

Agenda No. 1.02 in AC

Date: 07/07/2021

University of Mumbai



**VidyaPrasarakMandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce
(Autonomous)**

(Affiliated to University of Mumbai)

Program:B.A.

Specific Programme: Communication Skills in English

JBCUACS

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Communication Skills in English JBCUACS

PREAMBLE

The English language is known as a link language. It is not just confined to the academic but has spread its wings not only in the corporate world but also in the personal space. Effective interpersonal communication involves the four skills (listening, speaking, reading, and writing) of language learning which enhances and reinforces an individual's communication skills.

The Department of English through the course of Communication Skills in English imparts these fundamental skills through letter writing, grammar, creative writing, and reading comprehension intending to equip the learners to become persuasive and assertive communicators. Tutorials are especially conducted to provide personal attention to the learners and focus on building their soft skills and etiquette as it performing in interviews or Group Discussions. It also aids in refining their employability skills like Teamwork, Self- management, planning and organizing and so on. A course in Communication Skills in English as a core paper at the first year of graduation will help the learners to excel in all their academic, professional, and personal endeavors.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: One year (Compulsory Paper)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

Specific Programme: Communication Skills in English -

JBCUACS

PROGRAMME-OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | Enhances the language proficiency and orient the learners towards functional aspects of language. |
| PSO2 | Helps the learners to understand the need and importance of effective communication. |
| PSO3 | Helps the learners to understand the basic concepts in literary writing |
| PSO4 | Increases the range of lexical resources |
| PSO5 | Provides adequate exposure to writing skills through a variety of exercises |
| PSO6 | Develops personal creativity in writing |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|---------------------------------------|----------|---|-------------|---------|
| 1 | Communication Skills in English | I | Communication Skills in English – I | JBCUACS101 | 2 |
| | | II | Communication Skills in English- II | JBCUACS201 | 2 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Communication Skills in English Paper I

Course Code: JBCUACS101

1. Use appropriate grammatical structures while writing English.
2. Generate ideas for focused writing and demonstrate creative expression.
3. Use the reading strategies to question, analyze, synthesize and evaluate the texts.
4. Speak confidently in social and professional set ups.

Semester II

Course Nomenclature: Communication Skills in English Paper II

Course Code: JBCUACS201

- 1 Prepare students with a sound knowledge of Basic English Vocabulary.
- 2 Develop the writing and linguistic skills.
- 3 Make learners able to correct improper use of English grammar, words .
- 4 Enhance understanding of various forms and structures of creative writing.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: COMMUNICATION SKILLS IN ENGLISH-I

Semester I

Course Nomenclature: COMMUNICATION SKILLS IN ENGLISH

Course Code: JBCUACS101

Lectures

Unit I: Basic Language Skills: Grammar

09

- Articles, prepositions, conjunctions
- Transformation of sentences(simple, compound, complex)
- Tenses
- Subject-verb agreement
- Question tags
- Direct and indirect speech
- Voice

Unit II: Reading Skills: Comprehension (Unseen Passage)

09

The following Skills to be acquired

- Reading with fluency and speed
 - Skimming and scanning
 - Identifying relevant information
 - Isolating fact from opinion
 - Understanding concepts and arguments
 - Identifying distinctive features of Language
- (Passage should be of 250/300 words of Level 1. The passage may be taken from literary/scientific/technical writing as well as from the fields of journalism, management and commerce)**

Unit III: Writing Skills (Formal Correspondence): Letters

09

- Job Application letter (without Resume)
- Statement of Purpose

- Request for Recommendation Letter
- Request for Information under Right to Information Act (RTI)

Unit IV: Writing Skills: Paragraph Writing

09

- Developing an idea
- Using appropriate linking devices
- Cohesion and Coherence
- Components of a Paragraph
- Creativity in introductions and conclusions

Unit V: Writing Skills: Essay

09

- Expository
- Persuasive
- Analytical
- Reflective/Descriptive

REFERENCES

1. Arnaudet, Martin. L. & Mary Ellen Barrett. *Paragraph Development: A Guide for students of English*. New Jersey: Prentice Hall Regents, 1990.
2. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
3. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading*, Vols. 1 and 2. Macmillan, 1975.
4. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
5. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well*. Sydney: Allen and Unwin, 2004.
6. Buscemi, Santi and Charlotte Smith, *75 Readings Plus*. Second Edition New York: McGraw-Hill, 1994.
7. Dew, Stephen. E. *Learn English Paragraph Writing Skills*. Second Edition, California: Createspace Independent Publications 2013.
8. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
9. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arnold, 1973.
10. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
11. Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
12. 10. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.

13. Gurman, Pamela. J. *Strategies for successful Writing: Written Communication in the Modern World*. Pearson Custom Publishing
14. Hamp-Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
15. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1*. Cambridge: CUP, 1996.
16. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
17. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
18. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
19. *Reading & Thinking in English, Four volumes*, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
20. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
21. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.

SEMESTER II

TITLE: Communication Skills in English Paper II

Course Nomenclature: COMMUNICATION SKILLS IN ENGLISH

Course Code: JBCUACS201

Lectures

Unit I: Basic Language Skills: Vocabulary building

09

- 1 Antonyms, Synonyms
- 2 Suffixes, Prefixes, Root words
- 3 Homophones, Homonyms
- 4 Collocation
- 5 Changing the Class of Words

Unit II: Editing and Summarization

09

A) Editing:

- 1 Heading / Headlines / Title / Use of Capital Letters
- 2 Punctuation: Full Stop, Comma, Colon, Semi-Colon, Dash, Ellipsis, Exclamation and Question mark
- 3 Spelling
- 4 Substitution of words
- 5 Use of link words and other cohesive devices
- 6 Removing repetitive or redundant elements

B) Summarization:

The following skills to be acquired

- 1 Discern the main / central idea of the passage
- 2 Identify the supporting ideas
- 3 Eliminate irrelevant or extraneous information
- 4 Integrate the relevant ideas in a precise and coherent manner

Unit III: Writing Skills: E – mails

09

- 1 Inquiry
- 2 Invitation
- 3 Thank you
- 4 Request for permission
- 5 Congratulatory

Unit IV: Report Writing

09

- 1 Eye – witness Report
- 2 Activity Report
- 3 Newspaper Report

Unit V: Creative Writing

09

This unit attempts to cover those aspects of writing that go beyond the boundaries of technical or professional forms of writing and encourage the learner to explore the artistic and imaginative elements of writing

- 1 Story writing
- 2 Poetry writing
- 3 Blogging: fashion, travel, food, culture, personal blogs
- 4 Journalistic writing
- 5 Promotional leaflet

Suggested Topics for Tutorials (for both the Semesters)

1. Group Discussions
2. Mock Interviews
3. Book/Film Reviews
4. Speeches/ Debates
5. Language Games
6. Blog Writing
7. Story Writing
8. Tweets
9. Picture Composition
10. Interpretation of Technical Data
11. Basics of research writing

REFERENCES

22. Arnaudet, Martin. L. & Mary Ellen Barrett. *Paragraph Development: A Guide for students of English*. New Jersey: Prentice Hall Regents. 1990.
23. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
24. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2*. Macmillan, 1975.
25. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
26. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well*. Sydney: Allen and Unwin, 2004.
27. Buscemi, Santi and Charlotte Smith, *75 Readings Plus*. Second Edition New York: McGraw-Hill, 1994.
28. Dew, Stephen. E. *Learn English Paragraph Writing Skills*. Second Edition, California: Createspace Independent Publications 2013.
29. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
30. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arnold, 1973.
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33. 10. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.

34. Gurman, Pamela. J. *Strategies for successful Writing: Written Communication in the Modern World*. Pearson Custom Publishing
35. Hamp-Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
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39. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
40. *Reading & Thinking in English, Four volumes*, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
41. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
42. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.

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- 1) <http://www.onestopenglish.com>
- 2) www.britishcouncil.org/learning-learn-english.htm
- 3) <http://www.teachingenglish.org.uk>
- 4) <http://www.usingenglish.com>
- 5) <http://www.bbc.co.uk>
- 6) <http://www.thefreedictionary.com>
- 7) <http://www.pearsoned.co.uk/AboutUs/ELT/>
- 8) <http://www.howisay.com/>

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

SEMESTER -I

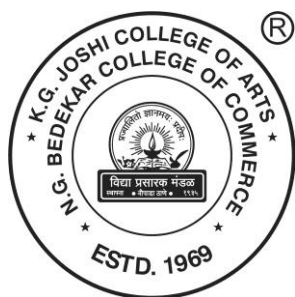
- NB. 1. All questions are compulsory.
2. Figures to the right indicate full marks.

| Q.No. | Questions | Marks |
|-------|---|-------|
| 1.A | Articles, Prepositions, Conjunctions (tested through Paragraph) | 05 |
| B | Do as directed | 10 |
| 2 | Comprehension Passage | 10 |
| 3 | Paragraph Writing (Any 1 out of 2) | 05 |
| 4 A | Letter Writing: Job Application | 07 |
| B | Letter Writing- SoP, Recommendation letter, RTI (Any 1 out of 2) | 08 |
| 5 | Essay Writing (Any 1 out of 2) | 15 |

SEMESTER -II

- NB. 1. All questions are compulsory.
2. Figures to the right indicate full marks.

| Q.No. | Questions | Marks |
|-------|--|-------|
| 1 A | Antonyms, Synonyms, Suffixes, Prefixes, Root words | 08 |
| 1 B | Collocation, Changing the class of words | 07 |
| 2 A | Editing: One passage of 100-200 words to be given | 08 |
| 2 B | Summary: One passage of 250-300 words to be given | 07 |
| 3 | Emails (2 out of 3) | 10 |
| 4 | Report writing (1 out of 2) | 10 |
| 5 | Creative Writing (1 out of 2) | 10 |



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Syllabus for FYBA

Program :B.A.

Specific Programme: Economics–JBCUAECO

Specific Programme: Economics – JBCUAECO

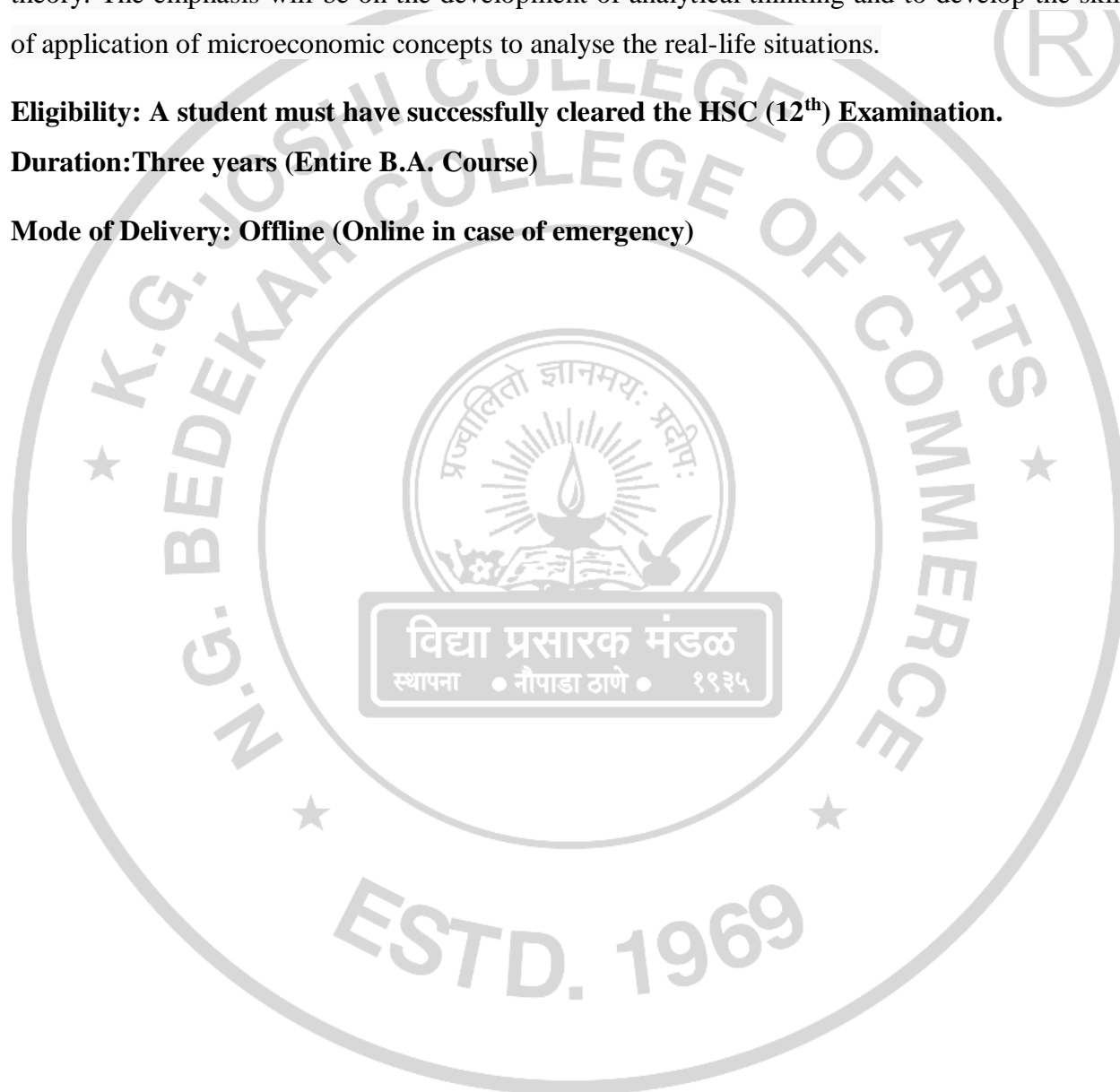
PREAMBLE

This course is designed to give exposure to the students to the basic principles of microeconomic theory. The emphasis will be on the development of analytical thinking and to develop the skill of application of microeconomic concepts to analyse the real-life situations.

Eligibility: A student must have successfully cleared the HSC (12th) Examination.

Duration: Three years (Entire B.A. Course)

Mode of Delivery: Offline (Online in case of emergency)



**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Specific Programme: Economics– JBCUAECO

PROGRAMME OUTCOMES

| PO | PO Description |
|------------|--|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

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स्थापना • नौपाडा ठाणे • १९३५

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | To provide students a well-founded education in Economics |
| PSO2 | To acquaint the students with the basic concepts and theories related to microeconomics and macroeconomics |
| PSO3 | To provide insight into the operation of Goods market, Factor market and Financial market |
| PSO4 | To equip the learners to grasp qualitative and quantitative aspects of Economics to understand economic issues related to the Indian Economy and Global Economic System |
| PSO5 | To prepare the learners for employment and further study as Economists |



COURSE OUTCOMES

Semester- I

Course Nomenclature: Microeconomics-I

Course Code: JBCUAECO101

1. To acquaint the students with the basic concepts of microeconomics
2. To help the students to understand demand side i.e., consumer's behaviour in the market
3. To provide an overview of the of production analysis in the short and long run
4. To familiarize students with the concepts of costs and revenue

Semester -II

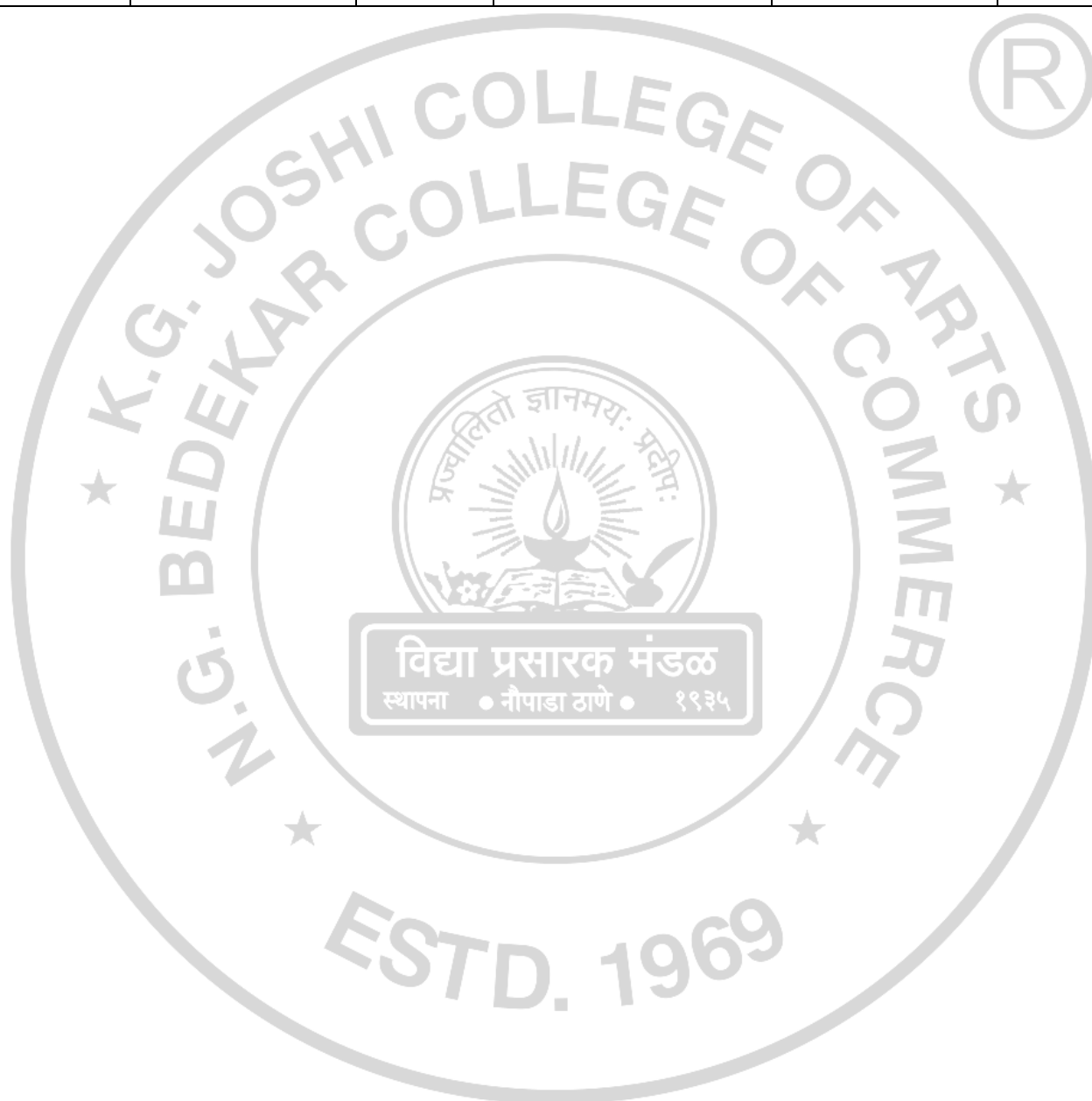
Course Nomenclature: Microeconomics-II

Course Code: JBCUAECO201

1. To acquaint the students with the concept of equilibrium and Break-even Analysis of the firm.
2. To make students understand the objectives and pricing policy of a firm.
3. To explain the learners about price determination of goods under different market structures
4. To elucidate the Theory of Distribution i.e. price determination of various factors.

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|------------|----------|---------------------|-------------|---------|
| 1 | Economics | I | Microeconomics-I | JBCUAECO101 | 3 |
| | | II | Microeconomics-II | JBCUAECO201 | 3 |



The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Economics

Semester- I

Course Nomenclature: Microeconomics-I

Course Code: JBCUAECO101

Lectures

Unit I: Introduction to Microeconomics

12

Meaning, Scope, Nature, Importance and Limitations, Basic Economic Problems, Role of Price Mechanism in a Market Economy, Positive Economics And Normative Economics Equilibrium- Partial, General, Static and Dynamic Equilibrium, Concepts: Equation, Functions, Graphs, Diagrams, Line, Slope and Intercept

Unit II: Consumer's Behaviour

12

Cardinal and Ordinal Approaches, Strong and Weak Ordering, Indifference Curve Analysis – properties of IC, Price / Budget Line – slope and shift, Equilibrium of a consumer, Income Effect, Price Effect and Substitution Effect, Derivation of Demand curve from PCC, Consumer's Surplus, Elasticity of Demand (Price, Income, Cross, Promotional)

Unit III: Production Analysis

12

Production Function – Short Run Production Function and Long Run Production Function, Law of Variable Proportions, Iso-quant – properties, Iso-cost Line, Equilibrium of a producer, Law of Returns to Scale, Economies and Diseconomies of Scale

Unit IV: Cost Revenue Concepts

12

Cost and Revenue Concepts: Concepts of Costs- Real Cost, Money Cost, Opportunity Cost, Fixed Cost, Variable Cost, Short Run Cost Curves and their relationship (TC, TFC,

TVC, AC, AFC, AVC, MC), Long Run Cost Curve

Revenue: Total Revenue, Average Revenue, Marginal Revenue, Relationship between Average Revenue and Marginal Revenue under Perfect Competition and Imperfect Competition, Relationship between Average Revenue, Marginal Revenue and Elasticity of demand.

REFERENCES

- M. L. Jhingan (2006) - Microeconomic Theory, 5th edition, Vrinda Publication Ltd
- H. L. Ahuja (2016) - Advanced Economic Theory, S. Chand and Company Ltd
- N. Gregory Mankiw (2015) - Principles of Microeconomics, 7th edition, Cengage Learning
- Sen Anindya (2007) – Microeconomics- Theory and Applications, Oxford University Press, New Delhi
- D. Mahajan (2015) - SukshmalakshiArthshastra, Shree Vidya Prakashan
- Ram Deshmukh (2011) - SukshmalakshiArthshastra, Vidya Prakashan



Paper I: Economics

Semester- II

Course Nomenclature: Microeconomics-II

Course Code: JBCUAECO201

Lectures

Unit I: Theory of a Firm

12

Break Even Analysis, Objectives of a firm- Profit maximization, Sales maximization, Economic growth, Equilibrium of a firm: TR- TC Approach and MR- MC Approach, Pricing Policy: Marginal Cost Pricing and Full Cost Pricing

Unit II: Perfect Competition and Monopoly

12

Perfect Competition: Features, Short run equilibrium of a Firm and Industry, Long run equilibrium of a Firm and Industry, Derivation of Supply Curve under Perfect Competition.
Monopoly: Features, Short run and Long run equilibrium of a Monopolist, Price Discrimination : Types

Unit III: Monopolistic Competition and Oligopoly

12

Monopolistic Competition: Features, Short run and Long run equilibrium under Monopolistic Competition, Wastages under Monopolistic Competition, Excess Capacity,
Oligopoly: Features of Oligopoly, Derivation of Kinked Demand Curve

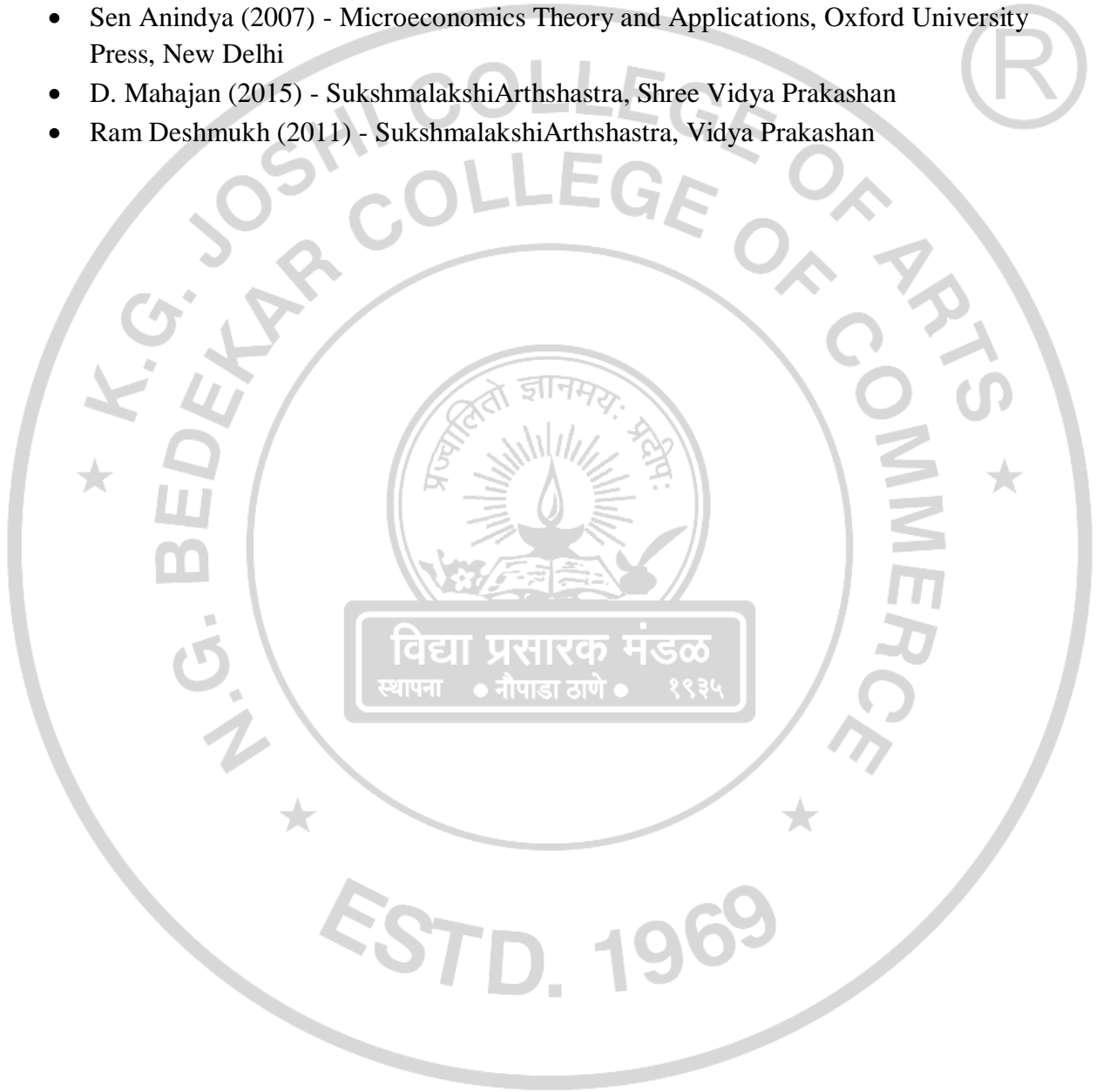
Unit IV: Factor Pricing

12

Marginal Productivity Theory of Distribution under Perfect Competition and Imperfect Competition
Rent - Ricardian Theory of Rent, Modern Theory of Rent,
Wages - Modern Theory of Wages, Collective Bargaining,
Interest - Classical Theory of Interest, Loanable Funds Theory of Interest,
Profit- Risk and Uncertainty Theory

REFERENCES

- M. L. Jhingan (2006) - Microeconomic Theory, 5th edition, Vrinda Publication Ltd
- H. L. Ahuja (2016) -Advanced Economic Theory, S. Chand and Company Ltd
- N. Gregory Mankiw (2015) - Principles of Microeconomics, 7th edition, Cengage Learning
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- D. Mahajan (2015) - SukshmalakshiArthshastra, Shree Vidya Prakashan
- Ram Deshmukh (2011) - SukshmalakshiArthshastra, Vidya Prakashan



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

B. Short question (from Unit III) 7

4. Full length question (from Unit IV)

15

OR

4. A. Short question (from Unit IV)

8

B. Short question (from Unit IV)

7



Agenda No. 1.02 in AC
Date: 07/07/2021



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K.G. Joshi College of Arts & N.G. Bedekar College of Commerce

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(Affiliated to University of Mumbai)

Program: B.A.

Specific Programme: English –JBCUAENG

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: English – JBCUAENG

PREAMBLE

The study of literature has been an essential part of instruction in the Humanities from the beginnings of the modern era. English studies, in particular, have been instrumental in shaping our understanding of modernity and human responses to it. The English language has played a key role as a tool for participating in global technological revolutions, business activities and political dialogue. A proper grasp of the language is an important asset for learners. An acquaintance with English literature will develop skills of comprehension and interpretation indispensable in academic and professional life. Apart from nurturing the faculty of critical thinking, the study literature is expected to promote the development of higher language skills along with an awareness of the larger issues facing humanity.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect from the
academic year 2021–2022)**

Specific Programme: English– JBCUAENG

PROGRAMME-OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|--|
| PSO1 | To introduce basic concepts, categories and terms useful in understanding literature. |
| PSO2 | To develop learners 'grasp of the English language in terms of grammar, vocabulary, oral and written skills. |
| PSO3 | To develop an understanding of modernity and its attendant issues by encouraging critical and holistic thinking. |
| PSO4 | To make learners conscious of human aspects of the continuously changing technological, business and social environment. |
| PSO5 | To equip learners with the skills and attitudes necessary to appreciate the place of creative and artistic activities in human life. |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|-------------------------------|----------|----------------------------|-------------|---------|
| 1 | Introduction to Literature | I | Short Stories and Novel | JBCAUENG101 | 3 |
| | | II | Poetry and Drama | JBCAUENG201 | 3 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Introduction to Literature - Short Stories and Novel

Course Code: JBCUAENG101

1. To enable learners to read, comprehend and appreciate literary fiction independently.
2. To introduce learners to basic terms used in the analysis of fiction.
3. To develop among learners the capacity to write about literature.
4. To enable learners to grasp the relation between fiction and social reality.

Semester II

Course Nomenclature: Introduction to Literature –Poetry and Drama

Course Code: JBCUAENG201

1. To enable learners to comprehend and appreciate poetry and drama independently.
2. To introduce learners to basic terms used in the analysis of poetry and drama.
3. To make learners aware of specific features of different genres of poetry and drama.
4. To enable learners to grasp the structural and stylistic aspects of poetry and drama.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Introduction to Literature

Semester I

Course Nomenclature: Short Stories and Novel

Course Code: JBCUAENG101

Lectures

Unit 1: Terms:

15

Section A :

Elements of Novel and Short Story: Plot, Character, Setting, Narrative, Theme and Point of View

Section B :

Types of Novel: Bildungsroman, Picaresque, Epistolary, Stream-of-Consciousness, Novel of Social Reality, Psychological Novel, Historical Novel, Science Fiction, Gothic Novel and Graphic Novel

Unit 2: Short Stories:

15

O’Henry: “The Last Leaf”

H.H.Munro: “The Open Window”

Oscar Wilde: “The Nightingale and the Rose”

Edgar Allan Poe : “The Tell-tale Heart”

Katherine Mansfield: “The Doll’s House”

Kate Chopin: “The Story of an Hour”

Unit 3 : Novel:

15

Charles Dickens: *Oliver Twist*

OR

George Orwell: *Animal Farm*

REFERENCES:

- Abrams, M.H. *Glossary of Literary Terms*. India, Macmillan Publishers, 2000.
- Albert, E. *History of English Literature*, India, Oxford University Press, 2009.
- Athenian Society. *Drama, Its History*, England, Nabu Press, 2012.

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- Bloom, Harold. *Charles Dickens: Modern Critical Views*. Infobase Publishing, 2009.
- Rodden, John. *The Cambridge Companion to George Orwell*. Cambridge University Press, 2012
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- Paster, Gail Kern and Skiles Howard (ed.) *A Midsummer Night's Dream: Texts and Contexts*. Boston: St. Martin's Press, 1999.
- Price, Anthony. *Shakespeare: A Midsummer Night's Dream* (Casebooks Series) New York: Palgrave Macmillan, 1983 (New edition).
- Innes, Christopher (ed.) *The Cambridge Companion to George Bernard Shaw*. Cambridge: Cambridge University Press, 1998.
- Bloom, Harold. *George Bernard Shaw*. New York: Chelsea House Publishers, 1987.
- **Online sources:**
 - Discovering Literature - Charles Dickens (The British Library). Link - <https://www.bl.uk/people/charles-dickens>
 - David Perdue's Charles Dickens Page. Link - <https://www.charlesdickenspage.com/index.html>

Paper I: Introduction to Literature

Semester II

Course Nomenclature: Poetry and Drama

Course Code: JBCUAENG201

| | Lectures |
|---|-----------|
| Unit 1: Terms | 15 |
| Section A: Types of Verse: Lyric, Elegy, Dramatic Monologue, Sonnet, Ballad, Epic, Satire, Ode | |
| Section B : Types of Drama: Tragedy, Comedy, Farce, Melodrama, Verse Drama, Theatre of Absurd, Angry Young Man Drama | |
| Unit 2: Poetry | 15 |
| 1. Sonnet : William Shakespeare : Sonnet 1 “ From fairest creature we desire increase” 2. Satire : Oliver Goldsmith : “Elegy on the Death of a Mad Dog” 3. Ode : Keats : “Ode on a Grecian Urn” 4. Ballad : Thomas Campbell : “Lord Ullin’s Daughter” 5. Dramatic Monologue: Robert Browning ; “The Last Ride” 6. Lyric: Robert Frost : “Stopping by Woods on a Snowy Evening” | |
| Unit 3: Play | 15 |
| William Shakespeare: <i>A Mid-Summer Night’s Dream</i> OR George Bernard Shaw: <i>Pygmalion</i> | |

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- Abrams, M.H. *Glossary of Literary Terms*. India, Macmillan Publishers, 2000.
- Albert, E. *History of English Literature*, India, Oxford University Press, 2009.
- Athenian Society. *Drama, Its History*, England, Nabu Press, 2012.
- Brooks, Cleanth and Warren, Robert Penn. *Understanding Fiction*, Printice Hall.
- Bennett, Andrew and Nicholas Royle. *Introduction to Literature, Criticism and Theory*. Great Britain: Pearson Education Limited, 2004.
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- Forster, E M. *Aspects of the Novel*, (1954) London: Rosetta Books, 2002.
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- Prasad, B. *Background of the Study of English Literature*, Chennai, Macmillan, 1999.
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- Meyers, Jeffrey. *A Reader's Guide to George Orwell*. Thames and Hudson, 1978
- Paster, Gail Kern and Skiles Howard (ed.) *A Midsummer Night's Dream: Texts and Contexts*. Boston: St. Martin's Press, 1999.
- Price, Anthony. *Shakespeare: A Midsummer Night's Dream* (Casebooks Series) New York: Palgrave Macmillan, 1983 (New edition).
- Innes, Christopher (ed.) *The Cambridge Companion to George Bernard Shaw*. Cambridge: Cambridge University Press, 1998.
- Bloom, Harold. *George Bernard Shaw*. New York: Chelsea House Publishers, 1987.
- **Online sources:**
Discovering. Link - <https://www.bl.uk/people/charles-dickens>
- David Perdue's Charles Dickens Page. Link - <https://www.charlesdickenspage.com/index.html>

Modality of Assessment

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

A. Internal Assessment : 40% - 40 Marks

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

- | | |
|------------------------------------|---|
| 1. A. Short question (from Unit I) | 8 |
| B. Short question (from Unit I) | 7 |

2. Full length question (from Unit II) 15

OR

- | | |
|-------------------------------------|---|
| 2. A. Short question (from Unit II) | 8 |
| B. Short question (from Unit II) | 7 |

3. Full length question (from Unit III) 15

OR

- | | |
|--------------------------------------|---|
| 3. A. Short question (from Unit III) | 8 |
| B. Short question (from Unit III) | 7 |

4. Short notes (Any **three** out of 6 - from Unit I, II and III) 15

Agenda No. 1.02 in AC

Date- 07/07/2021



**Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G.
Bedekar College of Commerce**

(Autonomous), Thane (W)

(Affiliated to University of Mumbai)

Program:B.A.

Specific Programme: Foundation Course -JBCUAFC

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Foundation Course– JBCUAFC

PREAMBLE

As a student of particular faculty, one may master the subjects of that particular discipline. But ultimate aim of any education is to produce good citizenry. One of the aspects of good citizenship is to be conversant with one's own society, its profile, its problems and solution to these problems. Therefore, the subject of Foundation Course acquaints the students with diverse nature of Indian society and problems that emerge because of this diverse nature of the society. It makes students realize man-made and natural disparities and find solutions to these inequalities. It provides a broad outline about social, political, economic, environmental profile of India. In today's world knowing of psychological aspects is equally important. Project work in this subject helps learners not only to understand various issues but to understand intricacies of these issues.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online, in case of emergency)

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

PROGRAMME - OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

Specific Programme: Foundation Course – JBCUAFC

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | Enabling the students to understand the cultural diversity of India, honouring the concept of ‘unity in diversity’ |
| PSO2 | Familiarize the learners with the contemporary problems of the Indian society and related laws and to prepare them to deal with it |
| PSO3 | Generating greater consciousness about scientific and technological development and respect for the environment, focusing on sustainable development |
| PSO4 | Imparting knowledge regarding the Constitution of India, rights and duties thereby creating an informed citizenry |
| PSO5 | To equip the learners with basics of stress and conflict management hence contributing to their holistic development |
| PSO6 | To acquaint learners with soft skills useful for career development |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|----------------------|----------|-------------------------|-------------|---------|
| 1 | Foundation Course | I | Foundation Course-I | JBCUAFC101 | 2 |
| | | II | Foundation Course-II | JBCUAFC201 | 2 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Foundation Course- Foundation Course-I

Course Code: JBCUAFC101

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

Semester II

Course Nomenclature: Foundation Course- Foundation Course-II

Course Code: JBCUAFC201

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Foundation Course - I

Semester I

Course Nomenclature: Foundation Course - I

Course Code: JBCUAFC101

Lectures

Unit I: Diverse nature of Indian Society

09

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

09

1. Communal Conflicts
2. Caste Conflicts
3. Linguistic and regional conflicts

Unit III: Contemporary Indian Society- Issues and Challenges

09

1. Concept of Gender
2. Multiplicity of Gender Identities
3. Changing nature of the institution of family

Unit IV: Introduction to the Constitution

09

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties

REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course —Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course —Semester- II*. Sheth Publications.

Paper I: Foundation Course- I

Semester II

Course Nomenclature: Foundation Course- II

Course Code: JBCUAFC201

Lectures

Unit I: Globalization: Impact on the Society

09

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

Unit II: Human Rights

09

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Unit III: Ecology

09

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

REFERENCES

Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.

Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.

Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.

P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester-I*. Sheth Publications.

