

B.Y.K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK-422005.

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
5. REFERENCE BOOKS
6. LIST OF EXPERTS

Prof. H. M. Govilkar

Co-ordinator

D' Component Subject

B.Y. K. College of Commerce

Dr. J. R. Bhor

Chairman, BOS in Restructuring

University of Pune

B.Y. K. College of Commerce

Dr. M. D. Dhondgepatil

Subject Expert (Internal)

CA S. P. Tikekar

Subject Expert (External)

**UNIVERSITY OF PUNE**  
A SCHEME OF RESTRUCTURED COURSES AT UNDER GRADUATE LEVEL

**CURRICULUM**

Class:- F. Y. B. COM.

Component: - 'D'

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 & other relevant statutes in day-to-day working of business.
5. To prepare the students for becoming an independent businessman or a consultant.
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'

Subject- TECHNIQUES OF ACCOUNTS WRITING

Subject Code- TAW

**THEORY SYLLABUS : TERM-I**

Sr. No.	Theory Topic	No. of Period
1	Introduction of subject, Importance of Subject, Nature of Commercial Transactions, Scope of Commercial Transactions.	2
2	Introduction to Nationalised, Private Sector & Co-operative Banks, Difference among them	4
3	Banking Transactions-Deposits-Saving A/c, Current A/c, Recurring Deposit A/c, Fixed Deposits-TDR, STDR, KYC Norms, RTGS, NEFT, Mobile Banking and Net Banking.	6
4	Advances-Cash Credit, Hypothecation, Hire Purchase, Gold Loan, Advance Against FDR, Car Loan, Personal Loan, Housing Loan. Overdraft facility.	4
5	Share Market Transactions- D-Mat A/c, Purchase and selling of shares	4
6	Insurance- Schemes & IT Benefits- Life Insurance-Endowment Plan, Term Insurance, Unit Linked Plans, Surrender Value, Maturity. Non Life/ General Insurance – Mediclaim, Shop, House, Car/Vehicles, Fire Insurance.	4
	Total:-	24

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

Sr. No	Method	Theory	Practical
1	Seminars	Postal Transactions	Non Life Insurance
2	Group Discussion	Postal Saving Schemes	Life Insurance
3	Field Visit	Banking Transactions	Banking Advances
4	Guest Lecturers	Insurance	-
5	Use of Commerce Lab	Banking Transactions	-
6	Supporting material for home study	Postal & Banking Transactions	-

Class:- F. Y. B. COM.

Component: - 'D'

Subject- TECHNIQUES OF ACCOUNTS WRITING

Subject Code- TAW

**THEORY SYLLABUS : TERM-II**

<b>Sr. No.</b>	<b>Theory Topic</b>	<b>No. of Period</b>
1	Taxation- Overall View, need, concept & history	2
2	Direct Taxes- Income, Wealth, Muncipal, Professional, BCTT	5
3	Indirect Taxes-VAT, Service Tax, Excise Duty, Customs Duty, Octroi, STT.	5
4	Mutual Fund-Open Ended Funds, Close Ended Funds, Equity Linked Savings Scheme (ELSS), Systematic Investment Plan (SIP), Net Assets Value (NAV).	4
5	Set of Transactions- Documents to be prepared in journal- -Transactions will be given to students & they will have to prepare books of accounts after preparing various documents. -Vouchers, Receipts, Journal Voucher, Debit / Credit Note, Cash & Credit Memo, Quotation, Tender	8
	Total:-	24

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

<b>Sr. No</b>	<b>Method</b>	<b>Theory</b>	<b>Practical</b>
1	Seminars	Indirect Taxes	Income Tax
2	Group Discussion	Indirect Taxes	-
3	Field Visit	Taxes & Mutual Funds	Mutual Funds
4	Guest Lecturers	Taxes – Direct & Indirect	-
5	Use of Commerce Lab	Accounting & Acts	Accounting Process
6	Supporting material for home study	Accounting Process	-

Class:- F. Y. B. COM.

