

Revised Syllabi for Three - Year Integrated B.Com. Degree course (From June 2013)

1) INTRODUCTION

The revised syllabi for B.Com Degree Course will be introduced in the following order.

- | | | |
|-------------|--------------------|-----------|
| i) | First Year B.Com. | 2013-2014 |
| ii) | Second Year B.Com. | 2014-2015 |
| iii) | Third Year B.Com. | 2015-2016 |

The B.Com. Degree Course (Revised Structure) will consist of three Years. The first year annual examination will be held at the end of the first year. The Second Year annual examination will be held at the end of the second year. The Third annual examination shall be held at the end of the third year.

2) ELIGIBILITY

1. No Candidates shall be admitted to enter the First Year of the B.Com. Degree Course (Revised Structure) unless he/she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with English as a passing subject.
2. No candidate shall be admitted to the annual examination of the First year B.Com. (Revised Structure) unless he/ she has satisfactorily kept two terms for the course at the college at the college affiliated to this University.
3. No candidate shall be admitted to the annual examination of the Second Year unless he/she has kept two terms satisfactorily for the course at the college affiliated to this University.
4. No candidate shall be admitted to the Third year of the B.Com. Degree Course (Revised Structure) unless he/she has passed in all the papers at the First Year B.Com. Examination and has passed in all the papers at the first Year B.Com. Examination and has satisfactorily kept terms for the second year and also two terms for the third year of B.Com. satisfactorily in a college affiliated to this University.

3) A.T.K.T. Rules :

As far as A.T.K.T. is concerned, a student who fails in two theories and one practical head of passing at F.Y.B.Com may be admitted to S.Y.B.Com. likewise a student who fails in the two theory and one practical head of passing at S.Y.B.Com may be admitted to T.Y.B.Com. But a student passing S.Y.B.Com but fails in any subject at F.Y.B.Com cannot be admitted to T.Y.B.Com.

4) (A) Revised Structure of B.Com. Course.

| F.Y.B.Com. w.e.f. 2013-14 | |
|----------------------------------|--|
| Sr. No. | Compulsory / Main Subjects |
| 101 | Compulsory English |
| 102 | Financial Accounting |
| 103 | Business Economics (Micro) |
| 104 (A) | Business Mathematics and Statistics |
| | or |
| 104 (B) | Computer Concepts and Applications |
| 105 | Optional Group (Any one of the following) a) Organizational Skill Development. b) Banking & Finance c) Commercial Geography d) Defense Organization and Management in India e) Co-Operation. f) Managerial Economics |
| 106 | Optional Group (Any one of the following) a) Essentials of E-Commerce b) Insurance & Transport c) Marketing & Salesmanship d) Consumer Protection & Business Ethics. e) Business Environment & Entrepreneurship f) Foundation Course in Commerce |
| 107 | (Any one of the language from the following groups) Modern Indian Languages (M.I.L.) -: Compulsory English / Marathi / Hindi / Gujarathi / Sindhi / Urdu / Persian. Modern European Languages (M.E.L.) -: French / German. Ancient Indian Languages (A.I.L.) -: Sanskrit. Arabic. |

| S.Y.B.Com. w.e.f. 2014-15 | |
|----------------------------------|---|
| Sr. No. | Compulsory / Main Subjects |
| 201 | Business Communication. |
| 202 | Corporate Accounting. |
| 203 | Business Economics (Macro) |
| 204 | Business Management |
| 205 | Elements of Company Law |
| 206 | Special Subject – Paper I (Any one of the following) a) Business Administration b) Banking & Finance. c) Business Laws & Practices. |

| | |
|--|--|
| | <ul style="list-style-type: none"> d) Co-operation & Rural Development. e) Cost & Works Accounting. f) Business Statistics. g) Business Entrepreneurship. h) Marketing Management. i) Agricultural & Industrial Economics. j) Defense Budgeting, Finance & Management. k) Insurance, Transport & Tourism. l) Computer Programming and Applications. |
|--|--|

| T.Y. B.Com. w.e.f. 2015-16 | |
|-----------------------------------|--|
| Sr. No. | Compulsory / Main Subjects |
| 301 | Business Regulatory Framework (Mercantile Law) |
| 302 | Advanced Accounting. |
| 303 (A) | Indian & Global Economic Development |
| | Or |
| 303 (B) | International Economics |
| 304 | Auditing & Taxation |
| 305 | <p>Special Subject – Paper II (Same special subject offered at S.Y. B.Com.)</p> <ul style="list-style-type: none"> a) Business Administration b) Banking & Finance. c) Business Laws & Practices. d) Co-operation & Rural Development. e) Cost & Works Accounting. f) Business Statistics. g) Business Entrepreneurship. h) Marketing Management. i) Agricultural & Industrial Economics. j) Defense Budgeting, Finance & Management. k) Insurance, Transport & Tourism. l) Computer Programming and Applications. |
| 306 | <p>Special Subject – Paper III (Same special subject offered at S.Y. B.Com.)</p> <ul style="list-style-type: none"> a) Business Administration b) Banking & Finance. c) Business Laws & Practices. d) Co-operation & Rural Development. e) Cost & Works Accounting. f) Business Statistics. g) Business Entrepreneurship. h) Marketing Management. i) Agricultural & Industrial Economics. j) Defense Budgeting, Finance & Management. k) Insurance, Transport & Tourism. l) Computer Programming and Applications. |

B) Subjects Carrying Practical's

There will be practical examination for the F.Y.B.Com. for the subject Financial Accounting. There will be practical and practical examinations for the special subjects at S.Y.B.Com. and T.Y.B.Com. levels. There will be Practical for the S.Y.B.Com level Compulsory subject Business Communication & for T.Y.B.Com Auditing & Taxation.

(C) A Student must offer the same Special Subject at T.Y.B.Com. which he has offered at S.Y.B.Com.

(D) In an exceptional cases, a student may change the subject chosen by him at second year during the first term of the third year provided he keeps the additional terms of the new subject at S.Y.B.Com.

4. EXTERNAL CANDIDATES

- 1) The student who has registered his name as the external student will appear at the annual examination.
- 2) The result of external student will be declared on the basis of Annual Examination of 80 marks for practical subjects by converting the same out of 100.
- 3) No foreign student shall be allowed to register as an External Student.

5. MEDIUM OF INSTRUCTION.

Medium of instruction for B.Com. degree course shall be either Marathi or English except languages.

The Medium of instructions for Business Communication (S.Y.B.Com) shall be English only.

6. WORKLOAD

The present norms of workload of lectures, tutorials and practicals per subject in respect of B.Com. Course shall continue.

7. UNIVERSITY TERMS

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. The terms can be kept only by duly admitted students. The present relevant ordinances pertaining to grant of terms will be applicable.

8. VERIFICATION AND REVALUATION

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

9. EQUIVALENCE AND TRANSITORY PROVISION

The University will conduct examination of old course for next three academic years from the date of implementation of new course.

The candidate of old course will be given three chances to clear his subjects as per the old course and thereafter he will have to appear for the subjects under new course as per the equivalence given to old course.

10. RESTRUCTURING OF COURSES

This new revised structure shall be made applicable to the colleges implementing 'Restructured Programme' at the undergraduate level from June, 2004. The existing pattern of 'C', 'D', and 'E' Components shall be continued.

The Colleges under the Restructured Programme which has revised their structure in the light of the "2008 Pattern" shall be introduced with effect from academic year 2010-11.

11. SETTING OF QUESTION PAPERS

1. A candidate shall have the option of answering the question in any of the subjects either in Marathi or English except in languages.
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. The question papers shall have combination of long and short answer type question. As far as possible short answer type questions should not exceed 15 to 20 percent.
5. There shall be no overall option in the question paper, instead, there shall be internal options (such as either/ or and three short answers out of five etc.).
6. In case of question paper under the Special Subject (Paper No. III) one question carrying 10 marks will be set on current knowledge in relating subject in the academic year.

F.Y. B.Com.
Compulsory Paper
Subject Name -: Financial Accounting.
Course Code -: 102

Objectives -:

1. To impart the knowledge of various accounting concepts
2. To instill the knowledge about accounting procedures, methods and techniques.
3. To acquaint them with practical approach to accounts writing by using software package.

