure	Lab. Work	Computation of measures for different kind of data	Precision, accuracy and interpretation
07	Measures of Location Dispersion	Choice of appropriate measure	Lab. Work	Computation of measures for different kind of data.	Precision, accuracy and interpretation
08	Writing a report on data analysis	Developing skills in analysis and interpretation	Lab. Work	Writing Report	Overall presentation

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES      Subject Code - ST**

**PRACTICAL SYLLABUS – TERM – I**

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
09	Counting Techniques : Permutations and Combinations	Learning counting techniques	Lab. Work	Solving problems	Verification, Accuracy and approach.
10	Counting Techniques : Permutations and Combinations	Learning counting techniques	Lab. Work	Solving Problems	Verification, Accuracy and approach
11	Sample Space and Events	Understanding Basics of discrete probability	Lab. Work	Solving Problems	Appropriateness Presentation
12	Sample Space and Events	Understanding Basics of Discrete Probability	Lab. Work	Solving Problems	Appropriateness Presentation
13	Elementary Probability Theory	Understanding computations of probability of event	Lab. Work	Solving Problems	Appropriateness and Accuracy
14	Conditional Probability and Independence	Understanding computations of probability and independence	Lab. Work	Solving Problems	Appropriateness Approach and Accuracy
15	Project Report	Developing Skills of Report writing	Lab. Work	Writing Report	Appropriateness, Overall presentation
16	Project Report	Developing skills of report writing	Lab. Work	Writing Report	Appropriateness overall presentation

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES      Subject Code - ST**

**LIST OF REFERENCE BOOKS**

01. Basic Statistics by Agrawal.
  
02. Introduction to Discrete Probability and Probability Distributions – M. B. Kulkarni and S. B. Ghatpande (2007), SIPF Academy, Nashik.
  
03. A First course in Probability by T. K. Chandra and D. Chatterjee, Narosa Publishing House.
  
04. Statistics for Everyone – Gore, Paranjpe, Kulkarni, SIPF Academy, Nashik. (For Additional Reading)

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – STATISTICAL TECHNIQUES**

**Subject Code - ST**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. Sharad D. Gore	Department of Statistics, University of Pune, PUNE.
02	Prof. P. G. Dixit	Chairman, Board of Studies in Statistics, University of Pune, PUNE.
03	Prof. Madhav B. Kulkarni	Head, Dept. of Mathematics and Statistics, BYK College of Commerce, Nashik.
04	Prof. S. B. Ghatpande	Vice Principal and Head, Department of Statistics, (Commerce Unit) Nashik Road College, Nashik.
05	Prof. Miss Vaishali Sadavarte	Lecturer, in Statistics Department of Biotechnology, HPT Arts and RYK Science College, Nashik.

# **B.Y.K. (SINNAR) COLLEGE OF COMMERCE,**

NASHIK-5

## **RESTRUCTURING COURSES AT UNDERGRADUATE LEVEL**

Class – F.Y. B.Com.

Component – ‘D’ Component

Subject – COMPUTER APPRECIATION AND IT

Subject Code – CAIT

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class : F.Y.B.Com.**

**Component : 'D' Component**

**Subject : COMPUTER APPRECIATION AND I. T.**

**Subject Code : CAIT**

**Objectives :**

- 1) To make students familiar with Information Technology and its Applications.
- 2) To impart knowledge and skill related to computer hardware and software.
- 3) To impart knowledge and skills related to Internet and Web.
- 4) To get familiar with database systems and try out small database applications.



**Class: F.Y.B.Com.**

**Component: 'D' Component**

**Subject: COMPUTER APPRECIATION AND I. T.**

**Subject Code: CAIT**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>	<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>1</b>	<b>Information Technology</b> What is the I.T.? Benefits of I.T. Applications of I.T.	<b>02</b>
<b>2</b>	<b>Computer System</b> Definition, Block Diagram, Computer Hierarchy- (Classification) Characteristics and Limitations of Computer	<b>02</b>
<b>3</b>	<b>Computer Hardware</b> CPU Memory Input Technologies Output Technologies Multimedia	<b>04</b>
<b>4</b>	<b>Computer Software</b> Definition - Software Software Types – System Software, Application Software Types of System Software Operating System, System Support Programs Types of Application Software Some Application Software Word processing Software Spreadsheet Software Presentation Software	<b>08</b>

<b>UNIT</b>	<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
	RDBMS Software Graphics Software Multimedia Software Communication Software	
<b>UNIT</b>	<b>CONTENTS</b>	<b>NO.OF LECTURES</b>
<b>5</b>	<b>Computer Programming Languages</b> Evolution of programming languages Types of Programming Languages Machine Language Assembly Language Procedural Languages Non Procedural Languages Visual Programming Languages Hyper Text Markup Languages Object Oriented Languages Different steps in Program Development Life Cycle. Algorithm, Flowchart and Coding.	<b>08</b>
<b>TOTAL LECTURES OF FIRST TERM</b>		<b>24</b>

**Class: F.Y.B.Com.**

**Component: 'D' Component**

**Subject: COMPUTER APPRECIATION AND I. T.**

**Subject Code: CAIT**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>	<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>6</b>	<b>Internet and WWW</b> Definition, Communication and Downloading Services provided by the Internet, TCP/IP, DNS, Web, Websites, URL, Creating and Accessing web, Web Browser, Search Engine.	<b>04</b>
<b>7</b>	<b>E-Security</b> Threats to e-systems, Password, Firewall, Encryption, Biometric Control, Antivirus.	<b>02</b>
<b>8</b>	<b>Developing Database Applications</b> Introduction to Database Advantages and uses of Database Systems DBMS and RDBMS Popular RDBMS Software products Elements of MS-Access Tables Queries Forms Reports	<b>06</b>
<b>9</b>	<b>Creating a Database</b> Database Wizard Sort the database Create and Execute Query	<b>04</b>
<b>10</b>	<b>Forms and Reports</b> Create Forms Create Reports	<b>08</b>
	<b>TOTAL LECTURES OF SECOND TERM</b>	<b>24</b>

**Class: F.Y.B.Com.                      Component: 'D' Component**

**Subject: COMPUTER APPRECIATION AND I. T.**

**Subject Code: CAIT**

**LIST OF PRACTICALS – TERM – I**

1. Prepare an application letter for the post of Computer Operator in a Private Bank. Use word processing software package.
  
2. To study mail - merge Utility in word processing software package and Prepare a set of letters.
  
3. Using any popular spreadsheet package, prepare a worksheet to record employees data. Worksheet should include the following columns

Name of Employee	Department	Designation	Salary
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Make a suitable assumption.

Calculate and display the following

- |                     |                            |
|---------------------|----------------------------|
| i) Maximum Salary   | ii) Minimum Salary         |
| iii) Average Salary | iv) Total no. of Employees |

4. To study various types of graphs / charts available in a spreadsheet software package.
  
5. Your company launched a newly product of television. Prepare a presentation using Presentation Software. Presentation should include
  - a) Features of the product
  - b) Scheme offered by a company

- |                               |                      |
|-------------------------------|----------------------|
| i) Make a suitable assumption | ii) Minimum 3 Slides |
|-------------------------------|----------------------|

6. To study the Major Services provided by the Internet.

**Class: F.Y.B.Com.**

**Component: 'D' Component**

**Subject: COMPUTER APPRECIATION AND I. T.**

**Subject Code: CAIT**

**LIST OF PRACTICALS – TERM – II**

7. To create a STUDENT database using MS-ACCESS software Package

The record format is as given below:

Roll\_No

Name

Class

DOB

Sex

Address

Phone\_No

Enter the 10 records and display it.

8. To Study Sort Operation.

To create an EMPLOYEE Data with the following details

Emp\_no

Name

Date\_Of\_Joining

Department

Designation

Gross\_Salary

Enter the 10 records and display the records.

Sort the data in order of employee name. / Date\_Of\_Joining /

Department / Gross\_Salary

Display the sorted records.

9. To Construct and execute queries.

Create the LIBRARY database with the following fields:

Book\_Title

Author

Pdate

Price

Subject

Consider the following subjects

Accountancy, Economics, Marketing, E-Commerce, Mathematics

Solve the following queries:

- a) To enquiry about total number of books.
- b) To enquiry about a book written by an author.
- c) To enquiry about the list of books for particular subject.

10. To create a database and to execute queries.

Create the ITEM database table. Insert 10 records in it.

Itemno

Itemname

Cost

Overhead

Sales

Profit

Solve the following queries:

- a) Display records of those items where cost is greater than 6000.
- b) Calculate the profit by using formula  
$$\text{Profit} = \text{Sales} - (\text{Cost} + \text{Overhead})$$

11. To create a database and to execute queries.

Create the EMPLOYEE database table. Insert 10 records in it.

Empno

Empname

Basic

DA

HRA

PF

PT

NetSal

Construct and execute the following queries:

- a) Display record of employee No. 2 and 4.
- b) Calculate  $\text{NetSal} = \text{Basic} + \text{DA} + \text{HRA} - \text{PF} - \text{PT}$

12. The Software distribution company has four regional offices located in North, South,

East and West regions. The format of the record is as given below:

Saleman\_name

Region

Product\_name

QTY

Insert 10 records and display all.

Construct and execute the following queries:

- a) Display the records in North / South / East / West regions.
- b) Display the records whose QTY is above 50.

**Class: F.Y.B.Com.**

**Component: 'D' Component**

**Subject: COMPUTER APPRECIATION AND I. T.**

**Subject Code: CAIT**

### **LIST OF REFERENCE BOOKS**

1. Computer Fundamentals - P. K. Sinha , BPB Publications
2. Perter Nortons Introduction to Computers - Peter Norton
3. Computer Fundamentals - V Rajaraman
4. Faster Smarter Internet - Kathy Ivens , PHI
5. MS Access 2000 MANUAL
6. Teaches Microsoft Access 2.0 - BPB Publications.

**Note:** Students have to complete not less than 12 practicals based on operating systems, Application software, Word processing, Spreadsheet, Presentation software, Internet and Web and RDBMS products successfully using the Computer Systems and get the Practical Journal certified from the Subject Teacher, HOD and the Principal.



**Class : F.Y.B.Com.**

**Component : 'D' Component**

**Subject : COMPUTER APPRECIATION AND I. T.**

**Subject Code : CAIT**

**LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Mr. Ajay Kamat	Chief Technology Officer, AGROFOYER Solutions Pvt. Ltd., Nashik
02	Prof. Mrs. R. M. Thakur	Lecturer, JDC Bytco IMSR, Nashik
03	Prof. N. B. Mahajan	Lecturer, RNC Arts, JDB Commerce and NSC Science College, Nashik Road
04	Prof. B. W. Khalkar	Head, Dept. of Computer Science, BYK College of Commerce, Nashik
05	Mrs. L. M. Bhat	Lecturer, BYK College of Commerce, Nashik
06	Mrs. M. M. Dhavale	Lecturer, BYK College of Commerce, Nashik
07	Mrs. S. Y. Mulay	Lecturer, BYK College of Commerce, Nashik

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – F. Y. B. Com.  
Component – ‘A’ Component  
Subject – FOUNDATION COURSE (Restructurering)  
Subject Code - FCR

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – F. Y. B. Com.**  
**Component – ‘A’ Component**  
**Subject – FOUNDATION COURSE (Restructuring)**  
**Subject Code - FCR**

## **OBJECTIVES**

1. To know and understand basic concepts of Sociology, Economics, Science, Political Science and Commerce etc.
2. It helps to develop an analytical thinking process.
3. To learn Decision making process, Time Management and Career Planning.
4. To develop the concept of whole man.
5. It helps to learn the concept and its practical application in life.

**Class – F. Y. B. Com.**

**Component – ‘A’ Component**

**Subject – FOUNDATION COURSE (Restructuring) Subject Code – FCR**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>	<b>CONTENTS</b>		<b>NO. OF LECTURES</b>
<b>1</b>	<b>MAKING OF INDIAN NATION</b>		<b>14</b>
	1.1	Culture – Definition and meaning.	
	1.2	Indian Culture – Characteristics of Indian Culture.	
	1.3	Basic Human Values – Role of Value Education, Nature, Human Values.	
	1.4	Religion – Definition – Meaning and importance of Religion in Indian Society.	
	1.5	National Integration – Concept – Meaning and Importance.	
	1.6	Problem of National Integration in India – Nature – Various obstacles in achieving the goal of National Integration and Measure to remove obstacles.	
<b>2</b>	<b>CONTEMPORARY ECONOMIC PROBLEMS IN INDIA</b>		<b>22</b>
	2.1	Economic Inequality and Poverty.	
		2.1.1 Definition and meaning of Economic Inequality and Poverty.	
		2.1.2 Causes of Economic Inequality and Poverty in India.	
		2.1.3 Measures to reduce Economic Inequality and Poverty in India.	
	2.2	Problem of Unemployment	
		2.2.1 Meaning and Types of Unemployment	
		2.2.2 Causes of Unemployment	
		2.2.3 Measures to reduce Unemployment	
		2.2.4 Self Employment.	
<b>2</b>	2.3	Population of India	
		2.3.1 Concept of Population Explosion	
		2.3.2 Cases and Effects of Growing Population.	
		2.3.3 Measures to Control the Growing Population.	

<b>UNIT</b>	<b>CONTENTS</b>		<b>NO. OF LECTURES</b>
	2.4	Indian Agriculture	
		2.4.1 Importance of Agriculture in Indian Economy.	
		2.4.2 Causes of Low Productivity of Indian Agriculture	
		2.4.3 Measures to increase the Agricultural Productivity.	
		2.4.4 Effects of WTO on Indian Agriculture	
	2.5	Indian Industries	
		2.5.1 Importance of Industries in Indian Economy	
		2.5.2 Causes of Sickness of Indian Industries.	
		2.5.3 Measures to solve the problem of sickness of Indian Industries.	
<b>3</b>	<b>SCIENCE AND TECHNOLOGY</b>		<b>12</b>
	3.1	Science – Definition and Meaning.	
	3.2	Characteristics of Science	
	3.3	Scientific Method – Definition and Meaning	
	3.4	Stages of Scientific Method	
	3.5	Progress of Science and Technology in Modern Period.	
	3.6	Effects of Science and Technology on the following a) Agriculture. b) Industries. c) Transport and Communication d) Rural Development e) Health f) Employment g) Education	
		<b>Grant Total of Lectures</b>	<b>48</b>

**Class – F. Y. B. Com.**

**Component – ‘A’ Component**

**Subject – FOUNDATION COURSE (Restructuring) Subject Code – FCR**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>4</b>		<b>CONTEMPORARY SOCIAL PROBLEMS IN INDIA</b>	<b>14</b>
	4.1	Society – Definition and meaning characteristics of Indian Society.	
	4.2	Caste System – Definition and Meaning – Merits and Demerits	
	4.3	Scheduled Caste and Scheduled Tribe – Definition, Problems and Measures.	
<b>5</b>		<b>Basic Concepts in Political Science</b>	<b>15</b>
	5.1	State, Nation and Government – Concept	
	5.2	Liberty – Meaning and Types	
	5.3	Equality – Meaning and Types	
	5.4	Fraternity – Concept	
	5.5	Democracy – Definition and meaning, Types of Democracy, Merits and Demerits of Indian Democracy.	
	5.6	Concept of rule of law and Indian Democracy	
<b>6</b>		<b>SELF MANAGEMENT AND CAREER PLANNING.</b>	<b>12</b>
	6.1	Time Management concept and importance of Time Management.	
	6.2	Concept of Goal Setting.	
	6.3	Decision Making concept and process	
	6.4	Planning Education	
	6.5	Need for Career Planning	
	6.6	Occupational Guidance and Tests	
	6.7	Planning of Life in various stages.	
<b>7</b>		<b>BUSINESS ETHICS, STRESS, MEDIATION AND YOGA</b>	<b>07</b>

	7.1		Business Ethics – Meaning, Nature and Importance.	
	7.2		Ethics in Marketing and Advertising.	
	7.3		Stress, Mediation and Yoga.	
			<b><i>Grand Total of Lectures</i></b>	<b>48</b>

**Class – F. Y. B. Com.**

**Component – ‘A’ Component**

**Subject – FOUNDATION COURSE (Restructuring) Subject Code – FCR**

**PRACTICAL SYLLABUS – TERM – I and II**

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Self Employment	To aware the importance of self Employment	Visit to any Proprietor	Preparation a report on the basis of visit.	Report and Participation
02	Small Scale Industry	To know business strategy ethics and Industrial set up	Visit / Guest Lecture	Preparation of Report	Attendance Preparation of Report.
03	Yoga	To improve health and reduce the stress	Demonstration by the Experts	Observation, Preparation of Report	Participation, Preparation of Report
04	Visit to Employment Exchange	To know Employment Process	Visit / Guest Lecture	Preparation of Report	Attendance Report writing.



**Class – F. Y. B. Com.**

**Component – ‘A’ Component**

**Subject – FOUNDATION COURSE (Restructuring) Subject Code – FCR**

### **LIST OF REFERENCE BOOKS**

01. Indian Society – Prof. Mrs. M. N. Nair.
02. Educational Sociology – Shri. Akolkar.
03. Philosophical and Sociological Foundation of Education in India – Dr. M. B. Kundale
04. Indian Economy – Dr. G. V. Kayande-patil.
05. Foundation Course – Dr. G. V. Kayande-patil.
06. Indian Economy – Ruddra Dat and KPM Susndaram.
07. Indian and Global Economic Development – Dr. G. V. Kayande-patil.
08. Scientific Method and Social Research – Shri B. N. Ghosh.
09. Scientific Method and Research – Pauline V. Young.
10. Research Methodology – R. P. Mishra.
11. Indian Government and Politics – Prof. B. L. Bhole.
12. Foundation Course – K.T. Basantani, Sheth Publishers Pvt. Ltd.