Component: - 'D'

Subject- TECHNIQUES OF ACCOUNTS WRITING

Subject Code- TAW

**LIST OF PRACTICALS : TERM-I**

Sr. No	Title of Practical	Mode of Operation	No. of period
1	Account Opening with Bank	Prepare check list of documents necessary for opening Saving A/c and Current A/c, Recurring Deposit.	4
2	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	6
3	Life insurance	Collect information of at least one life insurance plans	4
4	General Insurance	Collect information of at least one general insurance plan	4
5	Information about Stock Market	Collect information about D-Mat A/c and trading in shares	4
	Test for the term		1
	Viva		1
	Total:-		24

**LIST OF PRACTICALS : TERM-II**

Sr. No	Title of Practical	Mode of Operation	No. of period
1	Direct Taxes	Collecting & studying the forms of Returns & challans	4
2	Indirect Taxes	Collecting & studying the forms of Returns & challans (VAT / Service Tax)	4
3	Mutual Funds	Collecting forms & studying any two schemes of Mutual Funds.	4

4	Accounting Procedure	To prepare books of accounts on the basis of given transactions & to prepare Trial Balance.	10
	Test for the term		1
	Viva		1
	Total:-		24

### 7) EVALUATION SYSTEM:

Sr. No.	Particulars	Marks
A	For continuous assessment: - First Term: - * Test-I * Journal * Attendance * Viva	15 5 5 5
	Total	30
	For continuous assessment: - First Term: - * Test-II * Journal * Attendance * Viva	15 5 5 5
	Total	30
	Total (A)	60
B)	University Exam	40
	Total (B)	40
	Total (A+B)	100

### 8) TEACHER PARTICIPANTS & EXPERTS :

Sr. No.	Name	Name of the college	Address
	<b>Faculty Members</b>		
1	Prof.H.M. Govilkar – HOD	B.Y.K. College	B.Y.K. College
2	Dr. Mahendra DhondgePatil	B.Y.K. College	B.Y.K. College
3	Dr. S.J. Mene	B.Y.K. College	B.Y.K. College

4	Prof. S.E. Khandve	B.Y.K. College	B.Y.K. College
5	Prof. D.K.Bhawari	B.Y.K. College	B.Y.K. College
6	Prof. Mrs. Leena Kulkarni	B.Y.K. College	B.Y.K. College
7	Prof. Mrs. Indira Sundar	B.Y.K. College	B.Y.K. College
8	Prof. Ms. Archana Jadhav	B.Y.K. College	B.Y.K. College
	<b>Experts</b>		
9	Mr. Suyog Tikekar (C.A.)	Practising Professional	Patil Lane No.3, College Road, Nashik
10	Mr. N.R.Chandak(C.A.)	Practising Professional	New Pandit Colony, Nashik
11	Mr. B.G.Kale (C.A.)	Practising Professional	College Road, Nashik

### **Recommended Books:**

1. Students Guide to Income Tax, Dr. Vinod K Singhania, & Kapil Singhania, Taxman
2. Indirect Taxes V. S. Date, Taxman
3. Financial Services M. Y. Khan, Tata McGraw Hill
4. Accounts Writing Dr. V. M. Govilkar, Maharashtra Law House
5. Indian Banking Mukund Mahajan, Nirali
6. Banking Law and Practice Varshney
7. Insurance Law & Practice C. L. Tyagi & Madhu Tyagi
8. Indian Insurance Profile, H Narayanan



B.Y.K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK-422005.

RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL

CLASS: F.Y.B.Com.

COMPONENT: "D" COMPONENT

SUBJECT: Computer Appreciation

SUBJECT CODE: C.A.

1. OBJECTIVES
2. SYLLABUS
3. ALLOCATION OF LECTURES
4. PRACTICALS
5. REFERENCE BOOKS
6. LIST OF EXPERTS

Prof. B. W. Khalkar  
Vice Principal, Head,  
Restructuring  
Department of Computer  
Pune  
B.Y. K. College of Commerce

Prof. H. M. Govilkar  
Co-ordinator  
  
D' Component Subject  
  
B.Y. K. College of Commerce

Dr. J. R. Bhor  
Chairman, BOS in  
  
University of

Mrs. L. M. Bhat  
Subject Expert (Internal)

Mrs. R. M. Thakur  
Subject Expert (External)

**RESTRUCTURING COURSES AT UNDER GRADUATE  
LEVEL**

**CLASS: F.Y.B.Com.**

**COMPONENT: “D”COMPONENT**

**SUBJECT: Computer Appreciation**

**Objectives:**

1. To make a student familiar with Information Technology and its applications.
2. To impart knowledge and skill related to computer Hardware, Software.
3. To impart knowledge and skills related to Internet and WEB.
4. To get familiar with database systems and tryout 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>Content</b>	<b>No. of Lectures</b>
<b>1</b>	<b>INFORMATION TECHNOLOGY</b>	<b>02</b>
	What is the I. T. ? Benefits of I. T. Applications of I. T.	
<b>2</b>	<b>COMPUTER SYSTEMS</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 RDBMS Software Graphics Software Multimedia Software Communication Software	<b>08</b>
<b>5</b>	<b>Computer Programming Languages</b> Evolution of Programming Languages	<b>08</b>