P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6
B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6
B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

- | | |
|--------------------------------------|---|
| 3. A. Short question (from Unit III) | 6 |
| B. Short question (from Unit III) | 6 |

- | | |
|--|----|
| 4. Full length question (from Unit IV) | 12 |
|--|----|

OR

- | | |
|-------------------------------------|---|
| 4. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV) | 6 |

- | | |
|--|----|
| 5. Full length question (from Unit IV) | 12 |
|--|----|

OR

- | | |
|-------------------------------------|---|
| 4. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV) | 6 |

Agenda No. 1.02 in AC
Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K.G. Joshi College of Arts & N.G. Bedekar College of Commerce

(Autonomous College)

(Affiliated to University of Mumbai)

Syllabus for FYBA

Program: B.A.

Specific Programme: NCC Studies–JBCUANCC

Specific Programme: NCC Studies– JBCUANCC

PREAMBLE

This course is designed to give exposure to the NCC cadets to the basic principles of NCC subject. The emphasis will be on the development of analytical thinking and to develop the skill of application of NCC subject concepts to analyse the defense, discipline and confidence in the real life situations.

Eligibility:

- 1) A student must have successfully cleared the HSC (12th) examination and a student must have been selected/enrolled for NCC Army (Boys or Girls), Naval or Air wing. **OR**
- 2) A student must have successfully cleared the HSC (12th) examination, but Students who have NOT been selected/enrolled for NCC, but have successfully been completed Junior Division (JD) NCC or MCC at school level/ Junior College level. **OR** Students who have successfully been completed Scout/Guide at school level/Junior College level. **OR** Students who have successfully been completed Sea Cadet Corps or Army training course at school level/ Junior College level. Students NOT selected/enrolled for NCC, who have opted NCC subject will have to furnish undertaking form and students will not claim any facility/camps/washing allowance etc from NCC directorates/government authorities.

Examination:

The theory examination of each semester shall be conducted by the college and practical will be conducted during the regular parade days. Examination will comprise of internal and external assessment as per the University Ordinances/Rules/Regulations framed from time to time.

NOTE

The NCC 'B' and 'C' Certificate examinations are independent of the college examinations for being conducted by the NCC separately for the aspiring Cadets.

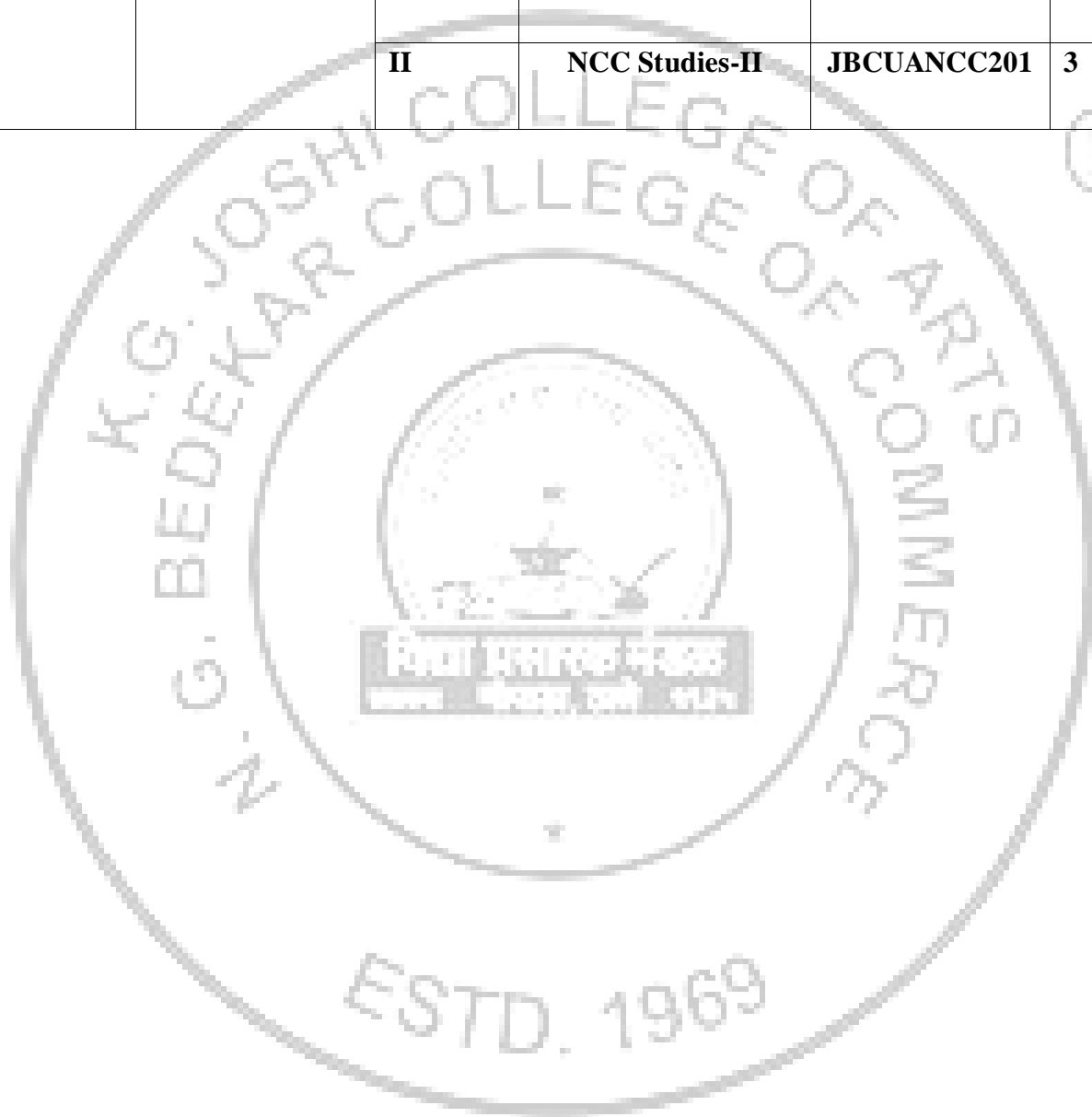
Mode of Delivery: Offline (Online in case of emergency)

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | To make the learners aware about exposure to a range of subjects from Humanities to Science and Technology, apart from the Military Subjects taught both theoretically and practically. |
| PSO2 | To reinforce the aims, motto, vision & mission of the NCC through the academic curriculum |
| PSO3 | To sensitize students towards social climate and culture |
| PSO4 | To equip the learners with the skills of citizenship |
| PSO5 | To take up careers in civil services, defense, paramilitary, police and security forces further prompting increased demand by the students, augmenting recruitment standards of NCC. |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|-------------|----------|---------------------|-------------|---------|
| 1 | NCC Studies | I | NCC Studies-I | JBCUANCC101 | 3 |
| | | II | NCC Studies-II | JBCUANCC201 | 3 |



COURSE OUTCOMES

Semester- I

Course Nomenclature: NCC Studies -I

Course Code: JBCUANCC101

- 1) To acquaint the students about NCC, National Integration & Awareness**
- 2) To help the students to understand about Foot Drill**
- 3) To provide an overview of the Adventure Training**
- 4) To familiarize students with the Personality Development and Leadership skill.**
- 5) To provide information on Army, Navy and Air-force as specialized subject**

Semester -II

Course Nomenclature: NCC Studies -II

Course Code: JBCUANCC201

- 1) To acquaint the students with the concept of Disaster Management and Social Awareness and Community Development**
- 2) To make students understand the Health and Hygiene**
- 3) To explain the learners about Drill with Arms**
- 4) To elucidate the Weapon Training.**
- 5) To provide information on Army, Navy and Air-force as specialized subject**

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBA

SEMESTER- I

TITLE: NCC Studies-I JBCUANCC101

| Unit | | Lectures |
|----------------|--|-----------|
| Unit 1: | Introduction to NCC, National Integration & Awareness i. Genesis, Aims, Objectives & Organisation of NCC; NCC Song ii. Incentives & Benefits iii. Basics social services iv. NCC Camps- types and conduct v. National Integration: Importance and Necessity vi. Factors affecting National Integration vii. Unity in Diversity & Role of NCC in Nation Building | 9 |
| Unit 2: | Drill: Foot Drill i. General and Words of Command ii. Attention, Stand at Ease and Stand Easy, Turning and Inclining at the Halt iii. Sizing, Forming Up in Three Ranks and Numbering, Open and Close Order March and Dressing iv. Saluting at the Halt, Getting On Parade, Dismissing and Falling Out v. Marching, Length of Pace and Time of Marching in Quick Time and Halt, Slow March and Halt vi. One step to right, left, forward and rear vii. Turning on the March and Wheeling. viii. Marking time and halting; Quick March from Marking time ix. Changing the foot while marching x. Formation of squad and Squad Drill. | 10 |
| Unit 3: | Adventure and Obstacle Training i. Introduction to Adventure Activities ii. Obstacle Course | 4 |
| Unit 4: | Personality Development and Leadership i. Introduction to Personality Development ii. Factors Influencing /Shaping Personality: Physical, Social, Physiological, Philosophical and Psychological iii. Self-Awareness- Know yourself/ Insight iv. Empathy v. Critical & Creative Thinking vi. Decision Making vii. Group Discussion – Stress and Emotions, Change your mind set, Inter personal relations and Team work viii. Public Speaking | 10 |

| | | |
|----------------|--|----|
| | ix. Leadership Capsule – Traits, Indicators, Motivation, Ethics, Honour Code | |
| Unit 5: | Specialized subject (ARMY) A. Armed Force (AF) i. Armed Forces, Army, CAPF, Police B. Introduction to Infantry Weapons and Equipment (INF) i. Organisation of Infantry Battalion and its Weapons C. Military history i. Biographies of Renowned Generals ii. Study of Battles – Indo Pak War 1965, 1971 and Kargil iii. War Movies D. Communication i. Basic Communication Procedure OR Specialized subject (NAVY) A. Naval orientation and Service subjects i. Armed Forces and Navy Capsule ii. Modes of Entry – IN, ICG, Merchant Navy iii. History of the Indian Navy-Pre and Post-Independence iv. Gallantry award winners v. Organization of Navy- NHQ, Commands, Fleets, Ships and shore establishments vi. Types of Warships and their role vii. Organization of Army and Air Force- Operational and Training commands viii. Ranks of Officers and Sailors, Equivalent Ranks in the Three Services B. Ship and Boat Modelling i. Principles of Ship Modelling ii. Maintenance and Care of tools C. Swimming i. Swimming Basics ii. Floating for three minutes and Free style swimming for 50meters OR | 12 |
| | Specialized subject (AIR) A. General Service Knowledge i. Armed Forces and IAF Capsule ii. History of IAF B. Principles of Flight (PF) i. Principles of Flight C. Airmanship (AR) i. Visit to Airfield –ATC, Met | 12 |

| | | |
|--|---|--|
| | ii. Aviation Medicine | |
| | D. Aero- Engines and Air Frames (AF) | |
| | i. Introduction and types of Aero-engines | |

REFERENCES

| Title | Authors | Publication |
|---|--|--|
| Special NCC Order Jun 2020 – Appendix AA to AD | | By DGNCC, New Delhi |
| DGNCC App 2.0 | DGNCC | Google Playstore |
| Cadet's Hand book – Common subject..all wings. | -- | BY DG NCC, New Delhi. |
| Cadet's Hand book – Specialised Subjects, Army, Navy, Air-force | -- | BY DG NCC, New Delhi |
| NCC OTA Precise | -- | BY DG NCC, New Delhi |
| National Cadet Corps (India) | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |
| National Cadet Corps, Youth in Action (Google eBook) | National Cadet Corps (India) | Lancer Publishers, 2003 |
| Youth in Step: History of the National Cadet Corps | V. Longer | Lancer international, 1983 Original from the University of Michigan |
| National Cadet Corps of India | Man Mohan Sharma | Vision Books, 1980 Original from the University of Michigan |
| The National Cadet Corps Act, 1948, as Modify Up to the 1st July 1963 | India | Government of India Press, 1963 (Military Law) |
| Cadet Corps in India: Its Evolution and Impact | Satis Chandra Maikap | DarbariUdyog, 1979 Original from the University of California |
| National Cadet Corps: 100 Years of Distinction | National Cadet Corps (Singapore) | NCC |
| The NCC | Singapore, National Cadet Corps Council | National Cadet Corps Council |
| Grooming Tomorrow's Leaders: National Cadet Corps, 1917-2006 | R.S. Chhettri | Lancer Publishers, 2006 |
| National Civil Defence Cadet Corps | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |

SEMESTER- II
TITLE: NCC Studies-II JBCUANCC201

| Unit | | Lectures |
|----------------|--|----------|
| Unit 1: | A) Disaster Management i. Civil Defence Organisation and Its Duties/ NDMA ii. Types of Emergencies/ Natural Disaster iii. Assistance during Natural / Man Made Disasters: Flood / Cyclone/ Earth Quake/ Accident etc - Team composition and eqpt for specific disasters, specific Dos and Donts iv. 'Avan' model of NCC v. Fire Service and Fire fighting B) Social Awareness and Community Development i. Basics of Social Service, Weaker Sections of Our Society and Their Needs ii. Social/ Rural Development Project: MNREGA, SGSY, NSAP etc. iii. Contribution of Youth towards Social Welfare iv. NGOs v. Swachha Bharat Abhiyan vi. Social Evils, Beti Bachao Beti Padhao, Drug abuse, Mission Indradhanush, Digital Awareness, Waste Management, Women Health and Sanitation, Tree Plantation, Traffic Awareness, Pollution vii. Protection of Children and Women Safety viii. New Initiatives ix. Cyber and Mobile Security Awareness | 10 |
| Unit 2: | Health and Hygiene i. . Hygiene and Sanitation (Personal and Camp Hygiene) ii. First Aid in Common Medical Emergencies, Treatment and Care of Wounds iii. Introduction to Yoga and Exercises | 5 |
| Unit 3: | Drill with Arms i. Attention, Stand at Ease and Stand Easy ii. Getting on Parade with Rifle and Dressing at the Order iii. Dismissing and Falling Out iv. Ground / Take Up Arms v. Present From the Order and Vice-versa vi. General Salute, Salami Shastra | 5 |
| Unit 4: | Weapon Training i. Characteristics of a Rifle / Rifle Ammunition and its Fire Power ii. Stripping, Assembling, Care and Cleaning and Sight Setting of .22 rifle | 10 |

| | | |
|--|---|----|
| | <p>C. Boat work</p> <ul style="list-style-type: none"> i. Parts of Boat and Parts of an Oar ii. Instruction on boat Pulling- Pulling orders iii. Steering of boat under oars, Practical instruction on Boat Pulling, Precautions while pulling <p style="text-align: center;">OR</p> <p>Specialized subject (AIR)</p> <p>A. Navigation and Meteorology (NM)</p> <ul style="list-style-type: none"> i. Introduction to Met and Atmosphere <p>B. Flight Instruments (IN)</p> <ul style="list-style-type: none"> i. Basic Flight Instruments ii. Introduction to Radars <p>C. Aero-Modelling</p> <ul style="list-style-type: none"> i. History of Aero modelling ii. Materials used in Aero modelling iii. Type of Aero models iv. Flying/ Building of Aero models | 15 |
|--|---|----|

REFERENCES

| Title | Authors | Publication |
|---|--|--|
| Special NCC Order Jun 2020 – Appendix AA to AD | | By DGNCC, New Delhi |
| DGNCC App 2.0 | DGNCC | Google Playstore |
| Cadet's Hand book – Common subject..all wings. | -- | BY DG NCC, New Delhi. |
| Cadet's Hand book – Specialised Subjects, Army, Navy, Air-force | -- | BY DG NCC, New Delhi |
| NCC OTA Precise | -- | BY DG NCC, New Delhi |
| National Cadet Corps (India) | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |
| National Cadet Corps, Youth in Action (Google eBook) | National Cadet Corps (India) | Lancer Publishers, 2003 |
| Youth in Step: History of the National Cadet Corps | V. Longer | Lancer international, 1983 Original from the University |

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|---|--|---|
| | | of Michigan |
| National Cadet Corps of India | Man Mohan Sharma | Vision Books, 1980 Original from the University of Michigan |
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| Grooming Tomorrow's Leaders: National Cadet Corps, 1917-2006 | R.S. Chhettri | Lancer Publishers, 2006 |
| National Civil Defence Cadet Corps | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|----------------------------------|-------|
| 1 | Written Test | 20 |
| 2 | Project, assignment etc | 15 |
| 3 | NCC Song and Class Participation | 5 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

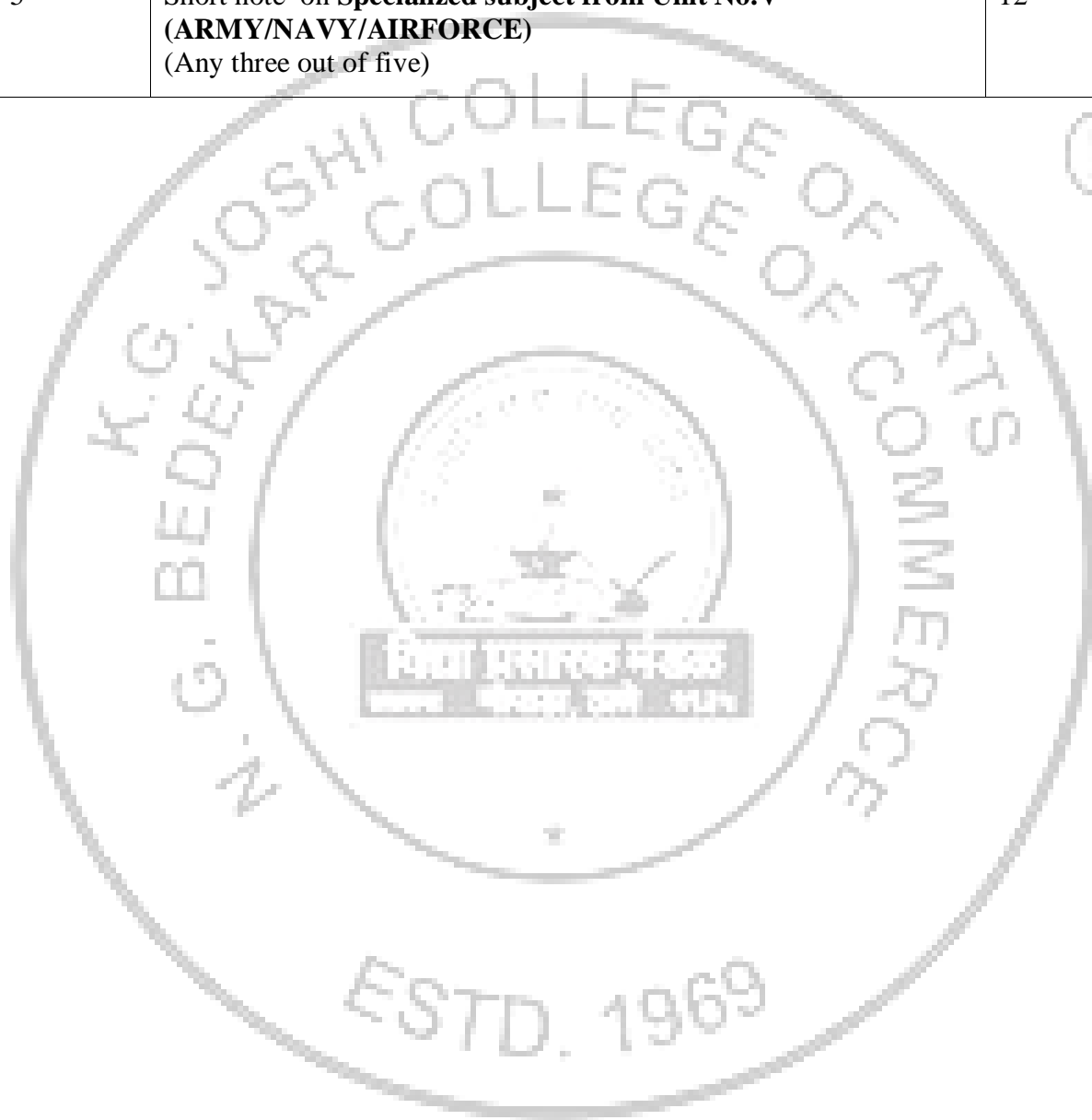
Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

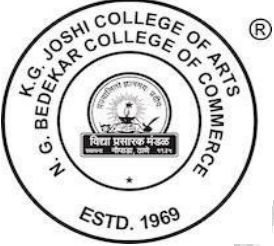
| Questions No. | Sub- Questions | Marks |
|---------------|---|-------|
| 1 | Objective type questions such as Multiple Choice Questions, True or falls, fill in the blanks, match the following etc. to be asked covering all units of the syllabus. | 12 |
| 2 | A. Short question (from Unit II) B. Short question (from Unit II) OR C) Short question (from Unit II) D) Short question (from Unit II) | 12 |
| 3 | A. Short question (from Unit III) B. Short question (from Unit III) OR C) Short question (from Unit III) D) Short question (from Unit III) | 12 |
| 4 | A. Short question (from Unit IV) | 12 |

| | | |
|---|---|----|
| | B. Short question (from Unit IV) OR C) Short question (from Unit IV) D) Short question (from Unit IV) | |
| 5 | Short note on Specialized subject from Unit No.V (ARMY/NAVY/AIRFORCE) (Any three out of five) | 12 |



Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K.G. Joshi College of Arts & N.G. Bedekar College of Commerce

(Autonomous)

(Affiliated to University of Mumbai) Program: B.A.

Specific Programme: Human Geography JBCUAGEO

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

(Credit Based Semester and Grading System with effect from the academic year 2021-2022)

Specific Programme: Geography – JBCUAGEO

PREAMBLE

Geography is the study of space and the relationships between people and their environments. Geographers explore both the physical properties of Earth's surface and the human societies spread across with reference to spatial context. This syllabus is designed to emphasize the teaching-learning process at the undergraduate (B.A./B.com) level to sensitize and train the students to develop a scientific temper and logical approach regarding mechanism and processes of natural and human activities. The focus is to help the students to understand the latest tools and techniques in geography, which would help in giving focused and precise understanding of spatial and non-spatial aspects of geographical studies. The purpose is to enhance the capability of the students in perceiving, creating and analysing sound geographical bases and concepts with practical knowledge. This Learning Outcome based Curriculum Framework is designed to emphasize the teaching and learning process at the undergraduate (B.A./B.com) as student centric by strengthening the quality of teaching and learning in the contemporary real-life scenario of global, regional and local level. It is considered learning as an activity of creativity of innovations and analysing geographical factors. The syllabus prepared keeping in the mind the major learning outcomes, which would help the students to understand and critically analyze various dimensions of the geographical issues.

Eligibility: A student must have successfully cleared the HSC (12th) examination

Duration: Three years (Entire B.A. Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

Programmes-Outcomes: BA

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

**Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

**Programmes-Specific Outcomes: GEOGRAPHY-
JBCUAGEO**

| PSO | PSO Description |
|-------------|---|
| PSO1 | Apprising the learners with the concepts, theories, and ideas related to spatial and non-spatial aspects of Geography |
| PSO2 | Acquainting the learners about the evolutionary to contemporary process of development in the field of Geography |
| PSO3 | Imparting practical knowledge through field visits, research project to investigate the Socio-cultural, Environmental, Economic and Technological Changes. |
| PSO4 | Sensitizing the learners with Economic, Social, Cultural and Environmental sustainability |
| PSO5 | To equip the learners for being responsible citizens for global competitiveness for welfare of the society. |

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|-------------|----------|--------------------------|-------------|---------|
| 1 | Geography | I | Human Geography | JBCUAGEO101 | 4 |
| | | II | Geography of Environment | JBCUAGEO201 | 4 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Human Geography

Course Code: JBCUAGEO 101

1. Developing the understanding of the various theoretical and methodological approaches in human geography and be able to develop research questions and critically analyse both qualitative and quantitative data to answer those questions.
2. Analyze the types and patterns of rural and urban settlements, urbanization and related issues in India and other regions of the world.
3. Exhibiting a general understanding of population patterns, growth and migrations in the world.
4. Students will read, interpret, and generate maps and other geographic representations as well as extract, analyze, and present information from a spatial perspective
5. Encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned

Semester II

Course Nomenclature: Geography of Environment

Course Code: JBCUAGEO 102

1. Developing the understanding of the various theoretical and methodological approaches in human geography and be able to develop research questions and critically analyse both qualitative and quantitative data to answer those questions.
2. Students will analyze the earth as an integrated system by examining dynamic flows, interactions, and exchanges at different spatial and temporal scales.
3. Analyses the types and patterns of rural and urban settlements, urbanization and related issues in India and other regions of the world.
4. Exhibiting a general understanding of population patterns, growth and migrations in the world.
5. Students will read, interpret, and generate maps and other geographic representations as well as extract, analyze, and present information from a spatial perspective
6. Encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Geography Semester I

Course Nomenclature: Human Geography

Course Code: JBCUAGEO101

| Unit-I: Human Geography: An Introduction | | 12 (lectures) |
|---|--|----------------------|
| 1.1 | Human Geography - Meaning, Definition, Nature and Scope | |
| 1.2 | Evolution of Human Geography | |
| 1.3 | Branches of Human Geography | |
| 1.4 | Man Environment Relationship, Approaches- Determinism, Possibilism and Probabilism | |
| Unit-II: Population | | 12 (lectures) |
| 2.1 | Trends and Pattern of World Population Change | |
| 2.2 | Demographic Transition Model | |
| 2.3 | Population Density, Population Distribution and Growth | |
| 2.4 | Concept and Problems of Under population, Over population and Optimum population | |
| Unit-III: Human Settlements | | 12 (lectures) |
| 3.1 | Concept of Rural and Urban settlement, Site and Situation | |
| 3.2 | Types and Pattern of Rural and Urban Settlement | |
| 3.3 | Functional Classification of Urban Settlement | |
| 3.4 | Structure of Rural and Urban Settlement | |
| Unit-IV: Migration | | 12 (lectures) |
| 4.1 | Concept and Types of Migration | |
| 4.2 | Causes of Migration – Pull and Push; Consequences/Effects of Migration | |
| 4.3 | Theories of Migration- Ravenstein's Laws of Migration, Gravity Model | |
| 4.4 | Geopolitics of Migration and Mobility | |
| Unit-V: Practical Component | | 12 (lectures) |
| | | |

| | | |
|-----|--|--|
| 5.1 | Map - Definition, Components, Type and Importance | |
| 5.2 | Map scale- Concept and Types | |
| 5.3 | Construction and Interpretation of Choropleth maps, Isopleth maps, Dot and Flow maps | |
| 5.4 | Nearest Neighbor Analysis | |

REFERENCES

- Johnson R. J. & Others (1983) : The Dictionary of Human Geography, Blackwell England
- Singh, L. R. (2009): "Fundamentals of Human Geography", Sharda Pustak Bhavan, Allahabad
- "Geographical Thought: A Contextual History of Ideas", PHI Learning Private Limited, Delhi
- Singh, R. Y. (2002): "Geography of Settlements", Rawat Publications, Jaipur
- Siddhartha, K. and Mukherjee, S. (2016): "Cities, Urbanisation and Urban Systems", Kitab Mahal, Delhi
- Chandna, R. C. (2016): "Geography of Population: Concepts, Determinants and Patterns", Kalyani Hende, A. and Kanitkar, T. (2015): "Principles of Population Studies", Himalaya Publishing House, Mumbai
- Koser, K. (2007): "International Migration: A Very Short Introduction", Oxford University Press, UK
- Castles, S., Haas, H., and Miller, M. (2013): "The Age of Migration: International Movements in the Modern World", Guilford Pr.
- Leong, G. C. and Morgan, G. C. (1982): "Human and Economic Geography", Oxford University Press, Delhi
- Knowles, R. and Warding, J. (2012): "Economic and Social Geography", Rupa a
- Waugh, D. (2009): "The New Wider World", Oxford University World, Oxford
- Mahmood, A. (2008): Statistical Methods in Geographical Studies", Rajesh Publications, New Delhi
- Singh, L. R. (2009): "Fundamentals of Practical Geography", Sharda Pustak Bhavna, Allahabad
- Mishra, R. P. and Ramesh, A. (2002): "Fundamentals of Cartography", Concept Publishing Company, New Delhi

Paper I: Geography Semester II

Course Nomenclature: GEOGRAPHY OF ENVIRONMENT

Course Code: JBCUAGEO201

| | | |
|--|---|----------------------|
| Unit-I: Fundamentals of Environmental Geography | | 12 (lectures) |
| 1.1 | Environmental Geography: Concept, Nature, Scope and Importance | |
| 1.2 | Approaches to Study Environmental Geography | |
| 1.3 | Human Interaction with Environment | |
| 1.4 | Relationship of Environmental Geography with other Sciences | |
| Unit-II : Ecosystem Structure and Functions | | 12 (lectures) |
| 2.1 | Ecosystem - Meaning and Definition and its Structure | |
| 2.2 | Classification of Ecosystem – Aquatic and Terrestrial | |
| 2.3 | Functions: Energy Flow in Ecosystem, Food Chain, Food Web and Food Pyramid | |
| 2.4 | Biogeochemical Cycles: Hydrological, Carbon, Nitrogen | |
| Unit-III: Contemporary Environmental Issues | | 12 (lectures) |
| 3.1 | Pollution - Air and Water Pollution - Causes, Effects and Measures | |
| 3.2 | Land and Noise Pollution - Causes, Effects and Measures | |
| 3.3 | Major Environmental Issues - Global Warming, Ozone Depletion, Acid Rain | |
| 3.4 | Major Environmental Movements – Local Level: Save Aarey and Clean Creek Movement of Thane Creek, National Level - Chipko Movement and Narmada Bachao Andolan , International Level- Save Amazon Forest and Green Peace Movement | |
| Unit-IV: Natural Resources and Biodiversity | | 12 (lectures) |
| 4.1 | Natural resources – Meaning, Definition and Importance | |
| 4.2 | Types of Natural Resources | |
| 4.3 | Causes of Depletion and Methods/Measures of Natural Resources Conservation | |
| 4.4 | Biodiversity in India and Its Conservation, Biodiversity of Western Ghat | |
| Unit-V: Practical Component | | 12 (lectures) |

| | | |
|-----|--|--|
| 5.1 | Map Filling – Major Environmental Features and Issues. | |
| 5.2 | Measurement of Air, Water, Soil and Noise Pollution. (Visit to TMC Pollution Control Department) | |
| 5.3 | Identification of Plants in College Campus | |
| 5.4 | Measurement of Biodiversity-Quadrant sampling, Calculation of Biodiversity Index | |

References

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- Chambers N., Simons C., Wackernagel M., 2006, 'Sharing Nature's Interest – Ecologicalfootprints as an indicator of sustainability'.
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- Perumal M., Veerasekaran R., Suresh M., Asaithambi M., 2008, 'Environmental and Ecological issues in India', Abhijeet Publication, Delhi

Modality of Assessment

| Serial No. | Evaluation Type | Marks |
|------------|-----------------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/ Journal/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

A. Internal Assessment: 40% - 40 Marks

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Marks: 60

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. Full length question (from Unit I) 12

2. Full length question (from Unit II) 12

OR

2. Full length question (from Unit II) 12

3. Full length question (from Unit III) 12

OR

3. Full length question (from Unit III) 12

4. Full length question (from Unit IV) 12

OR

4. Full length question (from Unit IV) 12

5. Question on Practical (from Unit V)

(A) &

(B) 12

OR

5. Question on Practical (from Unit V) 12

(A) &

(B)

Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K.G. Joshi College of Arts & N.G. Bedekar College of Commerce

(Autonomous)

(Affiliated to University of Mumbai) Program: B.A.

Specific Programme: Ancillary Hindi - ऐच्छिक हिन्दी_JBCUAHIN

Syllabus for FYBA

Year of Establishment: 969

Year of Upgrading: 2021-2022

Specific Programme: Hindi – JBCUAHIN

PREAMBLE

भारत में हिन्दी भाषा को संपर्क भाषा का गौरव प्राप्त है। इस भाषा का इतिहास हजारों सालों का है। भारत में हिन्दी भाषा लगभग साठ करोड़ लोग बोलते हैं। इस भाषा में रोजगार के अवसर हैं। बोलचाल की भाषा तो लगभग सभी जानते हैं। पर हिन्दी के समृद्ध साहित्य से परिचय कराना अनिवार्य है। साहित्य समाज का दर्पण है और समाज साहित्य के दर्पण में देख कर अपने आप को संवारता है। साहित्य की समृद्ध परंपरा से छात्रों को ज्ञान प्रदान करना और एक अच्छे मनुष्य के निर्माण की प्रक्रिया में साहित्य का अपना एक बहुत बड़ा योगदान है इस बात को ध्यान में रखते हुए हिंदी का अध्ययन अनिवार्य हो जाता है। इस भाषा के कवियों ने अनेक कविता कहानी नाटक निबंध संस्मरण रेखाचित्र डायरी इत्यादि जैसा साहित्य लिखा। इस साहित्य को पढ़कर मानवी अंतर संबंधों को समझने की क्षमता प्रदान करने हेतु साहित्य और भाषा का अध्ययन अनिवार्य हो जाता है भाषा और साहित्य से मनुष्य समृद्ध होता है भाषा से उसकी पहचान बनती है और समाज में वह एक अच्छे नागरिक के तौर पर जीवन यापन कर सकता है साथ ही भारतवर्ष में शिक्षा के क्षेत्र में सरकारी और मीडिया में रोजगार के अनेकों अवसर उपलब्ध होते हैं बशर्ते भाषा पर अधिकार होना अनिवार्य माना गया है। अगले तीन सालों में भाषा और साहित्य में निपुण होने की संभावना दिखाई पड़ती है अगर छात्र ने मेहनत की तो निश्चित ही वह अपने जीवन में सफल हो सकता है।

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Programmes-Outcomes: BA

| | |
|------------|------------------------|
| PSO | PSO Description |
|------------|------------------------|

| | |
|------------|---|
| PO | PO Description |
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |



TITLE: Ancillary Hindi - ऐच्छिक हिन्दी
COURSE CODE - JBCUAHIN

PROGRAMME - SPECIFIC OUTCOMES

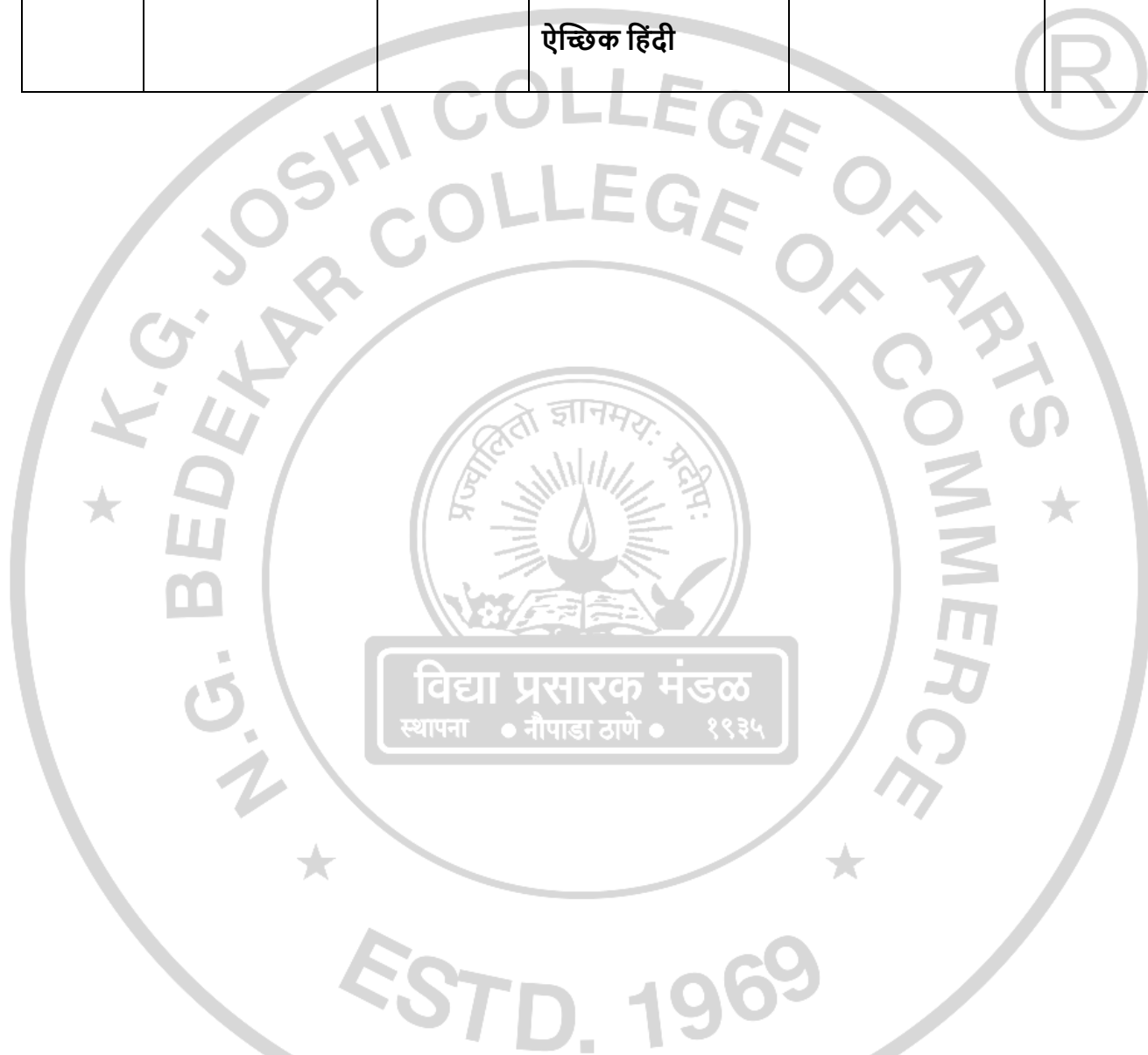
| | |
|------|---|
| PSO1 | हिन्दी विषय की उत्पत्ति और उसकी मूल अवधारणा को समझना । |
| PSO2 | हिन्दी विषय और उसकी शाखाओं का महत्व |
| PSO3 | हिन्दी साहित्य के विभिन्न पहलुओं को समझने के लिए उसकी प्रक्रिया की विधि के साथ-साथ उसकी नयी विधाओं और दिशाओं को जानना । |
| PSO4 | हिन्दी से सम्बद्ध विभिन्न क्षेत्रों और सिद्धांतों को समझने का प्रयास करना। |
| PSO5 | हिन्दी साहित्य के बारे में जानने के लिए उसकी जड़ों, विधाओं और उसके दृष्टिकोण को समझना । |
| | |



DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|------------|----------|---------------------|-------------|---------|
|----------|------------|----------|---------------------|-------------|---------|

| | | | | | |
|---|-------|----|---------------------------------|-------------|----|
| 1 | Hindi | I | Hindi Ancillary ऐच्छिक हिंदी | JBCUAHIN101 | 03 |
| | | II | Hindi Ancillary ऐच्छिक हिंदी | JBCUAHIN201 | 03 |



TITLE: Ancillary Hindi - ऐच्छिक हिंदी
SEMESTER – I

COURSE CODE – JBCUAHIN101

COURSE OUTCOME

- 1) विद्यार्थियों को गद्य विधाओं की प्रचलित रचना - कहानी, निबंध आदि के अतिरिक्त आत्मकथा, जीवनी, संस्मरण, यात्रा वृत्तान्त और रेखाचित्र आदि नवीनतम विधाओं से परिचित कराना।
- 2) हिंदी कहानी के आरंभ से लेकर अद्यतन कहानी की प्रवृत्तियों एवं कहानी के विकास से अवगत कराना।
- 3) विद्यार्थियों का नवीन गद्य विधाओं के स्वरूप- विवेचन तथा विशेषताओं से परिचय कराना।

SEMESTER II

TITLE: Ancillary Hindi - ऐच्छिक हिन्दी
COURSE CODE - JBCUAHIN201

COURSE OUTCOME

- 1) विद्यार्थियों को गद्य विधाओं की प्रचलित रचना - कहानी, निबंध आदि के अतिरिक्त आत्मकथा, जीवनी, संस्मरण, यात्रा वृत्तान्त और रेखाचित्र आदि नवीनतम विधाओं से परिचित कराना।
- 2) हिंदी कहानी के आरंभ से लेकर अद्यतन कहानी की प्रवृत्तियों एवं कहानी के विकास से अवगत कराना।
- 3) विद्यार्थियों का उपन्यास के स्वरूप- विवेचन तथा विशेषताओं से परिचय कराना।

विद्या प्रसारक मंडळ

स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

SEMESTER I

FYBA

HINDI PAPER I

TITLE: Ancillary Hindi - ऐच्छिक हिन्दी
COURSE CODE – JBCUAHIN101

निर्धारित पाठ्यपुस्तकें

- 1) कथा संचयन: संपादक: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
लोकभारती प्रकाशन इलाहाबाद ।

- 1) उसने कहा था- चंद्रधर शर्मा गुलेरी
- 2) परीक्षा- प्रेमचंद
- 3) चित्र का शीर्षक- यशपाल
- 4) दिल्ली में एक मौत- कमलेश्वर
- 5) फैसला- भीष्म साहनी
- 6) बहादुर- अमरकांत
- 7) आस्था के आयाम- मालती जोशी
- 8) बेटी- मैत्रेयी पुष्पा
- 9) परदेसी- ममता कालिया
- 10) निर्वासित- सूर्यबाला

- 2) गधे के विविध आयाम: संपादक: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई राजकमल प्रकाशन

1 - बी नेताजी सुभाष मार्ग नई दिल्ली-110002

- 1) महात्मा गांधी- मेरा विद्यार्थी- काल (आत्मकथा)
- 2) शांतिप्रिय द्विवेदी- तू तो मुझसे भी अभागा है (रेखाचित्र)
- 3) हरिशंकर परसाई - सद्गुरु का कहना है (व्यंग्य)
- 4) देवेंद्रनाथ शर्मा - शाहजहां के आंसू (एकांकी)
- 5) फणीश्वरनाथ रेणु - यशपाल (संस्मरण)
- 6) विजय कुमार संदेश - मेरी अंडमान यात्रा (यात्रावृत्त)
- 7) समाज सेवा - पदुमलाल पुत्रालाल बख्शी (निबंध)
- 8) मनमोहन मदारिया - हंसिनी की भविष्यवाणी (लोक कथा)

प्रथम सत्र यूनिट विभाजन

- 1) कथा संचयन : संपादक: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

यूनिट 1) (पाठ वाचन व्याख्या और समीक्षा)

व्याख्यान :

15

- 1) उसने कहा था - चंद्रधर शर्मा गुलेरी
- 2) परीक्षा - प्रेमचंद
- 3) चित्र का शीर्षक- यशपाल
- 4) दिल्ली में एक मौत - कमलेश्वर
- 5) फैसला - भीष्म साहनी

यूनिट 2) (पाठ वाचन, व्याख्या और समीक्षा)

व्याख्यान :

15

- 6) बहादुर - अमरकांत
- 7) आस्था के आयाम - मालती जोशी
- 8) बेटी - मैत्रेयी पुष्पा
- 9) परदेसी - ममता कालिया
- 10) निर्वासित - सूर्यबाला

2) गद्य के विविध आयाम: संपादक: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

यूनिट 3 (पाठ वाचन व्याख्या और समीक्षा)

व्याख्यान : 15

- 1) महात्मा गांधी - मेरा विद्यार्थी- काल (आत्मकथा)
- 2) शांतिप्रिय द्विवेदी - तू तो मुझसे भी अभागा है (रेखाचित्र)
- 3) हरिशंकर परसाई - सद्गुरु का कहना है (व्यंग्य)
- 4) देवेंद्रनाथ शर्मा - शाहजहां के आंसू (एकांकी)

यूनिट 4 (पाठ वाचन, व्याख्या और समीक्षा)

व्याख्यान:

15

- 5) फणीश्वरनाथ रेणु - यशपाल (संस्मरण)
- 6) विजय कुमार संदेश - मेरी अंडमान यात्रा (यात्रावृत्त)
- 7) समाज सेवा - पदुमलाल पुत्रालाल बख्शी (निबंध)
- 8) मनमोहन मदारिया - हंसिनी की भविष्यवाणी (लोक कथा)

प्रथम सत्रांत परीक्षा के प्रश्न पत्र का प्रारूप

कुल अंक :60:

समय 2 घंटे

| | |
|--|----|
| प्रश्न 1) संदर्भ सहित व्याख्या (दोनों पुस्तकों से विकल्प सहित) | 14 |
| प्रश्न 2) दीर्घ उत्तरीय प्रश्न (दोनों पुस्तकों से विकल्प सहित) | 18 |
| प्रश्न 3) सामान्य प्रश्न (दोनों पुस्तकों से एक-एक प्रश्न) | 10 |
| प्रश्न 4) टिप्पणियां (दोनों पुस्तकों से विकल्प सहित) | 10 |
| प्रश्न 5) अति लघु उत्तरीय प्रश्न (दोनों पुस्तकों से पूछे जाए) | 08 |

REFERENCES

- 1) काव्य सरिता: संपादन: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
परिदृश्य प्रकाशन मरीन लाइन मुंबई 400 002
- 1) कथा दर्पण : संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
अमन प्रकाशन रामबाग कानपुर - 208012
- 2) कथा संचयन: संपादक: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
लोकभारती प्रकाशन इलाहाबाद 1

- 4) जंगल के जुगनू (उपन्यास) - देवेश ठाकुर
वाणी प्रकाशन, 21 - ए दरियागंज, नई दिल्ली- 110002
- 5) गद्य के विविध आयाम - संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
राजकमल प्रकाशन, 1 बी , नेताजी सुभाष मार्ग,
नई दिल्ली - 110002

SEMESTER II
FYBA
HINDI PAPER I

TITLE: Ancillary Hindi - ऐच्छिक हिन्दी
COURSE CODE - JBCUAHIN201

विद्या प्रसारक मंडल
स्थापना • नौपाडा ठाणे • १९३५

निर्धारित पाठ्य पुस्तकें

- 1) जंगल के जुगनू (उपन्यास) - देवेश ठाकुर
वाणी प्रकाशन, 21 - ए दरियागंज, नई दिल्ली- 110002
- 2) गद्य के विविध आयाम - संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
राजकमल प्रकाशन, 1 बी , नेताजी सुभाष मार्ग,
नई दिल्ली - 110002
- 9) रामधारी सिंह दिनकर - नेता नहीं नागरिक चाहिए (निबंध)
- 10) महादेवी वर्मा- बदलू (संस्मरण)
- 11) बनारसीदास चतुर्वेदी- बाईस वर्ष बाद (रेखाचित्र)
- 12) मोहन राकेश - स्वामी दयानंद (जीवनी)
- 13) शंकर पुणतांबेकर - एक मूर्ति कथा (व्यंग्य)
- 14) जगदीशचंद्र माथुर- मकड़ी का जाला (एकांकी)
- 15) गुणाकर मुले - कंप्यूटर नई क्रांति की दस्तक (वैज्ञानिक लेख)
- 16) अमृतलाल बेगड़ - सौंदर्य की नदी नर्मदा (यात्रा वृत्त)

द्वितीय सत्र यूनिट विभाजन

यूनिट 1 (पाठ वाचन और व्याख्या)

व्याख्यान : 15

3) जंगल के जुगनू (उपन्यास) देवेश ठाकुर

यूनिट 2 (उपन्यास की समीक्षा)

व्याख्यान : 15

जंगल के जुगनू (उपन्यास) देवेश ठाकुर

गद्य के विविध आयाम : संपादन: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई

यूनिट 3 (पाठ वाचन व्याख्या और समीक्षा)

व्याख्यान: 15

9) रामधारी सिंह दिनकर - नेता नहीं, नागरिक चाहिए (निबंध)

10) महादेवी वर्मा - बदलू (संस्मरण)

11) बनारसीदास चतुर्वेदी - बाईस वर्ष बाद (रेखाचित्र)

12) मोहन राकेश - स्वामी दयानंद (जीवनी)

यूनिट 4 (पाठ वाचन व्याख्या और समीक्षा)

व्याख्यान : 15

13) शंकर पुणतांबेकर - एक मूर्ति कथा (व्यंग्य)

14) जगदीश चंद्र माथुर - मकड़ी का जाल (एकांकी)

15) गुणाकर मुले - कंप्यूटर क्रांति की दस्तक (वैज्ञानिक लेख)

16) अमृतलाल बेगड़ - सौंदर्य की नदी नर्मदा (यात्रा वृत्त)

द्वितीय सत्रांत परीक्षा के प्रश्न पत्र का प्रारूप

समय दो घंटे

विद्या प्रसारक मंडल

कुल अंक : 60

प्रश्न 1 संदर्भ सहित व्याख्या (दोनों पुस्तकों से विकल्प सहित)

14

प्रश्न 2 दीर्घोत्तरी प्रश्न (दोनों पुस्तकों से विकल्प सहित)

18

प्रश्न 3 सामान्य प्रश्न (दोनों पुस्तकों से एक - एक प्रश्न)

10

प्रश्न 4 टिप्पणियां (दोनों पुस्तकों से विकल्प सहित)

10

प्रश्न 5 अति लघु उत्तरीय प्रश्न (दोनों पुस्तकों से पूछे जाए)

08

REFERENCES

1) काव्य सरिता: संपादन: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई

परिदृश्य प्रकाशन मरीन लाइन मुंबई 400 002

4) कथा दर्पण : संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई

अमन प्रकाशन रामबाग कानपुर - 208012

5) कथा संचयन: संपादक: हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई

लोकभारती प्रकाशन इलाहाबाद 1

4) जंगल के जुगनू (उपन्यास) - देवेश ठाकुर

वाणी प्रकाशन, 21 - ए दरियागंज, नई दिल्ली- 110002
5) गद्य के विविध आयाम - संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
राजकमल प्रकाशन, 1 बी, नेताजी सुभाष मार्ग,
नई दिल्ली - 110002

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

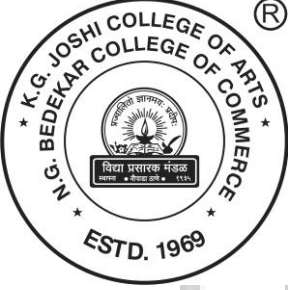
| Serial No. | Evaluation Type | Marks |
|------------|------------------------------------|-------|
| 1 | Written Test लिखित परीक्षा | 20 |
| 2 | Assignment/Project प्रकल्प | 15 |
| 3 | Class Participation कक्षा सहभागिता | 05 |
| | Total: कुल | 40 |

B. External Examination: 60%- 60 Marks



Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K.G. Joshi College of Arts & N.G. Bedekar College of Commerce,

Thane

(Autonomous)

(Affiliated to University of Mumbai)

Program: B.A.

Syllabus for F.Y.B.A.

Specific Programme: Hindi (JBCUAL2HIN)

Specific Programme: Hindi – JBCUAL2HIN

PREAMBLE

भारत में हिन्दी भाषा को संपर्क भाषा का गौरव प्राप्त है। इस भाषा का इतिहास हजारों सालों का है। भारत में हिन्दी भाषा लगभग साठ करोड़ लोग बोलते हैं। इस भाषा में रोजगार के अवसर हैं। बोलचाल की भाषा तो लगभग सभी जानते हैं। पर हिन्दी के समृद्ध साहित्य से परिचय कराना अनिवार्य है। साहित्य समाज का दर्पण है और समाज साहित्य के दर्पण में देख कर अपने आप को संवारता है। साहित्य की समृद्ध परंपरा से छात्रों को ज्ञान प्रदान करना और एक अच्छे मनुष्य के निर्माण की प्रक्रिया में साहित्य का अपना एक बहुत बड़ा योगदान है इस बात को ध्यान में रखते हुए हिन्दी का अध्ययन अनिवार्य हो जाता है। इस भाषा के कवियों ने अनेक कविता कहानी नाटक निबंध संस्मरण रेखाचित्र डायरी इत्यादि जैसा साहित्य लिखा। इस साहित्य को पढ़कर मानवी अंतर संबंधों को समझने की क्षमता प्रदान करने हेतु साहित्य और भाषा का अध्ययन अनिवार्य हो जाता है भाषा और साहित्य से मनुष्य समृद्ध होता है भाषा से उसकी पहचान बनती है और समाज में वह एक अच्छे नागरिक के तौर पर जीवन यापन कर सकता है साथ ही भारतवर्ष में शिक्षा के क्षेत्र में सरकारी और मीडिया में रोजगार के अनेकों अवसर उपलब्ध होते हैं बशर्ते भाषा पर अधिकार होना अनिवार्य माना गया है। अगले तीन सालों में भाषा और साहित्य में निपुण होने की संभावना दिखाई पड़ती है अगर छात्र ने मेहनत की तो निश्चित ही वह अपने जीवन में सफल हो सकता है।

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online in case of emergency)

**Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

Programmes -Outcomes: BA

| PO | PO Description |
|-----|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

**Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

Programmes -Specific Outcomes: Course No. - I

| PSO | PSO Description |
|------|---|
| PSO1 | हिन्दी विषय की उत्पत्ति और उसकी मूल अवधारणा को समझना । |
| PSO2 | हिन्दी विषय और उसकी शाखाओं का महत्व ... |
| PSO3 | हिन्दी साहित्य के विभिन्न पहलुओं को समझने के लिए उसकी प्रक्रिया की विधि के साथ-साथ उसकी नयी विधाओं और दिशाओं को जानना । |
| PSO4 | हिन्दी से सम्बद्ध विभिन्न क्षेत्रों और सिद्धांतों को समझने का प्रयास करना। |
| PSO5 | हिन्दी साहित्य के बारे में जानने के लिए उसकी जड़ों, विधाओं और उसके दृष्टिकोण को समझना । |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|------------|----------|-------------------------------------|---------------|---------|
| 1 | Hindi | I | Compulsory Hindi अनिवार्य हिन्दी | JBCUAL2HIN101 | 03 |
| | | II | Compulsory Hindi अनिवार्य हिन्दी | JBCUAL2HIN201 | 03 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Compulsory Hindi - अनिवार्य हिन्दी

Course Code: JBCUAL2HIN101

- 1) विद्यार्थियों को कविता और कहानी विधाओं के अतिरिक्त हिंदी के प्रमुख साहित्यकारों से परिचित कराना।
- 2) अनुवाद और पत्र लेखन की कला का ज्ञान देना।
- 3) विद्यार्थियों की भाषा को समृद्ध करना।

COURSE OUTCOMES

Semester II

Course Nomenclature: Compulsory Hindi - अनिवार्य हिन्दी

Course Code: JBCUAL2HIN201

- 1) निबंध लेखन और संवाद लेखन द्वारा भावों एवं विचारों की अभिव्यक्ति में सक्षम बनाना।
- 2) मुहावरों और व्याकरण के माध्यम से विद्यार्थियों की भाषा को समृद्ध करना।
- 3) विद्यार्थियों में लेखन के दौरान होने वाली अशुद्धियों को दूर करना।

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBA

Compulsory Hindi - अनिवार्य हिन्दी

Course Code: JBCUAL2HIN101

निर्धारित पाठ्य पुस्तकें

1) काव्य सरिता : संपादन : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
परिदृश्य प्रकाशन मरीन लाइन मुंबई 400 002

- 1) भारत माता का मंदिर - मैथिलीशरण गुप्त
- 2) सब जीवन बीता जाता है - जयशंकर प्रसाद
- 3) भर देते हो - सूर्यकांत त्रिपाठी निराला
- 4) बापू के प्रति - सुमित्रानंदन पंत
- 5) यह मंदिर का दीप - महादेवी वर्मा
- 6) शक्ति और क्षमा - रामधारी सिंह दिनकर
- 7) पुष्प की अभिलाषा - माखनलाल चतुर्वेदी
- 8) मैं और तुम - नागार्जुन
- 9) सीढ़ की हड्डी - हरिवंश राय बच्चन
- 10) आज का दैनिक - भवानी प्रसाद मिश्र

2) कथा दर्पण : संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई
अमन प्रकाशन रामबाग कानपुर - 208012

- 1) मनोवृत्ति - प्रेमचंद
- 2) व्रत भंग - जयशंकर प्रसाद
- 3) प्रलय की रात्रि - सुदर्शन
- 4) इनाम - जैनेंद्र कुमार
- 5) महादान - यशपाल
- 6) प्रायश्चित - भगवतीचरण वर्मा
- 7) ठेस - फणीश्वरनाथ रेणु
- 8) निष्कासित - गोविंद मिश्र

पत्र लेखन

अनौपचारिक : बधाई, निमंत्रण, क्षमा याचना पत्र

औपचारिक : आवेदन, सुझाव, संपादक के नाम (शिकायत एवं सुझाव पत्र)

भाषा ज्ञान

वर्तनी की शुद्धता, संज्ञा, सर्वनाम, विशेषण, क्रिया शब्दों को वाक्य में पहचानना

अनुवाद अंग्रेजी से हिंदी में

प्रथम सत्र यूनिट विभाजन

1) काव्य सरिता

यूनिट 1

व्याख्यान : 11

- 1) भारत माता का मंदिर - मैथिलीशरण गुप्त
- 2) सब जीवन बीता जाता है - जयशंकर प्रसाद
- 3) भर देते हो - सूर्यकांत त्रिपाठी निराला
- 4) बापू के प्रति - सुमित्रानंदन पंत
- 5) यह मंदिर का दीप - महादेवी वर्मा

यूनिट 2

व्याख्यान : 11

- 6) शक्ति और क्षमा - रामधारी सिंह दिनकर
- 7) पुष्प की अभिलाषा: माखनलाल चतुर्वेदी
- 8) वे और तुम - नागार्जुन
- 9) रीढ़ की हड्डी - हरिवंश राय बच्चन
- 10) आज का दैनिक - भवानी प्रसाद मिश्र

2) कथा दर्पण

यूनिट 3

व्याख्यान : 11

- 1) मनोवृत्ति - प्रेमचंद
- 2) व्रत भंग - जयशंकर प्रसाद
- 3) प्रलय की रात्रि - सुदर्शन
- 4) इनाम - यशपाल

यूनिट 4

व्याख्यान : 11

- 5) महादान - यशपाल
- 6) प्रायश्चित - भगवतीचरण वर्मा
- 7) ठेस - फणीश्वरनाथ रेणु
- 8) निष्कासित - गोविंद मिश्र

यूनिट 5 क)

व्याख्यान: 8

पत्र लेखन

यूनिट 5 ख)

व्याख्यान : 8

भाषा ज्ञान तथा अनुवाद

प्रथम सत्रांत परीक्षा के प्रश्न पत्र का प्रारूप

समय 2 घंटे

कुल अंक: 60

| | | |
|-------------|--|----|
| प्रश्न 1 | संदर्भ सहित व्याख्या (कविता और कहानी में दोनों से विकल्प सहित) | 12 |
| प्रश्न 2 | दीर्घोत्तरी प्रश्न (कविता और कहानी दोनों में से विकल्प सहित) | 16 |
| प्रश्न 3 | टिप्पणियां (कविता और कहानी दोनों में से विकल्प सहित) | 08 |
| प्रश्न 4 | वस्तुनिष्ठ प्रश्न (कविता और कहानी में से) | 06 |
| प्रश्न 5 | पत्र लेखन (दोनों में से एक) | 08 |
| प्रश्न 6 अ) | भाषा ज्ञान | 10 |
| | 1) वर्तनी की शुद्धता | |
| | 2) संज्ञा | |
| | 3) सर्वनाम | |
| | 4) विशेषण | |
| | 5) क्रिया | |
| प्रश्न 6 आ) | अनुवाद (अंग्रेजी से हिंदी में) | |

Semester II

Course Nomenclature: Compulsory Hindi - अनिवार्य हिन्दी

Course Code: JBCUAL2HIN201

निर्धारित पाठ्य पुस्तकें

1 काव्य सरिता : संपादक : हिंदी अध्ययन मंडल मुंबई विश्वविद्यालय मुंबई

परिदृश्य प्रकाशन मरीन लाइन मुंबई - 400002

11) मेरा नया बचपन - सुभद्रा कुमारी चौहान

12) आया वसंत - सोहनलाल द्विवेदी

13) हम जरूर जीतेंगे - अज्ञेय

14) हम पंछी उन्मुक्त गगन के - शिवमंगल सिंह 'सुमन'

15) कहीं पे धूप की चादर - दुष्यंत कुमार

16) कागज कलम और स्याही - कुंवर नारायण

17) जड़े - सर्वेश्वर दयाल सक्सेना

18) स्त्री - सुशीला टाकभोरे

19) अपने घर की तलाश : निर्मला पुतुल

20) मन कितना अभिनय शेष रहा - भारत भूषण

2 कथा दर्पण : संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

अमन प्रकाशन, रामबाग, कानपुर - 208012

9) ताई - विश्वंभर नाथ शर्मा 'कौशिक'

10) सजा - मनु भंडारी

- 11) माता- विमाता - भीष्म साहनी
- 12) पिता - ज्ञानरंजन
- 13) वे तीन घर - काशीनाथ सिंह
- 14) दादी अम्मा - कृष्णा सोबती
- 15) हेरिटेज - मोहनदास नैमिशराय
- 16) पांचवा बेटा - नासिरा शर्मा

निबंध लेखन

सामाजिक, समसामयिक, शैक्षणिक, वैचारिक, आत्मकथात्मक, निबंध
भाषा ज्ञान

लिंग, वचन, पर्यायवाची शब्द, विलोमार्थी शब्द, मुहावरों का वाक्य में प्रयोग
संवाद लेखन/ अपठित गद्यांश

द्वितीय सत्र यूनिट विभाजन

- 1) काव्य सरिता

यूनिट 1

व्याख्यान : 11

- 11) मेरा नया बचपन- सुभद्रा कुमारी चौहान
- 12) आया वसंत - सोहनलाल द्विवेदी
- 13) हम जरूर जीतेंगे - अज्ञेय
- 14) हम पंछी उन्मुक्त गगन के - शिवमंगल सिंह 'सुमन'
- 15) कहीं पे धूप की चादर - दुष्यंत कुमार

यूनिट 2

व्याख्यान : 11

- 16) कागज कलम और स्याही - कुंवर नारायण
- 17) जड़े - सर्वेश्वर दयाल सक्सेना
- 18) स्त्री - सुशीला टाकभोरे
- 19) अपने घर की तलाश - निर्मला पुतुल
- 20) मन कितना अभिनय रहा - भारत भूषण

2) कथा दर्पण

यूनिट : 3

व्याख्यान : 11

9) ताई - विश्वंभर नाथ शर्मा 'कौशिक'

10) सजा - मनु भंडारी

11) माता-विमाता - भीष्म साहनी

12) पिता - ज्ञानरंजन

यूनिट 4

व्याख्यान : 11

13) वे तीन घर - काशीनाथ सिंह

14) दादी अम्मा - कृष्णा सोबती

15) हेरिटेज - मोहनदास नैमिशराय

16) पांचवा बेटा - नासिरा शर्मा

यूनिट 5 क)

व्याख्यान : 8

निबंध लेखन

यूनिट 5 ख)

व्याख्यान: 8

भाषा ज्ञान तथा संवाद लेखन/ अपठित गद्यांश

द्वितीय सत्रांत परीक्षा के प्रश्न पत्र का प्रारूप

समय 2 घंटे

कुल अंक : 60

प्रश्न 1 संदर्भ सहित व्याख्या (कविता और कहानी में दोनों से विकल्प सहित) 12

प्रश्न 2 दीर्घोत्तरी प्रश्न (कविता और कहानी दोनों में से विकल्प सहित) 16

प्रश्न 3 टिप्पणियां (कविता और कहानी दोनों में से विकल्प सहित) 08

प्रश्न 4 वस्तुनिष्ठ प्रश्न (कविता और कहानी दोनों में से) 06

प्रश्न 5 निबंध लेखन (चारों में से एक) 08

प्रश्न 6 अ) भाषा ज्ञान 10

1) लिंग

2) वचन

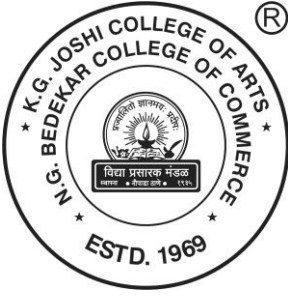
3) पर्यायवाची शब्द

- 4) विलोमार्थी शब्द
- 5) मुहावरों का वाक्य में प्रयोग

प्रश्न 6 आ) संवाद लेखन (सामान्य वार्तालाप) / अपठित गद्यांश



Agenda No. 1.02 in AC
Date- 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K. G. Joshi College of Arts and N. G. Bedekar College of

Commerce, Thane

(Autonomous)

(Affiliated to University of Mumbai)

Programme: BA

(Undergraduate Arts-UA)

Course: History (JBCUAHIS)

Syllabus for F.Y.B.A.

Year of Establishment: 1975

Year of Upgrading: 2021 to 2022

(Credit Based Semester and Grading System with effect from the academic year 2021 - 2022)

Specific Programme: History - JBCUAHIS

Preamble

History is vital part of human life. It gives us information about our past, which includes society, culture, human achievements in different areas from time-to-time, economy, polity and so many areas. Hence, it becomes important to study the subject of History.

History is a sort of annals of human achievements, glory and also a failure. That is why the statesmen and visionary people advise to read and study history so that we can celebrate the past success. Studying history also helps in learning from the mistakes made in past by our forefathers.

The different courses of History in First Year Bachelor of Arts, Second Year Bachelor of Arts and Third Year Bachelor of Arts strive to give glimpses of World and Indian history to the students.

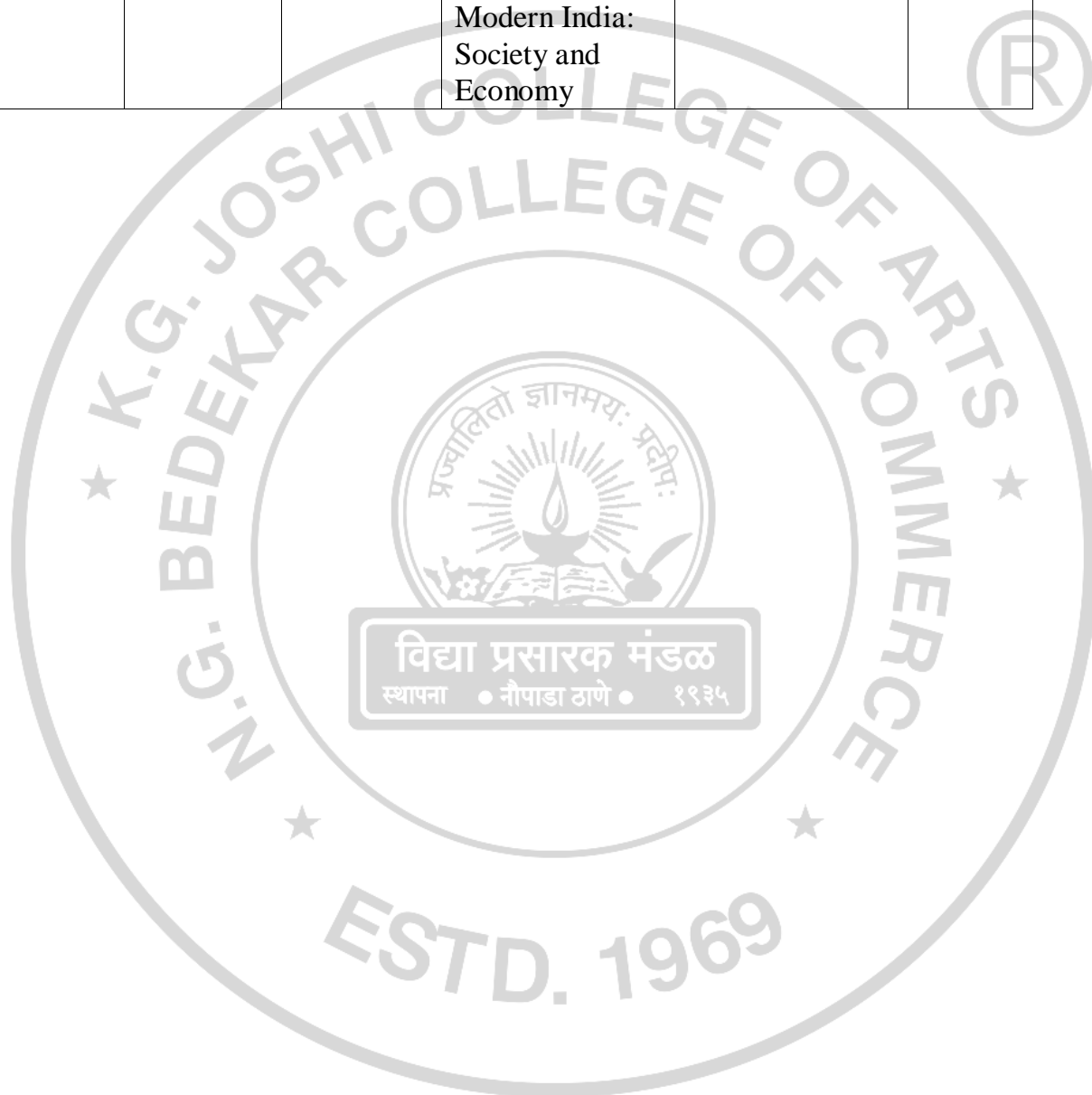
Eligibility: A student must have cleared HSC Examination (Arts, Commerce and Science)

Duration: Three (03) years (Entire BA Course)

Mode of Delivery: Offline (Online in case of emergency)

Distribution of Topics and Credits

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|-------------|----------|--|-------------|---------|
| 1 | History | I | History of Modern India (1757 to 1947) | JBCUAHIS101 | 3 |
| | History | II | History of Modern India: Society and Economy | JBCUAHIS201 | 3 |



Credit Based Semester and Grading System (with effect from the Academic Year 2021-22)

PROGRAMME - OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

Programme Specific Outcomes: History - JBCUAHIS

| PSO | PSO Description |
|------------|---|
| PSO1 | To make the student aware about the making of modern India and the struggle for independence with special reference to the contribution of Maharashtra. |
| PSO2 | To enable the students to comprehend the transition of Europe from medieval to modern times and its impact on the world. |
| PSO3 | To provide accurate knowledge of the most significant events and personalities of the period under study and encourage understanding of the making of the modern world. |
| PSO4 | To enable the students to understand the political, socio-economic and cultural developments in Ancient India and understand the different sources of Ancient Indian History. |
| PSO5 | To encourage the students to appreciate the rich cultural heritage in India. |
| PSO6 | To acquaint the students with the history of Medieval India as well as the contributions of the Sultanate and later the Mughal rule in North India and the Deccan kingdoms of Vijayanagara and Bahamani to Medieval Indian history. |
| PSO7 | To examine the administrative, socio-economic and cultural aspects of Medieval India. |
| PSO8 | To acquaint students with the regional history. |
| PSO9 | To understand the basic facets and importance of the various branches of History such as Archaeology, Museology, Epigraphy and Numismatics. |
| PSO10 | To acquaint students with some major events of post-World War II period and comprehend its influence on the present. |

Course Outcomes

Semester-I

Course Name- History

Course Nomenclature: History of Modern India (1757 to 1947)

Course Code: JBCUAHIS101

- To make students acquainted with the beginning of British rule in India
- To make students to learn about the contribution of Maharashtra in Revolt of 1857 as well as Freedom Struggle.
- It would help students to understand the contribution of Maharashtra in the History of Modern India.
- To make learners to understand the genesis of Indian Freedom Struggle with emphasis on Indian National Congress, Gandhian Movements and the legal process of getting independence from British rule

Semester-II

Course Name- History

Course Nomenclature: History of Modern India: Society and Economy

Course Code: JBCUAHIS201

- To give students insight into the making of modern India and Maharashtra by introducing them to the Socio-Religious reforms in India and especially, Maharashtra
- To give an insight to the students about education, press and development of modern transport in Modern India
- To make learners to study the consequences of British Rule on Indian Economy
- To make learners to understand the efforts made for upliftment of Women, Dalits and Tribals in Modern India
- In the first meeting with the Board of Studies in History, the members of BoS put forth their suggestions to the proposed changes by the department of History of the college in the syllabus of FYBA (History).

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Course I: History of Modern India (1857 – 1947)

Course Code: JBUAHISC101

Semester I

Module I: Beginning of British Rule in India and Response of Maharashtra to it

- A. British Conquest of Bengal
- B. Revolt of 1857 and the response of Maharashtra to the Revolt
- C. Provincial Associations in Maharashtra and INC

Module II: Trends in Indian Nationalism

- A. The Moderates
- B. The Extremists
- C. Revolutionary Nationalists

Module III: Gandhian Movements

- A. The Non-cooperation Movement
- B. Civil Disobedience Movement
- C. The Quit India Movement

Module IV: Towards Independence and Partition

- A. Constitutional Developments from 1909 to 1935
- B. Attempts to resolve the Constitutional Deadlock – The Cripps Mission, the Cabinet Mission and the Mountbatten Plan
- C. Indian Independence Act and Partition

Course I: History of Modern India (Society and Economy)

Course Code: JBUAHISC201

Semester II

Module I: Socio-Religious Reform Movements in India and contribution of Maharashtra

- A. Brahmo Samaj, Arya Samaj, Ramkrishna Mission and Singh Sabha
- B. Satyashodhak Samaj, Prarthana Samaj and National Social Conference
- C. Balshastri Jambhekar, Lokhitawadi and Gopal Ganesh Agarkar

Module II: Education, Press and Transport

- A. Introduction of Western Education and its Impact
- B. Development of Press
- C. Transport and Communication

Module III: Impact of the British Rule on Indian Economy

- A. Revenue Settlements, Commercialisation of Agriculture
- B. Drain Theory
- C. De-Industrialisation and Growth of Large-scale Industries

Module IV: Nationalism and Social Groups: Interfaces

- A. Women
- B. Dalits
- C. Labour Movement

Select References:

1. Chandra, Bipan, *History of Modern India*, Orient Blackswan Pvt Limited, 2009.
2. Gazetteers published by Government of Maharashtra.
3. Jones, Kenneth, *The New Cambridge History of India: Socio-religious reform movements in British India*, Volume I, Cambridge University Press, United Kingdom, 1989.
4. Sen, Sailendra Nath, *An Advanced History of Modern India*, Macmillan Publishers India Ltd., 2010.
5. Singh, Hulas, *Rise of Reason: Intellectual History of 19th-Century Maharashtra*, Routledge Publications, New York, 2016.
6. Sarkar, Sumit, *Modern India*, Macmillan, Madras, 1996.
7. Sunthankar, B.R., *Nineteenth Century History of Maharashtra: 1858-1920*, Popular Book Depot, Bombay, 1993.

Modality of Assessment

A. Internal Assessment: 40 % - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class participation | 05 |
| | Total | 40 |

B. External Examination: 60 % - 60 Marks

Semester End Theory Examination

Time: 2 hours

NB: 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

Q.1 Module-1

OR

Q.1 Module 1

15

Q. 2 Module-2

OR

Q. 2 Module-2

15

Q. 3 Module-3

OR

Q. 3 Module-3

15

Q. 4 Module-4

OR

Q. 4 Module-4

15

15



University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Program: B.A.