**Class – F. Y. B. Com.**

**Component – ‘A’ Component**

**Subject – FOUNDATION COURSE (Restructuring) Subject Code – FCR**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. S. R. Rasal	Expert
02	Prof. S. D. Geet	Expert
03	Dr. Mrs. V. J. Sohoni	Incharge, Subject Teacher
04	Prof. M. S. Nagbhide	Subject Teacher
05	Dr. Mrs. A. P. Gharte	Subject Teacher
06	Prof. B. B. Gadekar	Subject Teacher.

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – F. Y. B. Com.  
Component – ‘D’ Component  
Subject – SALESMANSHIP & ADVERTISING  
Subject Code - SA

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – F. Y. B. Com.**  
**Component – ‘D’ Component**  
**Subject – SALESMANSHIP & ADVERTISING**  
**Subject Code - SA**

## **OBJECTIVES**

1. To understand the concept of Salesmanship and Advertising.
2. To understand the role of Salesman in the Changing Scenario.
3. To understand the role of Salesman and his qualities with respect to product and service industries.
4. To understand the different types of customers and their buying motives.
5. To understand the changing role of Advertising in Consumer oriented market.
6. To understand the link between theory and practical world of advertising.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP AND ADVERTISING**

**Subject Code – SA**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>CONCEPT OF SALESMANSHIP</b>	<b>04</b>
	1	Meaning, Need, Importance, Advantages and Limitations	
	2	Role of Salesman	
<b>II</b>		<b>QUALITIES OF SALESMAN</b>	<b>04</b>
	1	Product Industry, Types of Products.	
	2	Service Industry 1. Financial Product. 2. Healthcare Products.	
<b>III</b>		<b>CONSUMER PSYCHOLOGY</b>	<b>04</b>
	1	Types of Customers	
	2	Buying Motives – Meaning and Types	
	3	Concept of Compulsive buying motive.	
<b>IV</b>		<b>PROCESS OF SALE</b>	<b>03</b>
	1	A. I. D. A. S. Technique	
<b>V</b>		<b>SALES PROMOTION</b>	<b>04</b>
	1	Concept, Types of Sales Promotion	
	2	Techniques of Sales Promotion	
<b>VI</b>		<b>NEW CONCEPTS IN SALESMANSHIP</b>	<b>05</b>
	1	Role of Salesman in retailing	
	2	Multi Level Marketing	
	3	Direct Marketing.	
<b>Total</b>			<b>24</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP AND ADVERTISING**

**Subject Code –**

**SA**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>ADVERTISING</b>	<b>04</b>
	1	Concept, Meaning, Need	
	2	Importance and Objectives of Advertising	
	3	Advantages and Limitations of Advertising.	
<b>II</b>		<b>MEDIA OF ADVERTISING</b>	<b>04</b>
	1	Print Media	
	2	Electronic Media	
	3	Outdoor Media	
<b>III</b>		<b>TYPES AND APPEALS IN ADVERTISING</b>	<b>04</b>
	1	Consumer, Industrial, Institutional, Trade, Professional, Primary Demand Advertising.	
	2	Rational, Emotional, Moral Appeals.	
<b>IV</b>		<b>ROLE OF AD-AGENCY AND AD-BUDGET</b>	<b>04</b>
	1	Ad-budget – Meaning, Factors to be considered while preparing ad-budget.	
<b>V</b>		<b>ESSENTIALS OF ADVERTISEMENT COPY AND LAYOUT FOR PRINT MEDIA.</b>	<b>04</b>
	1	Elements of Copy	
	2	Types of copy, Headline.	
<b>VI</b>		<b>E-MARKETING</b>	<b>04</b>
	1	Concept	
	2	Use of Multimedia in Advertising.	
<b>Total</b>			<b>24</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP & ADVERTISING**

**Subject Code – SA**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Introductory Approach of a Salesman	To develop the personality and communication skills.	Demonstration, Role Play	Role Play	Observation, Report, Viva.
02	Qualities of a Salesman	To understand the qualities required to become a successful salesman	Lecture / Guest Lecture	Visit / Interview	Report, Viva
03	Buying Motives	To understand the buying motives of different customers	Lecture / Guest Lecture	Visit to a Mall	Report, Viva
04	Process of Sale	To understand the different steps involved in the process of Sale.	Guest Lecture, Demonstration	Observation, Interview, Role Play	Report, Viva
05	Difficulties in Selling	To understand the rejections in Selling.	Guest Lecture, Survey	Survey	Report, Viva
06	Sales Promotion	To know the techniques used for Sales Promotion	Lecture / Guest Lecture	Collecting Information about Sales Promotional Scheme / Interview	Report, Viva
07	Retailing	To understand the retail business	Guest Lecture	Visit to a Retail Outlet	Report, Viva
08	Multi-level Marketing	To understand the working of MLM	Lecture / Guest Lecture	Visit / Group Discussion / Seminar	Report, Viva

**Note :** Minimum six practicals should be completed from the above practicals.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP & ADVERTISING**

**Subject Code –**

**SA**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Media of Advertising	To understand the different media of Advertising	Lecture / Guest Lecture	Group Discussion, Observation	Participation, Report Viva.
02	Types of Advertisement	To understand the different types of Advertisement	Lecture / Presentation	Collection of Advt.	Report, Viva
03	Creation of Advertisement	To create an Advertisement for Print Media	Workshop and Assignment	Creation of an ADVT.	Evaluation of an Advt.
04	Appeals in Advertising	To know the different appeals used in advertising	Guest Lecture / Lecture / Demonstration	Collection of Advt. based on different appeals.	Evaluation, Report, Viva.
05	Role of an Ad. Agency	To know functions and services rendered by Ad. Agency.	Guest Lecture / Visit.	Visit to an Ad. Agency.	Visit Report, Viva.
06	Critical Evaluation of Selected Advertisement	To compare the different advertisement and understand its effectiveness	Demonstration Presentation	Collection of Advt. for particular Product.	Report, Viva.
07	Multi-Media	To understand the importance of Multi-media.	Demonstration Guest Lecture, Presentation	Visit, Observation	Report, Viva
08	Use of Animation in Advertising	To study the role of animation in advertising	Guest Lecture, Demonstration Visit.	Observation, Visit	Report, Viva.

**Note :** Minimum six practicals should be completed from the above practicals.



**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP & ADVERTISING**

**Subject Code – SA**

### **LIST OF REFERENCE BOOKS**

01. ‘Marketing Management’, - by S. A. Sherlekar, 16<sup>th</sup> Edition, Himalaya Publishing House.
02. ‘Marketing and Salesmanship’, - by S. A. Sherlekar, Himalaya Publishing House.
03. ‘Salesmanship and Publicity’, - by Dr. Rustoms S. Davar, Sohrab R. Davar, Nuslir R. Davar, Vikas Publishing House Pvt. Ltd.
04. ‘Retail Management’, Functional Principles and Practices - by Gibson G. Vedamani, Jaico Publishing House.
05. ‘Advertising, Sales and Promotion Management’, - by S. A. Chunawala, 2<sup>nd</sup> Edition, Himalaya Publishing House.
06. ‘Advertising Management’, - by Dr. Verma M.M. and Agrawal R. K. Forward Book Depot.
07. ‘Sales Promotion and Advertising Management’, - by M. N. Mishra, Himalaya Publishing House.
08. ‘Advertising’ – A Critical Approach, - by Dr. Keval J. Kumar, Nirali Prakashan.
09. ‘Multimedia in Practice Technology and Application’, - by Judith Jeffcoate, Prentice Hall of India Pvt. Ltd., New Delhi.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – SALESMANSHIP & ADVERTISING**

**Subject Code – SA**

## **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Prof. Suryakant Rahalkar	Chairman, Nashik Education Society, Industrialist, Retired Professor.
02	Dr. H. K. Kochargaonkar	Vice Principal, BYK College of Commerce, Nashik.
03	Dr. Shekhar M. Joshi	HOD, Marketing Department, BYK College of Commerce, Nashik
04	Mrs. Indira Sundar	Subject Teacher
05	Mrs. Pallavi Joshi	Subject Teacher
06	Mrs. Sonali Chindhade	Subject Teacher

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – F. Y. B. Com.  
Component – ‘D’ Component  
Subject – TECHNIQUES OF ACCOUNTS WRITING  
Subject Code - TAW

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Evaluation System
6. Reference Books
7. List of Experts

**Class – F. Y. B. Com.**  
**Component – ‘D’ Component**  
**Subject – TECHNIQUES OF ACCOUNTS WRITING**  
**Subject Code - TAW**

## **OBJECTIVES**

1. To create the general commercial awareness.
2. To understand the general commercial transactions.
3. To make aware the students about Postal, Banking, Insurance Transactions.
4. To know the importance of various taxes and other relevant statutes in day-to-day working of business.
5. To prepare the students for becoming an independent businessman or a consultants.
6. To prepare students for various competitive examinations.

### Pre-Requisites

1. XIIth Commerce Passed
2. Basic knowledge about commercial transactions.
3. Analytical Mind.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING**

**Subject Code – TAW**

**THEORY SYLLABUS – TERM – I**

<b>SR. NO.</b>	<b>THEORY TOPIC</b>	<b>NO. OF LECTURES</b>
01	Introduction of Subject, Importance of Subject, Nature of Commercial Transactions/Scopes of Commercial Transactions	04
02	Postal Transactions – MIS, KVP, IVP, NSC, eMO, VPP, Regd. A.D., Speed Post, PPF.	04
03	Difference between Nationalized, Private Sector and Co-operative Banks.	04
04	Banking Transactions – Deposits – Saving Ac. Current Ac. Recurring Deposit Ac. Fixed Deposit – TDR, STDR, KYC norms.	04
05	Advances – Cash Credit, Hypothecation, Hire Purchase, Gold Loan, Advance Against FDR, Car Loan, Personal Loan, Housing Loan, Overdraft Facility	04
06	Insurance – Schemes and IT Benefits – Life Insurance – Endowment Plan, Term Insurance, Unit Linked Plans, Surrender Value, Maturity. Non-life / General Insurance – Medi-claim, Shop, House, Car / Vehicles, Fire Insurance.	04
	<b>TOTAL</b>	<b>24</b>

**TEACHING TECHNIQUES AND METHODS** : The topics for which method is to be used.

<b>SR. NO.</b>	<b>METHOD</b>	<b>THEORY</b>	<b>PRACTICAL</b>
01	Seminars	Postal Transactions	Non Life Insurance
02	Group Discussion	Postal Saving Schemes	Life Insurance
03	Field Visit	Banking Transactions	Banking Advances
04	Guest Lectures	Insurance	-
05	Use of Commerce Lab.	Banking Transactions	-
06	Supporting Material for home study	Postal & Banking Transactions	-

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING Subject Code –  
TAW**

**THEORY SYLLABUS – TERM – II**

<b>SR. NO.</b>	<b>THEORY TOPIC</b>	<b>NO. OF LECTURES</b>
01	Taxation – Overall View, need, concept and history.	02
02	Direct Taxes – Income, Wealth, Municipal, Professional, BCTT	05
03	Indirect Taxes – VAT, Service Tax, Excise duty, Customs Duty, Octroi, STT.	05
04	Mutual Fund – Open Ended Funds, Close Ended Funds, Equity Linked Savings Scheme (ELSS), Systematic Investment Plan (SIP), Net Assets Value (NAV)	04
05	Set of Transactions – Documents to be prepared in journal – Transactions will be given to students and they will have to prepare books of accounts after preparing various documents – Vouchers, Receipts, Journal Voucher, Debit /Credit Note, Cash and Credit Memo, Quotation, Tender.	08
	<b>TOTAL</b>	<b>24</b>

**TEACHING TECHNIQUES AND METHODS :** The topics for which method is to be used.

<b>SR. NO.</b>	<b>METHOD</b>	<b>THEORY</b>	<b>PRACTICAL</b>
01	Seminars	Indirect Taxes	Income Tax
02	Group Discussion	Indirect Taxes	-
03	Field Visit	Taxes & Mutual Funds	Mutual Funds
04	Guest Lectures	Taxes – Direct & Indirect	-
05	Use of Commerce Lab.	Accounting and Acts	Accounting Process
06	Supporting Material for home study	Accounting Process	-

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING**

**Subject Code –**

**TAW**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE OF PRACTICAL</b>	<b>MODE OF OPERATION</b>	<b>NO. OF LECTURES</b>
01	Postal Transactions	To know various documents for availing services / facilities provided by a Post Office.	03
02	Investment Scheme of Post Office	To collect form and relevant information.	03
03	Account Opening with Bank	Prepare check list of documents necessary for opening saving A/c and Current A/c, Recurring Deposit	04
04	Advances from Banks	Prepare check list of documents necessary for applying for Housing Loan, Cash Credit Loan, Vehicle Loan, Personal Loan, Hypothecation, Gold, Advance Against FDR.	04
05	Life Insurance	Collect Information of at least one life insurance Plan.	04
06	General Insurance	Collect Information of at least one general insurance plan.	04
	Test for the Term		01
	Viva		01
	<b>TOTAL</b>		<b>24</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING**

**Subject Code –**

**TAW**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO.</b>	<b>TITLE OF PRACTICAL</b>	<b>MODE OF OPERATION</b>	<b>NO. OF LECTURES</b>
01	Direct Taxes	Collecting and studying the forms of Returns and Challans.	06
02	Mutual Funds	Collecting forms and studying any two schemes of Mutual Funds.	04
03	Accounting Procedure	To prepare books of accounts on the basis of given transactions and to prepare Trial Balance.	12
	Test for the Term		01
	Viva		01
	<b><i>TOTAL</i></b>		<b>24</b>



**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING  
TAW**

**Subject Code –**

**EVALUATION SYSTEM**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Marks</b>
<b>A</b>	For continuous assessments –	
	First Term - * Test – I	15
	* Journal	05
	* Attendance	05
	* Viva	05
	<b><i>TOTAL</i></b>	<b>30</b>
	For continuous assessments –	
	First Term - * Test – II	15
	* Journal	05
	* Attendance	05
	* Viva	05
	<b><i>TOTAL</i></b>	<b>30</b>
	<b><i>TOTAL (A)</i></b>	<b>60</b>
<b>B</b>	University Examinations	<b>40</b>
	<b><i>TOTAL (B)</i></b>	<b>40</b>
	<b><i>TOTAL (A) + (B)</i></b>	<b>100</b>

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING  
TAW**

**Subject Code –**

### **LIST OF REFERENCE BOOKS**

01. Indirect Tax Laws and Practice – by V. S. Datey.
02. Income Tax Ready Reckoner – by Mr. N. V. Mehta.
03. Direct Taxes Laws and Practice - by Dr. Vinod Singhania.
04. Income Tax, VAT and Service Tax – by T. N. Manoharan.
05. Accounts Writing – by Dr. V. M. Govilkar.
06. Banking Strategy, Credit Appraisal, Lending Decision – by Bhattacharya.

**Class – F. Y. B. Com.**

**Component – ‘D’ Component**

**Subject – TECHNIQUES OF ACCOUNTS WRITING  
TAW**

**Subject Code –**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. V. M. Govilkar (C. A.)	BYK College of Commerce, Nashik.
02	Prof. S. S. Manerikar (C. A.)	BYK College of Commerce, Nashik.
03	Prof. H. M. Govilkar (C. A.)	BYK College of Commerce, Nashik
04	Prof. Mehendra Dhondge-Patil (C. A.)	BYK College of Commerce, Nashik.
05	Dr. S. J. Mene (C. A.)	BYK College of Commerce, Nashik.
06	Prof. S. E. Khandave (C. A.)	BYK College of Commerce, Nashik.
07	Prof. Mrs. Leena Kulkarni (C. A.)	BYK College of Commerce, Nashik.
08	Prof. Mrs. K. T. Koregaonkar (C. A.)	BYK College of Commerce, Nashik.
09	Mr. Suyog Tikekar ( C. A.)	Practising Professional
10	Mr. N. R. Chandak (C. A.)	Practising Professional
11	Mr. B. G. Kale (C. A.)	Practising Professional.

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER  
GRADUATE LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – APPLIED STATISTICS  
Subject Code - AS

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Component – ‘C’ Component**  
**Subject – APPLIED STATISTICS**

**S. Y. B.Com.**  
**Subject Code - AS**

## **OBJECTIVES**

01.This course teaches elementary statistical methods of data analysis. The emphasis is on understand basics concepts of statistics and applying them to solve problems using statistical software.

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS Subject Code - AS**

**SYLLABUS – S. Y. B. Com. TERM – I**

01. Introduction : Meaning, scope and applications of statistics.
02. Descriptive Statistics : Measurement scales, classification and tabulation, graphical and diagrammatic presentation of data.
03. Measures of Location.
04. Measures of Dispersion.
05. Introduction to probability.
06. Introduction to software (Excel/R/MYSTAT)

**SYLLABUS – S. Y. B. Com. TERM – II**

07. Elements of discrete probability distribution.
08. Standard discrete distribution : Uniform, Binomial, Poisson.
09. Correlation analysis.
10. Regression Analysis.
11. Association of attributes.
12. Index Numbers.