	<p>Types of Programming Languages</p> <p>Machine Language</p> <p>Assembly Language</p> <p>Procedural Language</p> <p>Non Procedural Language</p> <p>Visual Programming Language</p> <p>Hyper Text Markup Language</p> <p>Object Oriented Languages</p> <p>Different steps in Program Development Lifecycle</p> <p>Algorithm, Flowchart and Coding</p>	
	<b>TOTAL LECTURES OF FIRST TERM</b>	<b>24</b>

**Class - F. Y. B. Com.            D' Component**  
**Subject - COMPUTER APPRECIATION AND I. T.**  
**Subject Code - CAIT**

**THEORY SYLLABUS - TERM - II**

	<b>INTERNET AND WWW</b>	<b>04</b>
6	Definition, Communication and Downloading Services Provided by the Internet. TCP/IP, DNS, Web, Websites, URL, Creating and Accessing web, Web Browser, Search Engine	
	<b>E-SECURITY</b>	<b>02</b>
7	Threats to e-systems, Password, Firewall, Encryption, Biometric Control, Antivirus.	
8	<b>DEVELOPING DATABASE APPLICATIONS</b>	<b>06</b>
	Introduction to Data base Advantages and uses of Database Systems DBMS and RDBMS Popular RDBMS Software products Elements of MS-Access Tables Queries Forms Reports	
9	<b>CREATING A DATABASE</b>	<b>04</b>
	Database Wizard Sort the database Create and Execute Query	
<b>10</b>	<b>FORMS AND REPORTS</b>	<b>08</b>
	Create Forms Create Reports	
	<b>TOTAL LECTURES OF SECOND TERM</b>	<b>24</b>

**Class - F. Y. B. Com.                    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
------------------	------------	-------------	--------

Make a suitable assumption

Calculate and display the following

- Maximum Salary
- Average Salary
- Minimum Salary
- 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.

Make a suitable assumption  
Minimum 3 Slides

6. To study the Major Services provided by the Internet

**Class - F. Y. B. Com.                    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 data.  
          Emp\_No  
          Name  
          Dateof 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 ITEM database table. Insert 10 records in it.

Item No  
Item name  
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

Salesman 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 Region.
- 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**

#### **TERM -I & II**

1. Computer Fundamentals - P. K. Sinha, BPB Publications
2. Introduction to Computers - Peter Norton
3. Computer Fundamentals - V. Rajaraman
4. Faster Smarter Internet - Kathy Ivens, PHI
5. MS Access 2003, 2007
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**

SR. NO.	NAME OF THE EXPERT / TEACHER	DESIGNATION
01	Mr. Rohit Kulkarni	Director, Neumanns Consultancy Pvt. Ltd. Nashik.
02	Prof. Mrs. R. M. Thakur	Lecturer, JDC Bytco IMSR, Nashik.
03	Prof. B.W. Khalkar	Vice Principal, Head, Dept. of Computer Science, BYK College of Commerce, Nashik.
04	Mrs. L. M. Bhat	Asst. Prof., BYK College of Commerce, Nashik.
05	Mrs. S. Y. Mulay	Lecturer, BYK College of Commerce, Nashik.

B.Y.K. (SINNAR) COLLEGE OF COMMERCE,  
NASHIK-422005.

RESTRUCTURING COURSES AT UNDER GRADUATE LEVEL

CLASS: F.Y.B.Com.

COMPONENT: "D" COMPONENT

SUBJECT: Business Mathematics

SUBJECT CODE: B.M.

1. OBJECTIVES
2. SYLLABUS
3. ALLOCATION OF LECTURES
4. PRACTICALS
5. REFERENCE BOOKS
6. LIST OF EXPERTS

Prof. H. M. Govilkar

Co-ordinator  
Restructuring

D' Component Subject

B.Y. K. College of Commerce

Dr. J. R. Bhor

Chairman, BOS in

University of Pune

Dr. M. B. Kulkarni

Subject Expert (Internal)

Subject Expert (External)

Revised Syllabus for F. Y. (Restructured Course)

Subject: Basic Mathematics 'D' Component

1. Course objectives:

- a. To develop arithmetical and numerical abilities
- b. To develop the abilities to apply the mathematical concepts to real life problems in commerce, economics and management.
- c. To develop logic and quantitative thinking.