Specific Programme: MARATHI (JBCUAMAR)

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

PREAMBLE (□□□□□□□□□□)

विद्या प्रसारक मंडळ
स्वातंत्र्य संग्राम रस्ता, पुणे - ४११००४
फोन : २६१०१०११, २६१०१०१२, २६१०१०१३

[illegible]

[illegible]

*Mode of Delivery :- Offline (Online in case of emergency)

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

Credit Based Semester and Grading System (with effect from the Academic Year 2021-22)

PROGRAMME - OUTCOMES

PROGRAMME SPECIFIC OUTCOMES

| PSO | PSO DISCRIPTION |
|------|--|
| PS01 | A student of Marathi Literature will be able to understand various forms of Literature, various concepts in Marathi Literature and Language will make the student competent enough to co-relate various aspects of culture and society with Language and Literature. |
| PS02 | Comprehend and critically analyse various social, political, religious, cultural and economical issues through contemporary Literature. |
| PS03 | Critically investigate the socio-economic problems of the society through Dalit Literature, Urban Literature, Rural Literature and Feminist Literature and learn to resolve them through Literary point of view. |
| PS04 | To acquire critical ability, wisdom and Global insight and develop ability to address cross-cultural, diverse issues and inculcate social ethical values and develop scientific tempore. |
| PS05 | Will acquire ability to compare Marathi Literature with Indian and Global Literature and Literary thinkers and their Literary thoughts. |
| PS06 | Marathi language student will undend how to use Marathi for functional purposes like communication, practical purposes and understand structure of the Language through Grammer and Linguistics. |
| PS07 | Overall will improve thinking, reading, writing ability and develop creative skills and wisdom. Develop good taste for different literature and learn and acquire different and modern soft skills, thus ultimately improve employ ability in the competitive world. |

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|-------------------------------------|----------|---|------------------|---------|
| 2 | MARATHI ANCILLIARY (OPTIONAL) | I | □□□□ □□ □□□□□□ □□□□□□ □□□□□□ | JBCUA MAR 101 | 3 |
| | | II | □□□□□□□□□□ □□ □□□□□□ □□□□□□□□ □□□□□□ | JBCUA MAR 201 | 3 |



ESTD. 1969

TRAVELOUGUE – AS A LITRARY FORM:
(□□□□□□ □□□□□- □□ □□□□□□□□□□□□□□)
COURSE CODE: JBCUAMAR 201

COURSE CODE: JBCUAMAR 201

DESCRIPT

[illegible]

FYBA MARATHI PAPER I

TITLE: MARATHI ANCILLIARY (मराठी अनेककालीन)

SUBTITLE: □□□□ □□ □□□□□□□□□□□□□□ □□□□□□

SYLLABUS SEMESTER I (0000 0000000000 00, 0000000000 00)

000-0 : UNIT 1 : 0000 00 00000000 0000000000 000000

| UNIT (□□□) | | TOPICS (□□□□) | NO. OF LECTURES (15) / CREDITS (03) (15 □□□□□) |
|---------------|-----|--|--|
| UNIT 01 | 1.1 | □□□□□□□ □□□□□□□□, □□□□□□ □□ □□□□□□□, □□□□□□ □□ □□□□□ □□□□□□ □) □□□□□□□□□□ □) □□□□□□□□□□ □)□□□□□□ □□□□ □) □□□□□□ (1.Tragedy, 2. Comedy 3. Mellow Drama, 4.Farce) | 03 06 |
| | 1.2 | □□□ □□□□□□ □□□□□ □□□□□□□□□□ □□□ □□□□□□□□□□ □□□□□ □□□□□□□□□ □□□□□□ (□□□□□□ □ □□□□□) | 06 |
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UNIT 02 (□□□ 2)

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| UNIT 02 | 2.1 | □□□□□□□□ – □□ □□ □□□□□□□□ | 15/03 |

| UNIT (□□□) | | TOPICS (□□□□) | NO OF LECTURES/ CREDITS |
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| UNIT03 | 3.1 | □□□□□□□□ : □□□□□□□□ □□ □□□□□□ | 15/03 |

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FYBA PAPER 1

SEMESTER 2

SUB-TITLE: □□□□□□□□□□ - □□□□□□□□□□□□□□□□□□□□□

SYLLABUS: SEMESTER 2

□□□-□ : UNIT 1 : □□□□□□□□□□ □□ □□□□□□□□□□□□□□□□ □□□□□□

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| UNIT | 1.1 | □□□□□□□□□□ □□ □□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□□□ □□ □□□□□□□□□□□□□□ □□□□□□, □□□□□□ □□□□□ □□ □□□□□□□□□□□□□□ □□□□□□□ □ □□□□□□□□ □□□□□□□□ | 03 |
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PROPOSED SYLLABUS UNIT : 02 (□□□ -02)

UNIT:03 (000 -3)

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| Serial No. □.□□□. | Evaluation Type (□□□□□□□□ □□□□□□□□□□ □□□□□□) | Marks (□□□) |
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| □ | □□□□□□□□ □□□□ (Project / Assignments) | 15 |
| □ | □□□□□□□□□□ □□□□□ (Class Participation) | 05 |
| | Total | 40 |

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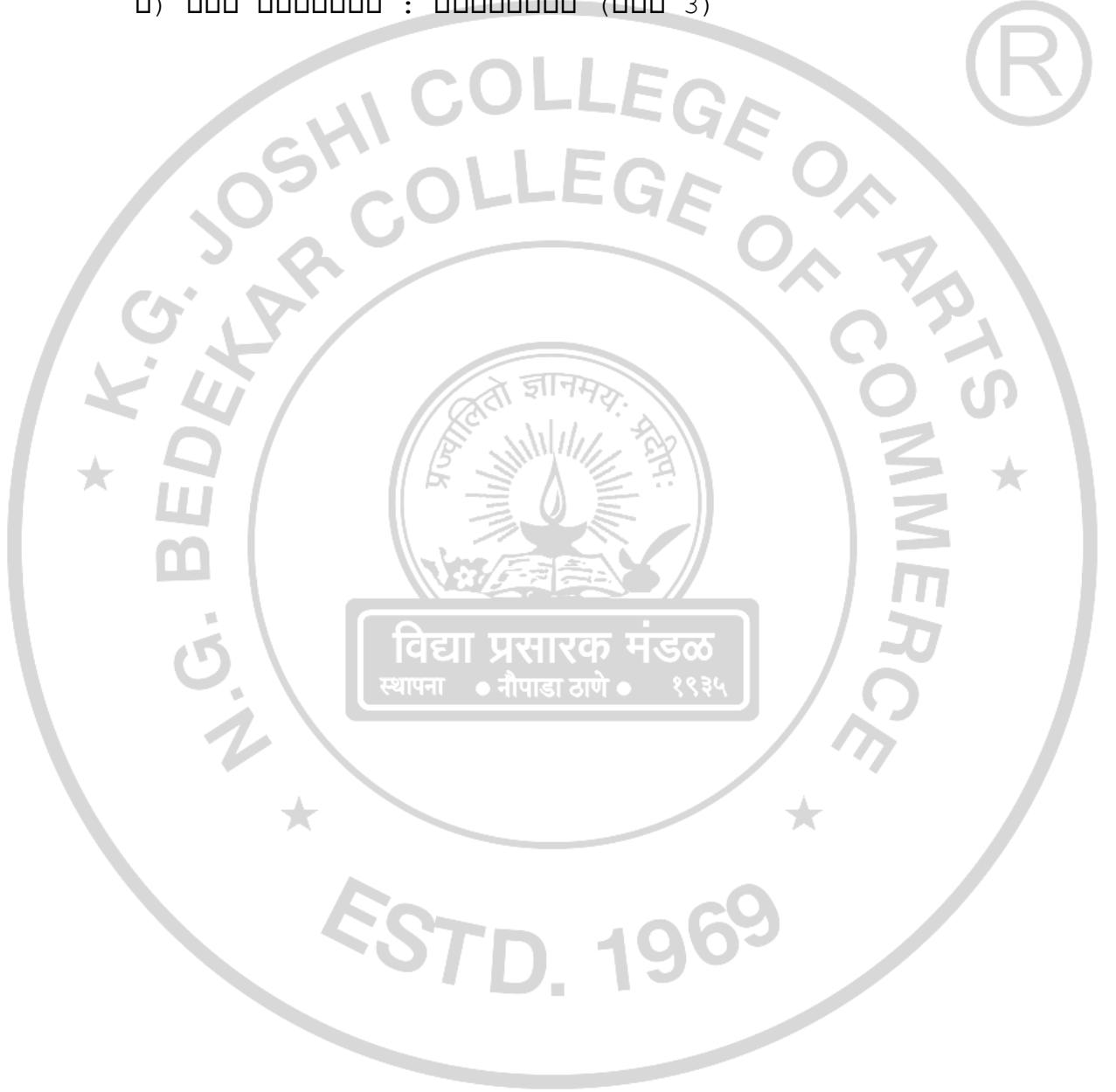
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University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

विद्या प्रसारक मंडळ
Program: B.A.

Specific Programme: MARATHI (JBCUAMAR)

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

PREAMBLE (उद्देशिका)

भाषा हा मानवी जीवनाचा अविभाज्य घटक आहे. जन्मतःच भाषा आत्मसात करण्याची क्षमता लहान मुलात असते. भाषिक क्षमतेच्या (Linguistic Competence) सहाय्याने मानवी मुल जगातील कोणतीही भाषा आत्मसात करू शकते. इतर कोणत्याही शोधापेक्षा भाषेचा शोध हा मानवी उत्क्रांतीच्या एका टप्प्यावरील अत्यंत क्रांतिकारक असा शोध आहे. भाषेच्या शोधामुळे व तिच्या विकासामुळे मानवाने वैज्ञानिक क्षेत्रात, औद्योगिक क्षेत्रात प्रचंड प्रगती केली. इतर प्राण्यांपेक्षा 'भाषा बोलणारा प्राणी' ही मानवाची वैशिष्ट्यपूर्ण ओळख केवळ भाषेमुळेच झाली आहे. जन्मदात्री इतकेच भाषेला महत्व असल्याने माणूस जो भाषा बोलतो त्याला त्याची 'मातृभाषा' असे म्हटले जाते. मराठी भाषेला २५०० वर्षांची परंपरा असून तिची मुळे हाल सातवाहनाच्या 'गाथा सप्तशती' या प्राकृत मराठी ग्रंथात सापडतात. एकाच वेळी काव्य (पद्य: संतकाव्य, ज्ञानेश्वरांच्या वारकरी परंपरेपासून) व गद्य (चक्रधर स्वामींच्या महानुभाव पंथीय परंपरा) अशी समांतर साहित्य निर्मितीची परंपरा असणारी मराठी ही एकमेव भारतीय भाषा आहे. मराठी भाषेत ज्ञानकोश, संस्कृती कोश, आणि विश्वकोश निर्माण करणारी पहिली भारतीय भाषा आहे. मध्ययुगीन कालखंडात मराठीत संत साहित्य, पंडिती काव्य व शाहीरी काव्य निर्माण झाले व आधुनिक काळात निबंध मालेपासून कविता, कादंबरी, कथा, नाटक, प्रवासवर्णन, निबंध, सामिक्षा, भाषाविज्ञान, भाषांतरीत साहित्य, नवसाहित्य (काव्य, कथा, कादंबरी) आणि त्यानंतर दलित ग्रामीण आणि स्त्रीवादी साहित्य निर्माण झाले. दलित साहित्याचा वेगळा प्रवाह निर्माण करणारी मराठी ही पहिली व एकमेव भारतीय भाषा आहे. त्याचप्रमाणे मराठी व्याकरणाला १०० वर्षांपेक्षा जास्त मोठी परंपरा आहे. एकूण ४ ज्ञानपीठ पुरस्कार मिळवणारी मराठी ही केवळ दुसरी भारतीय भाषा आहे. "माझा मराठाची बोलू कौतुके। परी अमृतातेही पैजा जिंके॥ अशी प्रतिज्ञा करणारे संत ज्ञानेश्वर असोत किंवा 'लाभले भाग्य आम्हा, बोलतो मराठी' असा अभिमान बाळगणारे कवी सुरेश भट असोत, मराठी ही जगातील एक श्रेष्ठ भाषा आहे यात शंका नाही.

या कारणास्तव मराठी भाषेच्या महाविद्यालयीन पदवी पातळीवरील अभ्यासाने प्रथम वर्ष कला, द्वितीय वर्ष कला व तृतीय वर्ष कला या तीन वर्षांच्या मराठी भाषा व साहित्याच्या अभ्यासाने मराठी भाषेच्या विद्यार्थ्याला मराठी भाषेची ऐतिहासिक परंपरा, मराठी भाषेतील मध्ययुगीन कालखंडातील गद्य व पद्य परंपरेचे भान येईल. मध्ययुगीन मराठी, आंग्लकालीन मराठी व आधुनिक मराठी भाषेचा इतिहास, व्याकरण, भाषाविज्ञान व सर्व प्रकारच्या ललित साहित्य परंपरेचा अभ्यास करता येईल. मराठी प्रमाण भाषा ग्रांथिक भाषा तसेच विविध बोली आणि प्रादेशिक भाषांचाही परिचय होईल. मराठी साहित्यावरील गांधीवाद, मार्क्सवाद, आंबेडकरवाद, स्त्रीवाद तसेच विविध प्रकारच्या समीक्षा, संज्ञाप्रवाही साहित्य व पाश्चात्य साहित्यविषयक वादांचा परिचय करून घेता येईल. तसेच दलित व ग्रामीण साहित्याची व लोक साहित्याची ओळख होईल.

मराठी ही महाराष्ट्राची राजभाषा आहे व १ मे हा महाराष्ट्र राज्य स्थापना दिवसाबरोबरच मराठी राजभाषा दिवस म्हणून साजरा केला जातो. तसेच २७ फेब्रुवारी हा कवी कुसुमाग्रजांची जयंती मराठी भाषा गौरव दिन म्हणून साजरा केला जातो. महाराष्ट्र शासनाने शासकीय व्यवहाराबरोबरच न्यायालयीन व्यवहारात सुद्धा मराठी भाषेचा अवलंब व्हावा यासाठी अध्यादेश व परिपत्रके काढली आहेत. त्यामुळे ग्रंथव्यवहार, न्यायालयीन कामकाज विविध मनोरंजनाच्या वाहिन्या, आकाशवाणी व २४ तास चालणाऱ्या मराठी वृत्तवाहिन्या यामुळे मराठीचे महत्व दिवसेंदिवस वाढत चालले आहे. मराठी भाषा हा विषय पदवी पातळीवर अभ्यासल्याने पत्रकारिता वृत्तपत्रे, प्रसार माध्यमे, दृक श्राव्य माध्यमे, सिने-

नाट्य क्षेत्रातील लेखन, अभिनय, तसेच न्याय व विधी शाखा, भाषांतर, जनसंपर्क अशी विविध शासकीय, खाजगी क्षेत्रात कारकीर्द करण्याची सेवासंधी उपलब्ध होत आहे. तसेच महाविद्यालये, विद्यापीठात परीक्षेचे मराठी भाषा हे एक माध्यम आहे. तसेच केंद्रीय लोकसेवा व महाराष्ट्र लोकसेवा सेवासंधी बरोबरच आयोगाच्या विविध स्पर्धा परीक्षा पर्यटन क्षेत्र अशा विविध क्षेत्रातील मराठी भाषेतून पदवी प्राप्त केलेले विद्यार्थी शाळा, महाविद्यालये व विद्यापीठात अध्यापनाच्या क्षेत्रात यशस्वी कारकीर्द करू शकतील असा सार्थ विश्वास मराठी भाषा व साहित्य विभागाला आहे, त्यासाठी मराठी भाषा विषय निवडण्यासाठी विद्यार्थ्याला प्रवृत्त करण्याचे मराठी भाषा विभागाचे ध्येय आहे.

*Eligibility :- A Student must have successfully cleared the HSC (12th) Examination.

| PO | PO Description |
|----|----------------|
|----|----------------|

* Duration :- Three Years (Entire B.A. Course)

*Mode of Delivery: - Offline (Online in case of emergency)

(Credit Based Semester and Grading System with effect from the academic year 2021–2022)

Programmes-Outcomes: BA

| | |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |



PROGRAMME SPECIFIC OUTCOMES

| PSO | PSO DISCRIPTION |
|------------|--|
| PSO1 | A student of Marathi Literature will be able to understand various forms of Literature, various concepts in Marathi Literature and Language will make the student competent enough to co-relate various aspects of culture and society with Language and Literature. |
| PSO2 | Comprehend and critically analyse various social, political, religious, cultural and economical issues through contemporary Literature. |
| | Critically investigate the socio-economic problems of the society |

| | |
|------|---|
| PSO3 | through Dalit Literature, Urban Literature, Rural Literature and Feminist Literature and learn to resolve them through literary point of view. |
| PSO4 | To acquire critical ability, wisdom and Global insight and develop ability to address cross-cultural, diverse issues and inculcate social ethical values and develop scientific tempore. |
| PSO5 | Will acquire ability to compare Marathi Literature with Indian and Global Literature and Literary thinkers and their literary thoughts. |
| PSO6 | Marathi language student will understand how to use Marathi for functional purposes like communication, practical purposes and understand structure of the Language through Grammer and Linguistics. |
| PSO7 | Overall will improve thinking, reading, writing ability and develop creative skills and wisdom. Develop good taste for different literature and learn and acquire different and modern soft skills, thus ultimately improve employability in the competitive world. |

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|--------------------|----------|---|-------------------|---------|
| 2 | MARATHI COMPULSORY | I | अ) कथा या साहित्य प्रकाराचा अभ्यास ब) व्यावहारिक मराठी | JBCUAL2 MAR101 | 02 |

| | | | | | |
|--|------------------|----|--|-------------------|----|
| | (अनिवार्य मराठी) | II | अ) कविता या साहित्य प्रकाराचा अभ्यास ब) व्यावहारिक मराठी | JBCUAL2 MAR201 | 02 |
|--|------------------|----|--|-------------------|----|



(Credit based semester and Grading System with effect from the
Academic year: 2021-2022)

Programme Specific Outcomes: MARATHI
JBCUACMAR

COURSE OUTCOMES

FYBA COMPULSORY MARATHI: II: SEMESTER: I

COURSE NOMENCLATURE: STORY: A LITERARY FORM AND
FUNCTIONAL MARATHI

अनिवार्य मराठी: (कथा या साहित्यप्रकाराचा अभ्यास व व्यावहारिक मराठी)

COURSE CODE: JBCUAL2MAR101

| COURSE OUTCOME | CO DESCRIPTION |
|----------------|---|
| CO1 | विद्यार्थ्यांना मराठी साहित्यातील कथा या प्रमुख साहित्यप्रकाराची सैद्धांतिक ओळख होते. कथा या साहित्यप्रकाराची स्वरूप, वैशिष्ट्ये व महत्त्वाचे घटक, व्याख्या आणि महत्त्वाचे प्रकार यांची ओळख होते. |
| CO2 | मराठी कथेचे महत्त्वाचे टप्पे व प्रमुख मराठी कथाकार आणि त्यांच्या कथासाहित्याची ओळख होते. दलित कथा, ग्रामीणकथा, स्त्रीवादीकथा, वैज्ञानिककथा, शहरीकथा, मानसशास्त्रीय जाणीवांचा परिचय झाल्यामुळे सामाजिक भान आणि दृष्टिकोण प्रगल्भ होते. |
| CO3 | नेमलेल्या निवडक कथांच्या आधारे प्रमाण भाषेबरोबरच मराठी भाषेच्या विविध बोली व भाषेच्या प्रादेशिक पैलूंची ओळख होते. त्यामुळे विद्यार्थ्यांची भाषा अधिक समृद्ध व संपन्न होते. |
| CO4 | विविध प्रकारच्या कथांमधील अनुभव विश्वातून समाजातील विविध स्तरातील लोकांच्या समस्यांचे भान येते. त्यातून त्यांचे अनुभव विश्व अधिक समृद्ध होते व जीवनाकडे पाहण्याचा मानवतावादी दृष्टिकोण विकसित होतो. |
| CO5 | विद्यार्थ्यांना मराठी भाषेच्या लेखनाचे नियम व विरामचिन्हांची चांगली ओळख होते, अमराठी भाषिक विद्यार्थ्यांना मराठी भाषेचे ज्ञान होते त्यामुळे सामाजिक अभिसरणाला मदत होते. व्यावसायिक संधी मिळवण्यासाठी करावयाचे अर्ज लेखनाचे प्रत्यक्ष सरावातून ज्ञान होते व भाषांतराच्या सरावातून इंग्रजीभाषेच्या ज्ञानात भर पडते. |
| CO6 | महाराष्ट्र राज्याची राजभाषा म्हणून मराठी भाषेतून प्रशासकीय कार्यालयीन स्वरूपाचा औपचारिक व्यवहार करण्याचा आत्मविश्वास मिळतो. दृक-श्राव्य माध्यमे, वृत्तपत्रे, प्रसारमाध्यमे, परीक्षा माध्यम म्हणून तसेच न्यायालयीन कामकाज, व्यवहार यांसाठी कायद्याची पदवी व पदव्युत्तर पदवीसाठी माध्यम म्हणून मराठी भाषेच्या उपयुक्ततेचे भान व जाणीव निर्माण होते. व्यावहारिक पातळीवर निमंत्रण पत्रिका, कार्यक्रम पत्रिका तयार करण्याचे ज्ञान मिळते. |



The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

TITLE: FYBA: MARATHI PAPER: II JBCUAL2 MAR101

SEMESTER: I

(प्रथम वर्ष कला: मराठी पेपर: II सत्र: 1

SUBTITLE: अनिवार्य मराठी: कथा या साहित्य प्रकाराचा अभ्यास

(COMPULSORY MARATHI: STORY: AS A LITERARY FORM)

SUBTITLE: कथा या साहित्यप्रकाराचा अभ्यास व व्यावहारिक मराठी

SEMESTER I (एकूण व्याख्याने 40, श्रेयांकने 02)

घटक 1: UNIT 1: कथा या साहित्य प्रकाराचा अभ्यास

| UNIT (घटक) | | TOPICS (विषय) | NO. OF LECTURES |
|---------------|-----|---|---------------------------|
| UNIT01 | 1.1 | कथा या साहित्य प्रकाराचे स्वरूप व घटक कथेची व्याख्या, कथेचे घटक, मराठी कथेचे महत्त्वाचे टप्पे, फडके- खांडेकर युग, नवकथा (पाच नवकथाकार), ग्रामीण कथा, दलित कथा, स्त्रीवादी कथा, विज्ञानकथा यांची वैशिष्ट्ये व महत्त्वाचे कथाकार. | 20 Lectures 02 Credits |
| | 1.2 | निवडक मराठी कथा- संपादक डॉ. वसंत शेकडे व इतर (प्रकाशक- शब्दालय प्रकाशन, श्रीरामपूर, अहमदनगर) (10 कथांची स्वरूप वैशिष्ट्ये, त्यांचे कथा प्रकारानुसार चर्चा | 07 13 |
| | | एकूण तासिका | 20 |

घटक 2: UNIT 2: व्यावहारिक मराठी (तासिका 20, श्रेयांकने 01)

| UNIT (घटक) | | TOPICS (विषय) | NO. OF LECTURES |
|---------------|-----|---|--------------------|
| UNIT 01 | 2.1 | व्यावहारिक मराठी | 20/01 |
| | 2.2 | मराठी लेखनाचे नियम व विरामचिन्हे | 10 |
| | 2.3 | अर्ज लेखन | 10 |
| | 2.4 | भाषांतर (इंग्रजी उतारायाचे मराठीत भाषांतर) निमंत्रण पत्रिका, कार्यक्रम पत्रिका तयार करणे | 10 |
| | | एकूण तासिका | 20 |

MODALITY OF ASSESSMENT

प्रथम सत्रांत परीक्षा

प्रथम वर्ष कला: अनिवार्य मराठी

अ) अंतर्गत परीक्षा (Internal Assessment) : 40% = 40 Marks

| Serial No. | EVALUATION TYPE (अंतर्गत परीक्षेचे स्वरूप) | Marks (गुण) |
|---------------|--|----------------|
| 1. | लेखी परीक्षा (Written Test) | 20 |
| 2. | प्रकल्प लेखन (Project/ Assignment) | 15 |
| 3. | वर्गातील सहभाग (Class Participation) | 05 |
| | Total | 40 |

ब) बहिर्गत परीक्षा (External Assessment) : 60% = 60 Marks

- प्रथम सत्रांत परीक्षा (लेखी परीक्षा): वेळ: 2 तास
सूचना:- 1) सर्व प्रश्न अनिवार्य आहेत.
2) प्रत्येक प्रश्नाला अंतर्गत पर्याय आहेत.

| | |
|--|--------|
| 3) उजवीकडील संख्या गुण दर्शवितात. | |
| प्रश्न १) - कथा या साहित्य प्रकाराच्या सैद्धांतिक भागावर पर्याय देऊन एक प्रश्न | 15 गुण |
| प्रश्न २) - निवडक मराठी कथा मधील कथांवर एक पर्याय देऊन एक प्रश्न | 15 गुण |
| प्रश्न ३) - व्यावहारिक मराठी या घटकातील उपघटक 1 व 2 वर पर्याय देऊन एक प्रश्न | |
| 1) मराठी लेखनाचे नियम आणि विरामचिन्हे | 08 गुण |
| ब) अर्ज लेखन | 07 गुण |
| प्रश्न ४) - व्यावहारिक मराठी या घटकातील उपघटक 3 व 4 वर पर्याय देऊन एक प्रश्न | 15 गुण |
| 1) भाषांतर (इंग्रजी उता-याचे मराठीत भाषांतर) | 08 गुण |
| ब) निमंत्रण पत्रिका, कार्यक्रम पत्रिका तयार करणे | 07 गुण |

संदर्भ ग्रंथ:

1. कथा - संकल्पना आणि समीक्षा: जोशी सुधा, मौज प्रकाशन, मुंबई
2. ललित - कथा विशेषांक, ऑगस्ट 2013
3. 1980 नंतरची ग्रामीण कथा, (बळी वंश प्रकाशन, नांदेड) मनोहर सुरवाडे
4. साहित्यबंध - संपादक- डॉ. सतीश कामत, शब्दालय प्रकाशन, श्रीरामपूर
5. कथाबंध - डॉ. धनाजी गुरव व इतर (संपादन), शब्दालय प्रकाशन, श्रीरामपूर
6. मराठी साहित्य - प्रेरणा व स्वरूप: संपादन: गो. मा. पवार, म. द. हातकणंगलेकर, पॉप्युलर प्रकाशन.
7. साहित्य - अध्यापन आणि प्रकार- संपादन: श्री. पु. भागवत, सुधीर रसाळ, मौज प्रकाशन, मुंबई
8. मराठी कथा - उगम आणि विकास- डॉ. इंदुमती शेवडे, सोमैया प्रकाशन, मुंबई
9. मराठी कथा - रूप आणि परिसर - म.द. हातकणंगलेकर, सुपर्ण प्रकाशन, पुणे
10. मराठी लेखन मार्गदर्शिका - यास्मिन शेख, राज्य मराठी विकास संस्था, मुंबई
11. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळंबे, नितीन प्रकाशन, पुणे
12. व्यावहारिक मराठी - दत्तात्रय पुंडे, कल्याण काळे, पुणे
13. व्यावहारिक मराठी - ल. रा. नसिराबादकर, फडके प्रकाशन, पुणे
14. व्यावहारिक मराठी - डॉ. प्रकाश परब
15. निबंधलेखन - शास्त्र आणि कला - डॉ. वसंत शेकडे, नवनरेंद्र प्रकाशन, कणकवली, सिंधुदुर्ग
16. व्यावहारिक मराठी - अध्यापनाच्या दिशा - ऋतु प्रकाशन, अहमदनगर
17. व्यावहारिक मराठी - डॉ. सयाजीराव मोकाशी
18. व्यावहारिक मराठी - डॉ. लिला गोविलकर, डॉ. जयश्री पाटणकर, स्नेहवर्धन प्रकाशन, पुणे
19. व्यावहारिक मराठी - संपादन- स्नेहल तावरे, स्नेहवर्धन प्रकाशन, पुणे

प्रथम वर्ष कला: मराठी पेपर: II SEMESTER: II सत्र: II
SUBTITLE: COMPULSORY MARATHI PAPER: II JBCUAL2 MAR201

(अनिवार्य मराठी पेपर - 2)

SUBTITLE: कविता या साहित्य प्रकाराचा अभ्यास व व्यावहारिक मराठी
(एकूण व्याख्याने 20, श्रेयांकने 02)

घटक 1: UNIT 1: कविता या साहित्य प्रकाराचा अभ्यास

| UNIT (घटक) | TOPICS (विषय) | NO. OF LECTURES |
|---------------|---|---------------------------|
| UNIT 01 | 1.1 कविता या साहित्य प्रकाराचा अभ्यास: कविता साहित्य प्रकाराचे स्वरूप व वैशिष्ट्ये कवितेच्या व्याख्या, कविता साहित्य प्रकाराचे घटक मराठी कवितेचे महत्त्वाचे टप्पे, महत्त्वाचे कवी. मराठी कवितेचे विविधांगी वर्गीकरण: आशयानुरूप, साहित्य प्रवाहानुरूप, नाट्यात्म कविता, कथनात्मक कविता. प्रवासी पक्षी:- संपादक- शंकर वैद्द (पॉप्युलर प्रकाशन) | 20 Lectures 02 Credits |
| | 1.2 (कवी कुसुमाग्रजांच्या कवितांच्या संग्रहातील निवडक 22 कवितांचा अभ्यास.) | 07 |
| | 1.3 | 13 |
| | एकूण तासिका | 20 |

घटक 2: UNIT 2: व्यावहारिक मराठी (तासिका 20, श्रेयांकने 01)

| UNIT | TOPICS (विषय) | No. of Lectures |
|------|---------------|-----------------|
|------|---------------|-----------------|

| (घटक) | | | No. of Credits |
|------------|-----|--------------------------------|---------------------------|
| UNIT 02 | 2.0 | व्यावहारिक मराठी | 20 Lectures 01 Credits |
| | 2.1 | वर्तमान पत्रासाठी जाहिरात लेखन | 10 |
| | 2.2 | निबंध लेखन | |
| | 2.3 | पारिभाषिक संज्ञा परिचय | |
| | 2.4 | सारांश लेखन | 10 |
| | | एकूण तासिका | 20 |

संदर्भ ग्रंथ:

1. कविता विसाव्या शतकाची - शांता शेळके आणि इतर
2. कवितेविषयी - वसंत आबाजी डहाके
3. मराठी कविता - जुनी व नवी - वा. ल. कुलकर्णी
4. मराठी कविता - रा. श्री. जोग
5. स्वातंत्र्योत्तर मराठी कविता - वसंत पाटणकर (संपादित)
6. स्वातंत्र्योत्तर मराठी कविता - संपादक- डॉ. सुषमा करोगल, प्रतिमा प्रकाशन, पुणे
7. कविता संकल्पना, निर्मिती आणि समीक्षा - वसंत पाटणकर, मुंबई विद्यापीठ आणि अनुभव प्रकाशन
8. कविता शोध - वसंत पाटणकर
9. साठोत्तरी मराठी कविता व कवी - रा. ग. जाधव, साकेत प्रकाशन, औरंगाबाद
10. काव्य: 1950-1975 रमेश तेंडुलकर (मराठी वाड.मयाचा इतिहास, खंड सहावा (भाग दुसरा), संपादन: व. दि. कुलकर्णी, महाराष्ट्र साहित्य परिषद, पुणे
11. प्रदक्षिणा - कॉन्टीनेन्टल प्रकाशन, पुणे:- रा. श्री. जोग
12. मराठी वाड.मयकोश - खंड 4- संपादक- डॉ. विजया राजाध्यक्ष, महाराष्ट्र राज्य साहित्य संस्कृती मंडळ, मुंबई
13. वाड.मयीन संज्ञा - संकल्पना कोश- संपादक- प्रभा गणोरकर, वसंत आबाजी डहाके व इतर, पॉप्युलर प्रकाशन, मुंबई
14. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळंबे, नितीन प्रकाशन, पुणे
15. शुध्दलेखन मार्गप्रदीप - अरुण फडके, अंकुर प्रकाशन, ठाणे
16. मराठी लेखन कोश - अरुण फडके, अंकुर प्रकाशन, ठाणे
17. व्यावहारिक मराठी - डॉ. प्रकाश परब
20. मराठी लेखन मार्गदर्शिका - यास्मिन शेख, राज्य मराठी विकास संस्था, मुंबई
21. उपयोजित मराठी - संपादक- डॉ. केतकी मोडक व इतर
22. व्यावहारिक उपयोजित मराठी - डॉ. संदीप सांगळे, डायमंड पब्लिकेशन
23. व्यावहारिक मराठी - ल. रा. नसिराबादकर, फडके प्रकाशन, पुणे
24. निबंधलेखन - शास्त्र आणि कला- डॉ. वसंत शेकडे, नवनरेंद्र प्रकाशन, कणकवली, सिंधुदुर्ग

MODALITY OF ASSESSMENT

द्वितीय सत्रांत परीक्षा

प्रथम वर्ष कला: अनिवार्य मराठी (COMPULSORY MARATHI)

अ) अंतर्गत परीक्षा (Internal Assessment) : 40% = 40 Marks

| Serial No. | EVALUATION TYPE (अंतर्गत परीक्षेचे स्वरूप) | Marks (गुण) |
|------------|--|-------------|
| 1. | लेखी परीक्षा (Written Test) | 20 |
| 2. | प्रकल्प लेखन (Project/ Assignment) | 15 |
| 3. | वर्गातील सहभाग (Class Participation) | 05 |
| | Total | 40 |

ब) बहिर्गत परीक्षा (External Assessment) : 60% = 60 Marks

द्वितीय सत्रांत परीक्षा (लेखी परीक्षा) वेळ: 2 तास

सूचना:- 1) सर्व प्रश्न अनिवार्य आहेत.

2) प्रत्येक प्रश्नाला अंतर्गत पर्याय आहेत.

3) उजवीकडील संख्या गुण दर्शवितात.

प्रश्न१) - कविता या साहित्य प्रकाराच्या सैद्धांतिक भागावर पर्याय देऊन एक प्रश्न 15 गुण

प्रश्न२) - प्रवासी पक्षी या कविता संग्रहातील निवडक कवितांवर पर्याय देऊन एक प्रश्न 15 गुण

प्रश्न३) - व्यावहारिक मराठी या घटकातील उपघटक 1 व 2 वर पर्याय देऊन एक प्रश्न 15 गुण

अ) वर्तमानपत्रासाठी जाहिरात लेखन

08 गुण

ब) दिलेल्या विषयावर निबंध लेखन

07 गुण

प्रश्न४) - व्यावहारिक मराठी या घटकातील उपघटक 3 व 4 वर पर्याय देऊन एक प्रश्न 15 गुण

अ) पारिभाषिक संज्ञा

08 गुण

ब) सारांश लेखन

07 गुण

Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



**Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar
College of Commerce**

(Autonomous)

(Affiliated to University of Mumbai)

Program: B.A.

Specific Programme: Philosophy – JBCUAPHI

Syllabus for FYBA

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Philosophy – JBCUAPHI

PREAMBLE

Philosophy has always been referred to as ‘the mother of all sciences.’ It is the foundation of all subjects. As Plato correctly defines it as the love for knowledge, philosophers pursue knowledge that is external as well as internal to them. Thus, Philosophy becomes an inevitable part of our life. Defined as a subject focusing on knowledge, Philosophy reveres the development of critical-creative thinking skills, the knowledge of morality, skills to articulate your opinions and the want to lead a good life. The Department of Philosophy actively makes efforts at trying to build upon these skills in the students. As the students would broaden their knowledge about the subject, they need to be comfortable with the basics of it. Therefore, at the first year level, an introductory view about ethics has been established. . Perspectives of an individual develop when one has a comprehensive knowledge about various perspectives and thus, philosophers and their theories have been introduced in the second year; it offers a comprehensive view of the history of Indian and Western Philosophy along with socio-political theories. At the third year level, the Department offers papers like Philosophy of religion, Philosophy of Yoga, Philosophy of Bhagavad-Gita, Living Ethical Issues, Logic and advancement of Indian and Western philosophy. Acquainting the students with these will help them not only in learning these theories but also in skill building which will help them become an appropriate candidate in any career of their choice.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Specific Programme: Philosophy – JBCUAPHI

Programmes-Outcomes: BA

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | Introducing students to Philosophy, its scope and branches. |
| PSO2 | Developing familiarity with the foundations of ethics and morality. |
| PSO3 | Inculcating the idea of morality by discussing ethical theories. |
| PSO4 | Equipping professional skills that enhance the overall personality development of an individual and trains oneself for pursuing good life. |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|---------------------|----------|--|-------------|---------|
| 1 | Moral Philosophy | I | Introduction to Moral Philosophy | JBCUAPHI101 | 3 |
| | | II | Ethical theories in Philosophy | JBCUAPHI201 | 3 |

COURSE OUTCOMES

Semester I

Course Nomenclature: Introduction to Moral Philosophy.

Course Code: JBCUAPHI 101

1. To acquaint the learners with the basics of Philosophy, its branches and Moral Philosophy
2. To introduce them to religion as the groundwork for Ethics.
3. To make them understand different views on Good life.
4. To develop the foundations of ethics in the Bhagavad-Gita.

Semester II

Course Nomenclature: Ethical theories in Philosophy.

Course Code: JBCUAPHI 201

1. To introduce various theories of self-interest.
2. To learn modern ethical theories.
3. To introduce alternative ethical theories.
4. To make them aware about the application of ethics in contemporary areas of human development.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Philosophy

Semester I

Course Nomenclature: Introduction to Moral Philosophy.

Course Code: JBCUAPHI 101

Module 1: Introduction to Moral Philosophy [15 lectures]

- A. Definition, nature and scope (branches) of philosophy
- B. Nature of moral philosophy (facts and values; intrinsic and extrinsic values) and areas of ethics (descriptive ethics, normative ethics, meta-ethics and applied ethics)
- C. Ethical Relativism: arguments defending this position; critical evaluation
- D. The concept of freedom in Ethics: An overview

Module 2: Oriental and Western Understanding of ethics [15 lectures]

- A. Religious foundation of Ethics
- B. Oriental theories
- C. Western theories
- D. Emotive theory of ethics

Module 3: The Good Life: Greek Ethics [15 lectures]

- A. PreSocratic Sophists understanding of virtue
- B. Socratic Ethics: virtue is knowledge; can ethics be taught?
- C. The Four Virtues: Plato (in the context of *Republic*)
- D. Ethics of Character: Aristotle

Module 4: Ethics of Bhagavad-Gita [15 lectures]

- A. Concept of Dharma in the Bhagavad-Gita
- B. Nishkama karma

C. Paths to liberation: Knowledge, devotion and action.

D. Lokasamgraha – Liberation of all

References

- John Hick, *Introduction to Philosophy of Religion*
- Harold H. Titus, *Living Issues in Philosophy*, 9th Edition
- Jadunath Sinha, *A manual of ethics*
- Jadunath Sinha, *The Foundation of Hinduism*
- I. C. Sharma. *Ethical Philosophies of India* (New York: Harper and Row, 1965)
- Pradeep Gokhale and S. Bhelke *Studies in Indian Moral Philosophy: Problems, Concepts, and Perspectives* (Pune: Indian Philosophical Quarterly, 2002)
- Jacques Thiroux, *Ethics: Theory and Practice*
- James Cornman, Keith Lehrer and George Pappas. *Philosophical Problems and Arguments: An Introduction*
- James Fieser and Norman Lillegard, *Philosophical Questions: Reading and Interactive Guides* (New York/Oxford: OUP, 2005)
- KedarNath Tiwari, *Classical Indian Ethical Thought* (Motilal Banarasidas, 1998)
- William Frankena. *Ethics* (Prentice Hall, 1973)
- William Lawhead. *The Philosophical Journey: An Interactive Approach* (Mayfield Publishing Company, 2000)

Semester II

Course Nomenclature: Ethical theories in Philosophy.