**SYLLABUS – T. Y. B. Com. TERM – I**

01. Normal Distribution
02. Uses of Chi-square, t and f distribution.
03. Large sample tests.
04. Small sample tests.
05. Multiple regression, Multiple correlation coefficient, Partial correlation coefficient.
06. Time Series.

**SYLLABUS – T. Y. B. Com. TERM – II**

07. Logistic Regression and its uses.
08. LPP, graphical method.
09. Transportation and assignment problems
10. PM and PERT
11. Replacement Models.
12. Inventory control.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS**

**Subject Code – AS**

**THEORY SYLLABUS – TERM – I**

UNIT		CONTENTS	NO. OF LECTURES
<b>I</b>	(a)	Meaning, importance and applications of statistics, Scales of Measurement. Raw data, classified data, time series data.	02
	(b)	Cross sectional data, primary and secondary data, Graphs and diagrams, stem and leaf chart.	04
<b>II</b>	(a)	Measures of central tendency : AM, trimmed mean, mode, median for raw and classified data, GM, HM quartiles, box plots, outliers.	03
	(b)	Measures of dispersion : Range, QD, SD, CV	03
<b>III</b>	(a)	Introduction to statistical software package	04
	(b)	Probability : Types of Events, Probability of event, Conditional probability, Bayes' theorem.	08
		<b>TOTAL</b>	<b>24</b>

**THEORY SYLLABUS – TERM – II**

<b>IV</b>	(a)	Basics of discrete probability distributions, concept of a discrete random variable, pmf, cdf, its properties.	04
	(b)	Discrete random variable, standard discrete probability distribution Uniform distribution, Binomial distribution, Poisson distribution : pmf, cdf, real life situations.	06
<b>V</b>	(a)	Correlation bivariate data, scatter diagram, Karl Pearson's correlation coefficient $r$ , properties of $r$ , Spearman's rank correlation coefficient.	04
	(b)	Regression : Least squares principle (Introduction), Lines of regression, regression coefficients and their properties, applications.	04
<b>VI</b>	(a)	Association of attributes – relations between class frequencies fundamental set of class frequencies, consistency of data, Yule's coefficient of association, interpretation.	03
	(b)	Index Numbers : Definition, construction, Laspeyre's Passchche's and Fisher's index numbers, cost of living index number, BSE and SENSEX.	04
		<b>TOTAL</b>	<b>24</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS**

**Subject Code – AS**

**PRACTICAL SYLLABUS – TERM – I**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Review work	Understanding scope of statistics	Book reviews, Internet search	Write a brief essay	Writing and presentation skills
02	Primary and Secondary Data collection	Learning different types of scales of measurements	Collecting data from different fields.	Write a report on data collected.	Method of data collection, editing and data cleaning.
03	Graphical representation of data	To learn art of representing data	Lab. Work	Drawing of different diagrams and graphs and interpretation	Appropriate selection of graphs and its interpretation
04	Measures of central tendency – I	Application of appropriate measures	Lab. Work	Analyzing and choice of different measures, interpretation	Choice and interpretation of measures and precision
05	Measures of Central Tendency – II	Application of appropriate measures	Lab. Work	Analyzing and choice of different measures, interpretation	Choice and interpretation of measures and precision
06	Measure of Dispersion - I	Understanding uses of different measures of dispersion	Lab. Work	Analysis using different measures of dispersion and interpretation	Choice and interpretation of measures dispersion
07	Measures of Dispersion - II	Understanding uses of different measures of dispersion	Lab. Work	Analysis using different measures of dispersion and interpretation	Choice and interpretation of measures dispersion.
08	Basic of probability	To make use of counting techniques	Solving Problems of various types	Problem solving and probability interpretation	Defining sample space and finding probability of an even.



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS**

**Subject Code – AS**

**PRACTICAL SYLLABUS – TERM – II**

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
09	Use of Discrete Uniform Distribution	Understanding situation where use of uniform distribution appropriate	Lab. Work	Problem solving, nature of pmf and sketching	Presentation of results and interpretation
10	Use of Discrete Poisson Distribution	Understanding situation where use of Poisson Distribution	Lab. Work	Problem solving, nature of pmf and sketching	Presentation of results and interpretation
11	Use of Discrete Binomial Distribution	Understanding situation where use of Binomial Distribution	Lab. Work	Problem solving, nature of pmf and sketching	Presentation of results and interpretation
12	Correlation Analysis – I	To understand of relationship between 2 variables	Lab. Work	Plotting scatter diagram, predicting nature of relationship and interpretation	Mathematical ability and quantitative thinking and interpretation
13	Correlation Analysis – II	To understand of relationship between 2 variables	Lab. Work	Plotting scatter diagram, predicting nature of relationship and interpretation	Mathematical ability and quantitative thinking and interpretation
14	Regression Analysis	Identification of predictor and predicted variables Analysis of real data.	Lab. Work	Estimating parameters, building relationships using it for prediction	Precision and Accuracy in computation of regression equations.
15	Study of Attributes	To check consistency of data	Lab. Work	Evaluation of relationship using Yule’s coefficient	Interpretation of results
16	Index Numbers	Study, use and application of various index numbers	Lab. Work	Collecting real data and interpreting computed index	Interpretation of results.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS    Subject Code – AS**

**LIST OF REFERENCE BOOKS**

01. Commercial Arithmetic, - P. S. Chiplunkar and C. G. Kulkarni, Narendra Prakashan.
02. Business Mathematics – S. A. Bari
03. Introduction to Discrete Probability and Probability Distributions, - M. B. Kulkarni and S. B. Ghatpande (2007),SIPF Academy, Nashik.
04. Mathematics in Commerce and Economics, - Qazi Zameerudding and V. K. Khanna, A Test book of Business Mathematics.
05. Statistics for Everyone – Gore, Paranjpe, Kulkarni, SIPF Academy, Nashik. (Recommended for Additional Reading)

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – APPLIED STATISTICS**

**Subject Code – AS**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. Sharad D. Gore	Department of Statistics, University of Pune, PUNE.
02	Prof. P. G. Dixit	Chairman, Board of Studies in Statistics, University of Pune, PUNE.
03	Prof. Madhav B. Kulkarni	Head, Dept. of Mathematics and Statistics, BYK College of Commerce, Nashik.
04	Prof. S. B. Ghatpande	Vice Principal and Head, Department of Statistics, (Commerce Unit) Nashik Road College, Nashik.
05	Prof. Miss Vaishali Sadavarte	Lecturer, in Statistics Department of Biotechnology, HPT Arts and RYK Science College, Nashik.

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – BANKING AND FINANCE  
Subject Code - BKFN

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – BANKING AND FINANCE**  
**Subject Code - BKFN**

## **OBJECTIVES**

1. To develop the conceptual skills of the students in subject Banking and Finance.
2. To acquaint the students with modern banking.
3. To update the students in their understanding of procedural and practical aspects of banking.
4. To expose the students to the various practical aspects involved in banking and finance, sector.
5. To make the students aware of changing trends in Banking.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – BANKING AND FINANCE      Subject Code – BKFN**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>	
<b>I</b>	<b>1</b>	<b>INTRODUCTION</b>		
		1.1	Bank – Meaning and definition, functions, classification, and types, role and importance of Bank.	02
		1.2	Modern Banking – ATMS, Electronic transfer of funds, MICR Cheques, E-Banking, Credit and Debit Cards, Core Banking.	04
			<b>TOTAL</b>	<b>06</b>
	<b>2</b>		<b>DEPOSITS AND TYPES OF STRUCTURE</b>	
		2.1	Account opening and closure procedure from legal point of view – signatures, introduction, operation KYC norms.	02
		2.2	Types of various deposit schemes –Saving deposits, current deposits, Fixed deposits, Recurring Deposits.	02
		2.3	Calculation of interest on various deposits standing instructions – meaning and implementation.	02
			<b>TOTAL</b>	<b>06</b>
	<b>II</b>	<b>3</b>	<b>TYPES OF ACCOUNTS</b>	
3.1			Individual, Joint, Partnership, Corporate, Trust, HUF, Co-operative Societies, Minors, Non-Residents, Individual, Illiterate individuals accounts.	03
3.2			Self Help Group (SHG) and Govt. Accounts i.e. PPF A/c. Operation of subsidy Accounts, Payment of TDS	02
			<b>TOTAL</b>	<b>05</b>
<b>4</b>			<b>CHEQUES</b>	
		4.1	Definition, Features, Types of Cheques with special reference to MICR cheques, Stop Payment of Cheques.	02
		4.2	Validity, Endorsement, Crossing of Cheques.	
		4.3	Dishonouring of Cheques	
		4.4	Clearing of house functioning	
		4.5	Bouncing of cheques	02
		<b>TOTAL</b>	<b>04</b>	
<b>III</b>	<b>5</b>	<b>Customer’s complaints and Procedure redressal</b>		
		5.1	Charter of Norms	
		5.2	Banking Ombudsman Scheme	02

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
		<b><i>TOTAL</i></b>	<b>02</b>
	<b>6</b>	<b>Ancillary Services</b>	
	6.1	Remittances – Demand Draft – Issuing and Payment of Demand Draft, National Electronic Fund Transfer (NEFT), Real-time Gross Settlement (RTGS)	
	6.2	Safe Deposit Vault – Lockers – Custody, Trusteeship Business, Consultancy Services, Executorships.	
	6.3	Insurance – Life and Non-life.	
	6.4	E-Tax Collection and others	03
		<b><i>TOTAL</i></b>	<b>03</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – BANKING AND FINANCE      Subject Code – BKFN**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>	<b>1</b>	<b>TECHNIQUES OF LENDING</b>	
		1.1 Principles of Sound lending	01
		1.2 Change in bank approach to lending from security oriented to “need based”	01
		<b>TOTAL</b>	<b>02</b>
	<b>2</b>	<b>TYPES OF BANK CREDITS</b>	
		2.1 Working Capital – Cycle of Funds	01
		2.2 Systems of Financing (Credit) Cash Credit System, Overdraft, Loan System.	02
		2.3 Methods of Creating a charge	
		<b>TOTAL</b>	<b>03</b>
	<b>3</b>	<b>TERM LOAN</b>	
		3.1 Methods of Lending	01
		3.2 Appraisal of term loan proposal	01
		3.3 Financial, Economic and Technical Feasibilities	01
<b>TOTAL</b>		<b>03</b>	
<b>II</b>	<b>4</b>	<b>CONSUMER DEMAND LOANS</b>	
		4.1 Car Loan	01
		4.2 Consumer Goods Loan and Hypothecation	01
		<b>TOTAL</b>	<b>02</b>
	<b>5</b>	<b>LOAN AGAINST PAPER SECURITIES</b>	
		5.1 Loan against Fixed Deposit Receipt	01
		5.2 Loan against LIC Policy	01
		5.3 Loan against shares, Govt. Securities Bonds, etc.	01
		<b>TOTAL</b>	<b>03</b>



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – BANKING AND FINANCE    Subject Code – BKFN**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>II</b>	<b>6</b>	<b>PROCEDURE OF SANCTIONING LOAN</b>	
		6.1 Pre-sanction survey and inspection	01
		6.2 Sanctioning	
		6.3 Preparation of sanction letter	01
		6.4 Acceptance of terms and conditions by the customer	
		6.5 Preparation of Loan Documents, Preparation of Charge of Securities.	01
		6.6 Disbursement of Loan	01
		<b>TOTAL</b>	<b>04</b>
	<b>7</b>	<b>OTHER FACILITIES GRANTED BY A BANK</b>	
		7.1 Letter of Credit	01
		7.2 Guarantees	<b>01</b>
		7.3 Solvency Letters	
			<b>TOTAL</b>
	<b>8</b>	<b>MERCHANT BANKING</b>	
		8.1 Meaning, Concept, Coverage of Merchant Banking	01
		8.2 Role and functions of Merchant Banking	01
			<b>TOTAL</b>
	<b>9</b>	<b>CREDIT AND DEBIT CARDS</b>	
		9.1 Meaning	
		9.2 Services covered	02
		9.3 Advantages	01
		9.4 Precautions to be taken while operating the credit cards/debit cards	
			<b>TOTAL</b>

**Class – S. Y. B. Com.**

**Component –‘C’ Component**

**Subject – BANKING AND FINANCE Subject Code – BKFN**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Study of Branch / Organization	To know / understand the work of branch and its staff on day today.	Actual Visit / Guest Lecture	Actual Visit and Prepare a flow chart	Journal Presentation and Viva.
02	Receipt and Payment Procedure	To know how the funds are collected.	Actual Visit / Guest Lecture	To tally, the days receipts and payments	Journal Presentation and Viva.
03	Credit Cards / Debit Cards / ATMs	To make acquaint with the instruments	Actual Visit to ATM / Guest Lecture	To avail of and use the cards.	Journal Presentation and Viva.
04	Operations of various deposits A/Cs.	To familiarize with day to day working of banks.	Actual Visit / Guest Lecture	To go through at least two to three types of A/Cs.	Journal Presentation and Viva.
05	Observation of Various types of cheques	To understand familiarized the different instruments	Seeing Physical instruments	To observe cancel cheque for knowing the details	Journal Presentation and Viva.
06	A study of *D.D., *NEFT, *RTGS	To study the remittance services	Visit to Bank and / Guest Lecture	Journal Completion	Journal Presentation and Viva.
07	Calculation of Interest / Product of FDR and Recurring Deposit.	To learn the interest rate calculation procedure with the help of ready recknower	Practical exercise	Solving of questions from question bank.	Journal Presentation and Viva.
08	Study of safe deposit vault, locker and custody in a bank.	To know the procedure of vault, locker, etc.	Visit / Guest Lecture	Solving of question bank	Journal Presentation and Viva.

**Class – S. Y. B. Com.**

**Component –‘C’ Component**

**Subject – BANKING AND FINANCE Subject Code – BKFN**

**LIST OF PRACTICALS – TERM –II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Study of Working Capital Finance	To assess the size of WC and its necessity.	Actual Visit Guest Lecture	To collect the information and write in the journal	Journal Presentation and Viva.
02	Study of Project Report on housing loan.	To know / study the contents of Project Report.	Actual Visit Guest Lecture	To understand the contents of project report and its study .	Journal Presentation and Viva.
03	Study on Term Loan	To know the procedural aspect of term lending	Actual Visit Guest Lecture	To understand procedure of sanctioning of term loan.	Journal Presentation and Viva.
04	Study of car loan and consumer loans.	To know the loan aspect of consumer facilities	Actual Visit Guest Lecture	To study about procedural aspects of Car Loan	Journal Presentation and Viva.
05	Loan against paper Security / FDR, LIC Shares etc.	To study need base finance To know about this for individual.	Actual Visit Guest Lecture	By visiting a bank informatio0n about various paper securities and procedure of loan have to be collected.	Journal Presentation and Viva.
06	Study of various loan documents	To study loan documents in details	Actual Visit & Guest Lecture	By visiting a bank a study of various loan documents and their importance have to be presented in journal.	Journal Presentation and Viva.
07	Financing to self help-group	To know the facilities provided to SHG	Actual Visit Guest Lecture	By visiting a bank, students shall collect thorough information about this facility.	Journal Presentation and Viva.
08	Study of non-banking financial institutions	To study features and objectives of non-banking financial institutions	Actual Visit Guest Lecture	Student shall visit to at least one financial institutions and understand the functioning of Non-banking of financial institution.	Journal Presentation and Viva.





**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER  
GRADUATE LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – CAPITAL MARKET MANAGEMENT  
Subject Code - CMM

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – CAPITAL MARKET MANAGEMENT**  
**Subject Code - CMM**

## **OBJECTIVES**

1. To arouse interest among students about Capital Market in light of its growing importance.
2. To acquaint the students with the basic knowledge of Capital Market.
3. To impart knowledge about the working of Stock Market.
4. To prepare the base for pursuing higher studies in the Financial Service Market.

Class – S. Y. B. Com.

Component – ‘C’ Component

Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM

**THEORY SYLLABUS – TERM – I**

UNIT		CONTENTS	NO. OF LECTURES	
<b>1</b>		<b>Introduction of Capital Market and its significance.</b>		
	1.1	Capital Market – Meaning, significance, Role of Capital Market.		
	1.2		Types of Market	
		a)	Primary Market / New Issue Market / IPO Market / Issue of Prospectus, Statement in lieu of prospectus, Memorandum of Association and Articles of Association.	
		b)	Secondary Market	
		c)	Derivative Market	
		d)	Commodities Market	
	1.3	Need for raising Capital through (1) Public Offer (2) Private Placement		
	1.4		Recent Trends in new issue Market.	
		a)	Book – Building Process	
		b)	Price Band	
c)		ESOP – Employees’ Stock Option.		
		<b>TOTAL LECTURES</b>	<b>10</b>	
<b>2</b>		<b>Secondary Market</b>		
	2.1	Need and Importance of Secondary Market		
	2.2	Stock Market / Stock Exchange, Need, Significance of Stock Market.		
	2.3		Types of Stock Market	
		a) In India b) Outside India		
	2.4	Working Days of Secondary Market.		
		<b>TOTAL LECTURES</b>	<b>08</b>	
<b>3</b>		<b>FINANCIAL INSTRUMENTS</b>		
	3.1	Financial Instruments – Meaning, Types of Financial Instruments.		