Unit No		Term 1 Contents	# of periods
1	(a)	Percentages, ratio and proportion	3
	(b)	Profit and Loss: Cost price and selling price, market price, trade and cash discount	6
2		Commission and brokerage, meaning, rate of commission, and types of commission agents	5
3	(a)	Matrix algebra: Types of matrices, algebra of matrices, determinant of a matrix, inverse of a matrix (up to 3 x 3 order )	5
	(b)	System of equations in matrix form, solution of system of linear equations	5
Term 2			
4	(a)	Simple and compound interest, calculation of C. I. when compounded quarterly, half-yearly and annually,	4
	(b)	simple annuity and problems on it	

			2
5	(a)	Concept of function, limit and continuity, simple problems, graphs of standard functions, even and odd functions	5
	(b)	Derivatives of simple algebraic functions, simple problems	5
6	(a)	Application of derivatives in economics and commerce	4
	(b)	Counting techniques: permutation and combinations	4

Reference books:

1. Commercial Arithmetic, P. S. Chirputkar and C G Kulkarni, Narendra Prakashan
2. Business Mathematics, S . A. Bari
3. Introduction to Discrete Probability and Probability Distributions, M. B. Kulkarni and S. B. Ghatpande (2007), SIPF Academy, Nasik
4. Mathematics in Commerce and Economics, Qazi Zameeruddin and V K Khanna

A text book of Business Mathematics

Experts committee:

1. Prof. S. B. Ghatpande Vice-Principal, Nasik Road College, Nasik
2. Prof. B. B. Diwate, Lecturer in Mathematics, HPT Arts and RYK Science College, Nasik
3. Dr. Madhav B. Kulkarni, Head, Dept of Mathematics and Statistics, B Y K College of Commerce, Nashik

\*\*\*

B.Y.K. (SINNER) COLLEGE OF COMMERCE,  
NASHIK-422005.

RESTRUCTURING COURSES AT UNDER GRADUATE LEVEL

CLASS: F.Y.B.Com.

COMPONENT: "D" COMPONENT

SUBJECT: Statistical Techniques

SUBJECT CODE: S.T.

1. OBJECTIVES
2. SYLLABUS
3. ALLOCATION OF LECTURES
4. PRACTICALS
5. REFERENCE BOOKS
6. LIST OF EXPERTS

Prof. H. M. Govilkar

Co-ordinator  
Restructuring

D' Component Subject

B.Y. K. College of Commerce

Dr. J. R. Bhor

Chairman, BOS in

University of Pune

Dr. M. B. Kulkarni

Subject Expert (Internal)

Subject Expert (External)

Revised Syllabus for F. Y. (Restructured Course)

Subject: Statistical techniques ' D' Component

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

Course contents:

Unit No	Term 1	
	Contents	# of periods
1	Statistics scope and applications, types of data, classification and tabulation , presentation of data using charts and diagrams	8
2	Measures of location, choice of appropriate measure, computation and interpretation	8
3	Measures of dispersion – range, standard deviation, percent cv. , applications and its interpretation	8
Term 2		
4	Counting Techniques – permutation and combination , simple problems	4
5	Sample space and events – types of events, algebra of events, properties of probability of an event, examples and problems	10
6	Conditional probability, independence and Baye's theorem	10

Reference books:

1. Basic Statistics by Agrawal
2. Introduction to Discrete Probability and Probability Distributions, M. B. Kulkarni and S. B. Ghatpande (2007), SIPF Academy, Nasik
4. A First Course in Probability by T K Chandra and D. Chatterjee, Narosa Publishing House
5. Statistics for Everyone by Anil Gore, Sharayu Paranjpe and Madhav Kulkarni, SIPF Academy, Nashk.

Expert committee members:

1. Prof. S. B. Ghatpande, Vice-Principal and Head, department of Statistics (Commerce Unit), Nasik Road College,
2. Prof. P. G. Dixit, Chairman B. O. S. in Statistics, UNIPUNE
3. Prof. Madhav B. Kulkarni, Head, Dept of Mathematics and Statistics, B Y K College of Commerce, Nashik



B.Y.K. (SINNER) COLLEGE OF COMMERCE,  
NASHIK-422005.

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. EVALUATION SYSTEM
5. REFERENCE BOOKS
6. LIST OF EXPERTS

Prof. H. M. Govilkar  
Co-ordinator  
Restructuring  
D' Component Subject  
B.Y. K. College of Commerce

Dr. J. R. Bhor  
Chairman, BOS in  
University of Pune

Dr. S. M. Joshi  
Subject Expert (Internal)

Subject Expert (External)

CLASS: F.Y.B.Com.