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 1. | Piecemeal Distribution of Cash Meaning and Introduction, Surplus Capital Method and Maximum Loss Method | 12 |
| 2. | Amalgamation of Partnership Firms:- Meaning and Introduction, Objectives, Methods of accounting | 12 |
| 3. | Conversion of a partnership firm into a limited company Meaning and introduction, objectives, effects, methods of calculation of purchase consideration (Net Asset and Net Payment method), accounting procedure in the books of the firm and balance sheet of new company | 12 |
| 4. | Computerized Accounting Environment Meaning and Introduction, application of accounting software package, Voucher entry through software package. | 12 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 5. | Introduction and Relevance of Accounting Standards Overview of Accounting Standards in India-Concept, Need, Scope and Importance. Study of AS- 1, AS- 2, AS- 4 and AS- 9 | 10 |
| 6. | Royalty Accounts [excluding sub-lease]: Royalty, Minimum Rent, Short Workings, Recoupment of Short Working, Lapse of Short Working. Journal Entries and Ledger Accounts in the Books of Landlord and Lessee. | 12 |
| 7. | Hire Purchase and Installment System:[Excluding H. P. Trading] Basic Concepts and Distinction, Calculation of Interest and Cash Price, Journal Entries And Ledger Accounts in The Books of Purchaser and Seller. | 16 |
| 8. | Departmental Accounts Meaning and Introduction, Methods and Techniques, Allocation of expenses, Inter Departmental Transfers, Provision for unrealized profits | 10 |
| Total | | 48 |

Notes:-

1. Question Paper for Term and Annual Examination should consist of :
 Theory Questions: -30%
 Problems:- 70%
2. There will be minimum two practicals.
3. Accounting practical be conducted in Computer or Commerce Laboratory only.
4. Students are expected to study and practice the application of accounting software packages.
5. Colleges are expected to use only licensed copy of software.
6. Practical examination need to be conducted in the computer laboratory.
7. Each student should be given separate set of transactions for practical examination.
8. For practical examination, internal and external examiner shall be appointed by the college.

| Recommended Books |
|---|
| <ol style="list-style-type: none"> 1. Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi) 2. Financial Accounting: By A. Mukharji & M. Hanif (Tata McGraw-Hill Publishing Co. Ltd. New Delhi) 3. Financial Accounting: By S.N. Maheshwari & S.K. Maheshwari (Vikas Publishing House Pvt. Ltd) 4. Financial Accounting: By Dr. K.N. Jagtap, Dr. S. Zagade & Dr. A.H. Gaikwad (Success Publications, Pune) 5. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd. New Delhi) 6. Advanced Accountancy: By S.P. Jain & K.N. Narang (Kalyani Publishers, New Delhi) 7. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons, New Delhi) |

Journals:-

1. The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.
2. The Accounting World : ICFAI Hyderabad

F.Y. B.Com.
Compulsory Paper
Subject Name -: Business Economics (Micro)
Course Code -: 103

Objectives -:

1. To expose Students of Commerce to basic micro economic concepts and inculcate an analytical approach to the subject matter.
2. To stimulate the student interest by showing the relevance and use of various economic theories.
3. To apply economic reasoning to problems of business.

Term I

| Unit No. | Topic | No. of Lectures |
|-----------|---|-----------------|
| 1. | <p>INTRODUCTION.</p> <p>1.1 Meaning, Nature and Scope of Business Economics- (Micro)</p> <p>1.2 Difference between Micro and Macro Economics.</p> <p>1.3 Tools for Analysis</p> <ol style="list-style-type: none"> a. Functional Relationships b. Schedules c. Graphs d. Equations <p>1.4 Goals of firms</p> <ol style="list-style-type: none"> a) Economic Goals of Firms <ol style="list-style-type: none"> 1. Profit Maximization 2. Shareholders Wealth Maximization 3. Management Reward Maximization 4. Growth of the firm 5. Sales maximization 6. Long run survival b) Non-Economic goals <ol style="list-style-type: none"> 1. Political power, Prestige 2. Social responsibility and welfare 3. Goodwill of employees | 12 |
| 2. | <p>DEMAND ANALYSIS</p> <p>2.1 Elasticity of Demand, Types of Elasticity, Price Elasticity, Income Elasticity and Cross Elasticity.</p> <p>2.2 Consumer Behaviour</p> <ol style="list-style-type: none"> a) Marginal Utility Approach <ul style="list-style-type: none"> - Limitations b) Indifference Curve Analysis <ul style="list-style-type: none"> - Concept - Characteristics - Consumer Equilibrium <p>2.3 Demand Forecasting and Estimation</p> <ol style="list-style-type: none"> a) Meaning and objectives of Demand Forecasting b) Methods of Demand Forecasting c) Descriptive Analysis of | 20 |

| | | |
|--------------|--|-----------|
| | <ul style="list-style-type: none"> i) Direct Methods <ul style="list-style-type: none"> 1) Consumer Survey 2) Expert opinion 3) Simulating market situation 4) Controlled Market Experiments ii) Indirect Methods <ul style="list-style-type: none"> 1) Simple correlation 2) Trend Projections | |
| 3. | PRODUCTION AND COST ANALYSIS <ul style="list-style-type: none"> 3.1 Production Function – Meaning 3.2 Law of Variable Proportions - The Three Stages 3.3 Law of Returns to Scale - The Three Stages 3.4 Economies and Diseconomies of Scale – Internal and External 3.5 Cost Analysis – Types of Costs <ul style="list-style-type: none"> a) Types of Costs <ul style="list-style-type: none"> 1) Total cost 2) Average Cost 3) Marginal Cost 4) Opportunity cost b) Behaviour of Cost Curves <ul style="list-style-type: none"> 1) In the Short Run 2) In the Long Run | 16 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|-----------|--|-----------------|
| 4. | REVENUE BEHAVIOUR <ul style="list-style-type: none"> 4.1 Meaning and Importance of Revenue Concepts 4.2 Total Revenue (TR), Average Revenue (AR) Marginal Revenue (MR). 4.3 Relationship between Total Revenue, Average Revenue and Marginal Revenue | 8 |
| 5. | PRICING UNDER VARIOUS MARKET CONDITIONS <ul style="list-style-type: none"> 5.1 Perfect Competition – Features and equilibrium 5.2 Monopoly – Features and equilibrium, Price Discrimination 5.3 Monopolistic competition - Features and equilibrium 5.4 Oligopoly – Features | 20 |
| 6. | FACTOR PRICING <ul style="list-style-type: none"> 6.1 Marginal Productivity theory of Distribution. 6.2 Rent <ul style="list-style-type: none"> a) Theories of Rent <ul style="list-style-type: none"> i) Ricardian Theory of Rent ii) Modern Theory of Rent | 20 |

| | | |
|--------------|---|-----------|
| | <p>6.3 WAGES -</p> <p style="padding-left: 20px;">i) Backward sloping Supply curve of Labour.</p> <p style="padding-left: 20px;">ii) Collective Bargaining & Trade Unions</p> <p>6.4 INTEREST -</p> <p style="padding-left: 20px;">a) Theories of Interest –</p> <p style="padding-left: 40px;">i) Loanable Fund Theory of Interest</p> <p style="padding-left: 40px;">ii) Keynes Liquidity Preference Theory of Interest</p> <p>6.5 PROFIT -</p> <p style="padding-left: 20px;">a) Theories of Profit –</p> <p style="padding-left: 40px;">i) Dynamic Theory of Profits</p> <p style="padding-left: 40px;">ii) Innovation Theory of Profit</p> <p style="padding-left: 40px;">iii) Risk and Uncertainty Theory of Profit</p> | |
| Total | | 48 |

| Recommended Books | |
|--------------------------|--|
| 1. | Economics – Samuelson P. A. and Nordhaus W. D. TataMcGraw Hill Publishing Co. Ltd. N.Delhi. |
| 2. | A text Book of Economic Theory – Stonier A. W. and Hague D. C. Longman Green and Co. London |
| 3. | Business Economics – V. G. Mankar, Macmillan India Ltd. N. Delhi. |
| 4. | Vyavasaik Arth Shastra (Sukshm) Dr. T. G. Gite, Atharv Publication. Pune |
| 5. | Modern Micro Economics – Theory and Applications H.L. Ahujna S. Chand and Co Ltd. N Delhi. |
| 6. | Business Economics – Dr. Girija Shankar – Atharv Publication, Pune. |
| 7. | Principals of Economics – N.Gregory Mankiw 6 th edition 2012 Cengage learning india pvt ltd Delhi |
| 8. | Understanding Microeconomics- Robert L. Helibroner and Lester C. Thurow. Prentice Hall International Inc. London. |
| 9. | Micro Economic Theory An Analytical Approach – J M Joshi and R. Joshi Wishwa Prakashan (Division of Wiley Eastern Limited) N. Delhi. |
| 10. | Business & Managerial Economics (in the global Context) Sampat Mukherjee. New Central Book Agency, Calcutta. |
| 11. | Micro Economics Theory and Application D.N.Dwivedi Second Edition PEARSON. |

F.Y. B.Com.
Optional Paper
Subject Name -: Business Mathematics and Statistics
Course Code -: 104 (A)

Objectives -:

1. To prepare for competitive examinations
2. To understand the concept of Simple interest, compound interest and the concept of EMI.
3. To understand the concept of shares and to calculate Dividend
4. To understand the concept of population and sample.
5. To use frequency distribution to make decision.
6. To understand and to calculate various types of averages and variations.
7. To understand the concept and application of profit and loss in business.
8. To solve LPP to maximize the profit and to minimize the cost.
9. To use correlation and regression analysis to estimate the relationship between two variables.
10. To understand the concept and techniques of different types of index numbers.