	3.2	Shares – Meaning, Types of Shares, Debentures – Meaning, Importance.	
	3.3	Bonds - Meaning, significance, Types	
	3.4	Exchange Traded funds.	
	3.5	Provisions of Company’s Act related to the issue of shares, debentures and other instruments.	
		<b>TOTAL LECTURES</b>	<b>06</b>
		<b>TERM – I TOTAL LECTURES</b>	<b>24</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>4</b>		<b>TRADING MECHANISM</b>	
	4.1	Working of Stock Exchange – Nature, Major Stock Exchanges.	
	4.2	Trading at B. S. E.	
	4.3	Basket – Trading System	
	4.4	Trading and Settlement – at N. S. E.	
	4.5	Share Certificate and DMAT Account	
			<b>TOTAL LECTURES</b>
<b>5</b>		<b>MUTUAL FUNDS</b>	
	5.1	Mutual Funds – Need, Working of Mutual Funds	
	5.2	Types of Mutual Fund Scheme – Open ended, Close ended, Sector Funds	
	5.3	Role of Mutual Funds in Financial Market	
	5.4	Advantages of Mutual Fund Investing	
	5.5	Portfolio Management – Meaning, Management of Portfolio, Objectives of Portfolio Management	
			<b>TOTAL LECTURES</b>
<b>6</b>		<b>REGULATING AGENCIES AND LAWS</b>	
	6.1	SEBI – Securities and Exchange Board of India, Formation, Constitution, Purpose / Ned for Information	
	6.2	Functions and scope of SEBI, Pioneers, Applicability of SEBI, Entities liable to follow SEBI Guidelines.	
	6.3	Registrar of Company. (ROC) – Formation Governing Body, Entities required to approach ROC.	
	6.4	Need for formation of ROC, Functions of ROC	
		<b>TOTAL LECTURES</b>	<b>08</b>
		<b>TOTAL LECTURES OF SECOND TERM</b>	<b>24</b>
		<b>GRAND TOTAL OF LECTURES – TERM I AND II.</b>	<b>48</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM**

**LIST OF PRACTICLAS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Prospectus	To study the various clauses conditions of prospectus	Guest Lecture	Collection of Prospectus from offices of the Co., Newspapers, Magazines etc. Report writing.	* Attendance * Participation * Report * Presentation
02	Statement in lieu of prospectus	To study the statement in lieu of prospectus	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation
03	Stock Market	To study the function of Market	Guest Lecture / Visit.	Report Writing	* Attendance * Participation * Report * Presentation
04	Documents related to Stock Market	To study the documents related to Stock Market	Guest Lecture	Collection of Document and Report Writing	* Attendance * Participation * Report * Presentation
05	Share Certificate	To study the provisions of Share Certificate	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation
06	Issue of Shares	To know the conditions related to issue of shares	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation
07	Financial Instruments	To understand the various Financial Instruments floated in the Market	Guest Lecture	Collection of specimen and Report Writing	* Attendance * Participation * Report * Presentation
08	Memorandum of Association and Articles of Association	To understand the clauses of M/A. and A/ A.	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM**

**LIST OF PRACTICLAS – TERM – II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
09	Debentures and Debenture Certificate	To study the Debenture Certificate	Guest Lecture	Collection of Document and Report Writing	* Attendance * Participation * Report * Presentation
10	Grouping of Shares	To study the Criteria of Grouping	Guest Lecture	Collection of Document and Report Writing	* Attendance * Participation * Report * Presentation
11	DMAT Account and Relevant Document	To understand opening of DMAT A/c.	Guest Lecture and Visit	Collection of various Document and Report Writing	* Attendance * Participation * Report * Presentation
12	Mutual Funds	To know the contents of application of Mutual Fund.	Guest Lecture & Visit to Office	Collection of Application form and Report Writing	* Attendance * Participation * Report * Presentation
13	Portfolio Analysis	To study the criteria of investment decision	Guest Lecture	Case study of Investor and Report Writing	* Attendance * Participation * Report * Presentation
14	Securities and Exchange Board of India	To understand the role of SEBI	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation
15	Registrar of Company	To study the role of ROC	Guest Lecture	Report Writing	* Attendance * Participation * Report * Presentation
16	Trading Mechanism	To know the functioning of stock broker	Visit	Report Writing	* Attendance * Participation * Report * Presentation

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM**

**LIST OF REFERENCE BOOKS**

- 01 Financial Accounting – P.C. Tulsian.
- 02 Principles of Corporate Finance – S. C. Kuchhal
- 03 Financial Management – New Methods and Practices – P. Mohan Rao,  
Deep and Deep Publications, New Delhi.
- 04 Management of Financial Services – V. K. Bhalla

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – CAPITAL MARKET MANAGEMENT Subject Code – CMM**

**LIST OF EXPERTS AND SUBJECT TEACHERS**

<b>Sr. No.</b>	<b>Name of the Expert / Subject Teacher</b>	<b>Designation</b>
01	Shri Pramod Puranik	Investment Consultant
02	Shri Vrushal Saudagar	Company Secretary
03	Dr. Mrs. C. V. Gandhi	Co-ordinator
04	Prof. H. M. Govilkar	Subject Teacher
05	Prof. Dr. S. N. Tupe	Subject Teacher
06	Prof. Dr. S. J. Mene	Subject Teacher
07	Prof. Mrs. Leena Kulkarni	Subject Teacher

# **B.Y.K. (SINNAR) COLLEGE OF COMMERCE,**

NASHIK-5

## **RESTRUCTURING COURSES AT UNDERGRADUATE LEVEL**

Class – S.Y. B.Com

Component – ‘C’ Component

Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT

Subject Code – CASM

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S.Y. B.Com**

**Component – ‘C’ Component**

**Subject – COMPUTER APPLICATIONS AND SYSTEMS  
MANAGEMENT**

**Subject Code – CASM**

**OBJECTIVES –**

1. To familiarized the students with the integrated approach to develop database applications.
2. To make students familiar with systems analysis, design and construction.
3. To get acquainted with structured programming language C.



Class – S.Y. B.Com

Component – ‘C’ Component

Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT

Subject Code – CASM

**THEORY SYLLABUS – TERM – I**

UNIT	CONTENTS	NO. OF LECTURES
1	<b>INTRODUCTION</b>	<b>05</b>
	Database Systems Concepts Data, Database, Databases in everyday life, Data Base Systems, DBMS, DBMS Services, DBMS Packages, DBMS Users, Component and Structure of DBMS, DBMS Facilities, DDL, DML, Query Languages.	
2	<b>DEVELOPING DATABASE APPLICATIONS</b>	<b>09</b>
	1. Study The Problem 2. Determine The Requirements 3. Design The Database E. R. Modeling – ER Diagram, Basic Constructs, Degree of relationships, Keys and Entities, Super Key, Candidate Key, Primary Key, Foreign Key. Data Dictionary Normalization – 1NF, 2NF, 3NF 4. Create the Database 5. Design the Application 6. Create The Application 7. Test the Application	
3	<b>RDBMS Software Package</b>	<b>04</b>
	Features Specifications and Components Data Types	
4	<b>SQL</b>	<b>06</b>
	Introduction, Characteristics and Advantages of SQL Sub-divisions of SQL DDL, DML, DCL, DQL Tables: Creating, Modifying, Deleting SQL Operators Functions Mathematical Functions Date Functions Character Functions Aggregate Functions Clauses Where, Having, Group By, Order By	
<b>TOTAL LECTURES OF FIRST TERM</b>		<b>24</b>

Class – S.Y. B.Com

Component – ‘C’ Component

Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT

Subject Code – CASM

**THEORY SYLLABUS – TERM – II**

UNIT	CONTENTS	NO. OF LECTURES
1	<b>SYSTEMS CONCEPTS</b>	<b>03</b>
	1.1 – Systems Concepts and Definition 1.2 – General Model of a system 1.3 – Systems Approach, Systems Analysis and Systems Design 1.4 – Role of a Systems Analyst	
2	<b>SYSTEM DEVELOPMENT METHODS</b>	<b>04</b>
	2.1 System Development Life cycle (SDLC) 2.2 Structured System Analysis and Design Method(SSDAM) 2.3 System Prototype Method (SPM) 2.4 Object Oriented Methodology.	
3	<b>SYSTEM TOOLS AND TECHNIQUES</b>	<b>06</b>
	3.1 Fact Finding Techniques 3.2 Data Flow Diagrams (Context Level, First Level, Second Level) 3.3 Data dictionary 3.4 File / Tables / Database Specifications 3.5 Designing 3.5.1 Input Design 3.5.2 Code Design 3.5.3 Forms Design 3.5.4 Output Design (This topic has to be dealt with considering the Project Work for T.Y.CASM)	
4	<b>INTRODUCTION TO C</b>	
	C fundamentals Character set, Identifiers, Keywords, data types, constants (int, float, char)	<b>2</b>
	Declarations, Expressions, C Statements, Structure of C program	<b>1</b>
	Classes of Statements in C Expression statements, Compound statements, Control statements like decision, looping and case control statements	<b>03</b>

UNIT	CONTENTS	NO. OF LECTURES
	Operators and expressions Arithmetic, Relational, Logical, Assignment, Increment/Decrement, Conditional Operators	02
	Input Output functions – scanf( ), printf( ) Standard Library functions	01
	Business application using C program Preparing and running complete C program	01
	Introduction to Arrays, Pointers and Structures - Concepts with examples	01
	<b>TOTAL LECTURES OF SECOND TERM</b>	<b>24</b>

**Class – S.Y. B.Com**

**Component – ‘C’ Component**

**Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT**

**Subject Code – CASM**

**LIST OF PRACTICALS – TERM – I**

1) Write a statement to create a table named "Book" having following structure.

Field Name	Type	Width
Bno	Number	3
Bname	Varchar 15	
Author	Varchar 15	
Pdate	Date	
Bprice	Number	7,2

Write SQL statement to add 10 rows.

1. Write a query that will show all the information stored in the table.
2. Write a query that will show the structure of the table.
3. Write a query that will show the bprice and bname for all the rows.
4. Write a query whose output will be author and bname whose price is greater than 500.
5. Write a query that will give you all information where bname is 'Let us C'
6. Write a query whose output will be bno and pdate whose author is either 'PHI' or the price is up to 500.
7. Write a query whose output will be bname and pdate whose price is 150 and bookno is greater than 15.

2) Write a statement to create table named "Sales" having following structure.

Field Name	Type	Width
Sno	Number	3
Sname	Varchar	20
City	Varchar	15
Comm	Number	6,2
Agent	Varchar	15

Write SQL statement to add 10 rows.

1. Write a query that will show all the information where COMM is between 0.75 and 1.50.
2. Write a query whose output will be Sno, Sname, City where city is either Nashik or Pune (Use all possible types to solve this query)
3. Write a query to change the width of field Comm from 6,2 to 8,2.
4. Write a query whose output will be sname and comm whose sname begin with 'G'.
5. Write a query whose output will be sname and whose city has "s" as third letter.
6. Write a query to change the width of field sname from 20 to 25.
7. Write a query that will show all information in ascending order of sname.

3) Write a statement to create table named "Item" having following structure.

Field Name	Type	Width
ino	Number	3
iname	Varchar	15
Qty	Number	3

Rate	Number	3,2
------	--------	-----

Write SQL statement to add 10 rows.

1. Write a query whose output will be all values where iname begin from "M".
2. Write a query to insert a column amt number (8,2) in the table.
3. Write a query to update amt as rate \* qty.
4. Write a query to display iname whose iname is not "Printer" or "Computer".
5. Write a query to show all information where Rate is maximum.
6. Write a query to show all information where ino is between 1 and 5.
7. Write a query to display information in ascending order of iname.

4) The structure of "Person" table is as follows:

Field Name	Type	Width
No	Number	4
Name	Varchar	20
Bdate	Date	
City	Varchar	15
Email	varchar	25
Ph_no	Number	10

Write SQL statement to create the above table.

Write SQL statement to add 10 rows.

1. Display name & city of all persons who stay in city which contain alphabet "N"
2. Display email, which has underscore anywhere in it.
3. Display email which has "@" is anywhere in the string email.

4. Display output as follow: (use lpad to display phoneno upto 10 digit)

    Abc's Phone Number is 0000123456

5. Count the number of rows.

6. Display all name & birth date (bdate should fully spelled out and year should be in 4 digit)

7. Delete a Person table.

5) The structure of the "Employee" table is as follows.

Field Name	Type	Width
Emp_no	Number	4
Emp_name	Varchar	20
Doj	Date	
Basic_pay	Number	10,2
Salary	Number	10,2

Write SQL statement to create the above table

Write SQL statement to add 10 rows.

Write SQL statements to do the following:

1. Display Emp\_name, Basic pay and Salary of all employees.
2. Add bonus column (number 8,2)
3. Update bonus column as 900 for manager, 700 for supervisor, 500 for programmer & 300 for others
4. Update the salary of all employees using basic pay + Bonus
5. Display all information of all employees who have salary>20000
6. Display all details of all employee's whose name is having 2<sup>nd</sup> character as "A"
7. Display all details of employee who have join between 1- Jan 97 to 1- Jan 98.

6) The structure of the 'inventory' table is as follows.

Field Name	Type	Width	Description
Item_no	number	3	Item Number
Item_name	Varchar	2	Item Name
ROL	number	3	Reorder Level
Qty	number	3	Quantity On hand
Unitprice	number	9,2	Rate of Item

Write SQL statement to create the above table

Write SQL statement to add 10 rows.

Write SQL statements to do the following

1. Show the description of the inventory table.
2. Show all the rows of item\_name and unitprice with comma separation.
3. Reduce unitprice of all items by 100%. and display modified unitprice
4. Display all item\_name who has ROL<10
5. Find out the items who's Unitprice is maximum.
6. Increase reorder level by 500 for all items.
7. Delete records whose item\_no>5.

7) The structure of the "stud" table is as follows.

Field Name	Type	Width
Rollno	number	6
Name	varchar	20
Addr	varchar	25
Class	varchar	10



Sub1	number	3
Sub2	number	3
Sub3	number	3

Write SQL statements to create the above table and add 10 rows.

Write SQL statements to do the following.

1. Add columns given below:

tot_marks	number	3
percentage	number	4,2

2. Calculate tot\_marks with sub1+sub2+sub3

3. Calculate percentage with tot\_marks/300

4. Display all records of S.Y.B.Com. class

5. Display student name of highest percentage for each class.

6. Change the width of name column to 25

7. Display all records whose marks of all subjects are less than 40 that is fail student.

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**Class – S.Y. B.Com**

**Component – ‘C’ Component**

**Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT**

**Subject Code – CASM**

**LIST OF PRACTICALS – TERM – II**

1. Write a program to calculate simple and compound interest.

2. Write a program to find and display Maximum of 3 numbers.

Enter any three positive numbers through a keyboard.

3. Write a program to accept basic salary from user

If basic salary  $\geq 5000$  then hra =15% of basic salary and da 150% of basic salary.

If basic salary  $< 5000$  then hra=10% of basic salary and da=110% of basic salary.

(Gross salary=basic salary + da + hra)

Calculate and display gross salary.

4. Write a program to insert any character and display whether it is vowel or not.

5. Write a program to display total and average of any five positive integers.

6. Write a program to display factorial of a given number.

7. Write a program to display Fibonacci series.

8. Write a program to accept a number and display its reverse number.

9. Write a program to display sum of digits in the given number.

10. Write a program to display whether the given number is prime or not.

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**Class – S.Y. B.Com**

**Component – ‘C’ Component**

**Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT**

**Subject Code – CASM**

### **LIST OF REFERENCE BOOKS**

#### **TERM - I**

1. Understanding DBMS Prof. B. W. Khalkar, Prof. Parthasarthy, Masters Academy
2. Understanding SQL Martin Gruber, BPB Publication
3. Oracle Developer 2000 Ivan Bayross, BPB Publication

#### **TERM - II**

1. System Analysis, Design and Introduction to Software Engineering  
Prof. S. Parthasarthy, Prof. B. W. Khalkar Masters Academy
2. Software Engineering Roger S. Pressman
3. Programming with C Byron S. Gottfried, MC Graw Hill
4. Let us C Yashwant Kanitkar, BPB Publication

**Class – S.Y. B.Com**

**Component – ‘C’ Component**

**Subject – COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT**

**Subject Code – CASM**

**LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Mr. Ajay Kamat	Chief Technology Officer, AGROFOYER Solutions Pvt. Ltd., Nashik
02	Prof. Mrs. R. M. Thakur	Lecturer, JDC Bytco IMSR, Nashik
03	Prof. N. B. Mahajan	Lecturer, RNC Arts, JDB Commerce and NSC Science College, Nashik Road
04	Prof. B. W. Khalkar	Head, Dept. of Computer Science, BYK College of Commerce, Nashik
05	Mrs. L. M. Bhat	Lecturer, BYK College of Commerce, Nashik
06	Mrs. M. M. Dhavale	Lecturer, BYK College of Commerce, Nashik
07	Mrs. S. Y. Mulay	Lecturer, BYK College of Commerce, Nashik

# University of Pune

## Restructuring courses at undergraduate level Revised syllabus (PUBR)

### Public Relations- Practices & Applications

#### Contents

1. List of Subject Expert
2. Course Objectives
3. Course title for T.Y.B.Com
4. Syllabus
5. List of Practical
6. Project / Dissertation
7. List of Reference Book

\* \* \*

#### 1) Subject Experts – Following Experts were present for drafting syllabus

- 1) Prin. Dr. K.R.Shimpi – Ex Chairman, Vocational Board, Pune Uni. Pune
- 2) Shri. Abhay Supekar – Asst. Editor, Sakal Nashik
- 3) Prin. Dr. D.D. Kalal – B.Y.K. College Nashik
- 4) Dr. M.A. Kulkarni, HOD, Business Practices,
- 5) Dr. Gangadhal V. Kayandepatil – HOD, Dept of Defence Budgeting Finance & Management
- 6) Dr. Satish Mahajan – HOD, Dept of Business Administration
- 7) Prof. A.L. Yeolekar – HOD, Dept of Marathi

#### 2) Course Objectives

- 1) To produce competent, dynamic & Responsible PR Professionally capable of working at every level of profession
- 2) To make students aware of the various areas of PR and give practical based knowledge.