COMPONENT: "D"COMPONENT

SUBJECT: SALESMANSHIP & ADVERTISING

SUBJECT CODE: SA

### OBJECTIVES

1. To understand the concept of Salesmanship & Advertising.
2. To understand the role of Salesman in the changing scenario in marketing.
3. To know various types of salesman and qualities of successful salesman.
4. To understand various types of customers and their buying motives.
5. To know need and importance of advertising in consumer oriented market.
6. To understand importance of media of advertising.
7. To know an importance of advertising agency in making of an ad

### PRE-REQUISITES

1. XII TH commerce passed
2. Creative Mind

**Class- F.Y.B.Com.**

**Component-“D”**

**Subject: SALESMANSHIP & ADVERTISING**

**Subject Code: SA**

**THEORY SYLLABUS- TERM-I**

Sr.No.	Theory Topic	NO. Of Lectures
1	CONCEPT OF SALESMANSHIP Salesmanship, Advertising and publicity- Concept, Need and Importance.	04
2	ESSENTIAL QUALITIES & TYPES OF SALESMAN Qualities of good salesman , Types of salesman	04
3	COSUMER PSYCHOLOGY Consumer Behavior-Concept, Types of Customers, Buying Motives of Customers.	04
4	PROCESS OF SELLING Steps in process of selling. A.I.D.A. model of selling	04
5	SALES PROMOTION Concept of sales promotion and its techniques related to consumers	04
6	NEW TRENDS IN MARKETING Retail marketing, Direct marketing, Multi level Marketing- Concept & Importance	04
	Total	24

**Class- F.Y.B.Com.**

**Component-“D”**

**Subject: SALESMANSHIP & ADVERTISING**

**Subject Code: SA**

**THEORY SYLLABUS- TERM-II**

Sr.No.	Theory Topic	NO. Of Lectures
1	ADVERTISING- Concept, Meaning, Need, objectives of Advertising. Advantages & Limitations of Advertising.	04
2	MEDIA OF ADVERTISING Print Media, Electronic media, outdoor Media- Concept, advantages, limitations of every medium	04
3	TYPES & APPEALS IN ADVERTISING Consumer, Industrial, Institutional, Trade, Professional various appeals like emotional, rational , moral appeals in advertising	04
4	ROLE OF ADVERTISING AGENCY & AD BUDGET Role of advertising agency and its functions. Concept of Ad- Budget, factors to be considered while preparing AD-Budget.	04
5	ESSENTIALS OF ADVERTISEMENT COPY AND LAYOUT FOR PRINT MEDIA Elements of AD Copy Types of Copy	04
6	E-MARKETING Concept, Use of Multi media in advertising, Internet Advertising	04
	Total	24

**Class- F.Y.B.Com.**

**Component-“D”**

**Subject: SALESMANSHIP & ADVERTISING      Subject Code : SA**

**PRACTICAL - TERM-I**

Sr.no.	Title of Practical	Objectives	Mode	No. of lectures
1	Role of Salesman	To understand role of salesman in modern marketing	Visit/role play	04
2	Qualities of a salesman	To understand qualities of successful salesman	Guest lecture/ visit	04
3	Buying Motives	To know buying motives of customers	Lecture/guest lecture	04
4	Process of Selling	To understand process of selling	Visit/observation	04
5	Difficulties in selling	To know difficulties in selling	Guest lecture/visit	04
6	Sales Promotion	To know the techniques used for consumer sales promotion	Lecture/Guest lecture	04
7	Retailing	To Know the concept of retailing	Visit to mall	04
8	Multi level marketing	To understand working of MLM	Guest lecture/visit	04

Note: Students have to complete maximum 6 practicals from above list

**Class- F.Y.B.Com.**

**Component-“D”**

**Subject: SALESMANSHIP & ADVERTISING**

**Subject Code: SA**

**PRACTICAL - TERM-II**

Sr.no.	Title of Practical	Objectives	Mode	No. of lectures
1	Media of advertising	To understand different media of advertising	Visit/Guest lecture	04
2	Types of Advertisement	To understand types of advertisement	Guest lecture/visit/presentation	04
3	Appeals in advertising	To know appeals in advertising.	Lecture/guest lecture	04
4	Critical evaluation of advertisements	To understand effectiveness of selected advertisements	Collection of advertisements from print media	04
5	Role of AD Agency	To know the functions of ad agency	Guest lecture/visit	04
6	Creation of an advertisement	To create an advertisement for print medium	Lecture/Guest lecture	04
7	Multi media	To Know the importance of multi media in advertising	Visit/Guest lecture	04
8	Use of animation in advertising	To study use of animation in advertising	Guest lecture/visit	04

Note: Students have to complete maximum 6 practicals from above list

## EVALUATION SYSTEM:

<b>Sr.No.</b>	<b>Particulars</b>	<b>Marks</b>
<b>A.</b>	For continuous assessment:- First Term:- *Test-I	15
	*Journal, Attendance and Viva	15
	Total	30
	For continuous assessment:- Second Term:- *Test-II	15
	*Journal, Attendance and Viva	15
	Total	30
	Total (A)	60
<b>B.</b>	University Exam	40
	Total (B)	40
	Total (A + B)	100

### Note :

1. Student should score minimum 24 marks out of 60 in continuous assessment.
2. Student should score minimum 16 marks out of 40 in university theory examination.