FIRST TRM

Medium for this subject shall be ENGLISH only

| | | |
|----------------|---|-------------------|
| Unit 1. | Pre-requisites (For objective type questions only) | (10) |
| | <ol style="list-style-type: none">1. Natural Numbers and Integers2. H.C.F and L.C.M.3. Fractions- addition, subtraction multiplication and division of two or more fractions4. Laws of Indices5. Ratio and Percentage6. Proportion and partnership | |
| Unit 2. | Interest | (08) |
| | <ol style="list-style-type: none">1. Simple Interest2. Compound interest (nominal and effective rate of interest)3. Equated Monthly Installments (EMI) (Reducing and flat rate of interest)4. Examples | |
| Unit 3. | Shares and dividends | (06) |
| | <ol style="list-style-type: none">1. Concept of Shares, face value, market value, Net Asset Value2. Equity Shares and Preference shares3. Dividend4. Bonus Shares5. Examples | |
| | ----- | Total [24] |

Unit 4. Population and Sample (08)

1. Definition and concept of Statistics
2. Scope of Statistics in Economics, Management Science and Industry
3. Concept of Population and Sample
4. Methods of Sampling: Simple Random Sampling and Stratified Random Sampling (Description of procedures only)

Unit 5. Measures of central tendency (16)

1. Variables Qualitative and Quantitative, Raw data, Classification of data,
2. Frequency distribution, cumulative frequency distribution,
3. Histogram (finding mode graphically) Ogive curves and its uses.
4. Measures of central tendency: Mean, Median for ungrouped and Grouped data.
5. Examples

----- **Total [48]**

SECOND TERM

Unit 6. Profit and Loss (12)

1. Concept of Cost Price, Marked Price and Selling Price
2. Trade Discount and Cash Discount
3. Commission and Brokerage
4. Examples

Unit 7. Linear Programming Problems (For two Variables only) (12)

1. Definition and terms in a L.L.P.
2. Formulation of L.L.P.
3. Solution by Graphical Method
4. Examples

----- **Total [24]**

Unit 8. Measures of dispersion (08)

1. Concept of Dispersion
2. Measures of Dispersion – Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data
3. Measures of relative dispersion- Coefficient of range and coefficient of Variation
4. Examples

Unit 9. Correlation and Regression (08)

1. Concept of Bivariate data, correlation using scatter diagram
2. Karl Pearson’s Coefficient correlation for ungrouped data
3. Spearman’s Rank correlation coefficient
4. Concept of regression, lines of regression
5. Regression as prediction Model
6. Examples

Unit 10. Index number (08)

1. Concept of Index Number

2. Construction of Price Index Number
3. Laspeyre's, Paasche's and Fisher's Method
4. Family Budget and Aggregate Expenditure Method
5. Concept of – Cost of Living /Consumer Price Index Number, SENSEX and NIFTY
6. Examples

----- **Total [24]**

Grand Total [48]

Recommended Books:

1. Practical Business Mathematics by S.A.Bari (New Literature Publishing Company)
2. Business Mathematics by V.K.Kapoor (Sultan Chand And Sons)
3. Fundamentals of Statistics by S.C.Gupta (Himalaya Publishing House)
4. Basic Statistics by B.L.Agrawal (New Age International Publishers)
5. Statistical Methods by S.P.Gupta (Sultan Chand And Sons)

F.Y. B.Com.
Optional Paper
Subject Name -: Computer Fundamentals
Course Code -: 104 (B)

Objective:

1. To make the students familiar with Computer environment.
2. To make the students familiar with the basics of Operating System and business communication tools.
3. To make the students familiar with basics of Network, Internet and related concepts.
4. To make awareness among students about applications of Internet in Commerce.
5. To enable students to develop their own web site.

Term - I

| Unit No. | Topic | Lectures |
|-----------|---|----------|
| 1. | Introduction to Computer Fundamentals | [10] |
| | Introduction to Computer Computer System Hardware Computer Memory Input and Output Devices Interaction between User and Computer Introduction to Free and Open Source Software Definition of Computer Virus, Types of Viruses, Use of Antivirus software | |
| 2. | Basics of Operating System | [12] |
| | Definition of Operating System Objectives, types, and functions of Operating Systems Working with Windows Operating System: Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Configuring the Screen, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator) | |
| 3. | Introduction to Business Communication Tools | [12] |
| | MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint | |
| 4. | Introduction to Computer Network | [06] |
| | Introduction Importance of Networking Computer Network (LAN, WAN, MAN) Network Components (Hub, Switch, Bridge, Gateway, Router, Modem) Network Topology, Wireless Networks | |
| 5. | Use of Computer in Commerce | [08] |

| | | |
|--|--|--|
| | <p>Data Processing, Files and Records, File Organization (Sequential, Direct/Random, Index)</p> <p>Computer Applications in Business – Need and Scope</p> <p>Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance</p> <p>Introduction to E-Commerce, Evolution of E-Commerce, Role of E-Commerce, E-Commerce Framework, E-Commerce Categories</p> | |
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Term - II

| Unit No. | Topic | Lectures |
|----------|---|----------|
| 1. | <p>Internet and Internet application</p> <p>Introduction, Internet evolution</p> <p>Working of Internet, Use of Internet</p> <p>Overview of World Wide Web (Web Server and Client)</p> <p>Introduction to Search engine and Searching the Web</p> <p>Downloading files</p> <p>Introduction to Web Browsers</p> <p>Working with E-mail (creation and use of the same)</p> | [08] |
| 2. | <p>Electronic Data Interchange</p> <p>Introduction to EDI</p> <p>EDI Architecture</p> <p>Financial EDI</p> <p>Overview of the technology involved in EDI</p> | [04] |
| 3. | <p>Electronic Payment System</p> <p>Introduction to EPS</p> <p>Introduction to EFT (Electronic Fund Transfer)</p> <p>Introduction to SET (Secure Electronic Transaction)</p> <p>Business requirement addressed by SET</p> <p>Introduction to Digital Signature and Digital Certificates , Stages of SET</p> <p>Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card</p> | [08] |
| 4 | <p>Introduction to HTML.</p> <p>Introduction to HTML. Working of HTML</p> <p>Creating and loading HTML page, tags</p> <p>Structure of on HTML, Document, Stand Alone Tags</p> <p>Formatting text, Adding Images</p> <p>Creating hyper Links, Tables</p> <p>Sending E-mails through Web Page</p> <p>Sample web pages</p> | [10] |
| 5. | <p>Introduction To Web page Design</p> <p>Introduction to Web design, Types of Web Pages</p> <p>Web design Pyramid</p> <p>Building web sites</p> | [07] |

| | | |
|-----------|--|-------------|
| | Web development process model | |
| 6. | Designing The web pages Page size, Page type, Page margin, Entrance page Exit page, Graphics in Webpage design Animation Effect, Sound Effect Color Effect Uploading the web site (Web space, Domain Name, Hosting the web site) | [08] |
| 7. | Internet Security Security, Privacy Ethical Issues & Cyber Law | [03] |

Reference Books

1. Computer Fundamentals by: Anita Goel, Pearson Education India ISBN: 9788131742136
2. Connecting with Computer Science, by Greg Anderson, David Ferro, Robert Hilton, Course Technology, Cengage Learning, ISBN:9781439080351
3. Fundamentals of Computer : For undergraduate courses in commerce and management, IITL Education Solutions Limited, Pearson Education, ISBN:9788131733349
4. Introduction to Computer Science, 2/e, IITL Education Solutions Limited, Pearson Education, ISBN:9788131760307
5. Frontiers of Electronic Commerce, Ravi Kalakota, Andrew B. Whinston, Pearson Education, ISBN:9788177583922
6. Internet: The Complete Reference, Margaret Levine Young, Tata McGraw Hill Education Private Limited, ISBN: 9780070486997
7. Murach's HTML, XHTML and CSS: Training & Reference, Anne Boehm, Shroff/Murachs Publication, ISBN-9789350230954
8. On the Way to the Web: The Secret History of the Internet and Its Founders, A. Banks, Apress Publication, ISBN: 9781430208693
9. Computers and Commerce: A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remingto, Arthur L. Norberg, MIT Press (MA), ISBN:9780262140904

Guidelines for Examination:

1. Term End Exam (20 Marks):
To be conducted by college as per rules provided by University of Pune.
2. Annual Exam (80 Marks):
To be conducted by University of Pune at the end of the academic year.
Passing marks for the course are 40 (Out of which **minimum 32** marks are compulsory in Annual Examination).

F.Y. B.Com.

Optional Paper

Subject Name -: Organizational Skill Development.

Course Code -: 105 – a.

Objective:

1. To orient the students towards the concept of Organization and Modern Office.
2. To acquaint the students with the role of and Functions of Office Manager.
3. To develop the insights regarding Organizational Skills for Office Managers.
4. To know the functioning of Modern office appliances equipments and e- format records