(1)

3) **Course Title for T.Y.B.Com.**

**Public Relation – Practices & Applications**

**4. Course Contents: -**

**Unit I Concept of News in the view of Public Relations**

**(6)**

- 1.1) Meaning of News
- 1.2) Concept of News
- 1.3) Definitions of News
- 1.4) Features of News
- 1.5) Elements of News
- 1.6) Values of News
- 1.7) Sources of News
- 1.8) Impact of News
- 1.9) News for PR and News in Bad PR

**Unit II Writing for News Paper and Other Purposes of Writing**

**(10)**

- 2.1) Principles of Newspaper Design
- 2.2) Writing for News paper in various forms
  - a. Preparation / Drafting of News
  - b. Articles and Column writing
  - c. Editorials
  - d. Letters to the Editor
  - e. Photographs & Graphical Presentations
  - f. Advertisements
  - g. Utility Columns based on Health, Cooking, Education, Career Guidance & Social Service
- 2.3) Public Relations of News Paper
- 2.4) Reporting as the staple diet of Journalism
- 2.5) Reader's Expectation

(2)

**Unit III Use of Radio, TV & Mobile for Public Relations**

**(12)**

3.1) Comparative aspects & Characteristics of Radio, Television, Mobile Cable and Satellite

Transmission Radio Genre

3.2) Radio Genre

- i) Music
- ii) Talks
- III) Speech
- IV) Discussion
- V) Interviews
- VI) Programmes for Speaker & Audience
- VII) Running Commentaries
- VIII) News Bulletins
- IX) Educative Programmers

**3.3) Television**

a) Brief History of Development & T.V.

b) Entertainment Information for Public Relations

- i) Serials
- ii) Suspense
- III) Thriller
- IV) Humorous
- V) Family Programme
- VI) Old & New Cine Music



VII) Talk Shows

VIII) Programme for special Audience

a) Doordarshan Vs. Star News, NDTV, Zee News, Aaj Tak, ETV, Sahara & other National, Regional, Local News Channels

3.4) Press Briefs & Brochures

3.5) House Journals & Bulletins

3.6) Use of Mobile – Precautions to be taken while maintaining PR through mobile

3.7) Public Relations through Radio & TV

(3)

**Unit – 4 – Emerging Trends in Public Relations**

**(10)**

4.1) Public Relations in crises

4.2) Increasing need for strong relations with different group of the Society

4.3) Role of PR in Strengthening Consumer Relations

a) Open House Session

b) Consumer Meets

c) Consumer Adalat

4.4) PR Research & Feed back

a) Need

b) Importance

c) Methods

4.5) Information Age and Challenges before P.R.

4.6) Ethics, Values & Code of Conduct for P.R.

4.7) Use of Online Techniques, Web Sites, e-mail etc.

**Unit – V Applied Marketing & Corporate Communication (10)**

- 5.1) Meaning of Advertising, Concept, Evolutions & Growth
- 5.2) Meaning of Marketing , Concept & Growth
- 5.3) Role in Projecting the Brand Image, Brand Ambassador
- 5.4) Media of Advertising & Marketing – Print, Electronic, outdoor
- 5.5) Message Design and Positioning , Appeals , Human Needs
- 5.6) Buying Appeals, Market facts
- 5.7) Audience & Advertising / Market Situation =====
- 5.8) Use of Columns, Creative Team. Total 48  
=====

**Second Term**

**Unit.-VI Public Relations for Government Sector (12)**

- 6.1) Government Mechanism – Role & Functions
- 6.2) Important Government Departments of Central Level
  - i) Income Tax Dept
  - ii) India Currency Press
  - iii) Central Excise Department / Excise Duty
  - iv) Regional offices of Nationalized Banks
  - v) NCC Office
  - vi) Telecom Department
  - vii) Railway Department

(4)

- 6.3) Important Government Departments at State level
  - i) Collector office
  - ii) M.S.E.D.C , M.S.R.T.C. & R.T.O. Office

- iii) Revenue Commissioner office
  - iv) Tribal Commissioner office
  - vi) Social Welfare office / Regional welfare office
  - vii) Office of Technical Education
  - ix) Offices of Co-operative Department
- 6.4) Setu office
- 6.5) District information officer / Dy Director – Information, Functioning, Duties, Responsibilities.
- 6.6) Open University / Health University / Regional office of Pune University and its functioning

**Unit - VII Public Relations for Semi Govt. & Social Service Sectors (12)**

**a) PR for Semi. Govt. & Public Authorities**

- i) Municipal Corporations
- ii) Municipal Council
- iii) Zilla Parishad

**b) PR for Service Sector**

- i) Education
- ii) Charitable Trust / Institutions
- iii) Social Work
- iv) Blood Bank

**Unit – VIII PR for Financial institutions (8)**

- 8.1) Meaning & Scope of Financial Institutes
- 8.2) Banks – Meaning, Importance & Types
- 8.3. Maintaing PR for Customer Satisfaction
- 8.4) Insurance Companies

8.5) Co-operative Credit Society's

8.6) HDFC/ICICI and other banks

8.7) Govt. Finance Corporation

(5)

**Unit – IX Public Relations for Corporate Sector**

**(10)**

9.1) Introduction

9.2) Meaning of Company & Corporate Sector

9.3) Stages & Development of Corporate Sector in India

9.4) Organization

9.5) Public Relations Dept -Duties & Responsibilities

9.6) Challenges before PR in Corporate Sector

**Unit – X Public Relations for electronic Media & Career in Prints & Electronic Media**

**(6)**

10.1 Introduction

1.02. Public Relation System of E. Media

103. Career in Prints & Electronic Media

10.4 Review

=====  
Total 48

=====

## 5) List of Practical

1. Writing of News item on given topic
2. Writing of Articles / Editorials & utility columns on given topic
3. Writing letter to the Editor on given topic
4. Preparation of Report and on conducting Feedback
5. Visit to Akashwani / TV / Red FM /Radio Mirchi
6. Cutting & Pasting of Photographs used in News & feature items
7. Writing a script for a Radio on given topic
8. Drawing Graphical presentation of the Numerical data on given topic
9. Writing a script for TV Programme of given topic
10. Studying & Evaluating the PR Activities of at least 3 Departments from Central / State Government
11. Studying & Evaluating the PR Activities of Social sector/ Finance Sector/ Public Utility Sector / Service Sector
12. Studying & Evaluating the Marketing Strategy of Print & Electronic Media
13. Preparations of Broachers / Press Brief
14. Visit to at least Three Companies

(6)

## Project /Dissertation

- I) Each Student will write a project based on independent and original research Carried out by each Student under the guidance of the Teacher project Guide as par college policy &decision
- II) The Project will checked and finalized by project Guide\ The students have to maintain the records of Visits, & discussion with project Guide / Teacher
- III) Two copies of writer project should be submitted
- IV) The writer thesis (between 5000 to 10000 words) will be evaluated for marks lay the respective project Guide & for 10 mark by the internal & External Examiner. Project will be of 100 marks
- V) The External Examiner will be appointed by the university
- VI) Every Student will appear for a Viva-Voce. It is Compulsory. Total marks for

Project will be 100.

## 7) List of Reference Books

Sr. No.	Author	Title of Books	Publications
01.	D. S. Mehta	Handbook of Public Relations in India	Allied
02.	S. Raymond	Public Relations: Concepts and Practice	Copyright
03.	Marston	Modern Public Relations	Mcgrow Hill
04.	Balan	Lectures on allied Public Relations	Sultan Chand
05.	Kamath	The Journalist's Handbook	Vikas
06.	Black Sam	Practical Public Relations	Universal
07.	Cutlip-Allen	Public Relations: A Scientific Approach	Prentice Hall
08.	Balan	Corporate Pubic Relations	Sterling
09.	Jefkins Frank	Public Relations for your business	Excel
10.	Dr. Gangadhar Kayandepatil	Business Communication & Information Technology	Chaitanya Publication

(7)

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – ENTREPRENEURSHIP DEVELOPMENT  
Subject Code - ENTD

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – ENTREPRENEURSHIP DEVELOPMENT**  
**Subject Code - ENTD**

## **OBJECTIVES**

1. To create awareness among the commerce students about entrepreneurship skill and techniques.
2. To motivate young students towards starting his/her own business / small scale industry by giving him basic knowledge.
3. To develop conceptual skills in entrepreneurship management and to expose the students to accept the challenge of new ventures in this field.
4. To develop risk taking abilities and innovative tendencies in the students.



Class – S. Y. B. Com.

Component – ‘C’ Component

Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code –  
ENTD

**THEORY SYLLABUS – TERM – I**

UNIT		CONTENTS	NO. OF LECTURES	
<b>1.1</b>		<b>MEANING AND CONCEPT OF ENTREPRENEURSHIP</b>		
	1.1.1	Meaning and definition of entrepreneurship		
	1.1.2	Functions of an entrepreneur		
	1.1.3	Qualities of an ideal entrepreneur		
	1.1.4	Scope of entrepreneurship		
	1.1.5	Factors necessary for the successful growth of entrepreneurship		
		1.1.5.1	Internal Factors	
		1.1.5.2	External Factors	
	1.1.6		Difficulties in growth of entrepreneurship	
		1.1.6.1	Psychological difficulties	
		1.1.6.2	Social difficulties	
		1.1.6.3	Financial Difficulties	
		1.1.6.4	Technical Difficulties	
		1.1.6.5	Administrative difficulties	
		1.1.6.6	Remedies and achievement motivation	
		<b>TOTAL LECTURES</b>	<b>08</b>	
<b>1.2</b>		<b>ROLE AND WORKING OF AGENCIES SUPPORTING ENTREPRENEURSHIP DEVELOPMENT</b>		
	1.2.1	District Industry Centre (DIC)		
	1.2.2	Maharashtra Centre for Entrepreneurship Development (MCED)		
	1.2.3	Khadi & Village Industries Corporation (KVIC)		
	1.2.4	Maharashtra Industrial Development Corporation (MIDC)		
	1.2.5	Banks		
		1.2.5.1	Commercial banks – Private and Public Sectors	
		1.2.5.2	Co-operative Banks	
	1.2.6		Small Industries Service Institute (SISI)	
		<b>TOTAL LECTURES</b>	<b>08</b>	

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code –  
ENTD**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>1.3</b>		<b>PROMOTIONAL STEPS FOR STARTING A SMALL SCALE VENTURE</b>	
	1.3.1	Self Analysis, Swot Analysis, Goal setting	
	1.3.2	Planning for Venture	
	1.3.3	Market Survey	
	1.3.4	Identification of an opportunity	
	1.3.5	Feasibility study	
	1.3.6	Deciding the form of organization	
	1.3.7	Infra-structural facilities	
	1.3.8	Machinery – availability and procurement	
	1.3.9	Raw Material – availability and procurement	
	1.3.10	Manpower – availability and procurement	
	1.3.11	Finance – availability and procurement	
	1.3.12	Preparation of a detailed project report	
	1.3.13	Marketing for a small scale venture	
	1.3.14	Registration, Licenses and No Objection Certificate	
		<b>TOTAL LECTURES</b>	<b>08</b>
		<b>TOTAL LECTURES OF FIRST TERM</b>	<b>24</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code – ENTD**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>2.1</b>		<b>MANAGING THE VENTURE</b>	
	2.1.1	Procedures and Formalities for setting up a small scale venture	
	2.1.2	Sources of Information – Where to go for What	
	2.1.3	Financial Management	
		2.1.3.1 Estimating capital requirements, fixed capital, working capital	
		2.1.3.2 Working capital management – Cash flow projections	
		2.1.3.3 Break – Even analysis, Management Ratios	
		<b>TOTAL LECTURES</b>	<b>08</b>
<b>2.2</b>		<b>MANAGING THE VENTURE</b>	
	2.2.1	Purchase and Stores functions	
		2.2.1.1 ABC Analysis	
		2.2.1.2 Methods of Storage – FIFO, LIFO	
		2.2.1.3 Purchase Procedure	
		2.2.1.4 Vendor Selection / Vendor rating	
	2.2.2	Tax Incentive Schemes	
		2.2.2.1 Sales Tax	
		2.2.2.2 Income Tax	
		2.2.2.3 Excise Duty	
		2.2.2.4 Octroi Charges	
		<b>TOTAL LECTURES</b>	<b>08</b>
	<b>2.3</b>		<b>ENTREPRENEURSHIP DEVELOPMENT IN INDIA</b>
2.3.1		Growth of Entrepreneurship	
		2.3.1.1 Pre-independence period	
		2.3.1.2 Post-independence period	
2.3.2		Study of Successful entrepreneurs	
		2.3.2.1 Pre-independence entrepreneurs	
		2.3.2.2 Contemporary entrepreneur	
		2.3.2.3 Foreign Entrepreneurs	
	2.3.2.4 Local Entrepreneurs a) Male Entrepreneurs b) Female Entrepreneurs		
	<b>TOTAL LECTURES</b>	<b>08</b>	
	<b>TOTAL LECTURES OF SECOND TERM</b>	<b>24</b>	

NOTE – In 2.3.2 – the students are required to study one success story from each category of entrepreneurs. The case studies will be selected at the beginning of the academic year.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code – ENTD**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Role of DIC in Development of Small Scale Venture.	To obtain primary knowledge of scheme for promotion of small venture.	Group of 20 students to visit DIC	Collection and compilation of information. Preparation of Visit Report	* Attendance * Leadership * Participation * Report
02	Role of Co-operative Bank in Development of Small Scale Venture	To know the various schemes and procedure of getting loan.	Visit to Bank / inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms.	* Attendance * Leadership * Participation * Report
03	Role of a Commercial Bank in Development of Small Scale Venture	To know the various schemes and procedure of getting loan	Visit to Bank / Inviting Guest Faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
04	Role of MIDC development in Small Scale Venture	To get information on the role and functions of MIDC	Visit to the Corporation inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
05	Role of MCED in development in Small Scale Venture	To get information on roll and functions and EDP	Visit to MCED / inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms.	* Attendance * Leadership * Participation

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code – ENTD**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
06	Promotion of a small scale venture	To get knowledge of promotion of small scale venture.	Interaction with the Management Consultant	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
07	Preparation of detailed project report of small scale venture	To get knowledge of preparation of detailed project report of small scale venture.	Interaction with the management consultant.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
08	Difficulties faced by an entrepreneur	Difficulties faced by entrepreneur	Visit to an industry or trading concern / inviting entrepreneur as a guest lecture	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
09	Role of Khadi & Village Industries Corporation (KVIC) in Development of Small Scale Venture.	To get information on the role and functions of Khadi Village Industries Corporation (KVIC)	Visit to Khadi Village Industries Corporation (KVIC) inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
10	Registration License, No Objection Certificate	To obtain relevant information	Inviting Guest Faculty for Lecture	Getting acquainted with various forms	* Attendance * Leadership * Participation * Report

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code –  
ENTD**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Procedure for setting up a new business venture	To obtain primary knowledge of procedure for setting up a new business venture.	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report	* Attendance * Leadership * Participation * Report
02	Sources of information for setting up a new business venture	To obtain primary knowledge for sources of information for setting up a new business venture.	Inviting Guest Faculty for Lecture.	Collection and compilation of information. Preparation of Visit Report	* Attendance * Leadership * Participation * Report
03	Purchase Procedure	To obtain primary knowledge for purchase procedure in new business venture.	Inviting Guest Faculty for lecture	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
04	Vendor Rating	To obtain primary knowledge of Vendor rating in new business venture.	Inviting Guest faculty for Lecture	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
05	Inventory management in small business venture.	To obtain primary knowledge of sources of inventory management in new business venture.	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code – ENTD**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
06	Working Stores Department	To obtain primary knowledge of working of stores department in small business venture.	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
07	Estimation of capital requirement	To obtain primary knowledge of estimation of capital requirement	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
08	Tax incentives for a small business venture.	To obtain primary knowledge of tax incentives for a small business venture.	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
09	Study of a success story	To obtain primary knowledge of a success story of an entrepreneurship	Library Assignment	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Participation * Report
10	Successful Entrepreneur / Woman Entrepreneur	To obtain primary knowledge of factors responsible for success of a small business venture.	Inviting Guest Faculty for Lecture/ entrepreneur for a lecture or a Case Study	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Participation * Report

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code –  
ENTD**

### **LIST OF REFERENCE BOOKS**

1. Dynamics of Entrepreneurship, Desai Vasant, Himayala Publishing House.
2. Direct Taxes, Law and Practices, Advanced Cost and Management Accounting, Singhanian Vinod, Taxmann's.
3. Cost Accountant, Saxena Vashishtha, Sultan Chand & Sons.
4. Business Entrepreneurship, Dr. Abhas H. Lokhandwala, Dr. Anwar Shaikh, Nirali Prakashan.
5. Business Entrepreneurship Environment and Organizational Behaviour, Dr. Sharad Jawadekar, Prof. Shobha Dadlani, Narendra Prakashan.
6. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand & Sons.