**Class- F.Y.B.Com.**

**Component-“D”**

**Subject: SALESMANSHIP & ADVERTISING      Subject Code : SA**

**List of Reference Books**

1. ‘Marketing management’, by S.A.Sherlekar,16<sup>th</sup> Edition, Himalaya Publishing House.
2. ‘Marketing and Salesmanship’; by S.A.Sherlekar, Himalaya Publishing House.
3. ‘Salesmanship and publicity’ ‘ by Dr. Rustom Davar Sohrab R. Davar, Nuslir R. Davar, Vikas Publicating House Pvt. Ltd.
4. ‘Retail Management’,functional principles and practices- by Gibson G. Vedamani, Jaico publishing house.
5. ‘Advertising,Sales and Promotion Management’; by S.A.Chunawala,Himalaya Publishing House.
6. ‘Advertising Management’,- by Dr.M.M. Varma and R.K.Agrawal,forward Book depot
7. ‘advertising’- A Critical Apporach;by Dr.Keval J.Kumar,Nirali Prakashan.
8. ‘Multimedia in Practice Techonology and Application’;by Judith Jeffcoate,Prentice Hall of India Pvt. Ltd.,New Delhi



## **LIST OF TEACHERS AND EXPERTS:**

1. Prin. Dr. K.R. Shimpi, (Expert), Principal Sir Dr. M. S. Gosavi College of Commerce, Nashik
2. Prin. Dr. H.K. Kochargaonkar, (Expert), Principal B.Y.K. College of Commerce Nashik
3. Dr. S.M. Joshi , (Expert), Head, Department of Marketing
4. Prof. S. D. Nikam (Subject Teacher)
5. Prof. Mrs. Sonali Chindhade (Subject Teacher)
6. Prof. Mrs. Pallavi Joshi (Subject Teacher)
7. Prof. Mrs. Kanchan Nikam (Subject Teacher)
8. Prof. Mrs. Kalpana Koregaonkar (Subject Teacher)

- Class - **F.Y. B.A./B.Com./B.Sc.**
- Component - **'A' Component**
- Subjects - **FOUNDATION COURSE  
(Restructuring Programme)**
- Subject Code - **FCR 2014-15**

### **1. Objectives**

### **2. Syllabus**

### **3. Allocation of Lectures**

### **4. Practicals**

### **5. Reference Books**

### **6. List of Experts**

- Class - **F.Y.B. A./B.Com/B.Sc.**
- Component - **'A' Component**
- Subjects - **Foundation Course (Restructuring Programme).**
- Subject Code- **FCR**

## Objectives

- I) To study the various aspects Social, Political, Economic & Cultural life of Indian Society.
- II) To study the problems of Indian economy with reference to population growth, poverty & unemployment.
- III) To study the Decision making process and practices it in Time management & career planning.
- IV) To understand the importance of Self Management, self employment & Entrepreneurship development in India.
- V) To get acquainted with the concepts of whole man & Plan for achieving the same.

---

## TERM - I

UNIT			CONTENTES	NO.OF LECTERES
1			MAKING OF INDIAN NATION	12
		1.1	Culture- Definition and meaning	1
		1.2	Indian Culture – characteristics	1
		1.3	Basic Human Values-Role of value education, its nature and importance	3
		1.4	Culture- Definition- and importance of Religion in Indian Society.	2
		1.5	National Integration –Concept-	2