Term I

| Unit No. | Topic | No. of Lectures |
|-----------------|--|------------------------|
| 1. | Modern Office 1.1 Introduction, Definition, Characteristics, Importance and Functions 1.2 Traditional and Modern Concepts of Office 1.3 Office Location Meaning, Objectives , Principles of Office Location Office Layout – Meaning , Objectives , Principles and Layout ,Modular and Structured Furniture 1.4 Factors of Good Ambience Office Lighting, ventilation. Temperature, Sanitation, Interior Decoration, Noise and Cleanliness. | 12 |
| 2. | Office Organization 1.1 Definition, Importance of office organization, 1.2 Principles, Steps. 1.3 Types of Organization 1.4 Concept and Functions of Office Administrator. | 12 |
| 3. | Office Manager and Organizational Skills 3.1 Office Manager – Role, duties and responsibilities 3.2 Qualification, Qualities and skills of an office manager 3.3 Time Management –Definition, Need, Principles, advantages and Disadvantages, Time Management techniques. 3.4 Goal Setting-Concept of goal-setting - Importance of goals, SMART(Specific, Measurable, Achievable, Realistic, Time-bound) goals , Do's and Don'ts about goals. | 12 |
| 4. | Office services 4.1 Mail Routine , Courier Services its need and Importance 4.2 Office Forms - objectives, advantages and types of office forms E-forms – advantages. 4.3 Organizational Web Page – Contents, advantages, Internet/Web basedapplications of office activities. 4.4 Office Stationary and Supplies - Importance of stationary, Essentials of | 12 |

| | | |
|--------------|---|-----------|
| | a good system of regulating stationary, purchases, storage, Record of stationary, | |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 5. | Office Records Management 5.1 Introduction - Need - Objectives - Kinds of Records. 5.2 Organization of records department. 5.3 Classifying and Indexing of Records and Files. Principles - Retention and disposition of records. 5.4 Digitalization of Records: Meaning, advantages, process, utility and feasibility. | 12 |
| 6. | Office Communications 6.1 Meaning and Elements of Office Communications, 6.2 Channels of Communication – Internal and External 6.3 Significance and barriers to effective communications 6.4 Recent trends in modern communications such as Fax - E-Mail, Internet, Intranet, www(World Wide Web), Tele conferencing, Video Conferencing as means of Communication | 12 |
| 7. | Public Relations : 7.1 Definition, nature, Scope of PR with customers, investors , employees, government offices and others 7.2 Objectives, importance and functions 7.3 Role of Public Relation Officer in Modern Office 7.4 – Modern methods of Public Relations | 12 |
| 8 | Office Automation 8.1 Office Automation – meaning, scope, feasibility, and advantages 8.2 Different types of modern appliances and machines used in Offices. 8.3 Computerization of office activities - LAN – WAN 8.4 Accounting Packages, Payroll Accounting, Inventory statements, - Vouchers –Invoices - Salary - Maintenance of records and Accounting Books and preparation of financial Report, Leave accounting, Attendance. | 12 |
| Total | | 48 |

Recommended Books

1. Office Organization and Management – By S. P. Arora
2. Office Methods - By M. L. Basu
3. Office Automation – By G. R. Terry
4. Office Management & Control – By G. R. Terry
5. Office Management – By P. K. Ghosh
6. Files and Record Management By Pophan
7. A text book of Office Management By William II & Leffingwell & Robinson
8. Office Administration and Management – by Dr. Khorshed Madon. and Dr. Homai M. Dowell, Vikas Publishing House , Delhi

F.Y. B.Com.
Optional Paper
Subject Name -: Banking and Finance
[Fundamentals of Banking]
Course Code -: 105 – b.

Objective:

1. To acquaint the students with the fundamentals of banking.
2. To develop the capability of students for knowing banking concepts and operations.
3. To make the students aware of banking business and practices.
4. To give thorough knowledge of banking operations.
5. To enlighten the students regarding the new concepts introduced in the banking system.

Term I

| Unit No. | Topic | No. of Lectures |
|-----------|---|-----------------|
| 1. | Evolution of banking 1.1 Origin, Meaning and Definition of 'Bank' 1.2 Evolution of banking- Europe, USA & Asia 1.3 Evolution of banking in India. 1.4 Structure of Indian Banking System | 06 |
| 2. | Functions of Bank 2.1 Primary functions: A) Accepting deposits: Demand deposits: Current and Savings; No Frills Account, Time deposits-Recurring and Fixed deposits, Flexi Deposits (Auto Sweep) B) Granting Loans and Advances- Term Loan, Short term credit, Overdraft, Cash Credit, Purchasing, Discounting of bills, 2.2 Secondary functions: A) Agency Functions- Payment and Collection of Cheques, Bills and Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor. B) General Utility Functions: Safe Custody, Safe deposit vaults, Remittances of funds, Pension Payments, Acting as a dealer in foreign exchange. | 14 |
| 3. | Procedure for opening and operating of deposit account 3.1 Procedure for Opening of Deposit Account: Know Your Customer- Needs and Norms (KYC Norms), Application form, Introduction, Proof of residence, Specimen signature and Nomination: Their Importance 3.2 Procedure for Operating Deposit Account: Pay-in-slips, Withdrawal slips, Issue of pass book, (Current Savings or Recurring deposits), Issue of Cheque book, Issue of fixed deposit receipt, Premature encashment of fixed deposits and loan against fixed deposit. Recurring deposits: Premature encashment and loan against recurring deposit. 3.3 a) Closure of accounts b) Transfer of accounts to other branches/Banks 3.4 Types of account holders a) Individual account holders- Single or joint, Illiterate, Minor, Married | 14 |

| | | |
|--------------|---|-----------|
| | woman, Pardahnashin woman, Non resident accounts b) Institutional account holders- Sole proprietorship, Partnership firm, Joint stock company, Hindu undivided family, Clubs, Associations and Societies and Trusts. | |
| 4. | Methods of Remittances 4.1 Demand drafts, bankers' Cheques and Truncated Cheques 4.2 Mail transfer, Telegraphic transfer, 4.3 Electronic Funds Transfer- RTGS, NEFT and SWIFT | 14 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 5. | Lending principles, Credit Creation and Balance Sheet of a bank 5.1 Safety, Liquidity, Profitability, Diversification of risks Conflict between liquidity and profitability 5.2 Multiple Credit Creation: Process and Limitations 5.3 Balance sheet of a commercial bank. | 16 |
| 6. | Negotiable Instruments 6.1 Definition, meaning and characteristics of Promissory note, Bill of Exchange and Cheque 6.2 Types of Cheques- Bearer, Order and Crossed 6.3 Types of Crossing- General and Special. | 16 |
| 7. | Endorsement 7.1 Definition and meaning of endorsement 7.2 Types of endorsement- Blank, Full or Special, Restrictive, Partial, Conditional, Sans Recourse, Facultative. | 08 |
| 8 | Technology in Banking 8.1 Need and importance of technology in banking 8.2 E-Banking: ATM, Credit card, Debit card, Tele Banking, Mobile Banking, Net Banking, SWIFT (Society for Worldwide Inter-bank Financial Telecommunication) 8.3 Concept and benefits of Core Banking Solution. | 08 |
| Total | | 48 |

Recommended Books

1. Practice and Law of Banking- G.S.Gill
2. Banking: Law and Practice- P.N. Varshney
3. Banking: Theory and practice- E.Gordon, K. Talraj
4. Banking: Law and practice in India- Tannan
5. Banking: Law and practice in India- Maheshwari
6. Fundamentals of Banking- Dr. G.V.Kayandepatil, Prof. B.R.Sangle, Dr. G.T.Sangle, Prof. N.C.Pawar
7. Banking: Law and Practice- Prof. Mogle
8. Banking and financial system - Vasant Desai
9. Banking theory and practice- K.C.Shekhar
10. Fundamentals of banking'- Dr. R.S.S.Swami
11. Annual Report on trends and progress of banking in India- R.B.I.
12. Toor N. S., Handbook of Banking Information

F.Y. B.Com.

Optional Paper

Subject Name -: Defense Organization and Management in India

Course Code -: 105 – d.

Objective:

1. To understand the role of Armed Forces for maintaining national security of the country.
2. To understand Higher Defense Mechanism, Role of Intelligence and Management Technique in Decision making at Strategic & Tactical Level

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 1. | Principles of Defense Organization 1.1 Reconstruction of Indian Armed Forces since 1947 1.1.1 Development of the Army after Independence 1.1.2 Development of the Navy after Independence 1.1.3 Development of the Air Force after Independence | 12 |
| 2. | Higher Defense Organization in India 2.1. Powers of the President in relation to the Armed Forces 2.2. Defense Committee of the Cabinet. 2.3. Ministry of Defense – its organization & function 2.4. National Security Council | 12 |
| 3. | Defense Mechanism of the Indian Armed Forces 3.1 Chief of Staff Committee 3.2 Organization of Army, Naval & Air Headquarters. 3.3 Organization of Army, Naval & Air Commands. | 12 |
| 4. | Second Line of Defense 4.1. Border Security Force 4.2. Coast Guard 4.3. Territorial Army 4.4. Home Guard 4.5. Civil Defense 4.6. National Cadet Corps (N.C.C) 4.7. Central Reserve Police Force 4.8. State Reserve Police Force | 12 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|----------|---|-----------------|
| 5. | Intelligence 5.1. History & Types of Intelligence 5.2. Process & Principles of Intelligence 5.3. Devices for Collecting Intelligence 5.4. Role of Intelligence 5.5. Counter Intelligence 5.6. Indian Intelligence Organization | 12 |

| | | |
|--------------|--|-----------|
| 6. | The Combat Branches 6.1. Infantry 6.1.1. Characteristic, Role & Limitations. 6.1.2. Division & Battalion Organization. 6.2. Armoured Crops 6.2.1. Characteristics, Role & Limitations 6.3. Supporting Arms 6.3.1. Artillery – Characteristics, Role & Limitations 6.3.2. Engineers - Characteristics, Role & Limitations 6.3.3. Signal Corps - Characteristics, Role & Limitations means of signals | 12 |
| 7. | The Administrative Services 7.1 Army Service Crops 7.2 Army Ordnance Crops 7.3 Electrical & Medical Engineers. 7.4 Army Medical Crops – its role in Peace & War time | 12 |
| 8 | Indian Navy & Indian Air Force 8.1. Characteristic, Role & Limitations Navy & Air Force 8.2. Various Types of Battle Ships in Indian Navy 8.3. Various Types of Aircrafts in Indian Air Force | 12 |
| Total | | 48 |