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – ENTREPRENEURSHIP DEVELOPMENT Subject Code –  
ENTD**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>	<b>PHONE NOS.</b>
01	Ms. Mehta Parul	Insurance Adviser, Bajaj Allianz	9822268787 9223714045
02	Mr. Sangamnerkar Atul	Entrepreneur	9890005202
03	Mr. Mahadeokar R. V.	Director, Summits Engineers and Consultants Pvt. Ltd.	9423174417
04	Mr. Gidh Sunil	Brains – Innovations Watch Dog, Electronic Security System.	9422249150
05	Dr. Mrs. Deshpande Dipti	Principal, SMRK-BK-AK Mahila Mahavidyalaya, Nashik-5	2579949
06	Dr. Kalal Dhanesh	Principal, BYK College of Commerce, Nashik-5.	2572520
07	Mrs. Rameshchandra Smita	Vice Principal, BYK College of Commerce, Nashik – 5	2572520
08	Dr. Mrs. S. M. Zambre	Subject Teacher	2572520
09	Mr. Kulkarni P.S.	Subject Teacher	
10	Mrs. Bansode S. S.	Subject Teacher	

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – INDUSTRIAL ORGANIZATION &  
ADMINISTRATION  
Subject Code - IOAD

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – INDUSTRIAL ORGANIZATION &  
ADMINISTRATION**  
**Subject Code - IOAD**

### **OBJECTIVES – FIRST TERM**

1. To introduce the modern concept of Industrial Organization and Administration.
2. To develop conceptual skills in the field of Industrial Organization and Management and expose the students towards various practical aspects in the field of Industry.
3. To acquaint the students with the recent trends in Business and Industry.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INDUSTRIAL ORGANIZATION & ADMINISTRATION**

**Subject Code – IOAD**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>INDUSTRIAL ORGANIZATION</b>	<b>08</b>
	1.1	Modern Industry – Meaning, Importance and Characteristics. Role of Modern Industry in India and its development.	
	1.2	Multinationals – Meaning, features and importance – Governance of Multinationals Companies (MNC)	
<b>II</b>		<b>RECENT TRENDS IN BUSINESS AND INDUSTRY</b>	<b>08</b>
	2.1	Business – Meaning Significance and its nature	
	2.2	Small Scale and Medium Industry – Importance, Problems of S. S. I. in Indian Industrial Context, Lesson from Asian Hubs.	
	2.3	Mergers and acquisition – Meaning, need and causes for Mergers and Acquisitions. Recent trends in Acquisition by Indian Industries.	
	2.4	Globalization – Meaning, Importance, Pros and Cons. Of Globalization	
<b>III</b>		<b>QUALITY MANAGEMENT</b>	<b>08</b>
	3.1	Production Management – Meaning, Importance and characteristics of Production Management	
	3.2	Quality Management – Need, Meaning and concept of Quality Management	
	3.3	Quality Management Systems – ISO 9000, 14000 standards Principles elements Advantages and disadvantages of ISO in the context of Indian Industries. Concept of 5 ‘S’ (Five ‘S’) and 7 quality circle tools.	
	3.4	Concept of TQM (Total Quality Management), KAIZEN and SIX Sigma.	

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – INDUSTRIAL ORGANIZATION &  
ADMINISTRATION**  
**Subject Code - IOAD**

### **OBJECTIVES – SECOND TERM**

1. To enable the students to understand the basic concepts of Management with reference to Human Resource Management and Financial Management.
2. To acquaint the students with the opportunities available in service sector and help them to mould their personality to fit in to these career options.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INDUSTRIAL ORGANIZATION & ADMINISTRATION**

**Subject Code – IOAD**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>HUMAN RESOURCE MANAGEMENT</b>	<b>08</b>
	1.1	Meaning, Features and Importance	
	1.2	Human Resource Management – Need, Functions and Current trends in HRM.	
	1.3	Recruitment, Selection, Training and Placement, Retaining of existing talent.	
	1.4	Concept of Labour Welfare and Social Welfare – Corporate Social Responsibility – Traditional and Modern Approach.	
	1.5	Industrial Relations and its impact.	
<b>II</b>		<b>FINANCIAL MANAGEMENT</b>	<b>08</b>
	2.1	Need and importance of Finance.	
	2.2	Functions of Finance Department, Need of Corporate Governance.	
	2.3	Sources of Finance	
	2.4	Effective Utilization of Finance	
<b>III</b>		<b>SERVICE SECTOR</b>	<b>08</b>
	3.1	Meaning, Need and Importance of Service Sector	
	3.2	Hospitality Industry – Scope in India – Customer Relationship Management	
	3.3	Tourism – Need, Importance, Scope for development and Important Tourist Centres in India.	
	3.4	Logistics – Courier Service and its importance – Transportation – Need and Importance and Role in Economic Development	

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INDUSTRIAL ORGANIZATION & ADMINISTRATION**

**Subject Code – IOAD**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	How to start a Small Scale Industrial Unit	To introduce the students to the Practical aspects of starting a new industrial Unit. These aspects will cover – <b>1.</b> Selection of Product. <b>2.</b> Selection of Location for Manufacturing Unit. <b>3.</b> Sources and modes of finance. <b>4.</b> Methods of marketing. <b>5.</b> Procurement of materials etc.	<b>1.</b> Group of 20 students visit the following agencies LIC / MIDC / MSFC / MSSIDC / SICOM / Lead Bank / MSEB Factory Inspector. <b>2.</b> Interview of Small Entrepreneurs at their work place and collection of data on the basis of questionnaire.	<b>1.</b> Collection of Data / formats / Literature. <b>2.</b> Preparing Brief Report. In case the number of Group exceeds one, such groups should be brought together for a seminar for exchange of information.	1. Attendance 2. Involvement 3. Leadership Displayed 4. Report 5. Seminar Participation
02	Problems of SSI Lesson from Asian Hubs.	To create awareness among the students regarding problems o SSI and Importance of Asian Countries who developed with the help of SSI.	Reference Books. Internet Surfing Newspapers	Collection of Data. Preparing Report.	Guest Lecture and Internet.
03	Mergers and Acquisition of Industrial Unit.	1. To understand the meaning of mergers and acquisition. 2. To study the need for mergers and acquisition. 3. To study the various factors responsible for mergers and acquisition.	Guest Lectures / Case Study / Visits and Interview.	1. Filling of Questionnaire. 2. Identifying the real class.	1. Attendance. 2. Involvement. 3. Group Discussion 4. Presentation. 5. Group Interview.
04	Globalization	To make aware the students for the expansion of market from local to global level with respect to goods,	Guest Lectures / Interview of Experts / Economists.	Collection of Data Information / Report Writing.	1. Attendance. 2. Involvement. 3. Group Discussion 4. Presentation.

		services, agricultural, intellectual property rights and investments.			
05	Total Quality Management (TQM) or KAIZEN & SIX Sigma.	<ol style="list-style-type: none"> <li>1. To achieve the solutions of different real life industrial problems.</li> <li>2. To get students involvement in the process of problem solving and decision making.</li> <li>3. To understand the importance and application of Kaizen / Six Sigma</li> </ol>	<ol style="list-style-type: none"> <li>1. Case Study.</li> <li>2. Group Presentation.</li> <li>3. Evaluation of Group Presentation by the teacher</li> <li>4. Guest Lecture</li> </ol>	<ol style="list-style-type: none"> <li>1. Collection of Information from Newspapers like Business India.</li> <li>2. Cases of Management.</li> <li>3. Collection of Practical Corporate Cases.</li> </ol>	<ol style="list-style-type: none"> <li>1. Attendance.</li> <li>2. Report</li> <li>3. Group Discussion.</li> <li>4. Presentation.</li> </ol>
06	ISO 9000	<ol style="list-style-type: none"> <li>1. To make the students aware about the main clauses of ISO-9000 requirements.</li> <li>2. To understand the requisites of quality standards.</li> <li>3. To enable the students to be quality conscious.</li> <li>4. To acquire the skill of conducting quality audit and assist internal quality auditor.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lectures.</li> <li>2. Guest Lectures.</li> <li>3. Interviews.</li> <li>4. Evaluation of Reports.</li> </ol>	<ol style="list-style-type: none"> <li>1. Collection of Data Information.</li> <li>2. Report Writing.</li> <li>3. Evaluation of the Report.</li> </ol>	<ol style="list-style-type: none"> <li>1. Attendance.</li> <li>2. Involvement.</li> <li>3. Report</li> <li>4. Group Discussion.</li> <li>5. Presentation.</li> </ol>



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INDUSTRIAL ORGANIZATION & ADMINISTRATION**

**Subject Code – IOAD**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	To Study of HRM Functions. 1. Recruitment OR 2. Training	To acquaint the students with procedure and policies with reference to recruitment, selection, training and promotions.	Visit / Observation / Interview / Guest Lecture.	Preparing Report / Group Discussion.	1. Attendance. 2. Involvement. 3. Leadership Display. 4. Report.
02	Labour Welfare / Corporate Social Responsibilities	<b>1.</b> To study the concept ;and importance of Labour Welfare / Corporate Social Responsibilities <b>2.</b> To study the Labour Welfare facilities provided by the company. <b>3.</b> To know the nature and actual field work done by the company with reference to Corporate Social Responsibilities	Visit / Observation / Interview / Guest Lecture.	Preparing Report / Group Discussion.	1. Attendance. 2. Involvement. 3. Leadership Display. 4. Report.
03	To Study of Finance Functions.	<b>1.</b> To study the working of finance department and procedure. <b>2.</b> Sources of raising the finance and utilization of funds.	1. Visit. 2. Observation 3. Discussion. 4. Collection of Various forms.	1. Report.	1. Attendance. 2. Involvement.
04	To Study the business opportunities in Hotel Industry.	<b>1.</b> To know the nature of Hotel Industry. <b>2.</b> To study the difficulties in Hotel Industry.	1. Visit 2. Observation 3. Guest Lecture 4. Audio Video Film.	1. Report 2. Group Discussion 3. Interview.	1. Attendance 2. Involvement 3. Report.
05	To study the functions of logistic industry	<b>1.</b> To study the working of transport Industry / Couriers.	1. Visit 2. Interview 3. Actual	1. Report. 2. Group Discussion	1. Attendance. 2. Involvement 3. Report

		<p><b>2.</b> To know the self employment opportunities in logistics industry.</p> <p><b>3.</b> To study diff. modes of transportation.</p>	Field work	3. Interview.	4. Leadership
06	To Study the scope of Travel and Tourism Industry.	<p><b>1.</b> To study the working of tourist agencies.</p> <p><b>2.</b> To know the opportunities for self employment in tourism.</p> <p><b>3.</b> Study of specialized forms of Tourism e.g. WILDLIFE Tourism, Medical Tourism</p>	<p>1. Visit</p> <p>2. Interview</p> <p>3. Actual Field work</p>	<p>1. Report.</p> <p>2. Group Discussion</p> <p>3. Interview.</p>	<p>1. Attendance.</p> <p>2. Involvement</p> <p>3. Report</p> <p>4. Leadership</p>



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INDUSTRIAL ORGANIZATION & ADMINISTRATION**

**Subject Code –IOAD**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. E. B. Brahmkar	Ex-Dean, Commerce Faculty, University of Pune, PUNE.
02	Mr. Ulhas D. Wadivkar	Visiting Faculty, JDC Bytco IMSR, Nashik.
03	Prof. Dr. K. R. Shimpi	Ex-Principal, BYK College of Commerce, Nashik.
04	Prof. Dr. Mrs. Alka. P. Gharte	Reader/ Subject Teacher - BYK College of Commerce, Nashik.

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – INSURANCE  
Subject Code - INSR

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – INSURANCE**  
**Subject Code - INSR**

## **OBJECTIVES**

1. To create awareness among the commerce students about Insurance skill and techniques.
2. To motivate young students towards Insurance sector by giving him basic knowledge.
3. To develop conceptual skills in Insurance and to expose the students to accept the challenge of new ventures in this sector.
4. To develop risk taking abilities and innovative tendencies in the students.

**Class – S. Y. B. Com.**  
**Subject – INSURANCE**

**Component – ‘C’ Component**  
**Subject Code – INSR**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>INTRODUCTION TO INSURANCE</b>	
	1.1	Meaning, Importance of Insurance.	01
	1.2	History of Insurance	01
	1.3	Functions and Characteristics of Insurance.	01
	1.4	Types of Insurance (General and Life)	01
	1.5	Distinguish between General and Life Insurance	02
	1.6	Insurance – Recent Trends (Prior to Nationalization and after Nationalization and IRDA)	02
		<b>TOTAL</b>	<b>08</b>
<b>II</b>		<b>LIFE INSURANCE</b>	
	2.1	Meaning, Importance and Scope of Life Insurance	01
	2.2	Functions and Characteristics of Life Insurance	01
	2.3	Life Insurance Contract	03
		2.3.1 Principle of Insurable Interest	
		2.3.2 Principle of utmost good faith.	
		2.3.3 Principle of Indemnity	
		2.3.4 Principle of Subrogation	
		2.3.5 Principle of Proximate Cause.	
		2.3.6 Principle of Contribution.	
	2.4	Different Life Insurance Products.	03
		2.4.1 Term Insurance	
		2.4.2 Whole Life Insurance	
		2.4.3 Pure Endowment	
		2.4.4 Annuity Plans	
		2.4.5 Combination of Plan (Term and Pure Endowment)	
		2.4.6 Group Insurance and Pension Plan.	
		2.4.7 Investment Plan a) Unit Linked b) Market Linked c) Cost Securities and Bonds Link.	
	<b>TOTAL</b>	<b>08</b>	

UNIT		CONTENTS	NO. OF LECTURES
<b>III</b>		<b>MARKETING OF INSURANCE PRODUCTS</b>	
	3.1	Marketing Channels in Life Insurance	01
		3.1.1 Agent – Qualifications, Qualities, Functions, Duties, Responsibilities.	01
		3.1.2 Corporate Agencies	01
		3.1.3 Broker – Qualifications, Qualities, Functions, Duties, Responsibilities.	01
		3.1.4 Marketing Strategies 3.1.4.1 – Prospecting Analysis of Human need, Approaches. 3.1.4.2 – Sales Promotional Techniques.	02
	3.2	Channels in General Insurance	02
		<b>TOTAL</b>	<b>08</b>

#### Channel in General Insurance

1. Agent –
2. Corporate Agencies –
3. Broker –
4. Direct Marketing –
5. Auto Dealers –
6. Bank Assurance Channel.



**Class – S. Y. B. Com.**  
**Subject – INSURANCE**

**Component – ‘C’ Component**  
**Subject Code – INSR**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>IV</b>		<b>INTRODUCTION TO GENERAL INSURANCE</b>	
	4.1	Meaning, Importance of General Insurance	01
	4.2	History of General Insurance	01
	4.3	Functions and Characteristics of Insurance	01
	4.4	Recent Trends in General Insurance, Prior and After National	02
	4.5	Objects of General Insurance	01
	4.6	Scope of General Insurance.	02
		<b>TOTAL</b>	<b>08</b>
<b>V</b>		<b>GENERAL INSURANCE</b>	
	5.1	Principle of General Insurance	
		5.1.1 Insurable Interest	01
		5.1.2 Utmost Good Faith	01
		5.1.3 Indemnity	01
		5.1.4 Subrogation	01
		5.1.5 Proximate Cause	01
		5.1.6 Contribution	01
	<b>TOTAL</b>	<b>06</b>	
<b>VI</b>		<b>DIFFERENT GENERAL INSURANCE PRODUCTS</b>	
	6.1	Fire Insurance	01
	6.2	Marine Insurance	01
	6.3	Misc. Insurance	06
		6.3.1 Personal Accident Individual and Group	
		6.3.2 Motor Insurance	
		6.3.3 Mediclaim Insurance Individual and Group	
		6.3.4 Burglary Insurance	
		6.3.5 Cash in Transit Insurance	
		6.3.6 Bankers Blanket Sheet Insurance	
		6.3.7 Jewellery Insurance	
		6.3.8 Shopkeeper Package Insurance	
		6.3.9 House hold Package Insurance	
		6.3.10 Television Insurance	
		6.3.11 Neon Sign Insurance	
	6.3.12 Engineering Insurance.		
	6.3.13 Loss of Profit Policy Insurance.		
	6.3.14 Rural Insurance a) Cattle Insurance		

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
		b) Agriculture pump set insurance c) Crop Insurance d) Poultry Insurance	
	6.3.15	Product Liability Insurance	
	6.3.16	Credit Insurance	
	6.3.17	a) Machinery Break down Insurance	
		b) Electronic Equipment Insurance	
		c) Boiler Insurance	
		d) Public Liability Insurance	
	6.3.17	Overseas Mediclaim Insurance	
	6.3.18	Overseas Travel Insurance	
	6.3.19	Event Insurance – Package Policy.	
	6.4	Underwriting Guideline and Policy Wording.	
		<b>TOTAL</b>	<b>08</b>
<b>VII</b>		<b>CAREER OPPORTUNITY IN INSURANCE</b>	
	7.1	Employment Opportunity	01
	7.2	Marketing Oriented Opportunity	01
		<b>TOTAL</b>	<b>02</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INSURANCE**

**Subject Code – INSR**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Visit to Life Insurance Office	To obtain Primary knowledge for LIC Office.	Visit to LIC Office.	Collection and compilation of Information. Preparation of Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
02	Interview with Branch Manager of L.I.C.	To obtain primary knowledge for LIC.	Inviting Guest Faculty or Visit to Manager’s Office.	Collection and compilation of Information. Preparation of Interview Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
03	Study of Insurance Regularity Framework.	To obtain primary knowledge for Insurance Regularity Framework.	Inviting Guest Faculty.	Collection and compilation of Information. Preparation of Study Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
04	Study of filling in Proposal form.	To obtain primary knowledge for filling in proposal form of Insurance	Inviting Guest Faculty for Lecture and Practical Exercise.	Collection and compilation of Information. Preparation of study Report Practice for filling form.	1. Attendance. 2. Leadership 3. Participation. 4. Report.
05	To study various types of LIC Policies (Personal Insurance)	To obtain primary knowledge for various policies of LIC. (Personal Insurance).	Inviting Guest Faculty for Lecture	Collection and compilation of Information. Preparation of study Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
06	A study of Principles of Insurance.	To obtain primary knowledge for Principles of Insurance.	Library Assignment	Collection and compilation of Information. Preparation of	1. Attendance. 2. Leadership 3. Participation. 4. Report.