			<b>Meaning and importance.</b>	
		<b>1.6</b>	<b>Problem of national integration in India-nature-various obstacles in achieving the goal of national integration and measure to remove obstacles.</b>	<b>3</b>
<b>2</b>	<b>CONTEMPORARY ECONOMIC PROBLEMS IN INDIA</b>			<b>18</b>
		<b>Economic Inequality and Poverty.</b>		
	<b>2.1</b>	<b>2.1.1</b>	<b>Definition and meaning of Economic Inequality and Poverty in India.</b>	<b>2</b>
		<b>2.1.2</b>	<b>Cause of Economic Inequality and Poverty in India.</b>	<b>1</b>
		<b>2.1.3</b>	<b>Measures to reduce Economic Inequality and Poverty in India.</b>	<b>1</b>
		<b>Problem of Unemployment</b>		
	<b>2.2</b>	<b>2.2.1</b>	<b>Meaning and types of Unemployment.</b>	<b>1</b>
		<b>2.2.2</b>	<b>Causes of Unemployment</b>	<b>1</b>
		<b>2.2.3</b>	<b>Measures to reduce Unemployment.</b>	<b>1</b>
		<b>2.2.4</b>	<b>Self Employment and Need for Entrepreneurship Development.</b>	<b>1</b>
		<b>POPULATION OF INDIA</b>		
	<b>2.3</b>	<b>2.3.1</b>	<b>Concepts of Population Explosion</b>	<b>1</b>
		<b>2.3.2</b>	<b>Causes and effects of growing population</b>	<b>1</b>
		<b>2.3.3</b>	<b>Measures to control the growing population in India</b>	<b>1</b>
		<b>INDIAN AGRICULTURE</b>		
	<b>2.4</b>	<b>2.4.1</b>	<b>Importance of Agriculture in Indian Economy.</b>	<b>1</b>
		<b>2.4.2</b>	<b>Causes of low productivity of Indian Agriculture</b>	<b>1</b>
		<b>2.4.3</b>	<b>Measure to increase the Agricultures</b>	<b>1</b>

			<b>Productivity.</b>	
		<b>2.4.4</b>	<b>Effects of WTO on Indian Agriculture Indian Industries</b>	<b>1</b>
	<b>2.5</b>	<b>2.5.1</b>	<b>Importance of Industries in Indian Economy.</b>	<b>1</b>
		<b>2.5.2</b>	<b>Causes of Sickness of Indian Industries</b>	<b>1</b>
		<b>2.5.3</b>	<b>Measures to solve the problem of sickness of Indian Industries.</b>	<b>1</b>
<b>3</b>	<b>SCIENCE AND TECHNOLOGY</b>			<b>7</b>
		<b>3.1</b>	<b>Science- Definition and Meaning</b>	<b>1</b>
		<b>3.2</b>	<b>Characteristics of Science</b>	<b>1</b>
		<b>3.3</b>	<b>Scientific Method- Definition and meaning</b>	<b>1</b>
		<b>3.4</b>	<b>Stages of Scientific Method</b>	<b>1</b>
		<b>3.5</b>	<b>Progress of Science and Technology in Modern Period.</b>	<b>1</b>
		<b>3.6</b>	<b>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>	<b>2</b>
<b>4</b>	<b>BASIC CONEPTS IN POLITICAL SCIENCE</b>			<b>07</b>
		<b>4.1</b>	<b>State, Nation and Government – Concept</b>	<b>1</b>

		<b>4.2</b>	<b>Liberty – Meaning and Types</b>	<b>1</b>
		<b>4.3</b>	<b>Equality – Meaning and Types</b>	<b>1</b>
		<b>4.4</b>	<b>Fraternity – Concept</b>	<b>1</b>
		<b>4.5</b>	<b>Democracy – Definition and meaning, Types of Democracy, Merits and Demerits of Indian Democracy.</b>	<b>1</b>
		<b>4.6</b>	<b>Concept of rule of law and Indian Democracy</b>	<b>2</b>
			TOTAL	44
			Lecture for Practical	04
			Grand Total	48

## TERM - II

UNIT		CONTENTS	NO. of LECTURES
5		Recent trends in Indian Economy	10
	<b>5.1</b>	<b>Economy – Meaning and types, pattern of Indian economy</b>	<b>2</b>
	<b>5.2</b>	<b>Planning commission – Role and Importance</b>	<b>2</b>
	<b>5.3</b>	<b>Globalization, Liberalization, Privatization (LPG) Meaning, Importance and Impact</b>	<b>3</b>
	<b>5.4</b>	<b>Financial inclusion, Inclusive growth</b>	<b>3</b>
6		Contemporary Social Issues in India	10
	<b>6.1</b>	<b>Society – Definition, Characteristics of Indian Society</b>	<b>2</b>
	<b>6.2</b>	<b>Population – Characteristics, Causes and effects of growing population in India Urbanization – Concept and problems</b>	<b>2</b>
	<b>6.3</b>	<b>Gender Disparity – Concept, causes and measures to eliminate gender disparity</b>	<b>3</b>
	<b>6.4</b>	<b>Women empowerment – Concept and significance.</b>	<b>3</b>
7		Value Education	12