| Recommended Books | |
|--|--|
| <ol style="list-style-type: none"> 1. Ron Mathews – “Defence Production in India” ABC – New Delhi 2. Raju G. C. Thomas – “The Defence of India – A Budgetary perspective of strategy & politics”, Mac Millan Publication, New Delhi – 1978 3. Sam-C-Sarkesian – “The Military Industrial Complex – A Reassessment”, Sage Publication, 1972 4. Maj. Gen. Pratap Narain (Retd.) “India’s Arms Bazaar” Shilpa Publication, New Delhi – 1998 5. Y. Lakshmi, “Trends in India’s Defence Expenditure” ABC, New Delhi 1998. 6. Lt. Gen. R.K. Jasbir Singh, “India’s Defence Year Books”, Natraj Publication, Dehradun 1999 7. Annual Report, Ministry of Defence, Government of India 8. Venkateshwaram A.L. – “Defence organisation in India” 9. Nagendra Singh – “Defence Mechanism of Modern State”. 10. Lt. Col. Abhyankar M. G. – “Defence Principle & Organisation”. 11. U. C. Jain, Jeevan Nair – “Indian Defence & Security”, Pointer Publishers, Jaipur, 2000 12. D.C.Pathak, “Intelligence: A Security Weapon”, Manas Publication, New Delhi, 2003 13. Stephen Peter Rosen, “Societies & Military Power – India & its Armies”, Oxford University Press, New Delhi, 1996 14. Maj. K.C. Praval, “Indian Army after Independence”, Lancer International, New Delhi, 1990 15. H. B. Mishra, “Defence Programmes of India” – Author Press – New Delhi – 2000 16. Maj. Udaya Chandar, “The Art of Military Leadership”, Jaico Publishing House, Mumbai - 1979 | |

F.Y. B.Com.
Optional Paper

Subject Name -: Co-operation

Course Code -: 105 – e.

Objectives:

1. To acquaint the students with the concept of co-operation and its movement.
2. To introduce the scope of Co-operation.
3. To make students build their career in the field of Co-operation and Rural Development.

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|---|-----------------|
| 1 | Concept of Co-operation- <ul style="list-style-type: none"> ➤ Meaning & Definitions ➤ Objectives ➤ Nature and Scope of Co-operation. | 12 |
| 2 | Principles of Co-operation- Evaluation of Co-operative principles and modifications there in from time to time. <ul style="list-style-type: none"> ➤ International Co-operative Alliance (I.C.A) Committee-1937 ➤ International Co-operative Alliance (I.C.A.) Commission-1966 ➤ International Co-operative Alliance (I.C.A.) Commission-1995 | 12 |
| 3 | History of Indian Co-operative Movement – Origin of Co-operative movement in India. <ul style="list-style-type: none"> ➤ Sir Fedrick Nicholson Report 1904 ➤ Maclagen Committee Report 1912 ➤ Gorewala Committee Report 1954 ➤ Vaidyanathan Committee Report 2005 | 12 |
| 4 | Contribution to the development of Co-operative Movement in India of: <ul style="list-style-type: none"> ➤ Dr. Dhananjay Gadgil ➤ Padmashri. Vaikuntbhai Mehta ➤ Padmashri. Vitthalrao Vikhe Patil ➤ Dr. Verghese Kurien ➤ Karmaveer Bhausahab Hiray | 12 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|----------|---|-----------------|
| 5 | Different Types of Co-operative: <ul style="list-style-type: none"> ➤ Rural Co-operative and Urban Co-operative ➤ Agriculture Co-operative and Non Agriculture Co-operative. ➤ Credit Co-operative and Non Credit Co-operative. | 12 |

| | | |
|--------------|---|-----------|
| | <ul style="list-style-type: none"> ➤ Weaker Sections Co-operatives. ➤ Federation of Co-operatives. | |
| 6 | Government and Co-operative movement: <ul style="list-style-type: none"> ➤ Role of Central Government ➤ Role of State Government | 12 |
| 7 | Achievement of Co-operative movement: <ul style="list-style-type: none"> ➤ Strength and Weakness ➤ Future Trends of Co-operative Movement in India. | 12 |
| 8 | Co-operative Education and Training: <ul style="list-style-type: none"> ➤ Objectives of Co-operative Education and Training. ➤ Training arrangement in India. ➤ Evaluation of education and training programmes. ➤ Problems and suggestions. | 12 |
| Total | | 48 |

| Recommended Books | |
|--------------------------|--|
| 1. | Co-operation- Principles and Practice- Dr. D.G. Karve |
| 2. | Co-operation in India- Dr. B.S. Mathur |
| 3. | Theory, History and Practice of Co-operation- Dr. R.D. Beddy |
| 4. | Co-operation in India- Dr. C. B. Memoriya and R.D. Saxena |
| 5. | Theory and Practice of Co-operation in India and Abroad- Prof. R.K. Kulkarni |
| 6. | Bhartiya Sahkari Chadvad- Tatve va Vyavhar (Marathi)- Prof. Jagdish Killol; Prof. Arvind Bondre; Prof. A. C. Bhavsar |
| 7. | Sahkari Chalval 1904-2004 (Marathi) – Prof. K. L. Fale |

F.Y. B.Com.
Optional Paper
Subject Name -: Managerial Economics
Course Code -: 105 – f.

Objectives:

1. To enable students of Commerce to apply economic theory and analysis, practices of business firms.
2. To use tools and techniques of economic analysis to develop managerial decision making
3. To apply economic analysis in the formulation of business policies.

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|---|-----------------|
| 1 | INTRODUCTION 1.1 Definition, Nature & Scope and Characteristics of Managerial Economics. 1.2 Theories of the Firm 1.3 Objectives of the Firm – a. Profit Maximization b. Security Objective c. Profit Satisfying Objective d. Sales maximization e. Utility Maximization f. Growth Maximization | 13 |
| 2 | DEMAND ANALYSIS 2.1 Law of Demand 2.2 Determinants of Demand 2.3 Elasticity of Demand – Concept and Measurement of – 2.3.1 Price Elasticity of Demand 2.3.2 Income Elasticity of Demand 2.3.3 Cross Elasticity of Demand 2.4 Importance of Elasticity of Demand in business decision making. 2.5 Business or Economic Forecasting - 2.5.1 Objectives 2.5.2 Methods of Business Forecasting 2.6 Theory of Supply | 20 |
| 3 | PRODUCTION AND COST ANALYSIS 3.1 Production Function –Meaning & Nature 3.2 Law of Variable-the three stages. 3.3 Law of Returns to scale - the three stages. 3.4 Cost Analysis – 3.4.1 In the short run 3.4.3 In the long run | 15 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 4 | PRICING AND INVESTMENT DECISIONS 4.1 Pricing Practices -Objectives 4.2 Investment Decisions – 4.2.1 Concept and Types – a. For Expansion b. For Replacement c. For Modernization d. For Diversification e. For Research and Development. 4.2.2 Aids to Investment Decisions – a. Capital Budgeting – Meaning and Usefulness. 4.2.3 Methods of Investment Decision – Concept and Descriptive analysis of – a. Payback period. b. Average Rate of Return | 20 |
| 5 | COST – BENEFIT ANALYSIS 5.1 Meaning 5.2 Use 5.3 Limitations | 13 |
| 6 | MACRO ECONOMIC ENVIRONMENT 6.1 Business Trends in India – 6.2 Overview of Economic Reforms and Business. 6.3 Role of Multinational Corporations (MNCs) 6.4 Acquisitions and Mergers | 15 |
| Total | | 48 |

Recommended Books

1. Dean Joel – managerial Economics. Prentice Hill India Pvt. Ltd. New Delhi.
2. Gupta G.S. –Managerial Economics. Tata Mcgrew Hill, New Delhi.
3. Mithani D.M. – Managerial Economics Theory and Applications. Himalaya Publishing House, N. Delhi.
4. Mmankar V.G. –Business Economics, Macmillan India Ltd. N. Delhi.
5. Varshney and Maheshwari – Managerial Economics.Sultan Chand and sons, N. Delhi.
6. Dr. T. G. Gite - Vyavasaik Arthshstra (Sukshma) Atharve Publication, Pune.
7. Salvatore Dominick – Managerial Economics in a Global Economy. Mcgraw Hill N. York.
8. Dr.Girija Shankar: Micro Economics – Atharva Publication.
9. H. Craig Peterson, W. Cris Lewis – Managerial Economics. Prentice Hill of India Ltd. New Delhi.
10. Dwivedi D. N. Managerial Economics; Tata Mcgrew Hill, New Delhi

F.Y. B.Com.
Optional Paper
Subject Name -: Essentials of E-Commerce
Course Code -: 106 – a.

Objective:

To make a student familiar with the mechanism of conducting business transactions through electronic media. Learning Outcomes: After completing this course, a student is expected to be able to

- explain various components of e-commerce,
- understand the dynamics of e-commerce,
- appreciate the Internet technology and its utility in commercial activities,
- understand the methodology of online business dealings using e-commerce infrastructure.