Course Code: JBCUAPHI 201

Module 1: Morality of Self-interest

[15 lectures]

- A. Egoism and Altruism
- B. Hedonistic Egoism: Epicurus
- C. Psychological Egoism: Thomas Hobbes
- D. Ethical Egoism: Ayn Rand

Module 2: Modern Ethical Theories

[15 lectures]

- A. Hedonism: A conceptual Understanding
- B. Ethics of altruism: David Hume: nature and origin of morality: sentiment (sympathy) versus reason; Virtues: artificial and natural
- C. Utilitarianism: John Stuart Mill: Critique of Jeremy Bentham's view; Greatest Happiness principle, higher and lower pleasures, two sanctions, critical appraisal.
- D. Deontological Ethics: Immanuel Kant: Categorical Imperative: formula of Universal law and formula of End-in-itself, critical appraisal

Module 3: Alternative Ethical Theories

[15 lectures]

- A. Augustinian Ethics: Happiness and Virtue, love of God and neighbor
- B. Lawrence Kohlberg's Stages of Moral Development
- C. Feminist Ethics: Ethics of Care: Carol Gilligan's response to Kohlberg
- D. Existentialist Ethics: Jean Paul Sartre

Module 4: Professional Ethics and Current debates

[15 lectures]

- A. The value and function of Professional code
- B. Moral Law and professional Ethics
- C. Education - Online / offline
- D. Any significant current debate

References

- John Hick, *Introduction to Philosophy of Religion*
- Harold H. Titus, *Living Issues in Philosophy, 9th Edition*
- Ayn Rand, *The Virtue of Selfishness* [Introduction, chpts. 1 and 3] (New York: Signet Book, 1964)
- H.B. Acton (ed.), *The Philosophy of Punishment* (Macmillan, 1969)
- James Fieser and Norman Lillegard, *Philosophical Questions: Reading and Interactive Guides* (New York and Oxford: OUP, 2005)
- James McGlynn & Jules Toner, *Modern Ethical Theories* (New York: Bruce Publishing Company, 1962)
- Jean Paul Sartre, “Existentialism is a Humanism” in Walter Kaufman (ed.), *Existentialism from Dostoyevsky to Sartre* (New American Library -Meridian Book, 1975)
- Jeffery Olen and Vincent Barry, *Applying Ethics* (Wadsworth, 1998)
- Neil Levy, *Sartre* (Oneworld Publications, 2007)
- Richard Norman, *The Moral Philosophers: An Introduction to Ethics* (Oxford: Clarendon Press, 1983)
- Ted Honderich, *Punishment: The Supposed Justifications* (Penguin Books, 1969)
- William Lawhead, *The Philosophical Journey: An Interactive Approach* (Mayfield Publishing Company, 2000)

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (Module 1) 15

OR

a. Short question (Module 1) 8

b. Short question (Module 1) 7

2. Full length question (Module 2) 15

OR

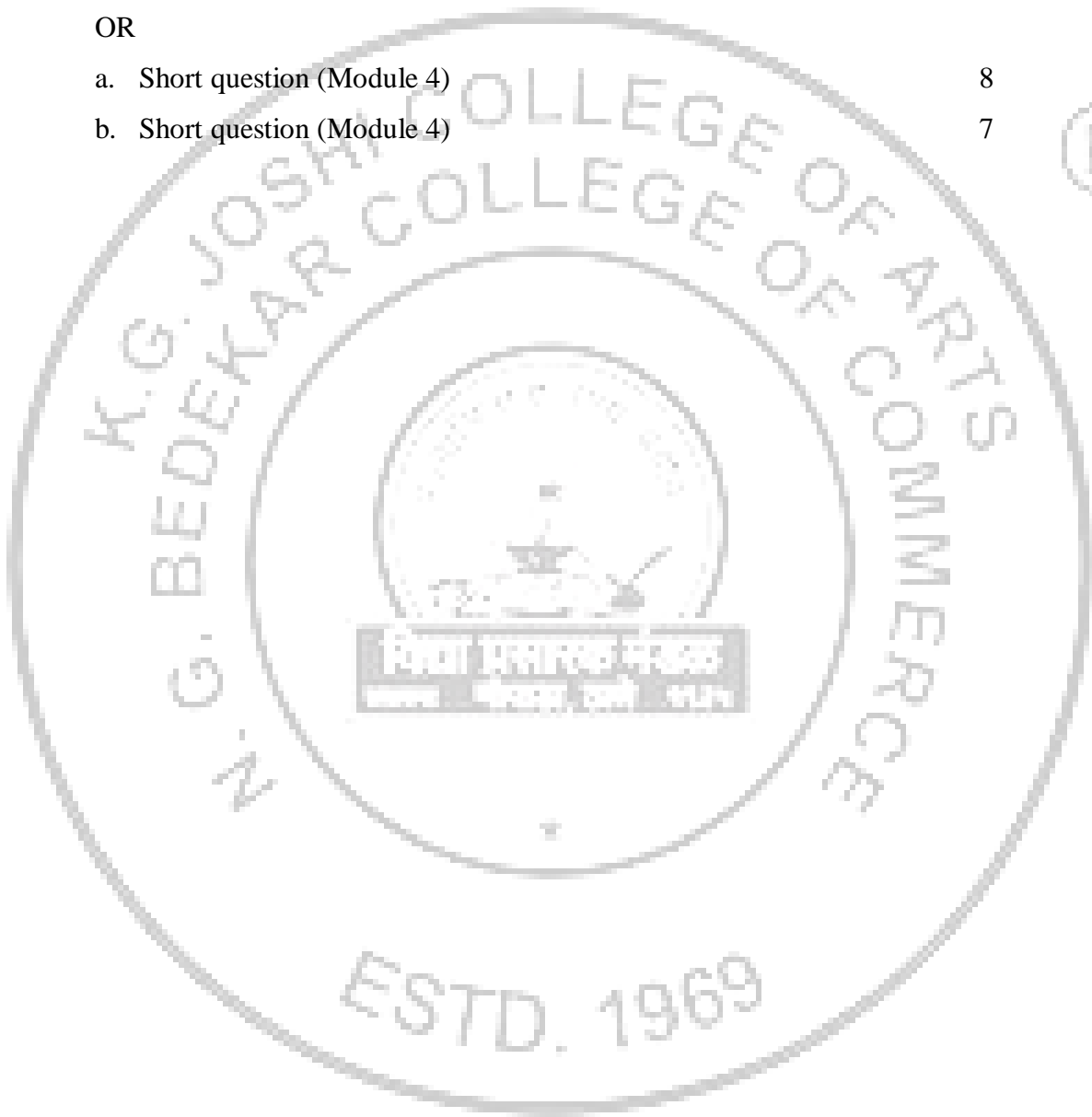
a. Short question (Module 2) 8

b. Short question (Module 2) 7

3. Full length question (Module 3) 15

OR

- | | |
|--|--------|
| a. Short question (Module 3) | 8 |
| b. Short question (Module 3) | 7 |
| 4. Full length question (Module 4) | 15 |
| OR | |
| a. Short question (Module 4) | 8 |
| b. Short question (Module 4) | 7 |





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स्थापना • नौपाडा ठाणे • १९३५

Program: B.A.

Specific Programme: Political Science (JBCUAPOL)

Syllabus for F.Y.B.A.

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Political Science – JBCUAPOL

PREAMBLE

In all aspects of human life, the pervasiveness of Politics is visible. As Aristotle has rightly remarked, “Man is by nature a political animal”. Politics is all around us and therefore he further called Politics as the “master science”. Hence, studying Political Science is of paramount importance. Political Science is a broad discipline encompassing Political theory, Public administration, Political thought, International Relations, Comparative Politics, Indian Politics, State Politics, etc. The Department of Political Science offers students various courses which would help impart essential knowledge pertaining to the Constitution, theory and administration. At the third year level, the Department offers various courses in the sub-disciplines of Political Science like International Relations, Foreign Policy, Political Thought, Political Sociology, Rural and Urban Governance, etc. Acquainting the students with these will help them in not only becoming vigilant and responsible citizens but also in appearing for examinations conducted by the UPSC and state-level commissions, developing their analytical skills and aptitude which can help in qualifying them for many different careers like journalism, law, teaching, or jobs in the private, for-profit, and non-profit organizations, as well as the public sector, etc.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online, in case of emergency)

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

**Program Outcomes
Bachelor of Arts (BA)**

| PO | PO Description |
|------------|--|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |



Specific Programme: Political Science – JBCUAPOL

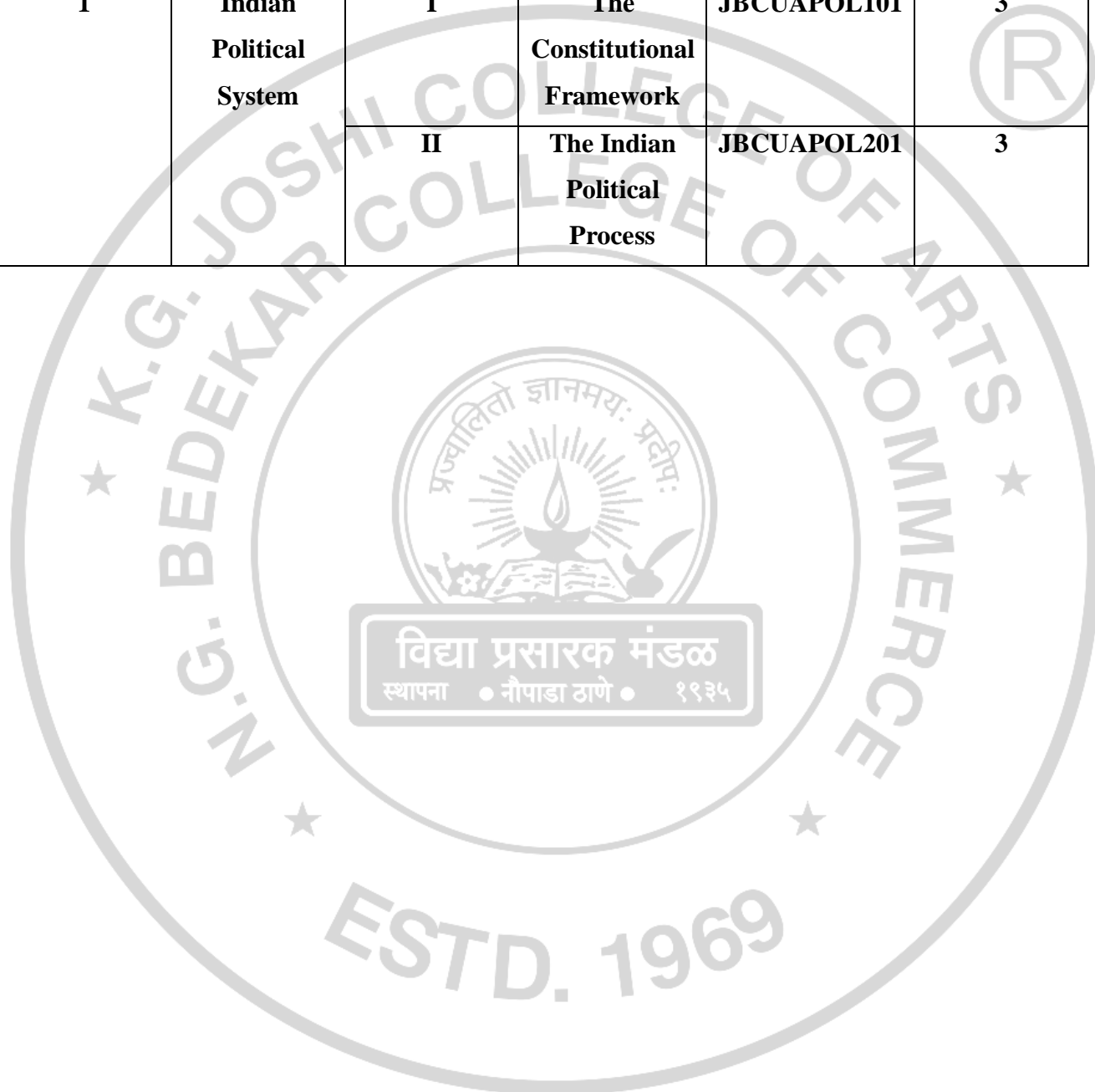
PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | Acquainting the students with the basic ideas, theories, concepts and institutions related to politics. |
| PSO2 | Familiarize the learners with the contemporary issues of political importance from grassroots level to the international level. |
| PSO3 | Developing knowledge of administrative studies enabling them to appear for competitive examinations. |
| PSO4 | Imparting skills related to democratic participation enabling them to be informed citizens. |
| PSO5 | To equip the learners with foundational political knowledge so that they can pursue careers like Law, Journalism and Teaching. |



DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|-------------------------------|----------|------------------------------------|-------------|---------|
| 1 | Indian Political System | I | The Constitutional Framework | JBCUAPOL101 | 3 |
| | | II | The Indian Political Process | JBCUAPOL201 | 3 |



COURSE OUTCOMES

Semester I

Course Nomenclature: Indian Political System - The Constitutional Framework

Course Code: JBCUAPOL101

1. To acquaint the learners with the Constitution of India- the highest law of the land.
2. To create awareness among them about Fundamental rights guaranteed to the Indian citizens
3. To make them understand composition, working, powers and functions of the Legislature and Executive
4. To make the learners realize the need of an Independent Judiciary and contemplate upon its working.

Semester II

Course Nomenclature: Indian Political System- The Indian Political Process

Course Code: JBCUAPOL201

1. To enlighten the learners about the processes of Indian Politics like operational part of Indian Federalism, Centre-state relations
2. To generate awareness about elections and party politics in India.
3. To make them understand the dynamics of Indian Politics by looking into the interface of caste, gender, religion with politics.
4. To make them aware about the latest challenges to Indian political system like Insurgencies, Terrorism, etc.

Paper I: Indian Political System

Semester I

Course Nomenclature: The Constitutional Framework

Course Code: JBCUAPOL101

Lectures

Unit I: Introduction to the Constitution

12

1. Brief History of the Making of Constitution
2. Preamble
3. Basic Features of the Constitution

Unit II: Citizens and the Constitution

11

1. Fundamental Rights- Articles 14 to 19
2. Fundamental Rights – Articles 20 to 32
3. Directive Principles of State Policy

Unit III: Legislature and Executive

11

1. Lok Sabha and Rajya Sabha
2. The President
3. The Prime Minister and Council of Ministers

Unit IV: Nature of the Judicial System in India

11

1. Powers and Functions of the Supreme Court of India
2. Independence of Judiciary
3. Judicial Activism, Lok Adalat , Free Legal Aid

REFERENCES

- Abbas, H., Kumar, Ranjay, and Alam, Mohammad Aftab. *Indian Government and Politics*, Pearson, 2011.
- Basu, DurgaDas. *Introduction to the Constitution of India*, Lexis Nexis, 2012.
- Bhagwat Mahesh, Verma Monika and KelkarPrashant. *Politics*, Sheth Publications, 2016.
- Chakravarty, Bidyut, and Pande, Rajendra Kumar. *Indian Government and Politics*, Sage Publications, 2008.
- Chandoke, Neera, and Priyadarshi, Praveen. *Contemporary India*, Pearson, 2009.
- Ghosh, Peu. *Indian Government and Politics*, PHI, 2012.
- Jayal, Nirja G., and Mehta, BhanuPratap. *The Oxford Companion to Politics in India*, OUP, 2011.
- Jha, Pravin Kumar. *Indian Politics in Comparative Perspective*, Pearson, 2012.
- Laxmikanth, M. *Indian Polity*. McGraw-Hill Education, 2016.
- Paranjpe, Shrikant. *India's Internal Security: Issues and Perspectives*, Kalinga Publications, 2009.
- Pylee, M. V. *An Introduction to the Constitution of India*, Vikas Publishing, 2008.
- Sharma, BrijKishore. *Introduction to the Constitution of India*, PHI Learning, 2009.
- Singh, M. P., and Saxena, Rekha. *Indian Politics*, PHILearning, 2011.

Paper I: Indian Political System

Semester II

Course Nomenclature: The Indian Political Process

Course Code: JBCUAPOL201

Lectures

Unit I: Changing nature of Indian Federal System 11

1. Features of Indian Federal System and Centre-State Relations
2. Demand for Small States
3. Article 356 and its implications

Unit II: Party Politics and Elections in India 11

1. Party System in India and National Parties
2. Regional Parties
3. Changing competitive nature of Indian Party System

Unit III: Issues in Indian Politics 11

1. Caste
2. Religion
3. Gender

Unit IV: Challenges to Democracy 12

1. Criminalization of Politics
2. Internal Threats to Security (Extremism)
3. Internal Threats to Security (Naxalism)

Abbas, H., Kumar, Ranjay, and Alam, Mohammad Aftab. *Indian Government and Politics*, Pearson, 2011.

Bhagwat Mahesh, Verma Monika and KelkarPrashant.*Politics*, Sheth Publications, 2016.

Chandoke, Neera, and Priyadarshi, Praveen. *Contemporary India*, Pearson, 2009.

Jayal, Nirja G., and Mehta, BhanuPratap. *The Oxford Companion to Politics in India*, OUP, 2011.

Jha, Pravin Kumar. *Indian Politics in Comparative Perspective*, Pearson, 2012.

Laxmikanth, M. *Indian Polity*. McGraw-Hill Education, 2016.

Paranjpe, Shrikant. *India's Internal Security: Issues and Perspectives*, Kalinga Publications, 2009.

Pylee, M. V. *An Introduction to the Constitution of India*, Vikas Publishing, 2008.

Sharma, BrijKishore.*Introduction to the Constitution of India*, PHI Learning, 2009.

Singh, M. P., and Saxena, Rekha. *Indian Politics*, PHILearning, 2011.

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Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

B. Short question (from Unit III) 7

4. Full length question (from Unit IV) 15

OR

4. A. Short question (from Unit IV) 8

B. Short question (from Unit IV) 7

Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce
(Autonomous)
(Affiliated to University of Mumbai)

Programme: B.A.
Specific Programme: Psychology (JBCUAPSY)
Syllabus for FYBA (Psychology)

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Psychology (JBCUAPSY)

PREAMBLE

Psychology is the science of mind and behaviour. The formation of Psychology as a separate academic discipline can be traced back to establishment of Psychology laboratory in Leipzig by Wilhelm Wundt. Since then, the field has flourished as a multifaceted discipline that includes many sub-fields. In the three-year duration students are expected to develop comprehensive knowledge of fundamental concepts in Psychology as well as explore the art of research and practice in Psychology. Students are taught various topics including Cognitive Psychology, Statistics and Testing, Developmental Psychology, Social Psychology, Counseling, Abnormal Psychology and Industrial Psychology. The curriculum aims at creating foundation for further career in to the field.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (entire B.A. course)

Mode of Delivery: Offline (Online in case of emergency)

Credit Based Semester and Grading System

with effect from the academic year 2021-2022

**(Credit Based Semester and Grading System with
effect from the academic year 2021–2022)**

Programmes-Outcomes: BA

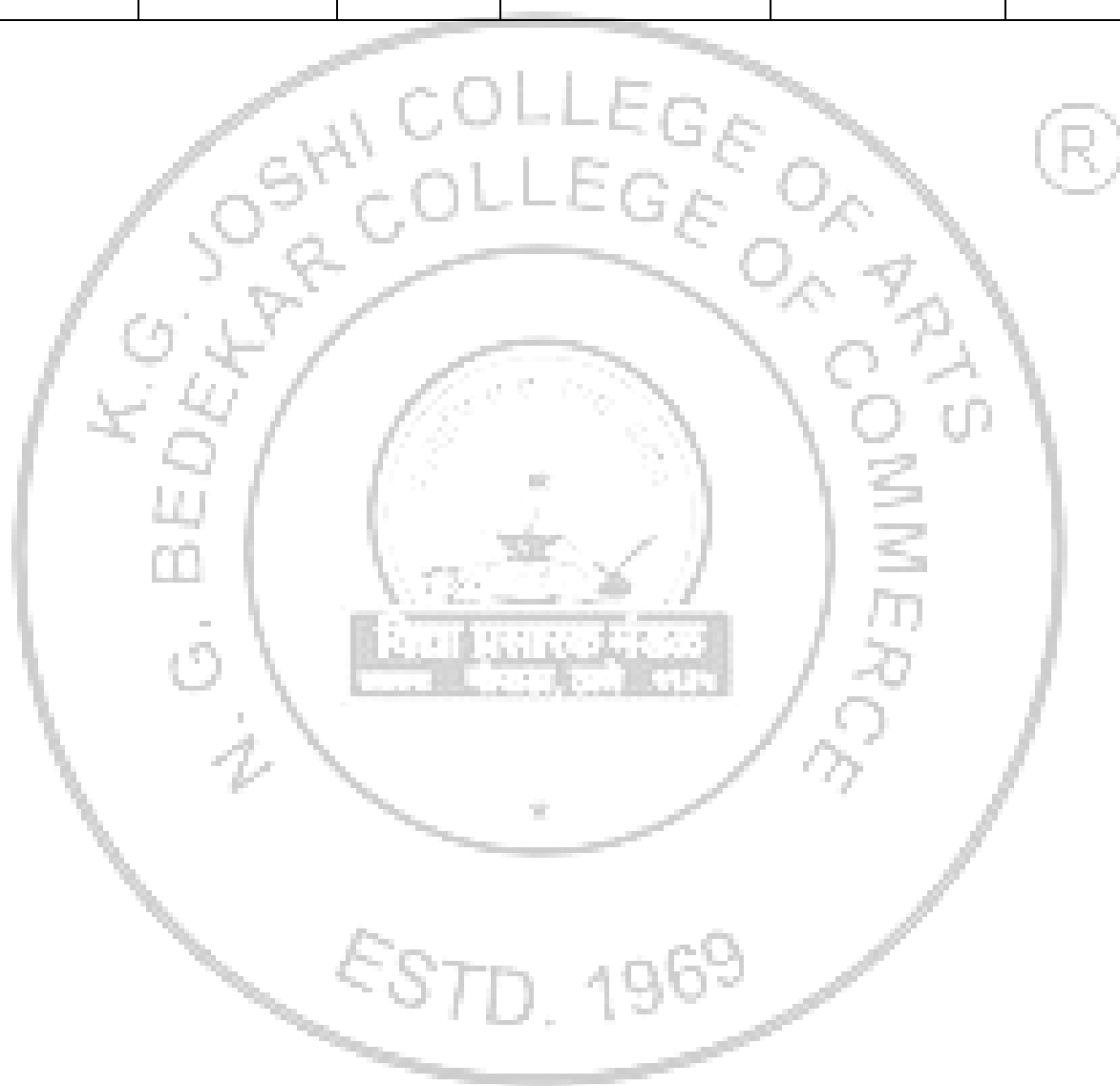
| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

Programme Specific Outcomes: Psychology (JBCUAPSY)

| PSO | PSO Description |
|-------------|--|
| PSO1 | To impart knowledge of the basic concepts and modern trends in Psychology. |
| PSO2 | To foster interest in the subject of Psychology and to create a foundation for further studies in Psychology. |
| PSO3 | To make the students aware of the applications of Psychological concepts in different areas of day to day life |
| PSO4 | To develop, within students, an attitude to view a concept from different perspectives. |
| PSO5 | To raise awareness about mental health and equip students to reduce the stigma related to the same that prevails within the society |

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|-------------|----------|-------------------------------------|-------------|---------|
| 1 | Psychology | I | Fundamentals of psychology: Part I | JBCUAPSY101 | 3 |
| | | II | Fundamentals of psychology: Part II | JBCUAPSY201 | 3 |



COURSE OUTCOMES

Semester I

Course Nomenclature: Fundamentals of psychology: Part I

Course Code: JBCUAPSY101

1. To acquaint students with the history as well as the current trends of Psychology, scientific research, ethics and applications of the field.
2. To develop in students a biological perspective for understanding psychological functioning
3. To emphasize on the contribution of the learning process and related theories like classical and operant conditioning, social learning theory etc.
4. To study different models and types of memory.

Semester II

Course Nomenclature: Fundamentals of psychology: Part II

Course Code: JBCUAPSY201

1. To impart knowledge about the cognitive aspects of psychology like thinking, intelligence and language
2. To familiarize students with different approaches and models of motivation and emotion and their application in everyday life
3. To understand various viewpoints and theories given by different experts that explain personality
4. To emphasize on the contribution of statistics in research and to equip students with basic statistical techniques

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Paper I: Psychology

Semester I

Course Nomenclature: Fundamentals of psychology: Part I

Course Code: JBCUAPSY101

Module 1: The science of psychology [15 lectures]

- a. The history of Psychology.
- b. The Fields of Psychology Today.
- c. Scientific research.
- d. Ethics of Psychological Research.
- e. The concept of mind in Indian Culture
- f. Applying Psychology to Everyday life.

Module 2: The Biological Perspective [15 lectures]

- a. Neurons and Nerves: Building the Network.
- b. An overview of the Nervous System.
- c. Distant connections: The Endocrine Glands.
- d. Looking inside the Living Brain.
- e. From the Bottom up: The structures of the Brain.
- f. Classic studies in Psychology.
- g. Applying Psychology to Everyday life.

Module 3: Learning [15 lectures]

- a. Definition of Learning.
- b. Classical conditioning and Operant conditioning
- c. Cognitive learning Theory.
- d. Observational Learning.

Module 4: Memory [15 lectures]

- a. What is memory?
- b. The Information Processing Model: Three Memory Systems.
- c. Retrieval of Long-term Memories.
- d. Forgetting.
- e. Neuroscience of memory.
- f. Applying Psychology to Everyday life

REFERENCES

Book for study

1. Ciccarelli, S.K., White, J.N., & Mishra, G. (2018). Psychology. 5th Edition; Indian Adaptation. Pearson India Education Services Pvt. Ltd.

Additional Books for Reference

1. Baron, R. A., & Kalsher, M. J. (2008). Psychology: From Science to Practice. (2nd ed.). Pearson Education Inc, Allyn and Bacon
2. Ciccarelli, S. K. & Meyer, G. E. (2008). Psychology (Indian sub-continent adaptation). New Delhi: Dorling Kindersley (India) Pvt. Ltd.
3. Ciccarelli, S.K., & White, J.N. (2017). Psychology. 4th ed. New Jersey: Pearson Education
4. Feist, G.J., & Rosenberg, E.L. (2010). Psychology: Making connections. New York: McGraw Hill publication
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6. Feldman, R.S. (2013). Understanding Psychology. 11th ed. New York: McGraw Hill publications
7. King, L.A. (2013). Experience Psychology. 2nd ed. New York: McGraw Hill publications
8. Lahey, B. B. (2012). Psychology: An Introduction. 11th ed. New York: McGraw-Hill Publications
9. Myers, D.G. (2013). Psychology. 10th edition; International edition. New York: Worth Palgrave Macmillan, Indian reprint 2013
10. Schachter, D. L., Gilbert, D. T., & Wegner, D. M. (2011). Psychology. New York: Worth Publishers.
11. Wade, C. & Tavris, C. (2006). Psychology. (8th ed.). Pearson Education Inc., Indian reprint by Dorling Kindersley, New Delhi

Paper I: Psychology

Semester II

Course Nomenclature: Fundamentals of psychology: Part II

Course Code: JBCUAPSY201

Module 1: Cognition: Thinking, Intelligence and Language [15 lectures]

- a. How People think?
- b. Intelligence.
- c. Intellectual Disabilities, Autism and other Childhood Disorders
- d. Language
- e. Applying Psychology to Everyday life.

Module 2: Motivation and Emotion [15 lectures]

- a. Approaches to understanding motivation.
- b. What, Hungry again? Why People Eat.
- c. Emotion.
- d. Culture and Emotions.
- e. Applying Psychology to Everyday life.

Module 3: Theories of personality [15 lectures]

- a. Psychodynamic Perspective.
- b. Psychoanalysis in the East.
- c. The Behavioural and Social Cognitive View of Personality.
- d. The Third Force: Humanism and Personality.
- e. Trait Theories: Who are you?
- f. Modern Trait Theories : The Big Five and current thoughts on the trait Perspective.
- g. Personality: Genetics and Culture.
- h. Assessment of Personality.
- i. Applying Psychology to Everyday life.

Module 4: Statistics in Psychology [15 lectures]

- a. Research in psychology: an introduction
- b. What are Statistics?
- c. Descriptive Statistics.
- d. Inferential Statistics.

REFERENCES

Book for study

2. Ciccarelli, S.K., White, J.N., & Mishra, G. (2018). Psychology. 5th Edition; Indian Adaptation. Pearson India Education Services Pvt. Ltd.

Additional Books for Reference

12. Baron, R. A., & Kalsher, M. J. (2008). Psychology: From Science to Practice. (2nd ed.). Pearson Education Inc, Allyn and Bacon
13. Ciccarelli, S. K. & Meyer, G. E. (2008). Psychology (Indian sub-continent adaptation). New Delhi: Dorling Kindersley (India) Pvt. Ltd.
14. Ciccarelli, S.K., & White, J.N. (2017). Psychology. 4th ed. New Jersey: Pearson Education
15. Feist, G.J., & Rosenberg, E.L. (2010). Psychology: Making connections. New York: McGraw Hill publication
16. Feldman, R.S. (2013). Psychology and your life. 2nd ed. New York: McGraw Hill publications
17. Feldman, R.S. (2013). Understanding Psychology. 11th ed. New York: McGraw Hill publications
18. King, L.A. (2013). Experience Psychology. 2nd ed. New York: McGraw Hill publications
19. Lahey, B. B. (2012). Psychology: An Introduction. 11th ed. New York: McGraw-Hill Publications
20. Myers, D.G. (2013). Psychology. 10th edition; International edition. New York: Worth Palgrave Macmillan, Indian reprint 2013
21. Schachter, D. L., Gilbert, D. T., & Wegner, D. M. (2011). Psychology. New York: Worth Publishers.
22. Wade, C. & Tavris, C. (2006). Psychology. (8th ed.). Pearson Education Inc., Indian reprint by Dorling Kindersley, New Delhi

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (Module 1) 15

OR

a. Short question (Module 1) 8

b. Short question (Module 1) 7

2. Full length question (Module 2) 15

OR

a. Short question (Module 2) 8

b. Short question (Module 2) 7

3. Full length question (Module 3) 15

OR

a. Short question (Module 3) 8

b. Short question (Module 3) 7

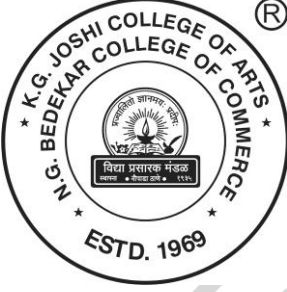
4. Full length question (Module 4) 15

OR

a. Short question (Module 4) 8

b. Short question (Module 4) 7

University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane
(Autonomous)
(Affiliated to University of Mumbai)

Program: B. A.

Specific Programme: Sanskrit– JBCUASAN

Syllabus for FYB.A.

Programme: Sanskrit – JBCUASAN
PREAMBLE

Preamble: Sanskrit Literature is a rich source of Indian Heritage. Apart from Classical Sanskrit Literature which comprises of Poetry and Prose, Sanskrit literature comprises of various other texts which involves a deep study and insight into different facets of social and cultural life in Ancient India. The present syllabus involves study of Dharmashastra texts and Classical Sanskrit Literature. It also deals with selected topics imbibing the basic facets of social and cultural Life. Sanskrit was considered as "DevBhasha", "Devavani" or the language of the Gods by ancient Indians. The word Sanskrit, meaning "refined" or "purified", is the antonym of Prakrit, meaning "natural," or "vulgar. The corpus of Sanskrit literature encompasses a rich tradition of poetry and drama as well as scientific, technical, philosophical and dharma texts. . Sanskrit is the most ancient and perfect among the great languages of the world. Its storehouse of knowledge is unsurpassed and the most invaluable treasure of the world. This language is a true symbol of the great Indian tradition and thought, which has exhibited full freedom in the search of truth, has shown catholicity towards universal truth. The relationship between culture and language is an intimate one, for language is the vehicle of human thought. Language determines a culture's worldview. Vocabulary and syntax, with its subtle nuances and shades of meaning, determine how a culture interacts with the world. Language ultimately determines the shape of civilization. At the third year level, the Department offers various courses in the sub-disciplines of Sanskrit like Philosophical Literature, Classical Literature, Ancient Indian State Craft, Vedic Literature, Grammar and Language skill, Scientific Literature in Sanskrit etc. Our hope of becoming a great nation and realizing great dreams in the future and reclaiming the lost glory is inextricably linked to this central issue of reviving Sanskrit. Ideally, anyone attempting to understand Hinduism should have a working knowledge of Sanskrit. Students should learn Sanskrit. In reality this is not occurring, nor is it likely to occur. The critical mass that it takes to create a culture of Sanskrit learning is not here. Rick Briggs a NASA researcher, has written: "In ancient India the intention to discover truth was so consuming, that in the process, they discovered perhaps the most perfect tool for fulfilling such a search that the world has ever known - the Sanskrit language.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire BA Course)

Mode of Delivery: Offline (Online, in case of emergency)

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Programmes-Outcomes: BA

| PO | PO Description |
|------------|---|
| PO1 | To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level |
| PO2 | To impart linguistic skills and proficiency to the learners about the literature-ancient, Regional, National and International level |
| PO3 | To sensitize students towards social climate and culture |
| PO4 | To equip the learners with the skills of citizenship |
| PO5 | To make the learners aware about Philosophical thoughts - Indian and Western |

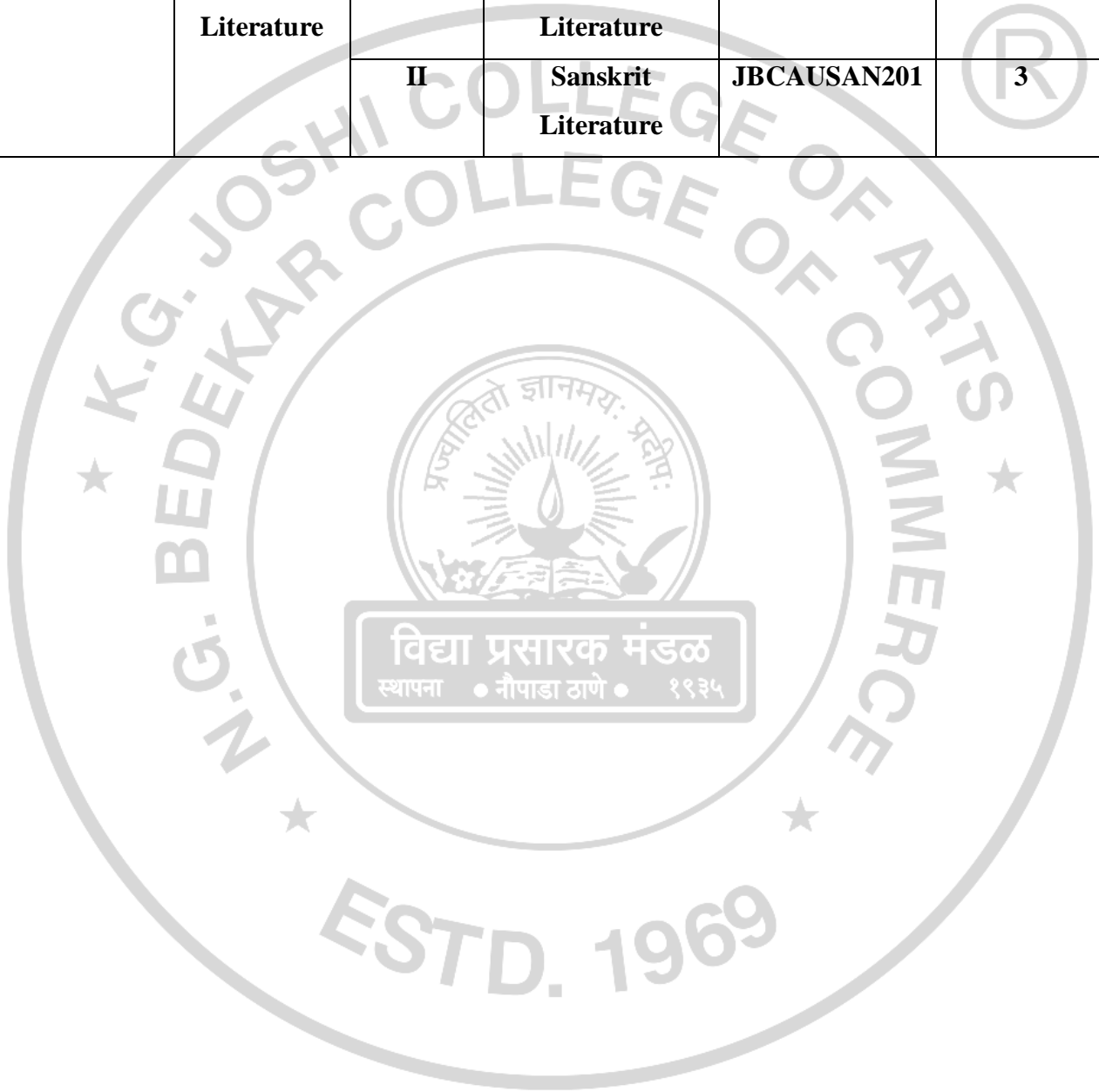
Specific Programme: Sanskrit – JBCUASAN

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | The first point which gives Sanskrit an edge over many other languages is its script. Usually, Sanskrit is written in Devanagari. Which is easy to write and pronounce perfectly once learned. |
| PSO2 | Students can get the clear perspective of Vedas, Geeta, Upanishads, Ramayana, Mahabharata, Arthashashtra and many other books, which are till regarded as the finest piece by a large portion of our society. |
| PSO3 | This language is a true symbol of the great Indian tradition and thought, which has exhibited full freedom in the search of truth, has shown catholicity towards universal truth. |
| PSO4 | This unique language contains not only good account of wisdom for the people of this country, but it is also an unparallel and rightway to acquire proper knowledge and is thus significant for the people of entire world. |
| PSO5 | To equip the learners with foundational Sanskrit knowledge so that they can pursue careers like Reseach, Law and Teaching. |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|------------------------|----------|------------------------|-------------|---------|
| 1 | Sanskrit Literature | I | Sanskrit Literature | JBCAUSAN101 | 3 |
| | | II | Sanskrit Literature | JBCAUSAN201 | 3 |



COURSE OUTCOMES

Semester I

Course Nomenclature: Sanskrit Literature

Course Code: JBCAUSAN101

1. Enhanced language proficiency by providing adequate exposure to reading and writing skills.
2. Oriented the learners towards the functional aspects of language .
3. Increased the range of lexical resource through a variety of exercises which developed effective communication among learners.
4. Enhanced the overall communication skills of the learners.