	7.1	National Values – Democracy, Socialism, secularism, equality, justice, liberty and fraternity	2
	7.2	Social Values – Pity and probity, self control, universal brotherhood.	2
	7.3	Professional Values – Knowledge thirst, Sincerity, regularity, punctuality and faith	2
	7.4	Religious Values – Personality, Tolerance, wisdom	3
	7.5	Aesthetic values – Love, appreciation, respect to literature and fine arts	3
8		SELF MANAGEMENT AND CAREER PLANNING	12
	8.1	Self Management - concept and importance	2
	8.2	Goal Setting – Meaning and Importance	2
	8.3	Decision making concept and process	2
	8.4	Need and Importance of Time Management	2
	8.5	Need for Career Planning	2
	8.6	Occupational Guidance and Tests	1
	8.7	Planning of Life at various stages	1
		Total	44
		Lecture for Practical	04
		Grand Total	48

#### LIST OF REFERENCE BOOKS

- 01.Co-operation – Dr.M.N.Biradar, Thirthrup Prakashan, Bhokar, Dist.Nanded
- 02.Foundation Course – Dr.Ashok Jain, Sheth Publishers Pvt.Ltd, Mumbai
- 03.Foundation Course – Dr.G.V.Kayande –Patil, Chaitnya Publication, Nasik
- 04.Foundation Course – Dr.G.V.Kayande Patil, Prof.M.S. Nagbhide, Dr.K.R.Shimpi, Prof.S.D.Geet Chaitnya Publication, Nasik
- 05.Foundation Course – K.T.Basantani, Sheth Publishers Pvt.Ltd.

- 06.Indian and Global Economic Development – Dr.G.V.Kayande Patil, Chaitnya Publication, Nasik
- 07.Indian Economy – Dr.Desai, Dr.Nirmal Bhalerao – Nirali Publications, Pune
- 08.Indian Economy – Dr.G.V.Kayande – Patil, Chaitnya Publication, Nasik
- 09.Indian Economy – Ruddra Dat and KPM Susndaram
- 10.Indian Economy – Rudra Dutta & K.P.M. Sundaram, S.Chand Publication, New Delhi
- 11.Modern India – Dr.Shanta Kotheekar, Sainath Publicaton, Nagpur
- 12.Research Methodology – Dr.G.V.Kayande Patil, Chaitnya Publication, Nashik
- 13.Research Methodology – Prof.C.R.Kothari, Himalaya Publication, Pune
- 14.Science Technology & Social Transformation (Foundaton course -2) – S.A. Chitanand – Dr.Ashok Jain, Sheth Publishers Pvt.Ltd, Mumbai

### Practical Term I and II

Sr. No.	Title	Objectives	Mode	Practical Task to be completed	Basis of Evaluation
1	Self Employment	To emphasis the importance of Self Employment	Visit to any Proprietary firm	Preparation of a report on the basis of visit	Report and Participation
2	Small scale Industry	To know business strategy ethics and Industrial set up	Visit / Guest Lecture	Preparation of Report	Attendance Preparation of Report
3	Yoga	To improve health and reduce the	Demonstration by the Experts	Observation, Preparation	Participation Preparation



		<b>stress</b>		<b>of Report</b>	<b>of Report</b>
<b>4</b>	<b>Visit to Employment Exchange</b>	<b>To know employment process</b>	<b>Visit / Guest Lecture</b>	<b>Preparation of Report</b>	<b>Attendee Report Writing</b>

LIST OF EXPERTS / TEACHERS

SR.NO.	NAME OF THE EXPERT/TEACHER	DESIGNATION
<b>01.</b>	<b>Dr.J.R.Bhor</b>	<b>Chairman</b>
<b>02.</b>	<b>Dr.S.R.Rasal</b>	<b>Expert</b>
<b>03.</b>	<b>Prof.S.D.Geet</b>	<b>Expert</b>
<b>04.</b>	<b>Dr.Mrs.V.J.Sohoni</b>	<b>Subject Teacher</b>
<b>05.</b>	<b>Prof.M.S.Naghide</b>	<b>Subject Teacher</b>
<b>06.</b>	<b>Dr.Mrs.A.P.Gharte</b>	<b>Subject Teacher</b>
<b>07.</b>	<b>Prof.B.B.Gadekar</b>	<b>Subject Teacher</b>
<b>08.</b>	<b>Prof.D.G.Zinjad</b>	<b>Subject Teacher</b>
<b>09.</b>	<b>Prof.R.S.Bhadakwad</b>	<b>Subject Teacher</b>