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
				Report	
07	A study of Marketing Channels in LIC Business	To obtain primary knowledge of Marketing Channels in LIC Business.	Inviting Guest Faculty or Classroom Lecture	Collection and compilation of Information. Preparation of Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
08	A study of Marketing Strategies in LIC Business	To obtain primary knowledge of Marketing Strategies in LIC Business.	Inviting Guest Faculty or Classroom Lecture	Collection and compilation of Information. Preparation of Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INSURANCE**

**Subject Code – INSR**

**LIST OF PRACTICALS – TERM – II**

<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Visit to General Insurance Co. Office	To obtain Primary knowledge for G. I. Office.	Visit to General Insurance Office.	Collection and compilation of Information. Preparation of visit Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
02	Interview with Branch Manager of G.I.C.	To obtain primary knowledge for GIC.	Inviting Guest Faculty or Visit to Manager’s Office.	Collection and compilation of Information. Preparation of visit Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
03	A Study of filling in proposal form.	To obtain primary knowledge for filling in proposal form of Insurance	Inviting Guest Faculty or Practical Exercise	Collection and compilation of Information. Preparation of Study Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
04	A Study of Principles of General Insurance.	To obtain primary knowledge for various principles of General Insurance.	Library Assignment	Collection and compilation of Information. Preparation of study Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
05	A study of Gen. Insu. Product ‘FIRE’	To obtain primary knowledge.	Inviting Guest Faculty for Lecture	Collection and compilation of Information. Preparation of study Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
06	A study of Gen. Insu. Product ‘MARINE’	To obtain primary knowledge.	Inviting Guest Faculty	Collection and compilation of Information. Preparation of Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.
07	A study of Gen. Insu. Product	To obtain primary	Inviting Guest Faculty	Collection and compilation of	1. Attendance. 2. Leadership

<b>SR. NO .</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
	'MISCELLANEOUS'	knowledge.		Information. Preparation of Report	3. Participation. 4. Report.
08	Career Opportunities in Insurance.	To obtain primary knowledge.	Inviting Guest Faculty or Classroom Lecture	Collection and compilation of Information. Preparation of Report	1. Attendance. 2. Leadership 3. Participation. 4. Report.

**Class – S. Y. B. Com.**  
**Subject – INSURANCE**

**Component – ‘C’ Component**  
**Subject Code – INSR**

### **LIST OF REFERENCE BOOKS**

1. Principles and Practice of Insurance – Kalyani Publishers, Ludhiana.
2. Life Insurance (Revised) I. C. 33 – Insurance Institute of India, Mumbai –  
1.
3. General Insurance, Principles and Practice – P. Mitra, Academic  
Publishing.
4. Organization of Indian Insurance – Sharma S. P., Applied Publishers.
5. Am`w{d©\_m {dH«\$s - EH\$ A{^Zd i`dgm`, {dH«\$s H\$bm  
à{ejU H|\$Đ, Zm{eH\$,  
àmMm`© MihmU \_Zmoha Or.
6. IRDA – Insurance Mangal.
7. Handbook of Insurance (General Insurance) – PINTO.
8. Publications of Indian Institute of Insurance.
9. Insurance Principles and Practice – M. N. Mishra, S. Chand Publication,  
Delhi.
10. Principles and Practices of Non-Life Insurance – R. K.Gupta, Himalaya  
Publishing House.
11. Insurance Products and Services – Book by Indian Institute of Banking and  
Finance, Taxmann Publication Pvt. Ltd.

12. Insurance in India – P. S. Palande, R. S. Shah, M. L. Lunawat, Response Books, Delhi.
13. Insurance – Dr. Pande and Rastogi, Forward Book Depot by Manu Enterprises, New Delhi.
14. Insurance Principles and Practice – C. Gopalakrishnan, Sterling Publishers Pvt. Ltd., Delhi.
15. Principles and Practices of Insurance – G. S. Panda, Kalyani Publishers, New Delhi.
16. The Marketing of Insurance – G. N. Bajpai, Jyoti Navare, Globle Business Press, Delhi.

**Class – S. Y. B. Com.**  
**Subject – INSURANCE**

**Component – ‘C’ Component**  
**Subject Code – INSR**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>	<b>PHONE NOS.</b>
01	Ms. Parul Mehta	External Expert	9822268787, 9225114045
02	Mr. P. S. Shimpi	External Expert	9422245270
03	Mr. Suresh Shimpi	External Expert	
04	Prof. R. N. Totale	Chairman	0253 – 2572520
05	Prof. P. S. Kulkarni	Member	0253 – 2572520
06	Mr. S. S. Bansode	Member	0253 – 2572520
07	Mrs. Indira Sunder	Member	0253 – 2572520



**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – INTEGRATED RURAL DEVELOPMENT  
Subject Code - ITRD

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – INTEGRATED RURAL DEVELOPMENT**  
**Subject Code - ITRD**

**OBJECTIVES –**

7. To make familiar with the development in Agricultural Economics.
8. To make or undertake the study of role of government and its schemes in the rural development.
9. To learn and utilize the knowledge of basic concepts of agricultural economics.
10. To evaluate the various schemes of the government in rural development.
11. To examine the role of institutions such as Panchayat and NGO's.
12. To develop supportive manpower for rural development.
13. To develop leadership qualities to tackle the challenges of rural development.
14. To develop communication skills required for discharging duty as a leader of rural development.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INTEGRATED RURAL DEVELOPMENT**

**Subject Code – ITRD**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>		<b>ROLE OF AGRICULTURE</b>	<b>08</b>
	1.1	Views of economists on role of agricultural development with reference to world perspective : Adam Smith, Ricardo, Lewis, Fei and Ren’s model.	
	1.2	Views of Indian Agricultural Economist on Indian Agricultural Development : Dr. D. R. Gadgil, Dr. V. M. Dandekar, P. R. Brahmanand, M.S. Swaminathan, P. J. Kurian, Dr. Y. K. Alag.	
	1.3	Place of Agriculture in India Economy – Industry and agriculture interaction.	
<b>II</b>		<b>REVIEW AND DEVELOPMENT OF INDIAN AGRICULTURE</b>	<b>08</b>
	2.1	Land Reforms and agrarian relations : Aspects of and reforms during the pre and post Independence, Ceiling, Consolidation, Land Holdings, Disadvantages of fragmentation, Economic Holdings.	
	2.2	HYVP programme, Green Revolution, Progress, Review, Problems emerged after Green Revolution.	
	2.3	Review of agricultural development during the plan period with special reference to XIII <sup>th</sup> , IX <sup>th</sup> , X <sup>th</sup> and XI <sup>th</sup> Plan periods.	
<b>III</b>		<b>AGRICULTURAL PROFESSIONS AND ITS NATURE</b>	<b>08</b>
	3.1	Types of risks and uncertainty involved in agricultural profession.	
	3.2	Risk Mitigation Practice : Crop Insurance, etc.	
	3.3	Costs involved in Agri. Profession, Costs reduction practices, Law of production and its stage.	
	3.4	Revenue concepts and crop yield calculation.	
	3.5	Pricing of Agricultural Produce, role of Price Commission.	

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INTEGRATED RURAL DEVELOPMENT**

**Subject Code – ITRD**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>		<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>IV</b>		<b>AGRICULTURAL DEMAND AND SUPPLY FUNCTIONS</b>	<b>08</b>
	4.1	Demand for agricultural produce – Determinants, Demand schedule, Demand Curve.	
	4.2	Supply of agricultural produce – Determinants, Supply schedule, Supply curve.	
	4.3	Demand and Supply of agricultural produce from the agricultural policy angle.	
	4.4	Channels of agricultural produce, Regulated market, Co-operative market, New Trends in agricultural marketing.	
<b>V</b>		<b>RURAL DEVELOPMENT AND APPROACH TO THE RURAL DEVELOPMENT</b>	<b>08</b>
	5.1	Importance of Rural Development, Objectives, Status of rural development and Future task.	
	5.2	Approach to rural development, Agricultural District Planning, Credit Plan, Gandhian approach to rural development.	
	5.3	Panchayat Raj System – Community Development Programme, Origin, Legislation, Origin, Panchayat Raj Reforms at Central and State level, Panchayat Raj in Maharashtra.	
<b>VI</b>		<b>ROLE OF GOVERNMENT PROGRAMME AND STRATEGIES</b>	<b>08</b>
	6.1	Introduction – Role of the Government Programme of rural development – Community Development, Small Farmer’s Development Agencies etc.	
	6.2	Command Area Development, NRED, SJRY	
	6.3	Major Programmes of Rural Development, Water Development, Rural Health, Rural Industrialization, Agricultural Productivity Development, Cattle rearing etc.	

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INTEGRATED RURAL DEVELOPMENT**

**Subject Code – ITRD**

**LIST OF PRACTICALS – TERM – I & II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Role of Agriculture in Indian Economy	To understand the importance of Indian economy on the basis of facts and figures.	Guest Lecture / Visits to Websites / Dept. of Agriculture.	Report Writing of Guest Lecture.	1. Content. 2. Presentation.
02	To study the importance of soil conservation/ Watershed	<b>1.</b> To understand the objectives of soil conservation. <b>2.</b> To study the methodology of soil conservation.	Visit to Department of Soil Conservation / Guest Lecture	Report writing	1. Content 2. Presentation.
03	Study of Soil Testing Process	To study the process of Soil Testing and methods of Soil Testing its sample collection.	Visit and on Site Observation.	Report writing	1. Content. 2. Presentation.
04	Visit to Krishi Seva Kendra / Shop	<b>1.</b> To understand the role of Seva Kendra. <b>2.</b> To examine the inputs sold by them.	Visit	Report writing	1. Content. 2. Presentation.
05	Visit to Zonal / Distribution Centre of IFFCO / Deepak Fertilizers / RCF Mahabij.	<b>1.</b> To understand distribution Chanel of their produce. <b>2.</b> To study the role of these agencies.	Visit	Report writing	1. Content. 2. Presentation.
06	Review of Agril. Devp. during Plan Period. (Latest Plan)	<b>1.</b> To understand the role of planning commission in the process of agri. Development. <b>2.</b> To learn allocation of funds for agri. Sector. <b>3.</b> To evaluate the	Guest Lecture	To visit Website of Planning Commission.	1. Report Writing. 2. Presentation.

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
		outcomes of plans			
07	Visit to Grape growers / Guaha Orchard / Rose Garden.	<ol style="list-style-type: none"> <li>1. To make the list of heads of profession.</li> <li>2. To prepare the budget (farm) with reference to special crop.</li> <li>3. To understand difficulties faced by farmers in preparing cost sheet of farming.</li> </ol>	Guest Lecture and Visit.	Actual preparation of partial budget of particular crop or visit garden field.	Conducting Viva of the students.
08	Study of Crop Insurance Scheme.	<ol style="list-style-type: none"> <li>1. To learn an importance of Crop Insurance Scheme.</li> <li>2. To make the list of steps involved in getting crop Insurance coverage.</li> <li>3. To make list of difficulties encountered by the farmer in getting insurance from agencies and banks.</li> </ol>	Guest Lecture / Visit to Famers who have participated in the Insurance Scheme.	Collecting and pasting of crop Insurance Scheme's Application forms in the journal.	Report writing on practical conducted on land crop insurance scheme studied.
09	Visit to Agricultural Produce Market Committee (APMC)	<ol style="list-style-type: none"> <li>1. To learn and understand working of market Committee.</li> <li>2. To learn the process of auction.</li> <li>3. To observe infrastructure provided by market committee.</li> <li>4. To study the functioning of market committee.</li> </ol>	Actual Visit and Taking records of observation.	Pasting of different vouchers of market Committee.	Reports and Viva of the students.
10	Study the trends in demand and supply of Agri. Produce.	<ol style="list-style-type: none"> <li>1. To examine the trends in demand and supply.</li> <li>2. To ascertain causes in variation demand and supply.</li> </ol>	Guest Lecture	Pasting of paper cuttings in Journal.	Reports and its contents presented by students.

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
		3. To study an impact of demand and supply variation on its price.			
11	Visit to Agri. Molls / Reliance Fresh / More or any near moll.	<ol style="list-style-type: none"> <li>1. To study the marketing channels of commercial molls.</li> <li>2. To study the marketing network, price spread system of Moll.</li> <li>3. To make the list of problems faced by the molls in procurement.</li> </ol>	Actual Visit	Observations and noting of operations of Molls.	Report Presentation Style and Viva.
12	Socio-Economic Survey of Village.	<ol style="list-style-type: none"> <li>1. To know the socio-economic status of a particular village.</li> <li>2. To make the list of infrastructure and resources.</li> <li>3. To suggest policy for further development of the village.</li> </ol>	Visit and Collection of Data.	Actual Photograph; and ascertaining the record of school.	Reports. Presentation Style and Viva.
13	Study Agri. District Planning Process	<ol style="list-style-type: none"> <li>1. To know the steps involved in district plan.</li> <li>2. To lean the process of collection of data.</li> <li>3. To make the study of actual implementation of district plan.</li> </ol>	Guest Lecture / Visit to District lead Bank.	Writing notes or report.	Reports Presentation Style and Viva.
14	Visit to Panchayat Samiti / Zilla Parishad	<ol style="list-style-type: none"> <li>1. To learn and understand the working of Panchayat Samiti, Zilla Parishad.</li> <li>2. To study administrative set up of above.</li> <li>3. To make the list of income sources of above institutions.</li> </ol>	Visit / Guest Lecture.	Report writing on Visit.	Report Presentation and Viva.
15	Visit to Gram	1. To learn and	Visit / Guest	Report writing.	Report

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
	Panchayat	understand the working of Gram Panchayat. 2. To study administrative set up of above. 3. To make the list of sources of income of above institution.	Lecture.		Presentation and Viva.
16	Visit to EGS Scheme Site or Department of EGS	1. To understand genesis of EGS. 2. To know the benefits and lacunas of the scheme. 3. To study its outcome and impact of EGS scheme on rural economy.	Visit to Site or Guest Lecture.	Report writing on the scheme, Photography of the works done in EGS.	Reports Presentation and Viva.
17	Visit to Life Irrigation Scheme or Co-operative Water Distribution Schemes.	1. To know the working of the lift irrigation scheme. 2. To make the list of problems faced by institutions. 3. To study impact and use of these institutions on judicious use of water.	Guest Lecture / Visit.	Actual Reports and photographs.	Reports Presentation and Viva.
18	Visit to Wineries / Agro Processing Unit.	1. To know the working of that unit. 2. To study the economics of the units. 3. Problems faced by that unit. 4. To know the marketing strategies and problems of that unit.	Visit / Guest Lecture	Actual Reports and Photographs	Reports Presentation and Viva.



**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INTEGRATED RURAL DEVELOPMENT**

**Subject Code – ITRD**

### **LIST OF REFERENCE BOOKS**

01. Indian Economy – by Datta and Sundaram.
02. A study of Rural Economy – by Vasant Desai.
03. Indian Economy – by Mishra and Puri.
04. Integrated Rural Development Programmes in India (Policy and Administration) – by Dr. A. K. Shrivastava, Deep and Deep Publication, New Delhi.
05. Integrated Rural Development Approach Strategy and Perspective – by S. S. Sharma and S. L. Malhotra, Abhinav Publication, New Delhi.
06. Integrated Rural Development – by R. C. Apra, S. Chand & Company Ltd., New Delhi.
07. Rural Economy of India – by D. P. Sharma and V. V. Desai, Vikas Publishing House Pvt. Ltd., Delhi.
08. Rural Economics – by Dhinopa
09. Rural Development in Modern India – by Kishorchandra Padhya, B. R. Publication, New Delhi.
10. Administration for Rural Development in India – by S. G. Deogavkar.
11. Agricultural Economics – by Sadhu and Singh.
12. Rural Development – by Dr. L. Satya Sundaram.
13. ^maVr` AW©i` dñWm - boIH\$ : àm. Eg. S>r. JrV
14. ^maVr` AW©i` dñWm - boIH\$ : àm. MniJmdH\$a d S>m°. ~wa\$Jo
15. ghH\$ma Am{U J«m\_rU {dH\$mg - S>m°. J\$JmYa {d. H\$m`\$XonmQ>rb
16. H¥\$fr AW©emñÌmMr \_ybVÎdo - àm. em\$Vm n\${S>V Am{U S>m°. brbm nmQ>rb. \_hmami²'> {dÚmnrR> J«\$W {Z{ \_©Vr \_\$S>i, ZmJnya.
17. H¥\$fr AW©emñÌ - S>m°. {P\_ao, IS>H\$s \_hm{dÚmb`, nwUo \_m{gHo\$  
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~) `moOZm - B&J«Or d \_amR>r - ^maV gaH\$ma.