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|---|-----------------|
| 1. | Overview of Electronic Commerce (EC): Concept, features, and functions of e-commerce, e-commerce practices v/s traditional practices, scope and limitations of e-commerce. | 10 |
| 2. | Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery. | 12 |
| 3. | Infrastructure: Internet and its role in e-commerce, procedure of registering Internet domain, establishing connectivity to Internet, tools and services of Internet. | 10 |
| 4. | E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services. | 06 |
| 5. | Electronic Data Interchange: Evolution, uses, Benefits, Working of EDI, EDI Standards (includes variable length EDI standards), Cost Benefit Analysis of EDI, Electronic Trading Networks, EDI Components, File Types, EDI Services, EDI Software | 10 |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|----------|--|-----------------|
| 6. | Digital economy: Major characteristics, economic rules, impact on trading and intermediaries, impact on business processes and functional areas in banking, financial and insurance organizations. | 08 |

| | | |
|--------------|---|-----------|
| 7. | E-Marketing: Market place v/s Market space, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing. | 08 |
| 8. | E-Finance: Areas of e-finance, e-banking, traditional v/s e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of e-trading. | 08 |
| 9. | E-Ticketing: Online booking systems, online booking procedure of railways, airlines, tourist and religious places, hotels and entertainment industry. | 08 |
| 10 | E-Commerce in India: State of e-commerce in India, problems and opportunities in e-commerce in India, legal issues, Social and Ethical Issues, future of e-commerce, Mobile Commerce. | 08 |
| 11 | Security in e-commerce: Setting up Internet security, maintaining secure in Formation, encryption, digital signature and other security measures. | 08 |
| Total | | 48 |

| Recommended Books |
|--|
| <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Daniel Amor, E Business R(Evolution), Pearson Edude. 2. Krishnamurthy, E-Commerce Management, Vikas Publishing House. 3. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill. 4. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill. 5. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): S. Jaiswal, Galgotia Publications. 6. C.S.V.Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing. 7. Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill, New Delhi. |

F.Y. B.Com.
Optional Paper
Subject Name :- Insurance and Transport
Course Code :- 106 – b.

Objectives :-

1. To acquaint students with the concept of Insurance and Transport.
2. To introduce the scope of Insurance including Life & General Insurance and Transport including Travel & Tourism.
3. To make the students aware of carrier opportunities in the field of Insurance & Transport and impart appropriate skills.

Marks : 100

No. of Lectures 48

Term I - INSURANCE

| Unit No. | Topic | Lectures |
|--------------|--|-----------|
| 1. | Concept of Insurance Risk : Meaning, Definition & Scope ---Types: Human & Business ---Types of Business Risk. Insurance : Meaning, Definition, Need & Scope -Insurance Contract: Meaning, Components. | 12 |
| 2. | Life Insurance Meaning, Definition, Need, Scope & Principles of Life Insurance. Types of Life Insurance Policies---Carrier Options in Life insurance Business. | 12 |
| 3. | General Insurance Meaning, Definition, Need, Scope & Principles of General Insurance. Types of General Insurance --- Carrier Options in General Insurance Business. | 12 |
| 4. | Role of Insurance in Logistics Meaning and significance of logistics – Need for social security – Procedure for claim settlement – Role of Insurance in Logistics in the Global age and challenges. | 12 |
| Total | | 48 |

Term II - TRANSPORT

| Unit No. | Topic | Lectures |
|--------------|---|-----------|
| 5. | Concept & Role of Transport Meaning, Need & Scope of Transport. ---- Transport being a primary mode of Service Trade--Role of Transport in Indian economy --- Existing problems & suggestions. | 12 |
| 6. | Modes of Transport Types of Transportations in India --- Meaning, Need, Scope & Advantages. Road Transport & Rail Transport in India – Their Suitability and Limitations. | 12 |
| 7. | Other means of Transports Water Transport : Meaning, Scope, Advantages & Limitations. Air Transport : Meaning, Scope, Advantages and Limitations -- Choice of Transport Mode : Cost, Speed & Flexibility. | 12 |
| 8. | Travel & Tourism Meaning & Scope - Role and contribution to Economic Development -- Means of Travel & Tourism in India. – Career Options in Travel, Tourism and Hospitality Management. | 12 |
| Total | | 48 |

Recommended List of Reference Books

Insurance

1. Insurance --Principles & Practices of Insurance – By : G.S. Pande
2. Theory & Practice of Life Insurance – By : Mitra
3. Insurance Principles & Practice
– By : M.N.Mishra & S.B. Mishra (S. Chand Publication)
4. Insurance & Risk Management – By : P.K.Gupta (Himalaya Publication)

Transport

1. Economics of Transport – By : S.K. Shrivastava
2. Transport in Modern India – By : P.P. Bhatnagar
3. Rail & Road Transport in India – By : M.D. Mathur
4. Transportation System & Policy Analysis
– By : S. Sriraman (Himalaya Publication)
5. Challenges To Transportation – By : Rupenthal Karl M. (ASRC Hyderabad)

Tourism

1. Introduction to Tourism – By : M.A. Khan
2. Tourism Management – By Seth P.N. (Sterling Publishers, Delhi)
3. Tourism & Travel : Concepts & Principles
– By : Negi Jagmohan (Gitanjalee Publishers, Delhi)
4. Tourism in India : Trends & Issues – By : Dharmarajan S & Seth Rabindra (Har-Anand Publishers, Delhi)

F.Y. B.Com.
Optional Paper
Subject Name -: Marketing and Salesmanship
[Fundamentals of Marketing]
Course Code -: 106 – c.

Objectives -:

- 1) **General Objective of the Paper.**
 - a) To create awareness about market and marketing.
 - b) To establish link between commerce/Business and marketing.

- 2) **Core Objectives of the paper.**
 - a) To understand the basic concept of marketing.
 - b) To understand marketing philosophy and generating ideas for marketing research.
 - c) To know the relevance of marketing in modern competitive world.
 - d) To develop an analytical ability to plan for various marketing strategy.

Term I

| Unit No. | Topic | No. of Lectures |
|--------------|---|-----------------|
| 1 | <u>Basics of marketing</u> 1.1) Market – Marketing – Introduction, Meaning, Definition, Scope, Types and Significance. 1.2) Marketing Management – Introduction, Meaning, Definition, Scope, and Significance. 1.3) Functions of Marketing – Basic Functions, Functions of Exchanges, and Subsidiary Functions. 1.4) Marketing Mix - Introduction, Meaning, Definition, Scope, and Significance. | |
| 2 | <u>Marketing Environment</u> 2.1) Introduction – Definition and Nature. 2.2) Factors Constituting Marketing Environment. 2.3) Micro and Macro Environment. 2.4) Impact of Marketing Environment on Marketing Decisions. | |
| 3 | <u>Buyer Behaviour and Market Segmentation</u> 3.1) Introduction – Meaning, Definition, Scope and Significance of Buyer Behavior. 3.2) Determinants of Buyer Behaviour, Stages of Buyer Behaviour – Buying Process.. 3.3) Introduction, Meaning, Importance of Market Segmentation. 3.4) Bases for Segmentation – Qualities of Good Segmentation. | |
| 4 | <u>Product and Pricing Decision</u> 4.1) Concept of Product – Product Classification. 4.2) Factors Considered For Product Management – Role of Product Manager. 4.3) Factors Affecting Pricing Decisions – Pricing Objectives. 4.4) Pricing and Product Life Cycle – Pricing Methods. | |
| Total | | 48 |

Term II

| Unit No. | Topic | No. of Lectures |
|--------------|--|-----------------|
| 5 | <u>Logistics and Supply Chain Management</u> – 5.1) Introduction – Definition – Objectives – Scope and Significance 5.2) Market Logistics Decisions – Channel Structure. 5.3) Designing Distribution Channels. 5.4) Types of Marketing Channels. | |
| 6 | <u>Market Promotion Mix</u> – 6.1) Promotion Mix – Meaning, Scope and Significance. 6.2) Factors Affecting Market Promotion Mix 6.3) Advertisement and sales Promotion – Meaning and Definition. Means and Methods of Sales Promotion. 6.4) Advertising Meaning and Goals – Advertising Media– Meaning, Types, Advantages and Limitations. | |
| 7 | <u>Rural Marketing</u> – 7.1) Introduction – Meaning – Definition – Features – Importance – 7.2) Rural Marketing Mix – Importance, Elements, Scope 7.3) Present Scenario of Rural Market – 7.4) Problems And Challenges of Rural Market – | |
| 8 | <u>Services Marketing</u> – 8.1) Introduction – Meaning – Definition – Features – Importance of Services – Significance of Services in Marketing. 8.2) Classification of Services – Marketing of Industrial Goods Services, Marketing of Consumer Goods Services. 8.3) Marketing Mix for Services 8.4) Services Marketing And Economy – Scope of Services Marketing in Generation of Job Opportunity, Role of Services in Economy, Services Quality | |
| Total | | 48 |

Recommended Books

| Sr. No. | Name of the Book | Publisher | Author |
|---------|--------------------------------|--|----------------------------------|
| 1 | Marketing Management | Macmillan Publication | V.S.Ramaswamy S. Namakumari |
| 2 | Principals of Marketing | Prentice- Hall of India Pvt. Ltd. | Philip Kotler Gary Aramstrong |
| 3 | Rural Marketing | Dorling Kindersley (India) Pvt.Ltd.Pearson | Pradeep Kashyap |
| 4 | Marketing Management | Himalaya Publishing House | Dr.K.Karuna Karan |
| 5 | Marketing in India | Vikas Publishing House | S. Neelamegham |
| 6 | Basics of Marketing Management | S. Chand | Dr.R.B.Rudani |
| 7 | Services Marketing | Himalaya Publishing House | V. Venugopal Raghu V.N. |

F.Y. B.Com.

Optional Paper

Subject Name -: Consumer Protection and Business Ethics

Course Code -: 106 – d.