Semester II

SUB-TITLE: SELECTED PASSAGE FROM SANSKRIT LITERATURE

SELECTED PASSAGE FROM SANSKRIT LITERATURE

Process

Course Code: JBCAUSAN201

1. Enhanced the analytical skills and critical thinking through close reading of literary texts.
2. Developed the learners with the characteristics of various Sanskrit literary genres.
3. Enhanced students to understand the uniqueness of Indian Literature.
4. Familiarised the students to the pluralistic dimensions of Indian Literature.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBA
Sanskrit Paper I

Semester I
Title: Sanskrit Literature

Sub-Title: Selected Passage from Sanskrit Literature

UNIT I

- 1. DRAMA AND POETRY** (11)
1.1 DOOT VAKYAM
1.2 SELECTED PROSE OF MEGHDOOTAM

UNIT II

- 2. DRAMA AND POETRY** (11)
2.1 NATYOTPATTI
2.2 PAROPKARAY SATAM VIBHUTAY:

Unit III: DRAMA AND POETRY (11)

- 3.1 PANDURANG ASTHTAK
3.2 HANUMAN MAINAK SANWAD (RAMAYAN)

UNIT IV: VYAKARAN

- 4.1 SANDHI
4.2 SAMAS
4.3 ROOP PARICHAY

REFERENCES

- Ramayan :-Valmiki
- Mahabharat : Shree Vyas
- Hitopadesh : Narayan Pandit
- Panchtantra: Vishnusharma
- Natyashastra :- S. Ramkrushankavi, K.S. RamswamiShastri, Badoda Oriental Series, Baroda 1956

- Panchtatra: (SampaditAvrutti) MeherchandLaxmanDas Publication Lahor. 1932
- Hitopdesh : - M.R. Kale, MotilalBanarasidas, Delhi 1989
- Kathasritsagar :Somdev , 1100
- Rgved :VaidikSanshodhanMadal Pune
- AthrvaVedSanhita :Pandit. Shree. D. Satvalekar.Pardi, 1957
- A Hostory of Sanskrit Literature ,MotilalBanarasidas, Delhi, 2001.
- Critix of Sanskrit Drama- DangeSadashivA , and Mrs. Sindhu S Dange, Aryan Books International ,New Delhi, 1994.
- A History of Sanskrit Literatur. ;Classical Periods Vol: 01, KalkattaVidyapeeth, Kalkatta, 1962
- SarthaManusmruti – BapatVishnushastri
- A History of Sanskrit Literature (Classical Period) – Dasgupta S.N.
- History of Dharmashastra – Kane P.V.
- PrachinBharatiyaVidyapeethe – Tavkar N.G.
- Education in Ancient India: Altekar A. S.
- Vrikshayurveda of Surapala, Chowkhamba Sanskrit Series, Varanasi
- संस्कृत साहित्याचा सोपपत्तिक इतिहास : डॉ. वि. वा. कराम्बळेकर, हिंदु धर्म संस्कृति मंदिर नागपूर, शारदा प्रकाशन १९९३
- अभिजात संस्कृत साहित्याचा इतिहास : डॉ. मंजुषा गोखले, डॉ. गौरी माहुलीकर, डॉ. उमा वैद्य, जय भारत प्रिंटींग प्रेस, नाईकवाडी ठाणे, प्रकाशक : ऋतायन संस्था, मुंबई, २००४

विद्या प्रसारक मंडळ
स्थापना SEMESTER II १९३५

SUB-TITLE: SANSKRIT LITERATURE

UNIT I

12

DRAMA AND POETRY

1.1 SHUN SHEP AAKHYAN

1.2 AHI MRUTYU SWAGATAM TE

UNIT II

11

DRAMA AND POETRY

2.1 DAMAYANTEE SWAYANVAR

2.2 BHITTICHITRA LEKHANAM

UNIT III

DRAMA AND POETRY

11

3.1 RAGHUVANSH (VASISHTH DILIP SANVAD)

3.2 ASTHTAPADI,

UNIT IV

GARAMMMAR

11

4.1 ROOP PARICHAY

4.2 SANDHI

4.3 ESSAY WRITING AND ESSAY WRITING

REFERENCES

- Ramayan :- Valmiki
- Mahabharat : Shree Vyas
- Hitopadesh : Narayan Pandit
- Panchtantra: Vishnusharma
- Natyashastra :- S. Ramkrushankavi, K.S. RamswamiShastri, Badoda Oriental Series, Baroda 1956
- Panchtatra: (SampaditAvrutti) MeherchandLaxmanDas Publication Lahor. 1932
- Hitopadesh : - M.R. Kale, MotilalBanarasidas, Delhi 1989
- Kathasritsagar :Somdev , 1100
- Rgved :VaidikSanshodhanMadal Pune
- AthrvaVedSanhita :Pandit. Shree. D. Satvalekar.Pardi, 1957
- A History of Sanskrit Literature ,MotilalBanarasidas, Delhi, 2001.
- Critix of Sanskrit Drama- DangeSadashivA , and Mrs. Sindhu S Dange, Aryan Books International ,New Delhi, 1994.
- A History of Sanskrit Literatur. ;Classical Periods Vol: 01, KalkattaVidyapeeth, Kalkatta, 1962
- SarthaManusmruti – BapatVishnushastri
- A History of Sanskrit Literature (Classical Period) – Dasgupta S.N.
- History of Dharmashastra – Kane P.V.
- PrachinBharatiyaVidyapeethe – Tavkar N.G.
- Education in Ancient India: Altekar A. S.
- Vrikshayurveda of Surapala, Chowkhamba Sanskrit Series, Varanasi
- संस्कृत साहित्याचा सोपपत्तिक इतिहास : डॉ. वि. वा. कराम्बळेकर, हिंदु धर्म संस्कृति मंदिर नागपूर, शारदा प्रकाशन १९९३
- अभिजात संस्कृत साहित्याचा इतिहास : डॉ. मंजुषा गोखले, डॉ. गौरी माहुलीकर, डॉ. उमा वैद्य, जय भारत प्रिंटींग प्रेस, नाईकवाडी ठाणे, प्रकाशक : ऋतायन संस्था, मुंबई, २००४

Modality of Assessment

A. Internal Assessment : 40% - 40 Mark

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

B. Short question (from Unit III) 7

4. Full length question (from Unit IV)

15

OR

4. A. Short question (from Unit IV)

8

B. Short question (from Unit IV)

7





University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)



Program: B.A.

Specific Programme: STATISTICS (JBCUASTATS)

Syllabus for FYB.A.

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: STATISTICS–JBCUASTATS

PREAMBLE

Though God does not play dice, every incident in our life and civilization that is not yet history is unknown. Statistics is a body of numerical methods for making wise decisions in the face of uncertainty. It is the science of developing and studying methods for collecting, analyzing, interpreting and presenting empirical data.

H. G. Wells, the prolific English writer and father of Science Fiction genre who died in 1946, prophecies that “Statistical thinking will one day be as necessary a qualification for efficient citizenship as the ability to read and write.”

Statistics is a highly interdisciplinary field that finds applicability in not only all scientific research but also business activities like demand forecasting, consumer behavior, banking, finance and insurance, medicine and health. It is an extremely important subject in the study of Economics and hence has significant impact on politics and government.

Today's cutting-edge computer technologies like Big Data, Artificial Intelligence, Machine Learning etc. use statistics as base. Therefore, the employment opportunities for statisticians are vast. Fortune magazine ranked statistics and biostatistics among the top graduate degrees based on salary, growth and job satisfaction. It is one of the best jobs for women.

The Department of Mathematics and Statistics offers students basic courses in Statistics along with separate courses in Computer Systems & Software....

In the period of three years of degree programme, the Department offers various courses in the sub-disciplines of Statistics like Basic Statistical measures, Probability and probability distributions, Operations Research, Applied Statistics etc. Acquainting the students with these will help them in developing analytical skills but also in appearing various competitive examinations.

Eligibility: A student must have successfully cleared the HSC(12th) examination

Preferable: Liking for mathematics and possess analytical ability

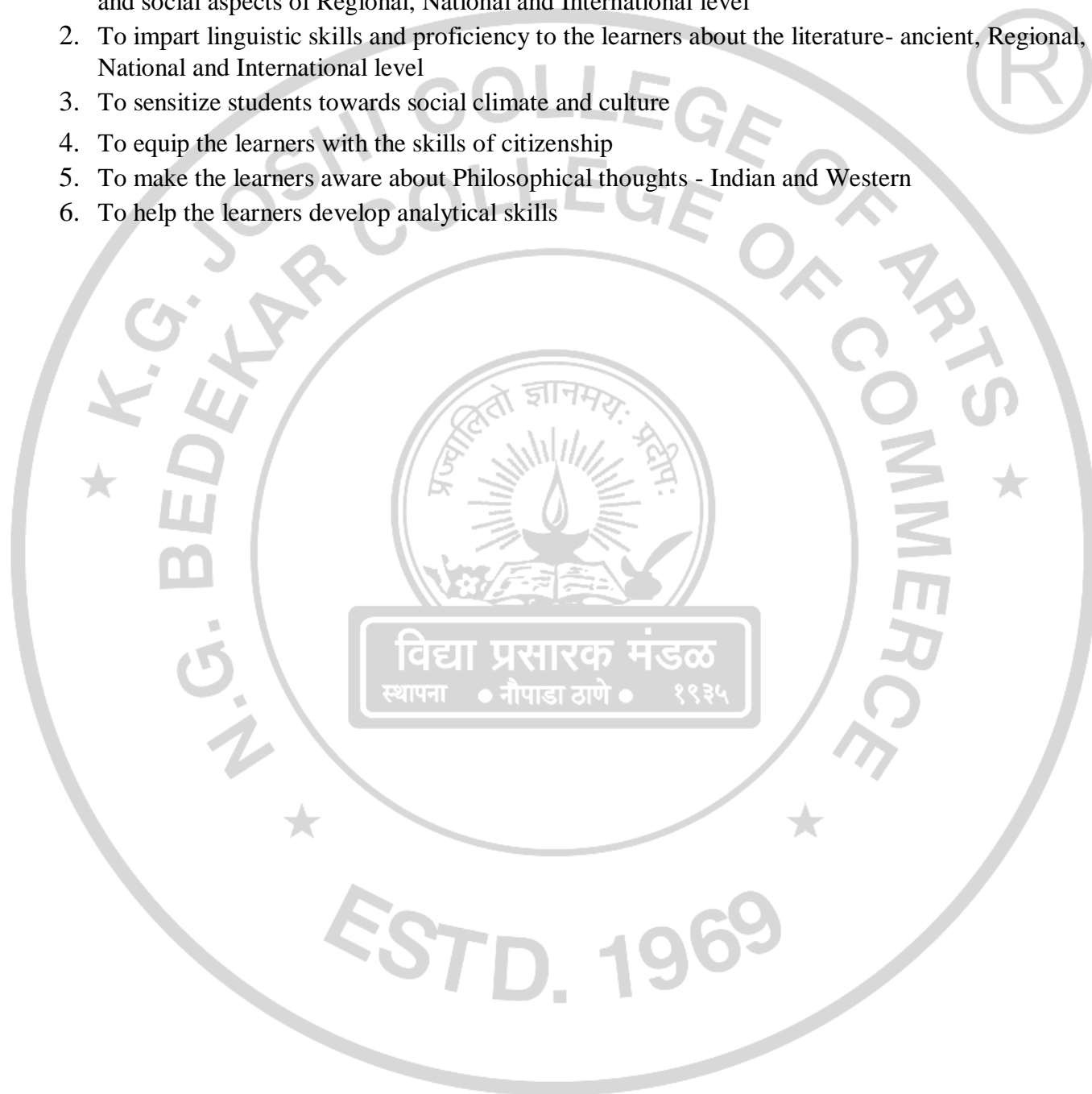
Duration: Three years (Entire B.A. Course)

Mode of Delivery: Offline(Online, in case of emergency)

Program Outcome

Bachelor of Arts (BA):

1. To make the learners aware about landmark historical events, political systems, geographical and social aspects of Regional, National and International level
2. To impart linguistic skills and proficiency to the learners about the literature- ancient, Regional, National and International level
3. To sensitize students towards social climate and culture
4. To equip the learners with the skills of citizenship
5. To make the learners aware about Philosophical thoughts - Indian and Western
6. To help the learners develop analytical skills



**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

Programme-Specific Outcomes: Statistics-JBCUASTATS

PROGRAMME-SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | Students learn to design data collection plans and basic tools of descriptive statistics. |
| PSO2 | Understand, organize, manage and present the data generated in various scenarios of scientific, industrial, or social problems. |
| PSO3 | Perform statistical inference in several circumstances and interpret the results in an applied context |
| PSO4 | Students will be able to learn Project management techniques, transportation and assignment techniques. Concepts will be developed regarding techniques used in industries and Applications of LPP |
| PSO5 | Concept of probability modeling will be developed by studying discrete and continuous probability distributions. |
| PSO6 | Students will be able to know appropriate sampling method with respect to the objective and nature of study and data. |
| PSO7 | Students will be able to understand the Applications of Statistics in Demography and Acturial Science |
| PSO8 | To equip the learners with technical skills which prepare them to become competitive and help them to enter into a promising professional life after graduation. |

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Coursename | Semester | Course Nomenclature | Course Code | Credits |
|--------|----------------------------------|----------|-----------------------------|----------------|---------|
| FYBA | Statistics - I | I | Descriptive Statistics - I | JBCUASTATS101 | 2 |
| | Practical based on JBCUASTATS101 | I | | JBCUASTATSP101 | 1 |
| | Statistics - I | II | Descriptive Statistics - II | JBCUASTATS201 | 2 |
| | Practical based on JBCUASTATS201 | II | | JBCUASTATSP201 | 1 |

विद्या प्रसारक मंडळ

स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

COURSE OUTCOMES

Semester I

Course Nomenclature: Descriptive Statistics – I

Course Code: JBCUASTATS101

1. To understand the concepts and techniques of descriptive statistics.
2. To introduce the technique of data collection and its presentation.
3. Students will be able to understand the concept of Descriptive Statistics of quantitative and qualitative data and its techniques
4. Analyze statistical data using measures of central tendency, dispersion and location.
5. Compute and comprehend the measures of dispersion. Compare Absolute and Relative measures of dispersion
6. Analyze Statistical data using MS-Excel.



SYLLABUS

FYBA

STATISTICS

SEMESTER I

TITLE: STATISTICS - I

SUB-TITLE: DESCRIPTIVE STATISTICS – I

| COURSE CODE: | TITLE | Credits: 2 |
|---------------|---|--------------------------|
| JBCUASTATS101 | DESCRIPTIVE STATISTICS – I | No. of lectures: (45) |
| Unit I | <p>1.Types of Data and Data Condensation:</p> <p>a.Introduction to Statistics Concept of population and sample. Finite, Infinite population, Concept of sampling, Notion of SRS, SRSWOR and SRSWR</p> <p>b. Types of Characteristics, Different types of scales: nominal, ordinal, interval and ratio.</p> <p>c. Collection of Data: Primary data- designing a questionnaire, schedule, distinction between Primary data and Secondary data Problems in collecting data through the questionnaire. Secondary data— its major sources including some government publications</p> <p>d. Types of data: Qualitative and quantitative data; Time series data and cross section data, discrete and continuous data.</p> <p>e. Tabulation- Preparation of tables with two or three factors (variable/attributes) of classification. Requisites of a good table.</p> <p>f. Dichotomous classification- for two and three attributes, Class frequencies and order of classes, Relationship between class frequencies, consistence of data. Verification for consistency. Association of attributes: Yule's coefficient of association Q. Yule's coefficient of Colligation, relationship between the two coefficients.</p> | (15) |
| Unit II | <p>2. Classification of Data and Measures of central tendency</p> <p>i) Classification of Data -</p> <p>a. Univariate frequency distribution of discrete and continuous</p> | (15) |

| | | |
|-----------------|--|-------------|
| | <p>variables. Cumulative frequency distribution.</p> <p>b. Graphical representation of frequency distribution by Histogram, Frequency curve, Frequency polygon, Cumulative frequency curves. Stem and leaf diagram.</p> <p>Diagrammatic representation using Bar diagrams and Pie chart.</p> <p>Bivariate: Frequency distribution, Marginal and Conditional frequency distributions.</p> <p>c. Bivariate frequency distribution.</p> <p>ii) Measures of central tendency</p> <p>a. Concept of central tendency of data. Requirements of good measure</p> <p>b. Locational averages: Median, Mode, and Partition Values: Quartiles, Deciles, and Percentiles.</p> <p>c. Mathematical averages Arithmetic mean (Simple, weighted mean, combined mean), Geometric mean, Harmonic mean,</p> <p>d. Empirical relation between mean, median and mode.</p> <p>e. Concept of trimmed mean</p> <p>f. Merits and demerits of using different measures and their applicability.</p> | |
| Unit III | <p>3. Measures of Dispersion, Skewness and Kurtosis</p> <p>a. Concept of dispersion. Requirements of good measure.</p> <p>b. Absolute and Relative measures of dispersion: Range, Quartile Deviation, Mean absolute deviation, Standard deviation.</p> <p>c. Variance and Combined variance, raw moments and central moments and relations between them. Their properties</p> <p>d. Concept of Skewness and Kurtosis: Measures of Skewness: Karl Pearson's, Bowley's and Coefficient of skewness based on moments. Measure of Kurtosis, Box Plot</p> | (15) |

COURSE OUTCOMES

Semester II

Course Nomenclature: Descriptive Statistics - II

Course Code: JBCUASTATS201

1. To understand the comparative changes in the price, the quantity consumed and the expenditure about a commodity over a period.
2. To determine the nature and strength of relationship between two variables.
3. Student learn to i) identify the relationship between two variables using scatter plot
ii) Interpret a sample correlation.
4. To identify and apply appropriate strategies of quantitative problem solving in theoretical and practical applications
5. Students of this course will be taught to understand and predict the changes in economy

SYLLABUS

**FYBA
STATISTICS**

SEMESTER II

TITLE: STATISTICS - I

SUB-TITLE: DESCRIPTIVE STATISTICS – II

| COURSE CODE: | TITLE | Credits: 2 |
|----------------------|--|----------------------------------|
| JBCUASTATS201 | DESCRIPTIVE STATISTICS – II | No. of lectures: (45) |
| Unit I | 1. Correlation and regression analysis - <ul style="list-style-type: none"> a. Scatter Diagram, Product moment correlation coefficient and its properties. b. Spearman's Rank correlation.(With and without ties) c. Concept of linear regression. Principle of least squares. Fitting a straight line by method of least squares. d. Relation between regression coefficients and correlation coefficient. e. Fitting of curves reducible to linear form by transformation. <ul style="list-style-type: none"> Fitting of linear curve, $y = a + bx$ Fitting of Quadratic curve $y = a + bx + cx^2$ Fitting of Power curve $y = ax^b$ Fitting of Exponential curve $y = ab^x$ and $y = ae^{bx}$ Fitting of Logarithmic curve $y = a + b \log x$ <p>Concept and use of coefficient determination (r^2).</p> | (15) |
| Unit II | 2. Time Series - <ul style="list-style-type: none"> a. Definition of time series.Its components. Models of time series. b. Estimation of trend by:i) Freehand curve method ii) Method of semi averages iii)Method of Moving averages iv) Method of least squares(linear trend only) c. Estimation of seasonal component by i) Method of simple average | (15) |

| | | |
|-----------------|--|-------------|
| | ii) Ratio to moving average iii) Ratio to trend method. | |
| Unit III | 3. Index Numbers - a. Index numbers as comparative tool. Stages in the construction of Price Index Numbers. b. Measures of Simple and Composite Index Numbers. Laspeyre's, Paasche's, Marshal-Edgeworth's, Dorbisch & Bowley's and Fisher's Index Numbers formula. c. Quantity Index Numbers and Value Index Numbers, Time reversal test, Factor reversal test, Circular test. d. Fixed base Index Numbers, Chain base Index Numbers. Base shifting, splicing and deflating. e. Cost of Living Index Number. Concept of Real Income based on Consumer Price Index Number. f. Applications and interpretation of index numbers | (15) |

SEMESTER I: Practicals JBCUASTATSP101

| Based on JBCUASTATS101 |
|--|
| 1. Tabulation |
| 2. Attributes |
| 3. Classification of Data |
| 4. Graphical and Diagrammatic representation |
| 5. Measures of Central tendency |
| 6. Measures of dispersion |
| 7. Practicals using Excel – Basic Excel i) Classification of Data and Diagrammatic representation ii) Measures of central tendency iii) Measures of dispersion |

SEMESTER II : Practicals JBCUASTATSP201

| Based on JBCUASTATS201 |
|---|
| 1. Correlation analysis |
| 2. Regression analysis |
| 3. Fitting of curve |
| 4. Time series |
| 5. Index number I |
| 6. Index number II |
| 7. Practical using Excel (data analysis tool pack) i) Correlation analysis ii) Regression analysis iii) Fitting of curve |

SYLLABUS

FYBA

Paper I: Statistics

Semester I

Title – STATISTICS - I

Course Nomenclature: Descriptive Statistics - I

Course Code: JBCUASTATS101

| COURSE CODE: | TITLE | Credits: 2 |
|---------------|---|--------------------------|
| JBCUASTATS101 | DESCRIPTIVE STATISTICS – I | No. of lectures: (45) |
| Unit I | <p>1.Types of Data and Data Condensation:</p> <p>a.Introduction to Statistics Concept of population and sample. Finite, Infinite population, Concept of sampling, Notion of SRS, SRSWOR and SRSWR</p> <p>b. Types of Characteristics, Different types of scales: nominal, ordinal, interval and ratio.</p> <p>c. Collection of Data: Primary data- designing a questionnaire, schedule, distinction between Primary data and Secondary data Problems in collecting data through the questionnaire. Secondary data– its major sources including some government publications</p> <p>d. Types of data: Qualitative and quantitative data; Time series data and cross section data, discrete and continuous data.</p> <p>e. Tabulation- Preparation of tables with two or three factors (variable/attributes) of classification. Requisites of a good table.</p> <p>g. Dichotomous classification- for two and three attributes, Class frequencies and order of classes, Relationship between class frequencies, consistence of data. Verification for consistency. Association of attributes: Yule's coefficient of association Q. Yule's coefficient of Colligation, relationship between the two coefficients.</p> | (15) |

| | | |
|-----------------|--|-------------|
| Unit II | <p>2. Classification of Data and Measures of central tendency</p> <p>i) Classification of Data -</p> <p>a. Univariate frequency distribution of discrete and continuous variables. Cumulative frequency distribution.</p> <p>b. Graphical representation of frequency distribution by Histogram, Frequency curve, Frequency polygon, Cumulative frequency curves. Stem and leaf diagram.</p> <p>Diagrammatic representation using Bar diagrams and Pie chart.</p> <p>Bivariate: Frequency distribution, Marginal and Conditional frequency distributions.</p> <p>c. Bivariate frequency distribution.</p> <p>ii) Measures of central tendency</p> <p>a. Concept of central tendency of data. Requirements of good measure</p> <p>b. Locational averages: Median, Mode, and Partition Values: Quartiles, Deciles, and Percentiles.</p> <p>c. Mathematical averages Arithmetic mean (Simple, weighted mean, combined mean), Geometric mean, Harmonic mean,</p> <p>d. Empirical relation between mean, median and mode.</p> <p>e. Concept of trimmed mean</p> <p>f. Merits and demerits of using different measures and their applicability.</p> | (15) |
| Unit III | <p>3. Measures of Dispersion, Skewness and Kurtosis</p> <p>a. Concept of dispersion. Requirements of good measure.</p> <p>b. Absolute and Relative measures of dispersion: Range, Quartile Deviation, Mean absolute deviation, Standard deviation.</p> <p>c. Variance and Combined variance, raw moments and central moments and relations between them. Their properties</p> <p>d. Concept of Skewness and Kurtosis: Measures of Skewness: Karl Pearson's, Bowley's and Coefficient of skewness based on moments. Measure of Kurtosis, Box Plot</p> | (15) |

SYLLABUS

FYBA

Paper I: Statistics Semester II

TITLE: STATISTICS - I

Course Nomenclature: Descriptive Statistics - II

Course Code : JBCUASTATS201

| COURSE CODE: | TITLE | Credits: 2 |
|---------------|--|--------------------------|
| JBCUASTATS201 | DESCRIPTIVE STATISTICS – II | No. of lectures: (45) |
| Unit I | 1. Correlation and regression analysis - a. Scatter Diagram, Product moment correlation coefficient and its properties. b. Spearman's Rank correlation.(With and without ties) c. Concept of linear regression. Principle of least squares. Fitting a straight line by method of least squares. d. Relation between regression coefficients and correlation coefficient. e. Fitting of curves reducible to linear form by transformation. Fitting of linear curve, $y = a + bx$ Fitting of Quadratic curve $y = a + bx + cx^2$ Fitting of Power curve $y = ax^b$ Fitting of Exponential curve $y = ab^x$ and $y = ae^{bx}$ Fitting of Logarithmic curve $y = a + b \log x$ Concept and use of coefficient determination (r^2). | (15) |
| Unit II | 2. Time Series - a. Definition of time series. Its components. Models of time series. b. Estimation of trend by: i) Freehand curve method ii) Method of semi averages iii) Method of Moving averages iv) Method of least squares(linear trend only) c. Estimation of seasonal component by i) Method of simple average | (15) |

| | | |
|-----------------|--|-------------|
| | ii) Ratio to moving average iii) Ratio to trend method. | |
| Unit III | 3. Index Numbers - a. Index numbers as comparative tool. Stages in the construction of Price Index Numbers. b. Measures of Simple and Composite Index Numbers. Laspeyre's, Paasche's, Marshal-Edgeworth's, Dorbisch & Bowley's and Fisher's Index Numbers formula. c. Quantity Index Numbers and Value Index Numbers, Time reversal test, Factor reversal test, Circular test. d. Fixed base Index Numbers, Chain base Index Numbers. Base shifting, splicing and deflating. e. Cost of Living Index Number. Concept of Real Income based on Consumer Price Index Number. f. Applications and interpretation of index numbers | (15) |

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1. Goon A.M., Gupta M.K., Dasgupta B. *Fundamentals of Statistics*, Volume I, The World Press Private Limited, Calcutta. Fifth edition.
2. Shah R.J.: *Descriptive Statistics*, Seth Publications. Eighth edition.
3. Spiegel, M.R.: *Theory and Problems of Statistics*, Schaum's Publishing Series. Tata McGraw-Hill. First edition.
4. Richard. I. Levin, David .S. Rubin: *Statistics for Management* . Fifth edition
5. Agarwal B.L.: *Basic Statistics*, New Age International Ltd.
6. Hoel P.G.: *Introduction to Mathematical Statistics*, Asia Publishing House.
7. Goon A.M., Gupta M.K., Dasgupta B. : *Fundamentals of Statistics*, Volume II : The World Press Private Limited, Calcutta
8. Gupta S.C., Kapoor V.K.: *Fundamentals of Mathematical Statistics*, Sultan Chand & Sons
9. Gupta S.C., Kapoor V.K.: *Fundamentals of Applied Statistics*, Sultan Chand & Sons
10. Allan Bluman (2009) *Introductory Statistics: A step by step approach* (7 th edition). McGraw-Hill
11. Milan Gholba, Sudha Phatak, Madhavi Jardosh : *Descriptive Statistics*, Vipul Prakashan

Modality of Assessment

A. Internal Assessment: 40%-40Marks

| SerialNo. | EvaluationType | Marks |
|-----------|---|-------|
| 1 | WrittenTest | 20 |
| 2 | Assignment/ case study / Self Learning Exercise | 15 |
| 3 | ClassParticipation | 05 |
| | Total: | 40 |

Paper Pattern for Theory(JBCUASTATS101 and JBCUASTATS201)

B. External Examination:60%-60Marks

Semester End Theory Examination

Time: 2

hoursNB.

1.All

questions are compulsory.

2. Each question has internal options.
3. Use of simple calculator is allowed.
4. Figures to the right indicate marks.

| | | | |
|-----|-----|-----------------------------------|-----------|
| Q.1 | | Attempt any Three out of 5 | 15 |
| | (a) | Unit 1 | |
| | (b) | Unit 1 | |
| | (c) | Unit 1 | |
| | (d) | Unit 1 | |
| | (e) | Unit 1 | |
| | | | |
| Q.2 | | Attempt any Three out of 5 | 15 |
| | (a) | Unit 2 | |
| | (b) | Unit 2 | |
| | (c) | Unit 2 | |
| | (d) | Unit 2 | |

| | | | |
|-----|-----|---|-----------|
| | (e) | Unit2 | |
| | | | |
| Q.3 | | Attempt any Three out of 5 | 15 |
| | (a) | Unit3 | |
| | (b) | Unit3 | |
| | (c) | Unit3 | |
| | (d) | Unit3 | |
| | (e) | Unit3 | |
| | | | |
| Q.4 | | Attempt any Three out of 5 (Concept based) | 15 |
| | (a) | All units | |
| | (b) | All units | |
| | (c) | All units | |
| | (d) | All units | |
| | (e) | All units | |



Paper Pattern for Practical (JBCUASTATSP101 and JBCUASTATSP201)

Practical Examination Pattern:

A.Internal Examination: 40%- 20 Marks

| Particulars | Marks |
|-------------------------------------|-------|
| Journal | 5 |
| Assignments/ project using Software | 15 |
| Total | 20 |

B .Semester End Practical Examination:

Duration - These examinations shall be of **one and half hour** duration.

Duration : 1 hour 30 minutes **Marks:** 30

| Particulars | Marks |
|---|-------|
| There shall be Three COMPULSORY Questions of 10 marks each with internal choice) | 30 |
| Total | 30 |

Overall Examination & Marks Distribution Pattern

Semester I and Semester II

| COURSE | JBCUASTATS101 and JBCUASTATS201 | | |
|-----------|---------------------------------|----------|-------|
| | Internal | External | Total |
| Theory | 40 | 60 | 100 |
| Practical | 20 | 30 | 50 |

Workload:

Theory: 3 lectures per week per course.

Practicals: 3 lecture periods per course per week per batch.



Agenda No. 1.02 in AC
Date: 07/07/2021

University of Mumbai



**Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of Commerce
(Autonomous College)**

(Affiliated to University of Mumbai)

Syllabus for FYBCOM

Program: B.COM.

Course No. - I

Course Code –JBCUCAFM

(Credit Based Semester and Grading System with effect from the academic year 2021-2022)

Specific Programme: Accountancy and Financial Accounting

PREAMBLE

The subject of Accountancy is the backbone of the commerce stream. The study and understanding of the subject enables a student to pursue its further education as well as equips to enhance the skills which would be helpful for gaining meaningful employment. The study and understanding of the course equips the students to understand the various Accounting and Financial concepts, Costing concepts, Management Accounting concepts, Auditing Concepts further the students are updated with the various tax laws vis-a-vis the Direct Taxes and the Indirect taxes. An attempt is made to develop overall knowledge about the recent trends in Accounting, Finance, Auditing and Taxation. The various courses are also contemplated to give a practical insight into all the above aspects.

B.Com - Accountancy and Financial Management

Eligibility: A student must have successfully cleared the 12th / HSC examination in commerce

Duration: Three years (Entire B.Com Course)

Mode of Delivery: Offline (Online in case of emergency)

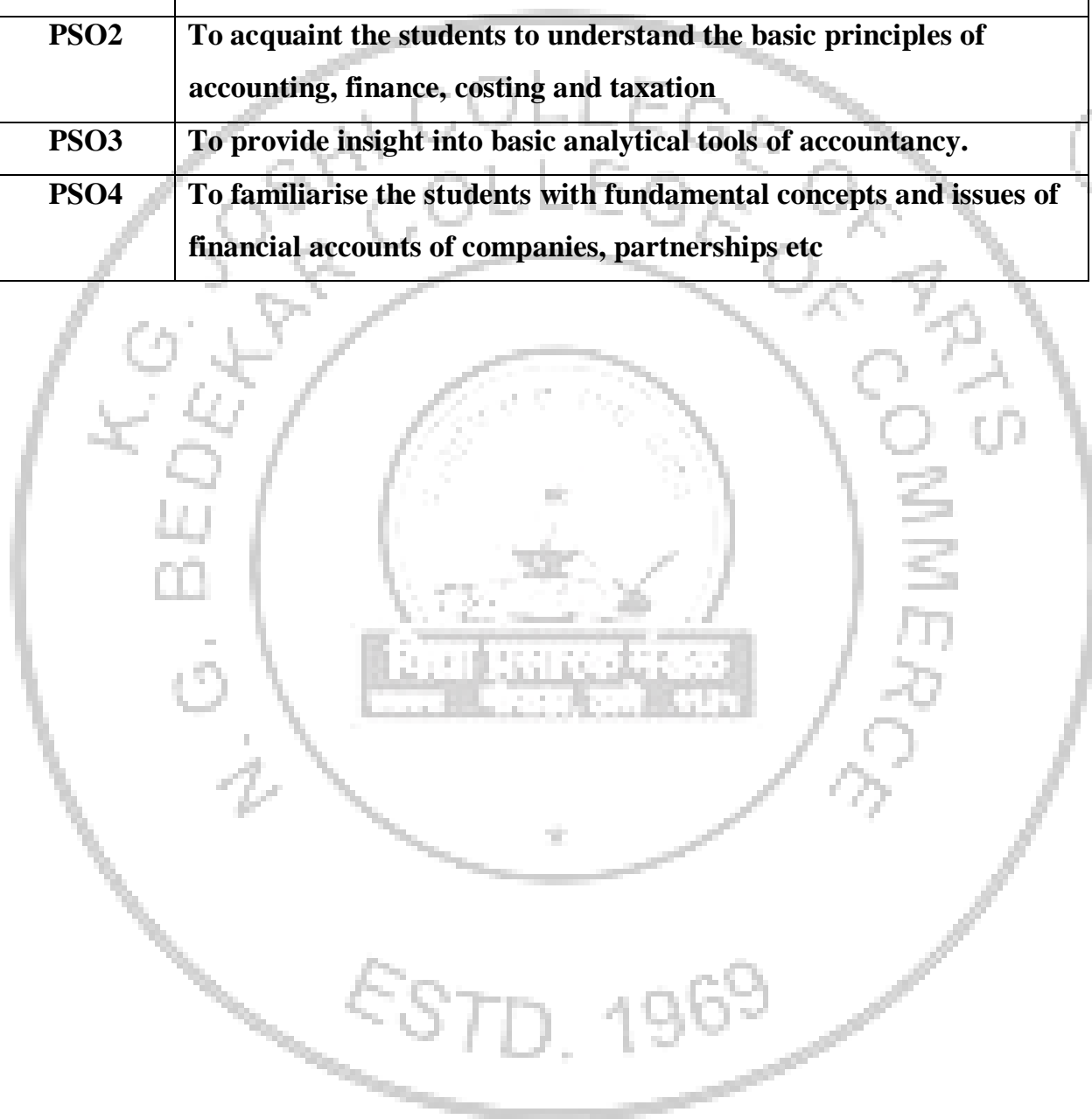
**(Credit Based Semester and Grading System with effect from the academic year 2021–
2022)**

PROGRAMME OUTCOMES: Accountancy and Financial Management

| PO | PO Description |
|------------|---|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues. |
| PO2 | To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management |
| PO3 | To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it |
| PO4 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO5 | To make the learners aware about various aspects of micro and macroeconomics and also about Indian financial system and recent development in it |
| PO6 | To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | To equip the students to understand the accounts and finance of a business unit |
| PSO2 | To acquaint the students to understand the basic principles of accounting, finance, costing and taxation |
| PSO3 | To provide insight into basic analytical tools of accountancy. |
| PSO4 | To familiarise the students with fundamental concepts and issues of financial accounts of companies, partnerships etc |



DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|--------------------------------------|----------|---|--------------|---------|
| I | Accountancy and Financial Management | I | Accountancy and Financial Management I | JBCUCAFM 101 | 4 |
| II | Accountancy and Financial Management | II | Accountancy and Financial Management II | JBCUCAFM 201 | 4 |

COURSE OUTCOMES

Semester 1

Course Nomenclature: – Accountancy and Financial Management -I

Course Code: JBCUCAFMA101

1. To make learner understand about relevant Accounting Standards, Inventory valuation.
2. To make learner understand Final accounts of manufacturing concern
3. To help learner learn about Hire Purchase accounts.
4. To make learner aware departmental accounting.