H\$) bmoH\$amÁ` \_m{gH\$ - \_hmami<sup>2</sup>'> emgZ n«H\$meZ.

Websites :

01. RBI: [www.rbi.org](http://www.rbi.org).
02. Dept of Agriculture : [www.deptagriculture.nic.in](http://www.deptagriculture.nic.in)
03. Maharashtra Govt. : [www.maharashtragozt.nic.in](http://www.maharashtragozt.nic.in)

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – INTEGRATED RURAL DEVELOPMENT**

**Subject Code –ITRD**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Dr. Sanjay N. Tupe	Subject Co-ordinator, ITRD, Dept. of Economics, BYK College of Commerce, Nashik.
02	Dr. S. P. Uplekar	HOD, Department of Economics Nashik Road College, Nashik Road.
03	Prof. Suresh Madane	Ex-HOD, Dept. of Economics BYK College of Commerce, Nashik.
04	Prof. Mrs. Sangita J. Kadlag	Dept. of Agricultural Economics, College of Agriculture, Nashik.
05	Prof. H. P. Wangrwar	Lecturer in Economics, BYK College of Commerce, Nashik.

**B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK – 5.**

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – PUBLIC RELATIONS  
Subject Code - PUBR

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’ Component**  
**Subject – PUBLIC RELATIONS**  
**Subject Code - PUBR**

**OBJECTIVES –**

1. To expose Commerce students to the Philosophy, fundamentals of Public Relations as a subject.
2. Update them about the scope, need of this subject in the field of corporate relations.
3. Make them aware of the tools and techniques of Public Relations.
4. To train them in using these tools and techniques.
5. To acquaint them with the world of Media and related fields.

**Class – S. Y. B. Com.**  
**Subject – PUBLIC RELATIONS**

**Component – ‘C’ Component**  
**Subject Code – PUBR**

**THEORY SYLLABUS – TERM – I / II**

<b>UNIT</b>	<b>CONTENTS</b>	<b>NO. OF LECTURES</b>
<b>I</b>	<b>COMMUNICATION AND MASS COMMUNICATION</b> Meaning, Elements, functions and process of Communication, Mass Communications – Meaning, functions, evolution and growth of Mass Media, Print, Electronic, online. Traditional Media, Audience, Effects of Mass Media.	08
<b>II</b>	<b>PUBLIC RELATIONS CONCEPT</b> Nature, Scope Relationship with Communications, History, Growth, Indian perspective, Interface with other management disciplines, Ethics in Public Relations.	08
<b>III</b>	<b>PUBLIC RELATIONS IN DIFFERENT ORGANIZATIONS</b> Publics in Public Relations, Internal, External, Communicating with Internal and External Public, Govt. Public Sector, Private, Educational Institute, Police, Hospitals, NGO's etc.	08
<b>IV</b>	<b>ORGANIZATION OF PUBLIC RELATIONS</b> P. R. Department, Role in the organization. Functions and responsibilities of Public Relations Officer, Qualifications and qualities required. Role of outside Public Relation agencies.	08
<b>V</b>	<b>PRACTICE OF PUBLIC RELATIONS</b> Defining the need, Budgeting, Nature of Public Relations Activities, Planning Campaign, execution, Using P. R. Tools and Techniques, Evaluating the effectiveness.	08
<b>VI</b>	<b>Media Relations</b> Need of maintaining relationship with media. Types of Media (Print, Electronic, Online), How they work, Ways and means of building up and maintain relations with them according to the need.	08
	<b>TOTAL</b>	<b>48</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – PUBLIC RELATIONS**

**Subject Code – PUBR**

**LIST OF PRACTICALS – TERM – I & II**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Knowing the working of the Newspaper / Magazines	To get the knowledge of working of various departments.	Visit, Interview, Guest Lecture	Two page Report containing all aspects.	Data presented, Language, overall understanding, Impact.
02	Knowing the working of Radio, F. M. Channel.	To get the knowledge of working of various departments	Visit, Interview, Guest Lecture	Two page Report containing all aspects.	Data presented, language, overall understanding, Impact.
03	Knowing the working of TV Channel.	To get the knowledge of working of various departments.	Visit, Interview, Guest Lecture.	Two page Report containing all aspects.	Data presented, language, overall understanding, Impact.
04	Study of Online Media.	To know about how it works, its reach and other aspects.	Visit to various sites, blogs, Interview of a Blogger, Guest Lecture.	Two page Report containing all aspects.	Data presented language, overall understanding, Impact, Special weightage to be given for students participation in online communications.
05	Study of Traditional Media.	To have knowledge about traditional media.	Observing Keertan, Pravachan, Puppet Show, Street Play, Guest Lecture.	Two page Report	Data presented, language, overall understanding Impact.
06	Know your Audience	To ascertain various characteristics of Audience	Through Surveys, Guest Lecture, Interview.	Two page Report	Data presented, language, overall understanding, Impact.
07	Content Analysis of TV News Bulletin.	To know about various aspects involved.	Actual viewing, data collection and analysis.	Two page Report	Data presented, language, overall understanding Impact.
08	Organizing P.R. Office.	To know the structure, Role and functioning	Visit, Guest Lecture, Interview.	Two Page Report	Data presented, language, overall understanding, Impact.

SR. NO.	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
09	Planning P.R. Campaign	To know various steps involved	Group Discussion, Decision, Drafting.	Actual presentation (Group-wise) in the Class.	Insight of Planning and P.R. Feasibility presentation.
10	Press Conference	To know the working, usefulness etc.	Mock P.C. to be organized. Attend real P.C., Guest Lecture	Two page Report	Students understanding reflected through report.
11	Know your public	To have the knowledge of Internal and External Public	Visit, Interaction with Public, Guest Lecture.	Two page Report	Students understanding reflected through report.
12	Public Relation News	To identify news items carrying P.R. bias	Cutting and Clippings.	Comments on Clippings.	Students understanding reflected through selection of clipping & comments unit
13	P.R. activity of an educational institute.	To know how it works in a particular organization.	Observation, Interaction participation in the activity.	Two page Report	Students understanding reflected through report.
14	Know your Newspaper	To know making of a Newspaper.	Guest Lecture	Two page Report	Students understanding reflected through report.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – PUBLIC RELATIONS**

**Subject Code – PUBR**

### **LIST OF REFERENCE BOOKS**

01. Handbook of Public Relations in India – Dr. S. Mehta.
02. Practical Public Relations – Sam Black.
03. The Journalist Handbook – M.V. Kamath.
04. Lecture on Applied Public Relations – K. R. Balan.
05. Public Relations : A Scientific Approach – Baladeo Sahai.
06. Effective Public Relations – Cutlips and Centre.
07. OZg\$nH©\$ (emñÌ Am{U nÕVr) - ìhr. nr. nËH\$s
08. Corporate Public Relations – K.R. Balan.



09. Public Relations : Concepts, Strategies and Tools – Jethwaney, Varma, Sarkar.
10. Principles of Public Relations – K.R. Balan, C. S. Rayadu.
11. Applied Public Relations in Indian Context – C. K. Sardana.
12. Handbook of Media and Public Relations – Ridgway.
13. Running Public Relations Department – Dr. Mike Bard.
14. OZg\$ñH©\$ (H\$bm Am{U emñÌ) - gwYmH\$a VmoaUo
15. Public Relation Writing – Donald Treadwell.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – PUBLIC RELATIONS**

**Subject Code – PUBR**

### **LIST OF EXPERTS / TEACHERS**

<b>SR. NO.</b>	<b>NAME OF THE EXPERT / TEACHER</b>	<b>DESIGNATION</b>
01	Shri Vishwas Deokar	Editor, Nashik Sakal
02	Prof. Dilip Phadke	Senior Professor and Consumer Activist
03	Mrs. Vandana Atre	Freelance Journalist.
04	Miss Vaishali Balajiwale	Spl. Correspondent, DNA.
05	Mr. Sahilendra Tanpure	News Editor, Gavakari
06	Miss Aparna Velankar	Feature Editor, Lokmat
07	Mrs. Nishigandha Mogal	Political Leader
08	Shri Nishad Deshmukh	Publisher
09	Shri. Pramod Puranik.	Investment Consultant.

*B. Y. K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK - 5.*

**RESTRUCTURING COURSES AT UNDER  
GRADUATE LEVEL**

Class – S. Y. B. Com.  
Component – ‘C’ Component  
Subject – COST AND WORKS  
ACCOUNTING Subject Code -COWA

1. Objectives
2. Syllabus
3. Allocation of Lectures
4. Practicals
5. Reference Books
6. List of Experts

**Class – S. Y. B. Com.**  
**Component – ‘C’**  
**Component**  
**Subject – COST AND WORKS ACCOUNTING**  
**Subject Code - COWA**

## **OBJECTIVES**

1. To introduce the subject as a branch of accounting in light of its growing importance in industries and Commerce.
2. To acquaint the students with the basic concepts in Cost Accounting.
3. To expose the students to the practical applicability of Costing.
4. To develop interest in the subject and motivate them to pursue professional courses in Costing.

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – COST AND WORKS ACCOUNTING**

**Subject Code – COWA**

**THEORY SYLLABUS – TERM – I**

<b>UNIT</b>	<b>CONTENTS</b>		<b>NO. OF LECTURES</b>
<b>I</b>	<b>INTRODUCTION</b>		<b>08</b>
	1.1	Origin of Cost Accounting and Limitations of Financial Accounting	
	1.2	Concept of Cost, Costing, Cost Accountancy and Cost Accounting	
	1.3	Objectives of Cost Accounting	
	1.4	Advantages and Limitations of Cost Accounting.	
	1.5	Difference between Financial and Cost Accounting	
<b>II</b>	<b>ELEMENTS OF COST AND COST SHEET</b>		<b>08</b>
	2.1	Element of Cost – Material, Labour and Expenses, Division of Each element of Cost into direct and indirect	
	2.2	Concept of Cost Unit and cost centre.	
	2.3	Types of Costs, Historical Cost, Estimated Cost, Future Cost, Sunk Cost, Standard Cost, Marginal Cost, Notional Cost	
	2.4	Classification of Costs – Based on Function, Variability Nature.	
	2.5	Preparation of Cost Sheet	
	2.6	Preparation of Tender and Quotation based on Cost Sheet	
<b>III</b>	<b>MATERIAL CONTROL</b>		<b>08</b>
	3.1	Need and Essential of Material Control	
	3.2	Scientific purchasing – meaning and objectives	
	3.3	Purchase Procedure and Related Documents	
	3.4	Stock levels and Recent Trends in Stock Control (Just in Time)	
	3.5	Economic order Quantity – Formula and Tabulation Method	
	3.6	Classification and Codification of material	
	3.7	Duties of Stores Keeper	
	3.8	Forms and Documents used in Stores	
<b>TOTAL LECTURES OF FIRST TERM</b>			<b>24</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – COST AND WORKS ACCOUNTING**

**Subject Code – COWA**

**THEORY SYLLABUS – TERM – II**

<b>UNIT</b>	<b>CONTENTS</b>		<b>NO. OF LECTURES</b>
<b>IV</b>	<b>MATERIAL ACCOUNTING AND INVENTORY CONTROL</b>		<b>08</b>
	4.1	Material Accounting and Pricing of Issues (FIFO, LIFO, Simple Average, Weighted Average)	
	4.2	Inventory Control, Stock taking, Periodic and Perpetual Methods, Reconciliation of Physical stock and Stock as per record.	
	4.3	Control of Waste, Scrap, Defectives and Spoilage	
	4.4	ABC Analysis	
	4.5	Inventory Turnover and Inventory Ratio	
<b>V</b>	<b>LABOUR COST</b>		<b>08</b>
	5.1	Time Records – Time keeping and Time booking	
	5.2	Methods of Time keeping and Time booking.	
	5.3	Reconciliation of Time keeping and Time booking.	
	5.4	Methods of Remuneration – Time Wage System, Piece Rate System	
	5.5	Incentive Plans – Differential Wage Plan – Taylor and Marrick’s Group Bonus, Emerson’s Efficiency Plan.	
	5.6	Labour Turnover – Concept, Methods of Calculation, Labour Turnover – Causes and Effects of Labour Turnover	
<b>VI</b>	<b>OVERHEADS</b>		<b>08</b>
	6.1	Meaning and Classification of Overheads	
	6.2	Allocation and Apportionment of Overheads - Primary Distribution and Secondary Distribution.	
	6.3	Absorption of Overheads – Machine Hour Rate and Labour Hour Rate.	
	6.4	Under and Over absorption of Overheads – Meaning, Causes, Treatment to be given.	
<b>TOTAL LECTURES OF SECOND TERM</b>			<b>24</b>

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – COST AND WORKS ACCOUNTING**

**Subject Code – COWA**

**LIST OF PRACTICALS – TERM – I**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Cost Sheet	To understand the costing of product	Guest Lecture	Preparation of Cost Sheet	* Attendance * Participation * Report * Presentation
02	Cost Unit and Cost Centre	To understand the cost unit and cost centre in the organization	Library Assignment	Cost Units of various industries to be identified	* Attendance * Participation * Report * Presentation
03	Tender / Quotation	To study the preparation of Tender / Quotation	Guest Lecture & Field Work	Problem Solving Preparation of Report	* Attendance * Participation * Report * Presentation
04	Purchase Procedure	To study the Purchase procedure of materials required in the industry	Visits to Industry & Business Houses	Collection and Compilation of Information and Preparation of Report	* Attendance * Participation * Report * Presentation
05	Purchase Documents	To study various documents and their specimen	Guest Lecture or Classroom Assignment	Preparation of Specimen of Purchase Documents	* Attendance * Participation * Report * Presentation
06	Pricing of Material Issue	To study various methods of issuing Material	Guest Lecture	Practicals on LIFO, FIFO, Simple and Weighted Average	* Attendance * Participation * Report * Presentation
07	Stock Levels	Significance of Stock Level	Guest Lecture	Problem Solving	* Attendance * Participation * Report * Presentation
08	Economic Ordering Quantity	Importance of E.O.Q.	Guest Lecture	Problem Solving	* Attendance * Participation * Report * Presentation

**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – COST AND WORKS ACCOUNTING**

**Subject Code – COWA**

**LIST OF PRACTICALS – Contd.**

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
09	Pricing of Material Issue	To understand various methods of material issue	Classroom Assignment	Problem Solving	* Attendance * Participation * Report * Presentation
10	Inventory Control Techniques	To understand the various Inventory Control Techniques	Guest Lecture & Visit Discussion	Practical on ABC Analysis, Report of Guest Lecture	* Attendance * Participation * Report * Presentation
11	Inventory Turnover and Inventory Ratio	To understand Inventory Turnover and Inventory Ratio	Guest Lecture	Problem Solving	* Attendance * Participation * Report * Presentation
12	Time Records	To study time keeping and time booking methods in Industry.	Guest Lecture & Visit Discussion	Report Writing	* Attendance * Participation * Report * Presentation
13	Methods of Remuneration	To study Time and Piece Rate methods of Remuneration	Guest Lecture & Visit or Classroom Assignment	Collection and Compilation of Information and Preparation of Report	* Attendance * Participation * Report * Presentation
14	Labour Turnover	To study the Causes of Turnover	Guest Lecture	Collection and Compilation of Information and Preparation of Report	* Attendance * Participation * Report * Presentation
15	Allocation and apportionment of Overheads	To study allocation and apportionment of Overheads	Guest Lecture & Library Work	Preparation of Report, Problem Solving	* Attendance * Participation * Report * Presentation
16	Absorption of Overheads	To study the calculation of Machine Hour Rate and Labour Hour Rate	Guest Lecture	Problem Solving	* Attendance * Participation * Report * Presentation





**Class – S. Y. B. Com.**

**Component – ‘C’ Component**

**Subject – COST AND WORKS ACCOUNTING**

**Subject Code – COWA**

**LIST OF EXPERTS AND SUBJECT TEACHERS**

<b>Sr. No.</b>	<b>Name of the Expert / Subject Teacher</b>	<b>Designation</b>
01	Dr. Mrs. C. V. Gandhi	Subject Co-ordinator
02	Prof. Sunita G. Pimpale	Subject Teacher
03	Prof. Dr. S. V. Mahajan	Subject Teacher
04	Prof. R. N. Totale	Subject Teacher
05	Ex-Prin. R. G. Sharangpani	Subject Expert
06	Ex-Vice-Principal. V. V. Morajkar	Subject Expert
07	Shri R. K. Deodhar, ICWA	Excise Consultant – Subject Expert