Objectives:

- 1) To acquaint the students with consumer and consumer movement.
- 2) To make the students aware about consumer rights, duties and mechanism for resolving their disputes.
- 3) To make students aware about role of united nations and consumers' associations in protection of consumers.
- 4) To make the students aware about laws relating to consumers.
- 5) To acquaint the students with role of Business Ethics in various functional areas.

| First Term | | Periods |
|-------------------|--|----------------|
| Unit – I | Consumer and Consumerism: | [18] |
| | <ol style="list-style-type: none">1. 1. Consumer: Concept, Meaning, Definition and Features1. 2. Problems of consumers: Rural and urban, Its Nature and Types1. 3. Consumerism – Meaning, objectives, Benefits-Consumerism in India1. 4. Rights, Duties and Responsibilities of Consumers.1. 5. Consumer Movement-Meaning-Definition-Importance, Scope and Features1. 6. Development of Consumer Movement in India- Problems and Prospects. | |
| Unit – II | Voluntary Consumer Organizations (VCO) and Consumer Protection: | [06] |
| | <ol style="list-style-type: none">2. 1. VCO: Origin, Importance, Functions and Limitations2. 2. Challenges before VCOs2. 3. Role of Voluntary Consumer Organization in Consumer Protection in the area of marketing & Advertisements.2. 4. Consumer Education-Meaning-Definition-Objectives | |
| Unit - III | United Nations Guidelines for Consumer Protection: | [06] |
| | <ol style="list-style-type: none">3. 1. United Nations and Consumer Protection3. 2. United Nations Guidelines for Consumer protection, 1985.<ol style="list-style-type: none">3.2.1. Objectives.3.2.2. General principles.3.2.3. Guidelines<ol style="list-style-type: none">a) Physical Safetyb) Promotion and protection of consumers' economic interestsc) Standards for the safety and quality of consumer | |

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| | <p>goods and services</p> <p>d) Education and Information Programme</p> <p>e) Promotion of Sustainable Consumption</p> | |
| Unit - IV | Consumer Protection Act, 1986: | [18] |
| | <p>4. 1. Background – Need-Scope and Features</p> <p>4. 2. Definitions- Consumer-Goods-Services- Complaints, Complainant- Defect in Goods- Deficiency in Services, Unfair Trade Practices, Restricted Trade Practices.</p> <p>4. 3. Consumer Protection Councils-Composition-Working-and Objectives of:</p> <p>a) District Consumer Protection Council</p> <p>b) State Consumer Protection Council</p> <p>c) National Consumer Protection Council</p> <p>4. 4. Mechanism for Redressal-Composition and working of- Consumer Disputes Redressal Agencies:</p> <p>a) District Consumer Disputes Redressal Forum</p> <p>b) State Consumer Disputes Redressal Commission</p> <p>c) National Consumer Disputes Redressal Commission</p> <p>4. 5. Procedure of filing complaints</p> | |
| Second Term | | |
| Unit - V | An overview of various Laws for the Protection of Consumers: | [18] |
| | <p>5. 1. The Bureau of Indian Standards Act, 1986 (Sections - 1,10,11,14,33)</p> <p>5. 2. The Competition Act, 2002 (Sections – 1, 3 to 6)</p> <p>5. 3. Right to Information Act, 2005 (Sections – 1 to 11, 18, 19 and 20)</p> <p>5. 4. Food Safety and Standards Act, 2006 (Sections– 1to 3, 18 to 28)</p> | |
| Unit - VI | Protection of Consumer against Standard Form of Contract: | [04] |
| | <p>6. 1. Nature and Relevance of Standard Form of Contract</p> <p>6. 2. Judicial Response to Standard Form of Contract in India and abroad</p> <p>6. 3. Legislative Reforms</p> | |
| Unit - VII | Conceptual Framework of Business Ethics: | [08] |
| | <p>7. 1. Concept of Ethics: Its Meaning and Nature</p> <p>7. 2. Definition importance and Scope of Business Ethics</p> <p>7. 3. Types of Business Ethics; viz:-</p> <p>i. Professional business ethics</p> | |

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| | ii. Ethics of accounting information iii. Ethics of Production iv. Ethics of intellectual property skill, knowledge etc. | |
| Unit - VIII | Business Ethics in Modern Times: | [10] |
| | 8. 1. Social Responsibilities of Business 8. 2. Business Ethics and Environmental Issues: Indian and International level - Green initiatives 8. 3. Management and Ethics i. Ethical Issues in Marketing ii. Ethical Issues in Human Resource Management | |

Recommended Books:

1. Law of Consumer Protection in India- P.K. Majumdar (2011), Orient Publishing Co. New Delhi.
2. Practical Guide to Consumer Protection Law, Anup K. Kaushal (2006), Universal Law Publishing Co, New Delhi.
3. Consumer Protection Laws, Prof. RakeshKhanna, (2005) Central Law Agency, Alahabad.
4. Business Ethics and Corporate Governance, S.K. Bhatia 92005),
5. Consumer Protection Law, Dr. S. R. Myneni,(2010), Asia Law House, Hyderabad.
6. Law of Consumer Protection, Dr. Gurbax Singh, Bharat Law Publication, Jaipur.

F.Y. B.Com.

Optional Paper

Subject Name -: Business Environment & Entrepreneurship

Course Code -: 106 – e.

Objectives :

1. To make the students aware about the Business Environment.
2. To create entrepreneurial awareness among students,
3. To motivate students to make their mind set for taking up entrepreneurship as career.

FIRST TERM

| Unit No. | Name of the Topic | Periods |
|----------|--|---------|
| 1 | Business Environment - Concept- Importance - Inter relationship between environment and entrepreneur, Types of Environment- Natural, Economic - Political - Social - Technical - Cultural - Educational - Legal - Cross-cultural – Geographical etc. | 12 |
| 2 | Environment Issues Protecting the Natural Environment – prevention of pollution and depletion of natural resources; conservation of natural resources, Opportunities in Environment. | 12 |
| 3 | Problems of growth Relevance to entrepreneurship -Unemployment- Poverty-Regional imbalance- Social injustice-Inflation - Parallel Economy- Lack of Technical knowledge and information. | 12 |
| 4 | The Entrepreneur- Evolution of the term entrepreneur-" Competencies of an entrepreneur - Distinction between entrepreneur and manager- Entrepreneur and enterprise -Entrepreneur and Intrapreneur. Entrepreneur and Entrepreneurship. | 12 |

SECOND TERM

| Unit No. | Name of the Topic | Periods |
|----------|---|---------|
| 1 | Entrepreneurial Behaviour - Comparison between entrepreneurial and non-entrepreneurial Personality-Habits of Entrepreneurs - Dynamics of Motivation | 12 |
| 2 | Entrepreneurship Importance of Entrepreneurship - Economic Development and Industrialization, Entrepreneurship in Economic Theory- Role of Entrepreneurship ~ Entrepreneur as a catalyst. | 12 |
| 3 | <u>National Level</u> Training Organizations in promoting entrepreneurship (1) Entrepreneurship Development Institute of India (EDII) <u>State Level</u> Training Organizations in promoting entrepreneurship (1) MCED (2) DIC (3) Maratha Chamber of Commerce and their role. (4) Local NGO's and their roles. | 12 |
| 4 | Biographical study of entrepreneurs i) Narayan R. Murthy ii) Cyrus Poonawala iii) Any successful Entrepreneur from your area (Milind Kamble) | 12 |

Recommended Books & Journals

Recommended Books

1. Dynamics of Entrepreneurship Development and Management - Desai Vasant – Himalaya Publishing House
2. Crusade - Shirke B.G. - Ameya Prakashan
3. Entrepreneurship - Robert D. Histrith - Tata McGraw Hill Publishing Co.
4. Entrepreneurial Development – Khanka - S. Chand.
5. Entrepreneurial Development – Gupta, Shrinivasan - S. Chand.
6. Essentials of Business Environment - K. Aswathappa - Himalaya Publishing House
7. Indian Economy - Dutta Sundaram –
8. A complete guide to successful Entrepreneurship – Pandya G. N. – Vikas Publishing House
9. Trainers Manuals - NIESBUD, New Delhi.
10. Trainers Manuals - NIMID, Mumbai,
11. Business Environment - Francis Cherunilam – Himalaya Publishing House.
12. Business Environment - Tandon B C.
13. Udyog - Udyog Sanchalaya, Mumbai.
14. Environmental Studies basic concepts – U. K. Ahluwalia
15. Environmental Pollution & Health – U. K. Ahluwalia

Recommended Journal

1. The Journal of Entrepreneurship EDI Ahmedabad.
2. Udyojak – M.C.E.D.
3. Government of Maharashtra Website
4. Government of India Website

F.Y. B.Com.
Optional Paper
Subject Name -: Foundation Course in Commerce.
Course Code -: 106 – f.

Objective :

1. To Study the forms of Business Organization.
2. To understand the basic concepts and recent trends in Commerce & Business Practices.
3. To Understand the functioning of Stock Exchange, Commodity exchange, Trade. Associations and Chamber of Commerce.