COURSE OUTCOMES

Semester II

Course Nomenclature: Accountancy and Financial Management II

Course Code: JBCUCAFM201

1. To make learner understand about Single Entry or accounting from incomplete records
2. To make learner learn about consignment accounts
3. To help learner learn about Reading ledger accounts.
4. To make learner aware concept of fire insurance and calculation of working of claim

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Semester - I

Course Nomenclature: – Accountancy and Financial Management -I

Course Code: JBCUCAFMA101

| Modules | Title | No. of Lectures |
|---------|---|-----------------|
| 1 | Accounting standards issued by ICAI and Inventory valuation Accounting standards: Concepts, benefits, procedures for issue of accounting standards Various AS: AS – 1: Disclosure of Accounting Policies, AS – 2: Valuation of Inventories (Stock), AS – 9: Revenue Recognition (a) Purpose. (b) Areas of Policies. (c) Disclosure of Policies. (d) Disclosure of Change in Policies. (e) Illustrations Inventory Valuation Meaning of inventories Cost for inventory valuation Inventory systems : Periodic Inventory system and Perpetual Inventory System Valuation: Meaning and importance Methods of Stock Valuation as per AS – 2 : FIFO and Weighted Average Method Computation of valuation of inventory as on balance sheet date: If inventory is taken on a date after the balance sheet or before the balance sheet | 15 |
| 1.1 | | |
| 2 | Final Accounts | 15 |
| 2.1 | Expenditure a) Capital, (b) Revenue Receipts a) Capital (b) Revenue | |
| 2.2 | Adjustment and Closing entries | |
| 2.3 | Final accounts of manufacturing concerns (proprietary firm) | |
| 3 | Departmental Accounts Meaning Basis of Allocation of Expenses and Incomes/Receipts Inter Departmental Transfer: at Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit & Loss Account and Balance Sheet | 15 |

| | | |
|---|--|----|
| 4 | Accounting for Hire Purchase Meaning Calculation of interest Accounting for hire purchase transactions by asset purchase method based on full cash price Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor (excluding default, repossession and calculation of cash price) | 15 |
|---|--|----|

REFERENCES

- Ainapure & Ainapure. *Financial Accounting*, Manan Prakashan, 2020.
- Praveen Sharma, Kapileshwar Bhall. *Advance Accounting*, MacGraw Hill, 2020.
- Institute of Chartered Accountants of India (ICAI). *Accounting*, Board of Studies, 2020.
- M.P. Vijay Kumar. *First Lessons in Advance Accountancy for CA-IPCC*, Snow White, 2017.
- Dr. Vijay Saxena. *Accounting*, Bharat Law Publications, 2018

Semester - II

Course Nomenclature: – Accountancy and Financial Management -II

Course Code: JBCUCAFMA201

EXISTING SYLLABUS AND PROPOSED SYLLABUS

| Modules | Title | No. of Lectures |
|---------|--|-----------------|
| 1 | Accounting from Incomplete Records Introduction Problems on preparation of final accounts of Proprietary Trading Concern (conversion method) | 15 |
| 2 | Consignment Accounts Accounting for consignment transactions Valuation of stock Invoicing of goods at higher price (excluding overriding commission, normal/abnormal losses) | 15 |
| 3 | Branch Accounts Meaning and Classification of Branch Accounting for Dependent Branch not maintaining full books by a) Debtors Method b) Stock and Debtors Method | 15 |
| 3A | Reading of Ledger Accounts | 10 |

| | | |
|----|--|----|
| | Ledger accounts and its interpretation Understanding of Basic Financial Statements- Horizontal and Vertical Statements Balance Sheet, Trading Account, Manufacturing Account, Profit and Loss account Reading of Cash and Bank account and its interpretation | |
| 3B | Branch Accounts Meaning and classification of Branch Accounting for dependent branch not maintaining full books by Debtors Method | 5 |
| 4 | Fire Insurance Computation of loss of stock by fire Ascertainment of claim as per Insurance Policy Exclude: Loss of Profit and Consequential Loss | 15 |

REFERENCES

- Ainapure & Ainapure. *Financial Accounting*, Manan Prakashan, 2020.
- Praveen Sharma, Kapileshwar Bhall. *Advance Accounting*, MacGraw Hill, 2020.
- Institute of Chartered Accountants of India (ICAI). *Accounting*, Board of Studies, 2020.
- M.P. Vijay Kumar. *First Lessons in Advance Accountancy for CA-IPCC*, Snow White, 2017.
- Dr. Vijay Saxena. *Accounting*, Bharat Law Publications, 2018

| | | |
|--|--|----|
| | Fire Insurance Computation of loss of stock by fire Ascertainment of claim as per Insurance Policy Exclude: Loss of Profit and Consequential Loss | 15 |
|--|--|----|

REFERENCES

Ainapure & Ainapure. *Financial Accounting*, Manan Prakashan, 2020.

Praveen Sharma, Kapileshwar Bhall. *Advance Accounting*, MacGraw Hill, 2020.

Institute of Chartered Accountants of India (ICAI). *Accounting*, Board of Studies, 2020.

M.P. Vijay Kumar. *First Lessons in Advance Accountancy for CA-IPCC*, Snow White, 2017.

Dr. Vijay Saxena. *Accounting*, Bharat Law Publications, 2018



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---|-------|
| 1 | Written Class Test | 20 |
| 2 | Assignment | 15 |
| 3 | Attendance and Class Active Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

Q1. Objective Questions 15

A. Fill in the Blanks / Multiple Choice Questions 07

B. True or False / Match the Following 08

Q2. Practical Question 15

OR

Q2. Practical Question 15

Q3. Practical Question 15

OR

Q3. Practical Question 15

Q4. A. Theory Question 08

B. Practical Question 07

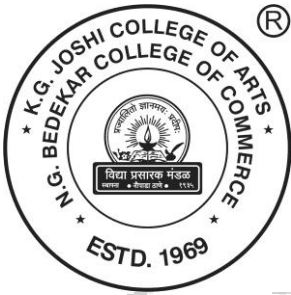
OR

Q4. Short Notes (Any 3 out of 5) 15

(Note: 15 marks practical questions can be 2 sub questions of 8 and 7 marks each)

Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



VidyaPrasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce**

(Autonomous)

(Affiliated to University of Mumbai)

Program: B.Com.

Specific Programme: Business Communication

JBCUCBC

Syllabus for FYB.Com

Year of Establishment: 1969

Year of Upgrading: 2021-202

Specific Programme: FYBCom JBCUCBC

Business Communication

PREAMBLE

Effective Communication is essential for organization especially in this digital era. It helps build teamwork, aids collaboration, boosts productivity and ensures that organisations meet their goals. The purpose of this course is to emphasise the importance of effective communication techniques in an organizational setting and to provide grounding in Communication Skills essential to success in the business world. At the end of this course, the learners will be able to familiarize with the importance of Business Communication, types and objectives of communication, media and modes of communication, Business Correspondence, Business Report Writing and Business Proposal Writing.

This course would enable the learners to have the opportunity to understand leadership and communication strategies, and develop their business writing skills through several assignments and class activities. Focus will be placed on improving the ability of the learners to communicate clearly, logically and effectively.

Eligibility: A student must have successfully cleared the HSC (12th) Commerce Examination

Duration: Three years (Entire B.Com. Course)

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course name | Semester | Course Nomenclature | Course Code | Credits |
|--------|------------------------|----------|------------------------|-------------|---------|
| 1 | Business Communication | I | Business Communication | JBCUCBC101 | 3 |
| | | II | Business Communication | JBCUCBC201 | 3 |

(Credit Based Semester and Grading System with effect from the academic year 2021–2022)

PROGRAMME – OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues. |
| PO2 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO3 | To make the learners aware about various aspects of micro and macro economics |
| PO4 | To acquaint the learners about business law, computer systems, its applications and network infrastructure |
| PO5 | To provide the basic knowledge about Indian Financial System and recent development in finance |

FYB.Com.

Business Communication

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | To familiarize the learners to Group Communication like Interviews, Committees and Meetings. |
| PSO2 | To acquaint the learners to various modern means of Conferencing. |
| PSO3 | To introduce to the learners to concepts like Public Relations, |
| PSO4 | To improve the ability of the learners to communicate clearly, logically and effectively. |
| PSO5 | To help learners to draft Business Correspondence and Business Report Writing. |

COURSE OUTCOMES

Semester I

Course Nomenclature: Business Communication Paper I

Course Code: JBCUCBC101

1. To enable the learners to understand leadership and communication strategies.
2. To develop business writing skills through several assignments and class activities
3. To equip the learners to draft business correspondences.
4. To introduce to the learners various channels, means and modes of business communication.

Semester II

Course Nomenclature: Business Communication Paper II

Course Code: JBCUCBC201

1. To develop effective communication skills among learners for interpersonal and large discussion groups.
2. To equip the learners to understand various formal and informal discussion groups and drafting of Notice, Agenda and Resolutions.
3. To equip the learners to draft Reports and Business Proposals.
4. To develop the overall communication skills of the learners.

FYB.Com.

SEMESTER I

TITLE: BUSINESS COMMUNICATION

SUB-TITLE: PAPER I

Course Code: JBCUCBC101

Unit 1: Theory of Communication-I

(13)

1. Concept of Communication :

Meaning, Definition, Process, Need, Feedback

Emergence of Communication as a key concept in the Corporate and Global World

2. Impact of technological advancements on Communication:

Types-Internet, Blogs, E-Mail, Moodle, Social Media (Facebook, Twitter and WhatsApp-Advantages and Disadvantages)

3. Communication at Workplace:

Channels-Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine

Methods: Verbal and Non-verbal, Business Etiquettes

Unit 2: Theory of Communication-II

(12)

1. Business Ethics

Ethics at Workplace, Personal integrity at workplace, Business Ethics and Media, Computer Ethics and Corporate Social Responsibility

2. Problems in Communication /Barriers to Communication

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers
Ways to Overcome these Barriers

3. Listening

Importance of Listening Skills, Obstacles to Listening
Cultivating good Listening Skills

Unit 3: Business Correspondence

(15)

1. Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block

Principles of Effective Letter Writing

Principles of Effective Email Writing

2. Personnel Correspondence:

Statement of Purpose (SOP), Letter of Recommendation,
Job Application Letter and Resume, Letter of Appointment

(to be only discussed in class, Letter of Acceptance of Job Offer,
Letter of Appreciation and Letter of Resignation

Unit 4: Language and Writing Skills

(05)

1. Business Writing:

Invitation, Brochure, Handbills, Leaflets, Memos, etc.

2. Paragraph Writing:

Developing an idea, using appropriate linking devices, etc.
Cohesion and Coherence, etc.

References:

1. Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
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- 22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
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27. Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
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31. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
32. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
33. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
34. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
35. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
36. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

SEMESTER - II
TITLE: BUSINESS COMMUNICATION
SUB-TITLE: PAPER II
Course Code: JBCUCBC201

Unit 1.Group Communication-I (13)

1. Interviews:

Group Discussion

Preparing for an Interview

Types of Interviews – Selection, Appraisal, Grievance, Exit, Online

2. Meetings:

Need and Importance of Meetings, Conduct of Meeting and Group Dynamics

Role of the Chairperson, Role of the Participants

Drafting of Notice, Agenda and Resolutions

Types of Secretaries-Company Secretary/Private Secretary, Functions of Secretaries (only to be discussed and not to be assessed)

Unit 2: Group Communication -II (12)

1. Committees and Conferences :

Importance and Types of Committees
Meaning and Importance of Conference
Organizing a Conference
Modern Methods: Skype and Webinar

2. Public Relations:

Meaning ,Functions of PR Department
External and Internal Measures of PR,Crisis Management and Press Release

Unit 3: Business Correspondence (15)

1. Trade Letters:

Letters of Inquiry
Letters of Complaints, Claims, Adjustments
Sales Letters, Promotional Leaflets and Fliers
Consumer Grievance Redressal Letters
Letters under Right to Information (RTI) Act

Unit 4: Writing Skills and Business Etiquettes (05)

1. Reports and Business Proposals:

Parts, Types , Feasibility Reports, Investigative Reports

2. Business Etiquettes:

Telephonic Communication Etiquettes, Virtual Meetings, Corporate Etiquettes, E-Communication

3. Tutorial Activities :

Group Discussion, Book Review, Mock Interviews, etc.

References:

1. Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
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5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
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34. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.

35. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.

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Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester I: Business Communication Paper-I

Semester End Theory Examination Time: 2Hours

N.B. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

Q1. Short Notes (3 Out of 4) From Unit I & II 15

Q.2. Essay Type/Detailed Answer (2 Out of 3) From Unit I& II 15

Q.3. Trade Letters (3 Out of 4) From Unit III 15

Statement of Purpose, Letter of Recommendation,

Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Q.4.A. Job Application with Resume 10

Q.4 B. Business Writing (On 1 Out of 2 Topics) 05

OR

Q.4.B. Paragraph Writing (On 1 Out of 2 Topics) 05

Semester II: Business Communication Paper-II

Semester End Theory Examination

Time: 2Hours

N.B. 1. All questions are compulsory.

4. Each question has internal options.

5. Figures to the right indicate marks.

Q1. Short Notes (3 Out of 4) From Unit I & II 15

Q.2. Essay Type/Detailed Answer (2 Out of 3) From Unit I& II 15

Q.3. Trade Letters (3 Out of 4) From Unit III 15

Letter of Inquiry

Letter of Complaints./Claims/Adjustments

Sales Letters, Consumer Grievance Redressal Letter

Right to Information (RTI) Letter

Q.4.A. Report Writing (1 Out of 2)

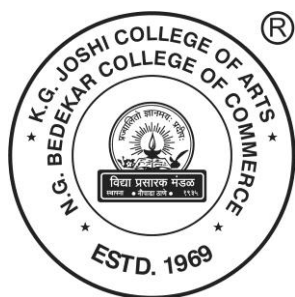
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Q.4.B. Drafting of Notice, Agenda and Resolution

08



ESTD. 1969



Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce
(Autonomous)
(Affiliated to University of Mumbai)

★ **Syllabus for FYBCOM** ★

Program: B.COM.

Specific Programme : Business Economics–JBCUCECO

PREAMBLE

This course is designed to give exposure to the students to the basic principles of the market economy. It will help the students to understand the decision-making process of business. It will enable students to learn microeconomics and its application to business Economics.

Eligibility: A student must have successfully cleared the (HSC /12th) (Commerce) Examination.

Duration: Three years (Entire B.COM. Course)

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|--------------------|----------|------------------------|-------------|---------|
| 1 | Business Economics | I | Business Economics -I | JBCUCECO101 | 3 |
| | | II | Business Economics -II | JBCUCECO201 | 3 |

विद्या प्रसारक मंडळ
स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Specific Programme: Economics– JBCUCECO

PROGRAMME OUTCOMES

| PO | PO Description |
|------------|--|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PO2 | To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management. |
| PO3 | To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it |
| PO4 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO5 | To make the learners aware about various aspects of micro and macro economics and also about Indian financial system and recent development in it |
| PO6 | To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | To equip the students to understand the working of a business unit in the economy. |
| PSO2 | To acquaint the students to understand the basic principles of the market economy. |
| PSO3 | To provide insight into basic analytical tools of macroeconomics. |
| PSO4 | To help the students understand how an economy works and to analyse Economic phenomena. |
| PSO5 | To familiarise the students with fundamental concepts and issues of public finance. |
| PSO6 | To introduce students to various issues and challenges of Indian economy. |



COURSE OUTCOMES

Semester I

Course Nomenclature: Business Economics- I

Course Code: JBCUCECO101

1. To help the learners understand the working of a business unit in the economy.
2. To acquaint the students with the basic concepts of microeconomics
3. To help the students to understand demand side i.e., consumer's behaviour in the market
4. To provide an overview of the of production analysis in the short and long run
5. To familiarize students with the concepts of costs, revenue and capital budgeting

Semester II

Course Nomenclature: Business Economics-II

Course Code: JBCUCECO201

1. To acquaint the students with the equilibrium of a firm under different market structures.
2. To make students understand the pricing policy of a firm.
3. To explain the learners about importance of demand forecasting and its methods.
4. To elucidate the Theory of Distribution i.e. price determination of various factors.

Paper I: Business Economics

Semester- I

Course Nomenclature: Business Economics-I

Course Code: JBCUCECO101

Lectures

Unit I: Introduction to Business Economics

10

Meaning and scope of Business Economics- importance of Business Economics-Concepts of Equation, Functions, Graphs, diagrams, line slope and intercept. Basic economic problems of choice and scarcity-modern objectives of a firm

Unit II: Demand and Revenue Analysis

10

Demand function and determinants of demand- Concept and importance of Elasticity of demand- Price, Income, Cross and Promotional elasticity of demand- Consumer's surplus-indifference curve analysis.

Concept of Revenue- MR, AR and TR and their relationship

Unit III: Production analysis

10

Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs Long run production function and Laws of Returns to Scale - expansion path – Economies and diseconomies of Scale and economies of scope

Unit IV: Cost of Production and Capital Budgeting

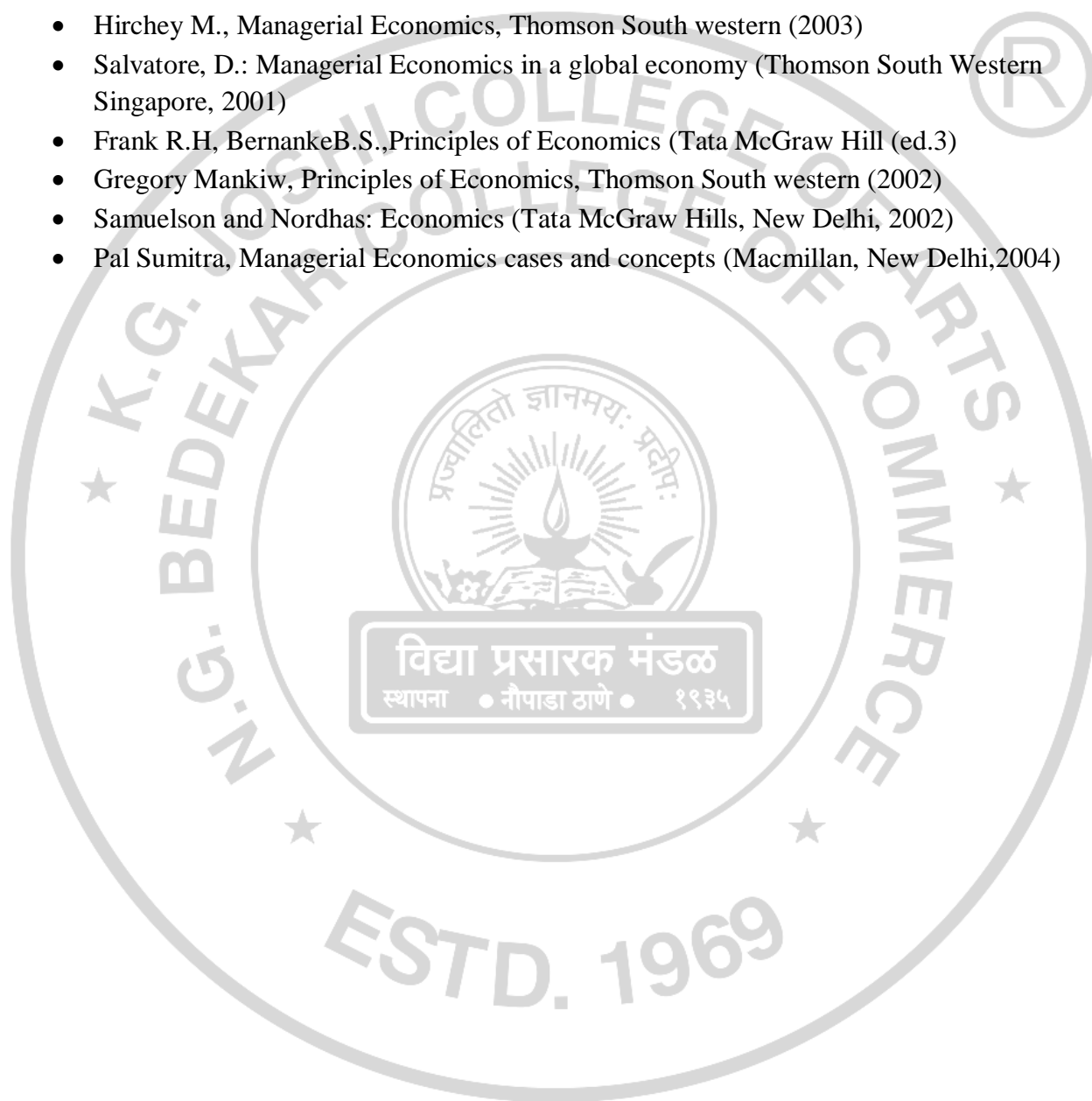
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Cost concepts: accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run

Meaning and importance of capital budgeting- steps in capital budgeting- Techniques of Investment appraisal: payback period method, net present value method, and internal rate of return method -Break Even Analysis (with business application)

REFERENCES

- M. L. Jhingan (2006) - Microeconomic Theory, 5th edition, Vrinda Publication Ltd
- H. L. Ahuja (2016) - Advanced Economic Theory, S. Chand and Company Ltd
- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank R.H, Bernanke B.S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw, Principles of Economics, Thomson South western (2002)
- Samuelson and Nordhas: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)



Paper I: Business Economics

Semester II

Course Nomenclature: Business Economics -II

Course Code: JBCUCECO201

Lectures

Unit I: Market Structure: Perfect Competition and Monopoly 10

Perfect competition and Monopoly models as two extreme cases - profit maximisation and the competitive firm's supply curve - Short run and long run equilibrium of a firm and of industry - Monopoly - Sources of monopoly power – short run and long run equilibrium of a firm under Monopoly

Unit II: Pricing and Output Decisions under Imperfect Competition 15

Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency, debate over role of advertising, (topics to be taught using case studies from real life examples)

Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market, Price rigidity, Cartels and price leadership models(with practical examples)

Unit III:Pricing practices and Demand Forecasting 10

Cost oriented pricing methods: cost –plus (full cost)/mark-up pricing, marginal cost pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)

Demand Estimation and forecasting: Meaning and significance - methods of demand estimation- survey and statistical methods

Unit IV: Factor Pricing 10

Marginal Productivity theory of Distribution.

Theories of Rent – Ricardian Theory of Rent and Modern Theory of Rent

Theories of Wages- Backward sloping Supply curve of Labour and Collective bargaining

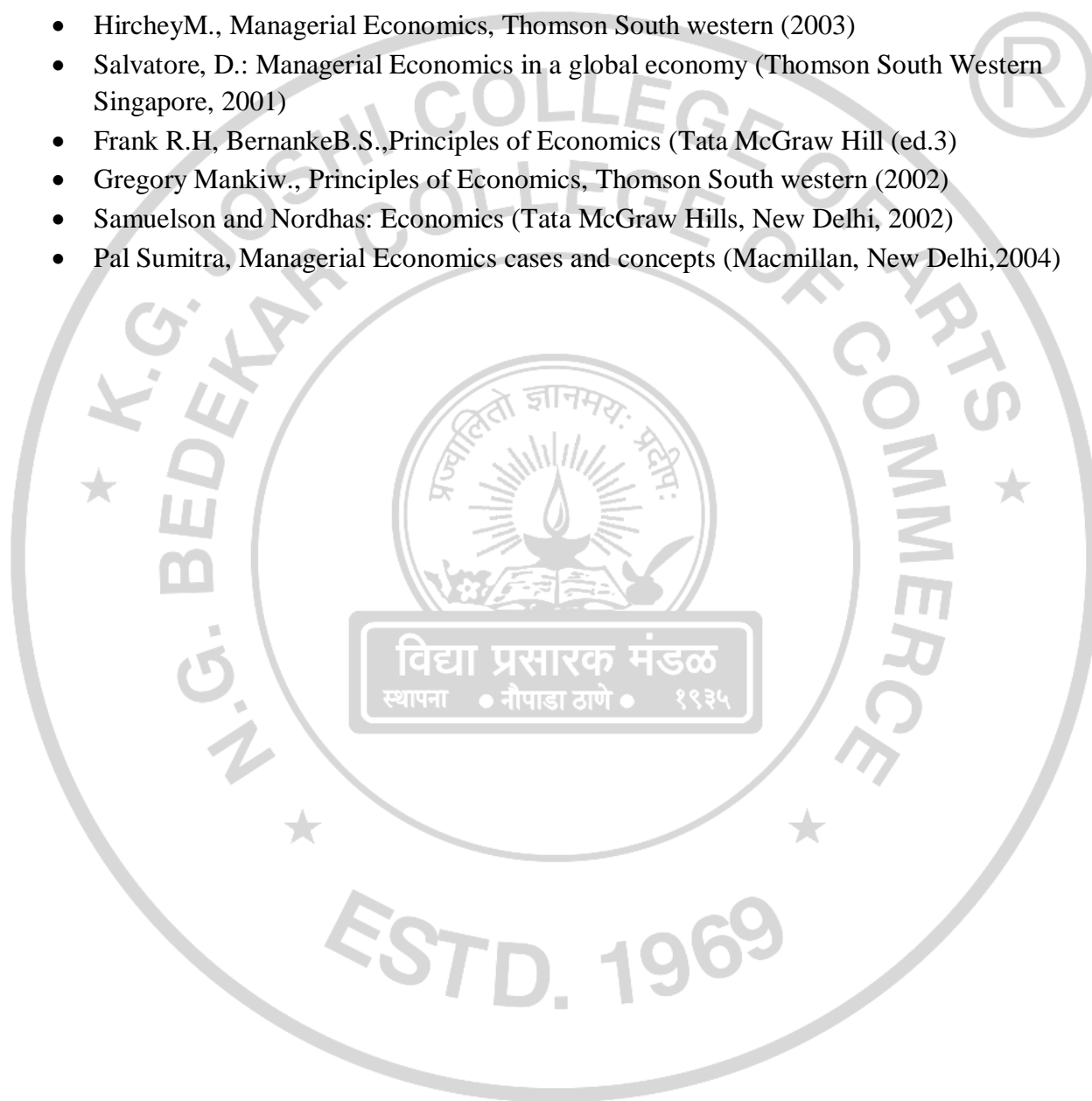
Theories of interest – Loanable Funds Theory of Interest

Theories of profit- J. Schumpeter's Innovation Theory of profit and Hawley and F.H. Knight's

Risk and Uncertainty Bearing Theory of Profits

REFERENCES

- M. L. Jhingan (2006) - Microeconomic Theory, 5th edition, Vrinda Publication Ltd
- H. L. Ahuja (2016) - Advanced Economic Theory, S. Chand and Company Ltd
- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- HircheyM., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank R.H, BernankeB.S.,Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002)
- Samuelson and Nordhas: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I) 7

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

B. Short question (from Unit III) 7

4. Full length question (from Unit IV)

15

OR

4. A. Short question (from Unit IV)

8

B. Short question (from Unit IV)

7



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Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce, Thane
(Autonomous)
(Affiliated to University of Mumbai)



Programme: B. Com.

Specific Programme: Commerce (JBCUCCOM)

Syllabus for F.Y.BCom

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Commerce (JBCUCCOM)

PREAMBLE

The Latin word 'Commercium' in itself describes trading and merchandising together with required skills and attitudes for the handling of Trade, Commerce and Industry. William E. Gladstone highlighted the importance of Commerce by saying, "Commerce is the equalizer of the wealth of nations". The study of Commerce is of paramount importance, as it imparts knowledge about Business, Service Sector, Management, Production, Finance, Marketing, Human Resource, Secretarial Practices, Foreign Trade, Organisational Development and related aspects. In this programme, learners are taught the core subjects of Commerce and Management. In three-year duration, the learners are also given options to opt for few elective subjects. The objective of the programme is to equip the learners with the knowledge of current scenario of global markets and recent trends in Commerce and Management. Dedicated to develop tomorrow's leaders, managers, and professionals, the Department of Commerce offers the learners various courses such as Introduction to Business, Service Sector, Management: Issues and Challenges, Production Management, Company Secretarial Practice, Marketing Management, Human Resource Management, Export Marketing and Financial Management. The curriculum aims at enhancing employability options of the learners and instils learnability for upskilling and reskilling even in later part of life.

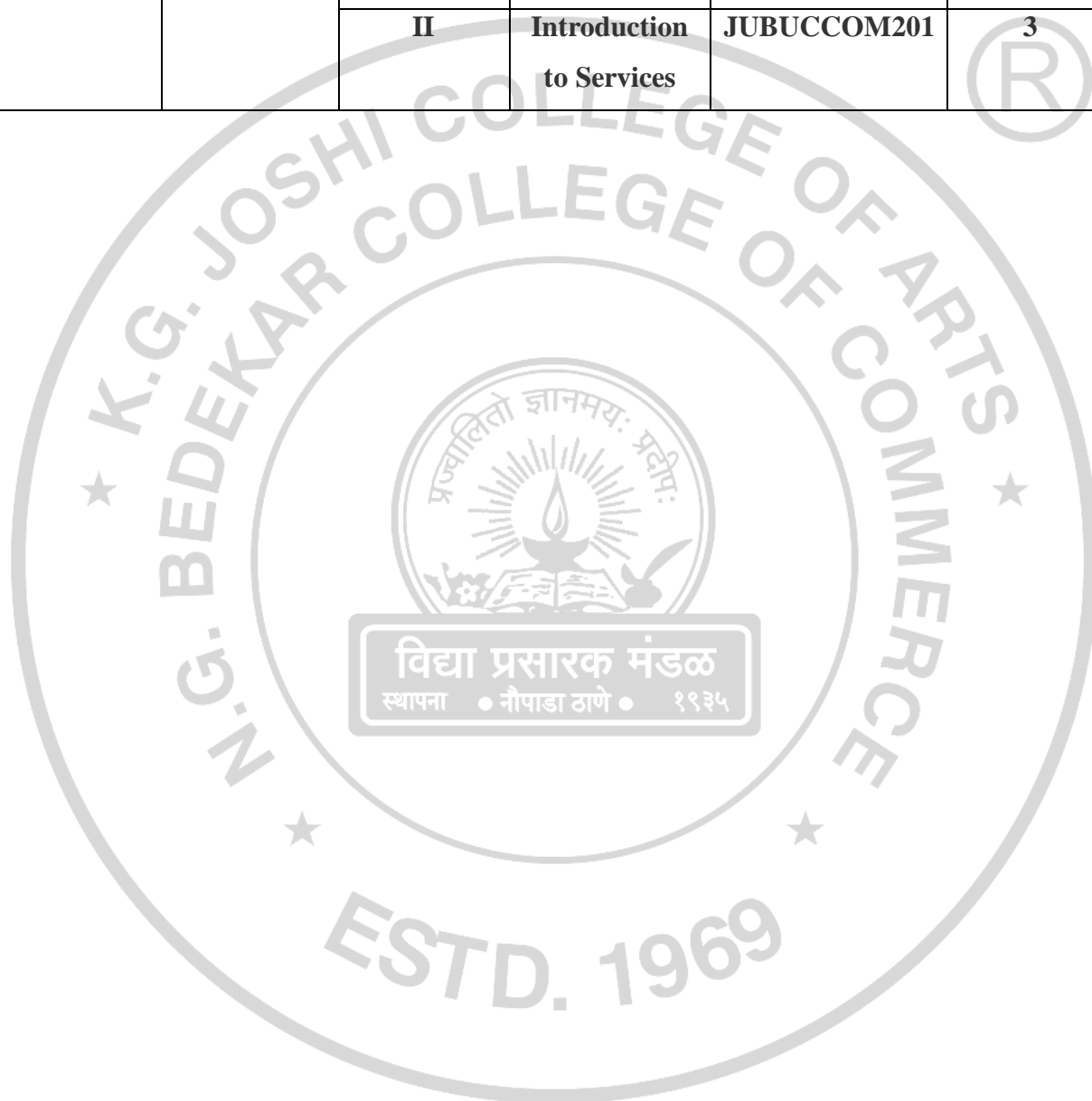
Eligibility: A student must have successfully cleared the HSC (12th) Commerce Examination.

Duration: Three years (entire B.Com. course)

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

| Course | Course Name | Semester | Course Nomenclature | Course Code | Credits |
|--------|-------------|----------|--------------------------|-------------|---------|
| 1 | Commerce | I | Introduction to Business | JBCUCCOM101 | 3 |
| | | II | Introduction to Services | JUBUCCOM201 | 3 |



Credit Based Semester and Grading System

with effect from the academic year 2021-2022

Programme Outcomes

| PO | PO Description |
|-----------|---|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PO2 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO3 | To make the learners aware about various aspects of micro and macro economics |
| PO4 | To acquaint the learners about business law, computer systems, its applications and network infrastructure |
| PO5 | To provide the basic knowledge about Indian Financial System and recent development in finance |

Programme Specific Outcomes

| PSO | PSO Description |
|------------|---|
| PSO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PSO2 | To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management |
| PSO3 | To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it |
| PSO4 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PSO5 | To make the learners aware about various aspects of micro and macroeconomics and also about Indian financial system and recent development in it |
| PSO6 | To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure |

COURSE OUTCOMES

Semester I

Course Nomenclature: Commerce-I - Introduction to Business

Course Code: JBCUCCOM101

1. To familiarize the learners with the basic concept of business,
2. To make the learners understand business environment and its constituents,
3. To help the learners understand various aspects of project planning,
4. To enable the learners to gain insights about entrepreneurship.

Semester II

Course Nomenclature: Commerce-II - Introduction to Services

Course Code: JBCUCCOM201

1. To familiarize the learners with the basic concept of services,
2. To impart knowledge about retailing,
3. To make learners aware of the current trends in service sector,
4. To develop the understanding of e-Commerce.

FYBCom

Semester I

Title: Commerce-I

Sub-title: Introduction to Business

Module 1: Business

(12)

Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concepts of business.

Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives, CSR – Concept and Importance.

New Trends in Business: Strategy alternatives in the changing scenario, Restructuring and turnaround strategies, Case study analysis of restructured organisations.

Module 2: Business Environment

(11)

Introduction: Concept and Importance of business environment, Inter- relationship between Business and Environment.

Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact.

International Environment: Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.

Module 3: Project Planning

(12)

Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.

Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.

Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filling returns and other documents, Other important legal provisions

Module 4: Entrepreneurship

(10)

Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur

The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Incentives to Entrepreneurs in India, Introduction to Make in India, Start-Up India and Skill India.

Women Entrepreneurs: Problems and Promotion.

REFERENCES

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P. International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials of Business Environment, Aswathappa K., Himalaya Pub
- Essentials of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Service Marketing, Temani, V.K., Prism Pub
- Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub
- Introduction To E – Commerce, Dhawan, Nidhi, International Book House
- Introduction To Retailing, Lusch, Robert F. Dunne, Patrick M., Carver, James R., Cengage Learning
- Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill

FYBCom

Semester II

Title: Commerce-II

Sub-title: Introduction to Services

Module 1: Concept of Services (12)

Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context.

Marketing Mix for Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.

Service Strategies: SERVQUAL Model, Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.

Module 2: Retailing (12)

Introduction: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.

Retail Format: Store format, Non – Store format, Store Planning, design and layout.

Retail Scenario : Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.

Module 3: Recent Trends in Service Sector (10)

ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.

Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking, Recent Trends in Banking and Insurance Sector.

Logistics: Networking – Importance – Challenges.

Module 4: E-Commerce (11)

Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.

Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C.

Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.

REFERENCES

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P.
International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub
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- Essentials of Business Environment, Aswathappa K., Himalaya Pub
- Essentials of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Service Marketing, Temani, V.K., Prism Pub
- Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub
- Introduction To E – Commerce, Dhawan, Nidhi, International Book House
- Introduction To Retailing, Lusch, Robert F. Dunne, Patrick M., Carver, James R., Cengage Learning
- Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

NB. 1. All questions are compulsory.

2. Each question carries equal marks.

3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 1)

b. (Theory Question - Module 1)

c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 2)

b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

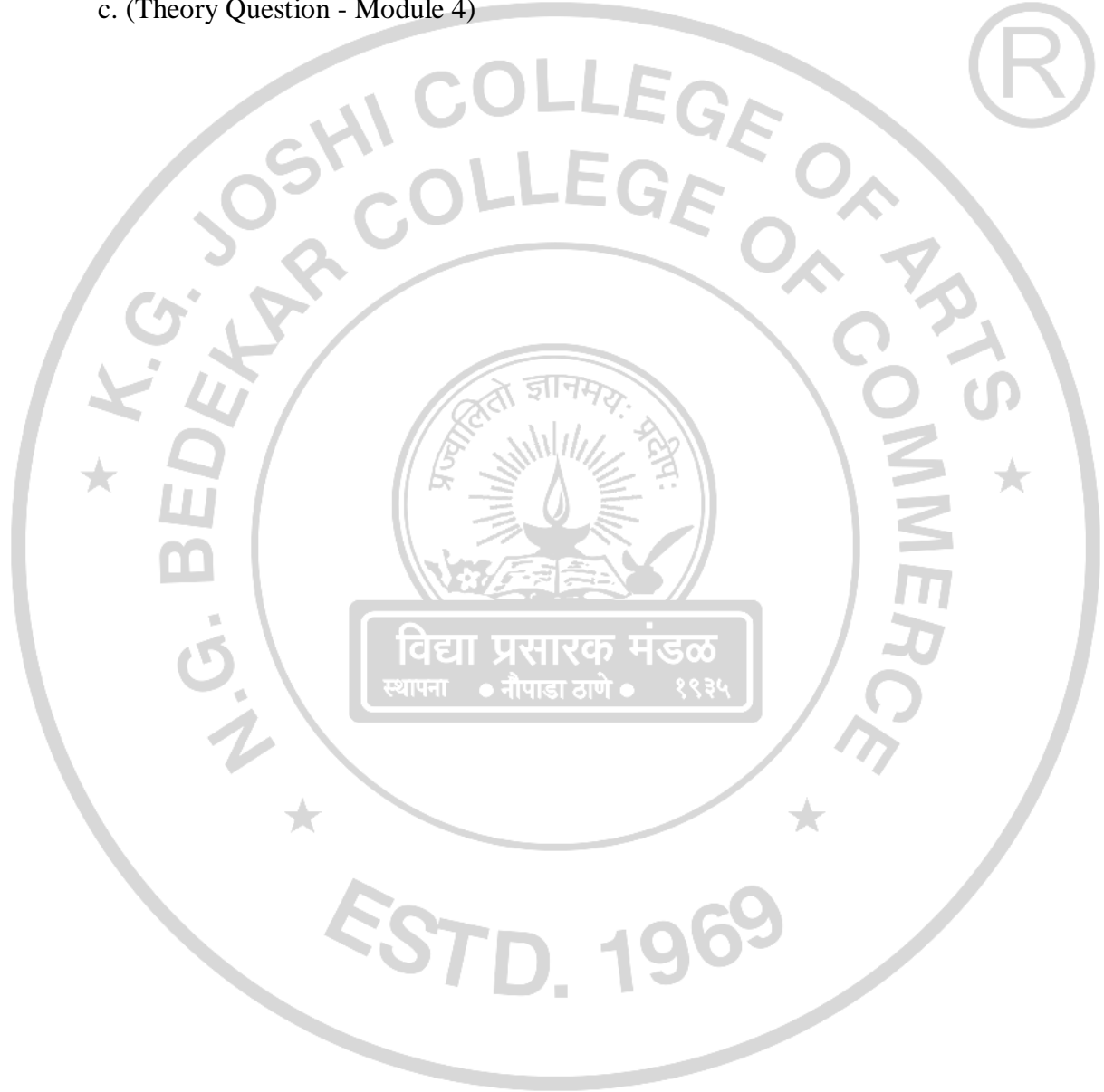
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

K.G. Joshi College of Arts & N.G. Bedekar College of Commerce

(Autonomous College)

(Affiliated to University of Mumbai)

Syllabus for FYBCOM

Program: B.COM.