FIRST TERM

| Unit No. | Name of the Topic | Periods |
|-----------------|---|----------------|
| 1 | Organization - Meaning, Importance Forms of business organizations; Proprietary - Partnership firms- Limited Liability Partnership (LLP) -Joint Ventures and Business Alliances, Organizational structures, Functional areas of business and their operations, Formal & informal organizations: principles of organizations, Criteria for grouping | 12 |
| 2 | Economic Sector - Role and challenges of Public sector, Co operative Sector, Joint Sector (Public and Private). Corporate Sector and Non Government organizations. Industrial Policy, Foreign Investment Policy, Current Foreign Policy, Joint ventures, drafting of agreement | 12 |
| 3 | Business Practices and Government Policies - Importance - Role of Trade. Commerce & Industry, Outsourcing - franchising -Turn key Management - Important Features of current labour policy. Indian joint ventures abroad & Indian experiences. | 12 |
| 4 | Recent Trends in Service Sector, Banking Sector - ATM Debit & Credit Cards Internet Banking etc. Insurance Sector - Malhotra Committee Report - Opening of insurance sector for private players. Logistics - Net working – Importance - Challenges. | 12 |

SECOND TERM

| Unit No. | Name of the Topic | Periods |
|-----------------|--|----------------|
| 1 | Security Market Stock Exchange –Introduction of stock exchanges in India, Online Trading, Working of Stock Exchange, Trading through NSDL, Role of SEBI, Protection & Education of Investors. SEBI & Its Guidelines. | 12 |
| 2 | Commodity Exchange & its working - History & overview, terms used of Commodity Market - working & procedure followed in commodity exchanges, future of commodity exchanges. Study of regional / local commodity market. | 12 |
| 3 | Business Ethics | 12 |

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| | Nature, purpose of ethics and morals for organizational interests; ethics and conflicts of interests; ethical and social implications of business policies and decisions; Corporate Social Responsibility; ethical issues in Corporate Governance. Ethics in Accounting and Finance | |
| 4 | Basic Concepts in Commerce Study of following terms & concepts used in recent field of commerce | 12 |

| Sr. No. | Terms / Concepts | Meaning |
|---------|--------------------------|---|
| 1 | Affidavit | A declaration in writing made on oath. |
| 2 | Automation | Use of automatic machinery in industries / organizations. |
| 3 | Assimilation | Joining the culture of two or more activities / organizations. |
| 4 | Agmark | A mark showing standard / quality of agriculture produce. |
| 5 | B P O | Business Process Outsourcing |
| 6 | Benchmarking | A level or standard in a scale against which performance can be evaluated. It is a method of job evaluation |
| 7 | Body Shopping | A consultancy supplying people at work contract basis. |
| 8 | Brand Equity | Goodwill attached to name |
| 9 | Bank rate | It is the rate at which the central bank of a country grants credit to the other banks. |
| 10 | Capital Intensive | Those industrial activities where the preparation of fixed capital is more than the other factors of production like land, labour, etc. |
| 11 | Consortium | A combination of large number of bidder to fulfill the contract deal. |
| 12 | Consumer Delight | Consumer's complete satisfaction. |
| 13 | Credit rating | Assessment of credit worthiness of an organization by external agency. |
| 14 | Credit squeeze | It is state's interference to regulate the level of economic activity by reducing the money supply. In other words, it is an effort of making credit more expensive through controls on bank. |
| 15 | Corporate Governance | Accountability of the managers / directors of a company. The recent provision about the listed companies required them to comply with the through annual accounts & reports. |
| 16 | Consumerism | A materialistic attitude of consumers of consuming maximum without any consideration of future. |
| 17 | Dis-Investment | A policy of the government of gradually withdrawing the investments of public funds from a public sector unit. |
| 18 | Distributive negotiation | A term used in personal management of a trade unions approach for solving disputes. |
| 19 | Dumping & antidumping | A policy of capturing slice of market by pouring a huge stock a policy of the government of prohibiting the capturing of market by way of dumping. |
| 20 | Depository | A system whereby the shares can be lodged physically & need not be handled in the course of each transaction. |
| 21 | EXIM | Policy regarding import & exports. |
| 22 | E-Commerce | Commercial activities with help of electronic devices. |
| 23 | Factoring | Taking responsibility of collecting accounts receivable. |

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| 24 | Franchise | An agency given for distribution of manufactured products. |
| 25 | Fringe benefit | A reward beyond the basic day for the job. |
| 26 | Globalization | A process of world market open to local markets. |
| 27 | Grapevine | The informal communication of an organization many times more effective than the formal one. |
| 28 | Hacking | The unauthorized breaking into data base of a computer. |
| 29 | Hedging | Protecting oneself against the financial loss. |
| 30 | Internal customer | One department with in an organization becoming customer of another. |
| 31 | Entrepreneurship | Entrepreneurship is developed from a particular organization. |
| 32 | ISO | International Organization of Standard's. |
| 33 | ISI | Indian Standard Institute. |
| 34 | Internet Banking | Banking activities with the help of internet service. |
| 35 | Just in Time | A system of procuring inventory as & when required. |
| 36 | Knowledge worker | A worker working in modern society with lost of areas of knowledge. |
| 37 | Kaizen | The Japanese concept of continuous improvement. |
| 38 | Labour intensive | An organization or an activity mainly relying on labour force as it's investment / capital. |
| 39 | Learning organization | An organization where the worker's are always wanting to learn. |
| 40 | Liberalization | An economic policy of allowing foreign players to enter the local markets in competition with the indigenous ones. |
| 41 | Logistics | A term originally used in military organizations, for moving of troops & equipments, it refer to the detailed planning of the process of distribution or redistribution. |
| 42 | Mutual Funds | A method of raising finance for investing in some other capital issues. |
| 43 | Mission | An organization goal / objective behind it's establishment. |
| 44 | Market niche | A unique place of gap in the market for a given product. |
| 45 | Mergers & Acquisitions | Mergers in a combination of two or more business to share risk & rewards no one party to obtain control over the other . Acquisition is the acquiring of share of a company by another by paying purchase consideration as a fair value. |
| 46 | Non performing assets | An asset created but not showing any results (a banking asset created by way of loans / advances now becoming unrecoverable. |
| 47 | Niche strategy | A marketing strategy adopted for a small segment. |
| 48 | Negotiable Instrument | An instrument in commercial transactions recognized by the Negotiable Instrument Act. |
| 49 | Organizational Behave our | A branch of personal management considering interperson & behavioral aspects. |
| 50 | Outsourcing | A policy of an organization of depending on external agency for a functional area. |
| 51 | Organizational Development | Efforts made for the development of human factor in an organization. |
| 52 | Patent | A right on a product or invention claiming it's originality or know-how. |
| 53 | Primary Market | The Market where the first sale of securities is made by way of an offer from the corporate body to the investors. |
| 54 | Profolio | A branch of financial management dealing with the investment of an |

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| | Management | organization. |
| 55 | Public Relations | Efforts made by an organization of establishing report with the stake holders & the general public. |
| 56 | Privatization | A policy of the state of disinvestments in the public sector organization by offering its shares to the public at large. |
| 57 | Quality circle | A small group of individuals of an organization, trying to solve their practical problems. |
| 58 | Recession | A phase in an economy when there is sharp decline of demand for goods & services. |
| 59 | Sensex | Sensitive index number of a stock market. |
| 60 | Subsidy | A financial support provided by the government. |
| 61 | Security market | A market where the corporate securities i.e. shares are bought & sold. |
| 62 | Surrender value | It is the left over value that the insurance company is expected to pay. |
| 63 | Speed capital | It is the initial amount of capital required for any business to be invested by the owner. |
| 64 | Service Organization | An organization established for rendering service in support of trade. |
| 65 | SWOT analysis | An analysis of an individual or organization about the strength, weaknesses, opportunities & Threats. |
| 66 | TQM | Total Quality Management. |
| 67 | Trade Cycle | A recurring sequence of changes in business activity, indicating period of prosperity, decline, depression etc. |
| 68 | Trade mark | A mark / logo of an organization treated as official seal. |
| 69 | Technology transfer | The transfer of a technology from an area in which it had been successfully applied to an area, which it has not yet been tried. |
| 70 | Tele Conferencing | A discussion of participants, geographically scattered |
| 71 | Underwrite | To ensure or guarantee to purchase the stock of shares. |
| 72 | Value Addition | Increase in the value of an item by adding inputs to it. |
| 73 | WTO | World Trade Organization established in 1995. |
| 74 | Yellow page | A page reserved for commercial advertisers. |
| 75 | Zero based budgeting | The use of budgets which starts from a present base of zero and regard all items as being new rather than in continuation of existing ones. In practice, this means a budget has to justify each of expenditure every year. |

Recommended Books

RECOMMENDED BOOKS AND PERIODICALS.

1. Financial Management – I. M. Pandey.
2. Financial Management – Theory & practical – Prasanna Chandra
3. Financial Management – S. C. Kuchhal
4. Public Sector in India – Laxmi Nariyan
5. Indian Economy – Rudder Datt
6. Indian Economy – KPM Sundaram
7. Law & practice of banking – S. R. Davar
8. Chamber of Commerce and Trade Association in India – Dr. B. R. Sabade & M. V. Namjoshi
9. The Indian Financial System – Vasant Desai
10. Business Administration – Dr. Y. K. Bhushan
11. Stock exchange Official Directory – The Bombay Stock exchange Publication

Journals & Periodicals

1. World of Business and –The Maharashtra Chamber Of Commerce, Industries & Agriculture, Pune
2. Sampada Chamber patrika – The Maharashtra Chamber of Commerce & Industries, Mumbai
3. Vanijya Vishwa – Pune Merchants Chamber, Pune