Course No. - I

Course Code –JBCUCEVS

(Credit Based Semester and Grading System with effect from the academic year 2021-2022)

Specific Programme: Commerce

PREAMBLE

Geography is the study of space and the relationships between people and their environments. Geographers explore both the physical properties of Earth's surface and the human societies spread across with reference to spatial context. This syllabus is designed to emphasize the teaching-learning process at the undergraduate (B.A./B.com) level to sensitize and train the students to develop a scientific temper and logical approach regarding mechanism and processes of natural and human activities. The focus is to help the students to understand the latest tools and techniques in geography, which would help in giving focused and precise understanding of spatial and non-spatial aspects of geographical studies. The purpose is to enhance the capability of the students in perceiving, creating and analysing sound geographical bases and concepts with practical knowledge. This Learning Outcome based Curriculum Framework is designed to emphasize the teaching and learning process at the undergraduate (B.A./B.com) as student centric by strengthening the quality of teaching and learning in the contemporary real-life scenario of global, regional and local level. It is considered learning as an activity of creativity of innovations and analysing geographical factors. The syllabus prepared keeping in the mind the major learning outcomes, which would help the students to understand and critically analyze various dimensions of the geographical issues.

Eligibility: A student must have successfully cleared the HSC (12th) in Commerce

Duration: Three years (Entire BCom Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

PROGRAMME OUTCOMES: COMMERCE

| PO | PO Description |
|------------|---|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PO2 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO3 | To make the learners aware about various aspects of micro and macro economics |
| PO4 | To acquaint the learners about business law, computer systems, its applications and network infrastructure |
| PO5 | To provide the basic knowledge about Indian Financial System and recent development in finance |

**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

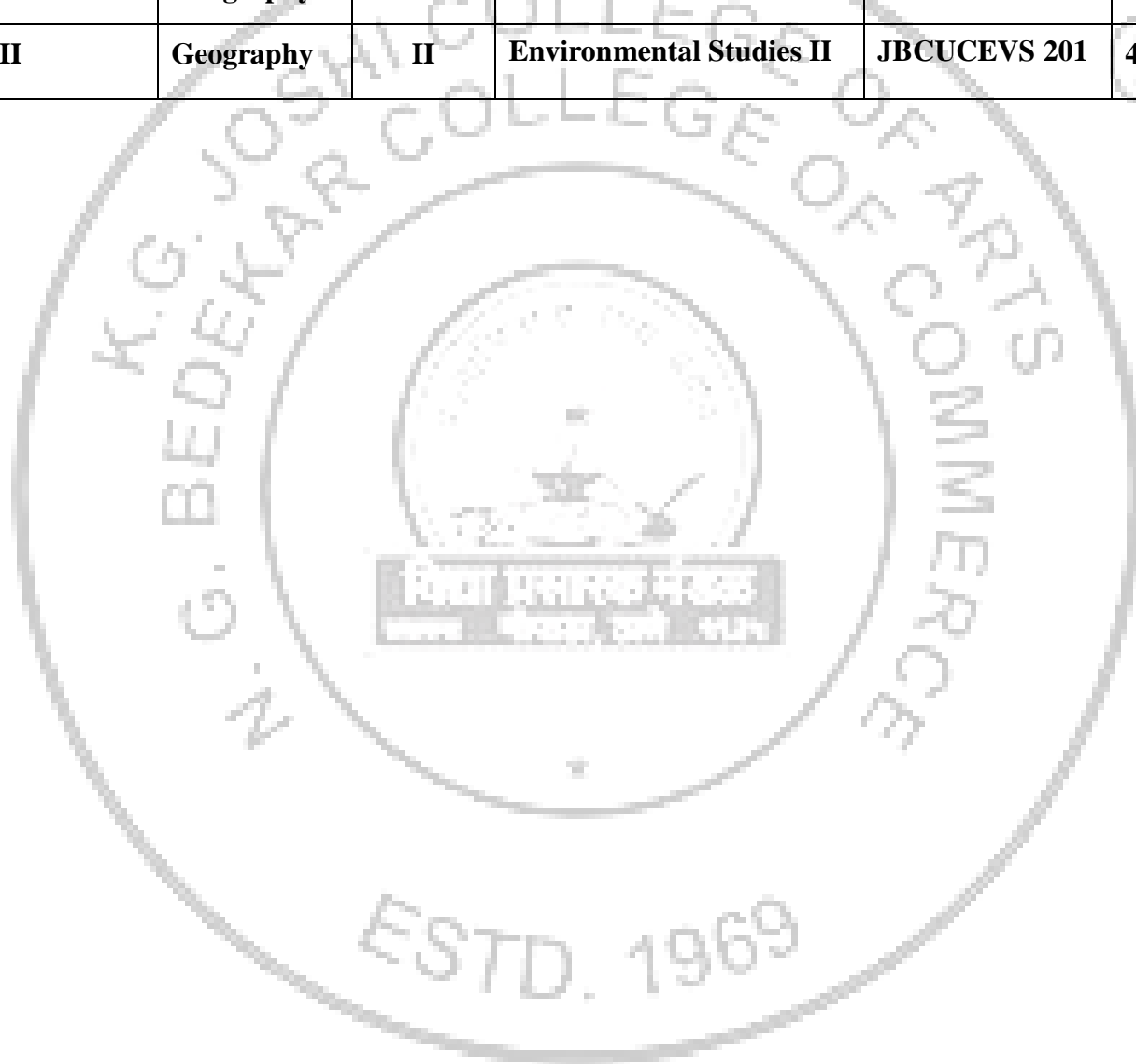
Specific Programme: Commerce

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PSO2 | To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management. |
| PSO3 | To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it. |
| PSO4 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation. |
| PSO5 | To make the learners aware about various aspects of micro and macroeconomics and also about Indian financial system and recent development in it. |
| PSO6 | To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure, |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|------------|----------|--------------------------|--------------|---------|
| I | Geography | I | Environmental Studies I | JBCUCEVS 101 | 4 |
| II | Geography | II | Environmental Studies II | JBCUCEVS 201 | 4 |



COURSE OUTCOMES

Semester I

Course Nomenclature: Environmental Studies

Course Code: JBCUCEVS 101

1. To understand functional links between environment and human beings
2. To create an awareness of different environmental aspects and issues.
3. To acquire the knowledge of earth's ability to meet needs of present generations

Semester II

Course Nomenclature: Environmental Studies II

Course Code: JBCUCEVS201

1. To make the students understand the need of waste management
2. To acquire the knowledge of human impacts on environment and measures to be taken to overcome them.
3. To build the knowledge about assistance of maps in the study of environment.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBCom

Course Nomenclature: Environmental Studies

Course Code: JBCUCEVS 101

| | | |
|-----|---|------------------|
| | Unit I : Environment and Ecosystem | (13 Lec.) |
| 1.1 | Environment : Meaning, Definition, Scope and its Components | |
| 1.2 | Concept, Components, Importance and Types of Ecosystem, | |
| 1.3 | Functioning and Structure of Ecosystem- Food Chain, Food Web Ecological Pyramids, Biogeochemical Cycles- Hydrological, Carbon Nitrogen Cycle. | |
| 1.4 | Man and Environment Relationship and Scope of Environmental Studies. | |
| | Unit II : Natural Resources and Sustainable Development | |
| 2.1 | Meaning, Definitions and Types of Resources, | |
| 2.2 | Problems associated with Management of Water, Forest and Energy resources | |
| 2.3 | Resource utilization, Factors influencing resource utilization and Sustainable development | |
| 2.4 | Conservation- Need and Methods | |
| | Unit III : Populations and Emerging issues of Development | |
| 3.1 | Population Explosion in the World, India and arising concerns | |
| 3.2 | Demographic Transition Theory - Pattern of population growth in the World, India and associated problems | |
| 3.3 | Measures taken to control population growth in India | |
| 3.4 | Human Population and Environment | |
| 3.5 | Environment and Human Health | (13 Lec.) |
| 3.6 | Human Development Index ,World Happiness Index | |
| | Unit IV : Urbanisation and Environment | |
| 4.1 | Concept and Factors of Urbanisation | |
| 4.2 | Impacts of migration in Urban Areas | |
| 4.3 | Socio-Cultural, Economic and Environmental Consequences of Urbanization | |
| 4.4 | Emerging Smart Cities in India | |
| | Unit V : Reading of Thematic Maps and Map Filling | |
| 5.1 | Reading of Thematic Maps | |

| | | |
|-----|---|--|
| 5.2 | Located Bars, Circles, Pie Charts, Isopleths, Choropleth, and Flow Map Only reading and interpretation. | |
| 5.3 | Map Filling: Map filling of World (Environmentally significant features) using point, line and polygon segment. | |

References:

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- Manual on Water Supply and Treatment. 2000. Ministry of Urban Development, Government of India, New Delhi.
- Miller, T.G. 2000. Environment Science. Wadsworth Publishing Co., Belmont.
- Sharma, P.D. 1994. Ecology and Environment. Ashish Publications, Wagner, K.D. 1998. Environment Management. W.B. Saunders Co, Philadelphia, USA.
- Singh, G.B. and Sharma, B.R. 1998. Fifty Years of Natural Resource Management Research, Indian Council of Agriculture Research, New Delhi.
- Singh, N. and Sontakke, N.A. 2002. On Climatic fluctuations and Environment changes on Indo-Gangetic Plains, India.

Paper I: Geography

Semester II

Course Nomenclature: Environmental Studies II JBCUCEVS201

Course Code: JBCUCEVS201

| | | |
|-----|---|-------------|
| | Unit I: Solid Waste Management for Sustainable Society | 12 Lectures |
| 1.1 | Concept , Classification and Sources of Solid Waste | |
| 1.2 | Consequences of Solid Waste | |
| 1.3 | Solid Waste Management - Role of Citizens in Solid Waste Management in Urban and Rural areas. | |
| 1.4 | Solid Waste management in Mumbai - Schemes and Initiatives run by MCGM | |
| | Unit II: Agriculture and Industrial Development | 12 Lectures |
| 2.1 | Environmental Problems Associated with Agriculture: Loss of Productivity Degradation, Desertification - Uneven Food Production - Hunger, Malnutrition and Food Security | |
| 2.2 | Sustainable Agricultural Practices | |
| 2.3 | Environmental Problems Associated Industries - Pollution - Global Warming, Ozone Layer Depletion, Acid rain | |
| 2.4 | Sustainable Industrial Practices - Green Business and Green Consumerism, Corporate Social Responsibility towards Environment. | |
| | Unit III: Tourism and Environment | 12 Lectures |
| 3.1 | Tourism : Meaning, Nature, Scope and Importance | |
| 3.2 | Types of Tourism | |
| 3.3 | Tourism Potentials in India and Challenges before India; New Tourism Policy of India: | |
| 3.4 | Consequences of Tourism : Positive and Negative Impacts on Economy, Culture and Environment- Ecotourism | |
| | Unit IV: Environmental Movements and Management | 12 Lectures |
| | | |
| 4.1 | Environmental Movements, Local Level: Save Aarey and Clean Creek Movement of Thane Creek, National Level - Chipko Movement and Narmada Bachao Andolan, International Level- Save Amazon Forest and Green Peace Movement | |
| 4.2 | Environmental Management: Concept, Need and Relevance | |
| 4.3 | Concept of Carbon Bank and Carbon Credit, EIA, Ecological footprint; Environment Protection Acts | |

| | | |
|-----|---|--|
| 4.4 | Concept and Components of Geospatial Technology - Applications of GST in Environmental Management | |
| | Unit V:Map Filling | |
| 5.1 | Map Filling of Konkan and Mumbai (Environmentally Significant Features) | |

References:

- Barrow, C.J. 1999. Environmental Management. Routledge, N.Y.
- Boubel, R.W. 1991. Fundamentals of Air Pollution. Academic Press, N.Y.
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- Clark, R.S. 2001. Marine Pollution. Clanderson Press, Oxford.
- Cunningham, W.P. and Saigo, B.W. 1997. Environment Science. McGraw-Hill, USA.
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- Lal, R. and Stewart, B.A. 1992. Advances in Science: Soil Restoration Springer Verlag, New York.
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- Sharma, P.D. 1994. Ecology and Environment. Ashish Publications, Wagner, K.D. 1998. Environment Management. W.B. Saunders Co, Philidelphia, USA.
- Singh, G.B. and Sharma, B.R. 1998. Fifty Years of Natural Resource Management Research, Indian Council of Agriculture Research, New Delhi.
- Singh, N. and Sontakke, N.A. 2002. On Climatic fluctuations and Environment changes on Indo-Gangetic Plains, India.

Modality of Assessment

| Serial No. | Evaluation Type | Marks |
|------------|------------------------|-------|
| 1 | Written Test | 20 |
| 2 | Projects / Assignments | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

A. Internal Assessment: 40% - 40 Marks

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Marks: 60

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. Full length question (from Unit I) 12

2. Full length question (from Unit II) 12

OR

2. Full length question (from Unit II) 12

3. Full length question (from Unit III) 12

OR

3. Full length question (from Unit III) 12

4. Full length question (from Unit IV) 12

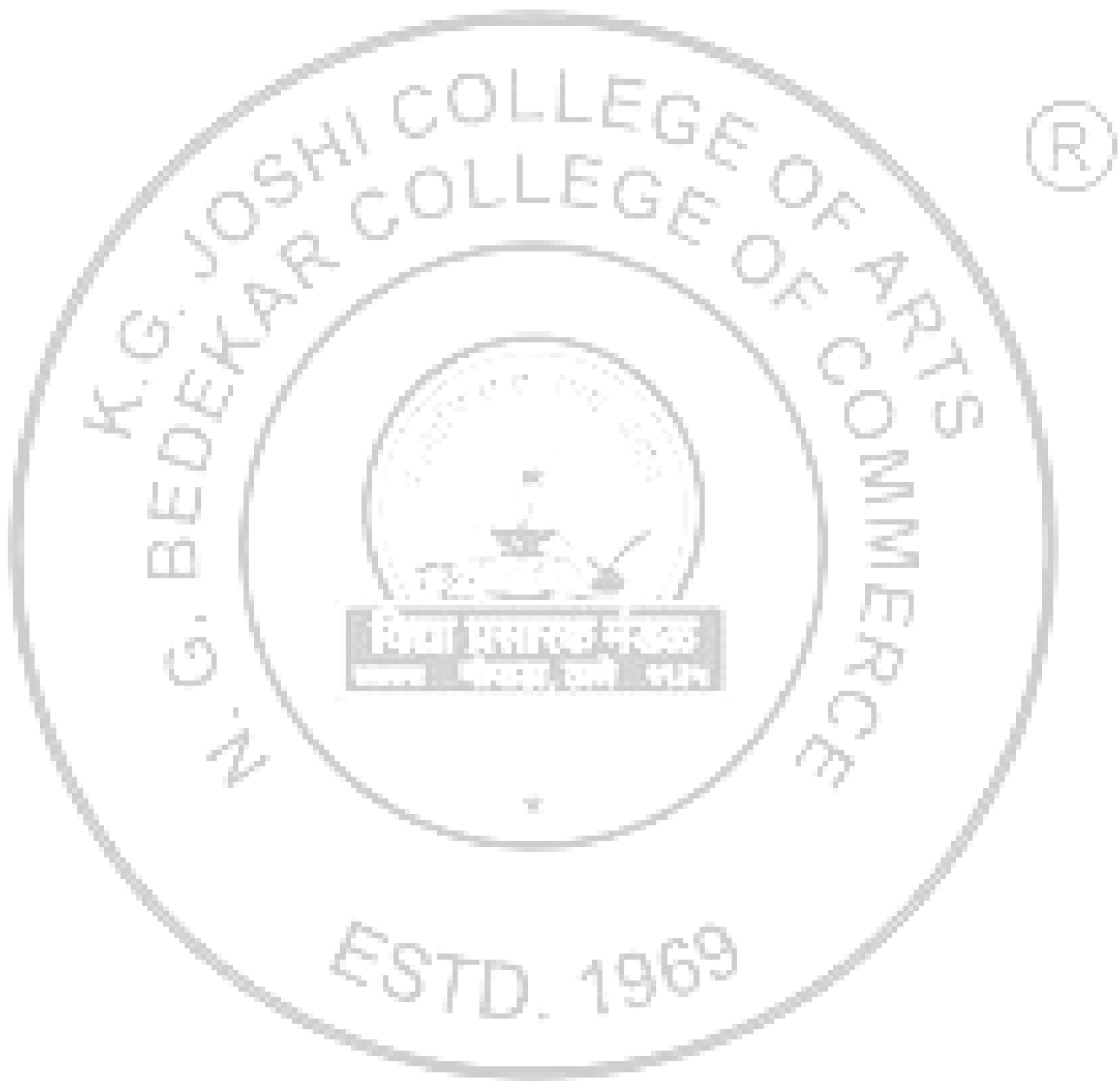
OR

4. Full length question (from Unit IV) 12

5. Full length question (from Unit V) 12

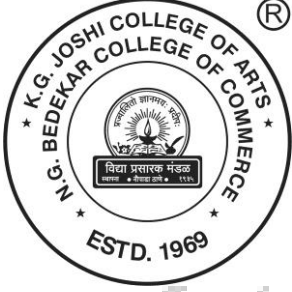
OR

5. Full length question (from Unit V) 12



Agenda No. 1.02 in AC

Date- 07/07/2021



Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce

(Autonomous), Thane (W)
(Affiliated to University of Mumbai)

Program: B.Com

Specific Programme: Foundation Course - JBCUCFC

Syllabus for FYBCom

Year of Establishment: 1969

Year of Upgrading: 2021-2022

Specific Programme: Foundation Course– JBCUCFC

PREAMBLE

As a student of particular faculty, one may master the subjects of that particular discipline. But ultimate aim of any education is to produce good citizenry. One of the aspects of good citizenship is to be conversant with one's own society, its profile, its problems and solution to these problems. Therefore, the subject of Foundation Course acquaints the students with diverse nature of Indian society and problems that emerge because of this diverse nature of the society. It makes students realize man-made and natural disparities and find solutions to these inequalities. It provides a broad outline about social, political, economic, environmental profile of India. In today's world knowing of psychological aspects is equally important. Project work in this subject helps learners not only to understand various issues but to understand intricacies of these issues.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire B.Com Course)

Mode of Delivery: Offline (Online, in case of emergency)

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

Program Outcomes

Bachelor of Commerce (B.Com)

| | |
|------------|--|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues |
| PO2 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO3 | To make the learners aware about various aspects of micro and macro economics |
| PO4 | To acquaint the learners about business law, computer systems, its applications and network infrastructure |
| PO5 | To provide the basic knowledge about Indian Financial System and recent development in finance |

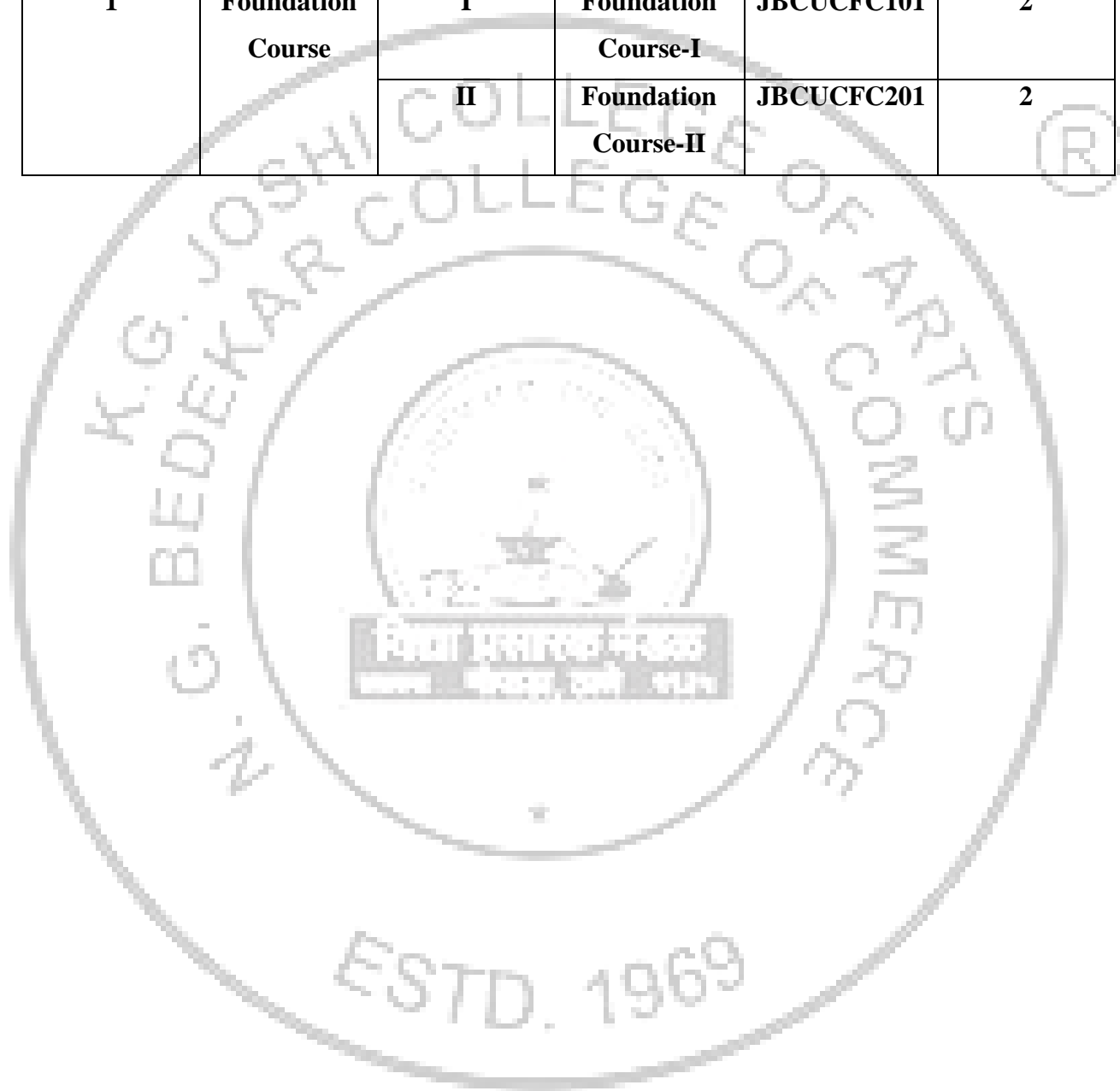
Specific Programme: Foundation Course – JBCUCFC

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | Enabling the students to understand the cultural diversity of India, honouring the concept of ‘unity in diversity’ |
| PSO2 | Familiarize the learners with the contemporary problems of the Indian society and related laws and to prepare them to deal with it |
| PSO3 | Generating greater consciousness about scientific and technological development and respect for the environment, focusing on sustainable development |
| PSO4 | Imparting knowledge regarding the Constitution of India, rights and duties thereby creating an informed citizenry |
| PSO5 | To equip the learners with basics of stress and conflict management hence contributing to their holistic development |
| PSO6 | To acquaint learners with soft skills useful for career development |

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|-------------------|----------|----------------------|-------------|---------|
| 1 | Foundation Course | I | Foundation Course-I | JBCUCFC101 | 2 |
| | | II | Foundation Course-II | JBCUCFC201 | 2 |



COURSE OUTCOMES

Semester I

Course Nomenclature: Foundation Course-I

Course Code: JBCUCFC101

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

Semester II

Course Nomenclature: Foundation Course-II

Course Code: JBCUCFC201

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.

Paper I: Foundation Course - I

Semester I

Course Nomenclature: Foundation Course - I

Course Code: JBCUCFC101

Lectures

Unit I: Diverse nature of Indian Society

09

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

09

1. Communal Conflicts
2. Caste Conflicts
3. Linguistic and regional conflicts

Unit III: Contemporary Indian Society- Issues and Challenges

09

1. Concept of Gender
2. Multiplicity of Gender Identities
3. Changing nature of the institution of family

Unit IV: Introduction to the Constitution

09

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Nature of Political Parties in India

09

1. Classification of political parties

2. Salient features of party system in India
3. Problems faced by political parties

4. REFERENCES

- 5.
6. Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
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10. P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

Paper I: Foundation Course- I

Semester II

Course Nomenclature: Foundation Course- II

Course Code: JBCUCFC201

Lectures

Unit I: Globalization: Impact on the Society

09

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

Unit II: Human Rights

09

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Unit III: Ecology

09

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts

09

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

REFERENCES

Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.

Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.

Michael Vaz&Meeta Seta.(2019). *Foundation Course Semester II* (Fourth Edition).Manan Prakashan.

P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, &Meghna Chakne Shinde.(2019). *Foundation Course —Semester-I*.Sheth Publications.

P.G.Shinde, Mahesh Bhagwat, NamitaNimbalkar, &MeghnaChakneShinde.(2019). *Foundation Course—Semester- II*.Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

5. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6



University of Mumbai



VidyaPrasarakMandal's
K.G. Joshi College of Arts & N.G. Bedekar College of Commerce
(Autonomous College)

(Affiliated to University of Mumbai)
Syllabus for FYBCOM

Program: B. COM
Specific Programme: NCC Studies-JBCUCNCC

Specific Programme: NCC Studies– JBCUCNCC

PREAMBLE

This course is designed to give exposure to the NCC cadets to the basic principles of NCC subject. The emphasis will be on the development of analytical thinking and to develop the skill of application of NCC subject concepts to analyse the defense, discipline and confidence in the real life situations.

Eligibility:

- 1) A student must have successfully cleared the HSC (12th) examination and a student must have been selected/enrolled for NCC Army (Boys or Girls), Naval or Air wing. **OR**
- 2) A student must have successfully cleared the HSC (12th) examination, but Students who have NOT been selected/enrolled for NCC, but have successfully been completed Junior Division (JD) NCC or MCC at school level/ Junior College level. **OR** Students who have successfully been completed Scout/Guide at school level/Junior College level. **OR** Students who have successfully been completed Sea Cadet Corps or Army training course at school level/ Junior College level. Students NOT selected/enrolled for NCC, who have opted NCC subject will have to furnish undertaking form and students will not claim any facility/camps/washing allowance etc from NCC directorates/government authorities.

Examination:

The theory examination of each semester shall be conducted by the college and practical will be conducted during the regular parade days. Examination will comprise of internal and external assessment as per the University Ordinances/Rules/Regulations framed from time to time.

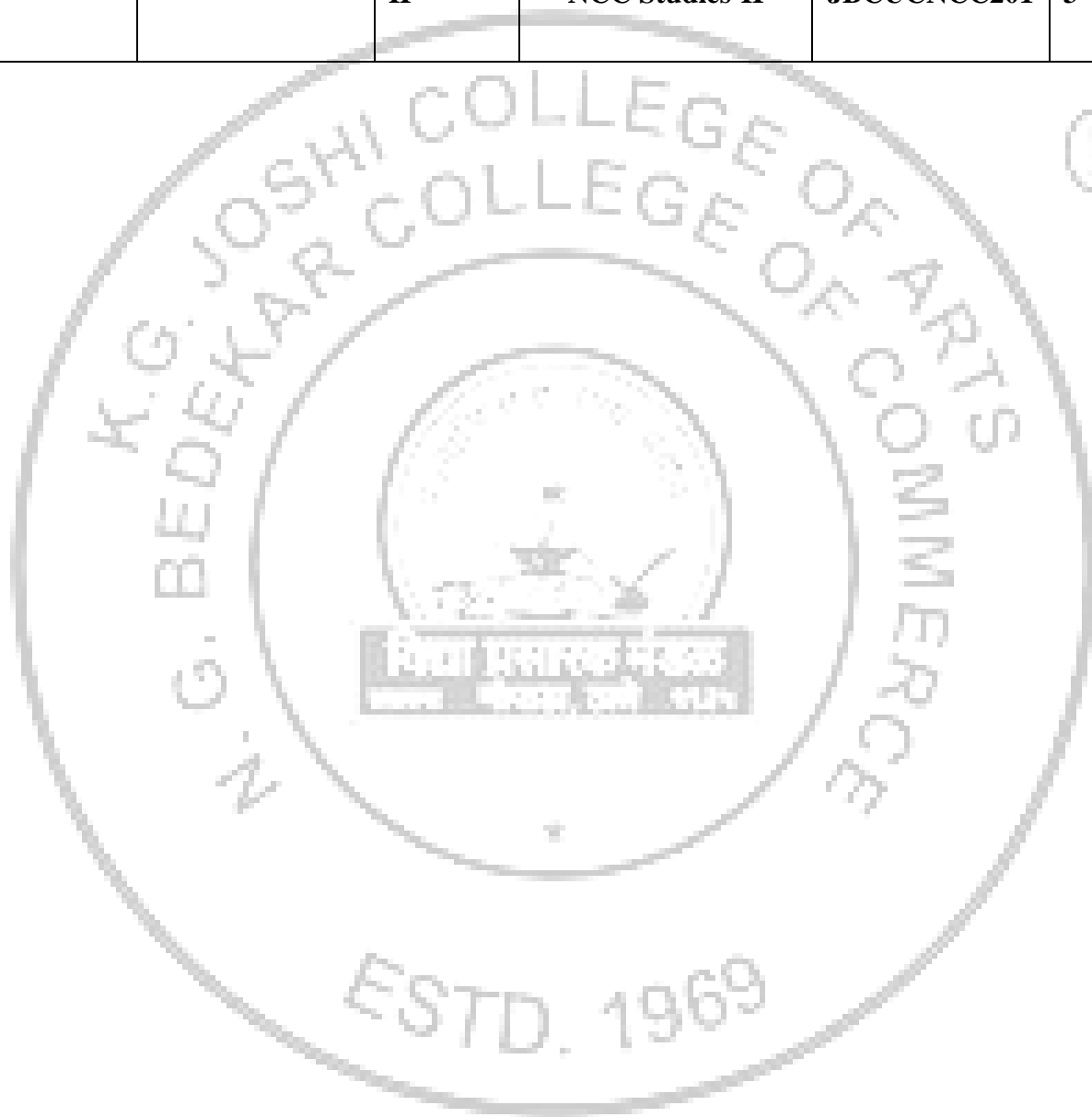
NOTE

The NCC 'B' and 'C' Certificate examinations are independent of the college examinations for being conducted by the NCC separately for the aspiring Cadets.

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|-------------|----------|---------------------|-------------|---------|
| 1 | NCC Studies | I | NCC Studies-I | JBCUCNCC101 | 3 |
| | | II | NCC Studies-II | JBCUCNCC201 | 3 |



PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|------|---|
| PSO1 | To make the learners aware about exposure to a range of subjects from Humanities to Science and Technology, apart from the Military Subjects taught both theoretically and practically. |
| PSO2 | To reinforce the aims, motto, vision & mission of the NCC through the academic curriculum |
| PSO3 | To sensitize students towards social climate and culture |
| PSO4 | To equip the learners with the skills of citizenship |
| PSO5 | To take up careers in civil services, defense, paramilitary, police and security forces further prompting increased demand by the students, augmenting recruitment standards of NCC. |

COURSE OUTCOMES

Semester- I

Course Nomenclature: NCC Studies -I

Course Code: JBCUCNCC101

- 1) To acquaint the students about NCC, National Integration & Awareness**
- 2) To help the students to understand about Foot Drill**
- 3) To provide an overview of the Adventure Training**
- 4) To familiarize students with the Personality Development and Leadership skill.**
- 5) To provide information on Army, Navy and Air-force as specialized subject**

Semester -II

Course Nomenclature: NCC Studies -II

Course Code: JBCUCNCC201

- 1) To acquaint the students with the concept of Disaster Management and Social Awareness and Community Development**
- 2) To make students understand the Health and Hygiene**
- 3) To explain the learners about Drill with Arms**
- 4) To elucidate the Weapon Training.**
- 5) To provide information on Army, Navy and Air-force as specialized subject**

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBCOM
NCC Studies- I

SEMESTER- I
TITLE: NCC Studies-I JBCUCNCC101

| Unit | | Lectures |
|----------------|--|----------|
| Unit 1: | Introduction to NCC, National Integration & Awareness i. Genesis, Aims, Objectives & Organisation of NCC; NCC Song ii. Incentives & Benefits iii. Basics social services iv. NCC Camps- types and conduct v. National Integration: Importance and Necessity vi. Factors affecting National Integration vii. Unity in Diversity & Role of NCC in Nation Building | 9 |
| Unit 2: | Drill: Foot Drill i. General and Words of Command ii. Attention, Stand at Ease and Stand Easy, Turning and Inclining at the Halt iii. Sizing, Forming Up in Three Ranks and Numbering, Open and Close Order March and Dressing iv. Saluting at the Halt, Getting On Parade, Dismissing and Falling Out v. Marching, Length of Pace and Time of Marching in Quick Time and Halt, Slow March and Halt vi. One step to right, left, forward and rear vii. Turning on the March and Wheeling. viii. Marking time and halting; Quick March from Marking time ix. Changing the foot while marching x. Formation of squad and Squad Drill. | 10 |
| Unit 3: | Adventure and Obstacle Training i. Introduction to Adventure Activities ii. Obstacle Course | 4 |
| Unit 4: | Personality Development and Leadership i. Introduction to Personality Development ii. Factors Influencing /Shaping Personality: Physical, Social, Physiological, Philosophical and Psychological iii. Self-Awareness- Know yourself/ Insight iv. Empathy v. Critical & Creative Thinking vi. Decision Making vii. Group Discussion – Stress and Emotions, Change your mind | 10 |

| | | |
|----------------|--|----|
| | set, Inter personal relations and Team work viii. Public Speaking ix. Leadership Capsule – Traits, Indicators, Motivation, Ethics, Honour Code | |
| Unit 5: | Specialized subject (ARMY) A. Armed Force (AF) i. Armed Forces, Army, CAPF, Police B. Introduction to Infantry Weapons and Equipment (INF) i. Organisation of Infantry Battalion and its Weapons C. Military history i. Biographies of Renowned Generals ii. Study of Battles – Indo Pak War 1965, 1971 and Kargil iii. War Movies D. Communication i. Basic Communication Procedure OR | 12 |
| | Specialized subject (NAVY) A. Naval orientation and Service subjects i. Armed Forces and Navy Capsule ii. Modes of Entry – IN, ICG, Merchant Navy iii. History of the Indian Navy-Pre and Post-Independence iv. Gallantry award winners v. Organization of Navy- NHQ, Commands, Fleets, Ships and shore establishments vi. Types of Warships and their role vii. Organization of Army and Air Force- Operational and Training commands viii. Ranks of Officers and Sailors, Equivalent Ranks in the Three Services B. Ship and Boat Modelling i. Principles of Ship Modelling ii. Maintenance and Care of tools C. Swimming i. Swimming Basics ii. Floating for three minutes and Free style swimming for 50meters OR | 12 |
| | Specialized subject (AIR) A. General Service Knowledge i. Armed Forces and IAF Capsule ii. History of IAF B. Principles of Flight (PF) i. Principles of Flight | 12 |

| | | |
|--|--|--|
| | C. Airmanship (AR) i. Visit to Airfield –ATC, Met ii. Aviation Medicine D. Aero- Engines and Air Frames (AF) i. Introduction and types of Aero-engines | |
|--|--|--|

REFERENCES

| Title | Authors | Publication |
|---|--|--|
| Special NCC Order Jun 2020 – Appendix AA to AD | | By DGNCC, New Delhi |
| DGNCC App 2.0 | DGNCC | Google Playstore |
| Cadet's Hand book – Common subject..all wings. | -- | BY DG NCC, New Delhi. |
| Cadet's Hand book – Specialised Subjects, Army, Navy, Air-force | -- | BY DG NCC, New Delhi |
| NCC OTA Precise | -- | BY DG NCC, New Delhi |
| National Cadet Corps (India) | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |
| National Cadet Corps, Youth in Action (Google eBook) | National Cadet Corps (India) | Lancer Publishers, 2003 |
| Youth in Step: History of the National Cadet Corps | V. Longer | Lancer international, 1983 Original from the University of Michigan |
| National Cadet Corps of India | Man Mohan Sharma | Vision Books, 1980 Original from the University of Michigan |
| The National Cadet Corps Act, 1948, as Modified Up to the 1st July 1963 | India | Government of India Press, 1963 (Military Law) |
| Cadet Corps in India: Its Evolution and Impact | Satis Chandra Maikap | Darbari Udyog, 1979 Original from the University of California |
| National Cadet Corps: 100 Years of Distinction | National Cadet Corps (Singapore) | NCC |
| The NCC | Singapore, National Cadet Corps Council | National Cadet Corps Council |
| Grooming Tomorrow's Leaders: National Cadet | R.S. Chhettri | Lancer Publishers, 2006 |

| | | |
|---------------------------------------|--|-----------------------------|
| Corps, 1917-2006 | | |
| National Civil Defence Cadet Corps | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |



SEMESTER- II
TITLE: NCC Studies-II JBCUCNCC201

| Unit | | Lectures |
|----------------|---|----------|
| Unit 1: | <p>A) Disaster Management</p> <p>i. Civil Defence Organisation and Its Duties/ NDMA ii. Types of Emergencies/ Natural Disaster iii. Assistance during Natural / Man Made Disasters: Flood / Cyclone/ Earth Quake/ Accident etc - Team composition and eqpt for specific disasters, specific Dos and Donts iv. ‘Avan’ model of NCC v. Fire Service and Fire fighting</p> <p>B) Social Awareness and Community Development</p> <p>i. Basics of Social Service, Weaker Sections of Our Society and Their Needs ii. Social/ Rural Development Project: MNREGA, SGSY, NSAP etc. iii. Contribution of Youth towards Social Welfare iv. NGOs v. Swachha Bharat Abhiyan vi. Social Evils, Beti Bachao Beti Padhao, Drug abuse, Mission Indradhanush, Digital Awareness, Waste Management, Women Health and Sanitation, Tree Plantation, Traffic Awareness, Pollution vii. Protection of Children and Women Safety viii. New Initiatives ix. Cyber and Mobile Security Awareness</p> | 10 |
| Unit 2: | <p>Health and Hygiene</p> <p>i. . Hygiene and Sanitation (Personal and Camp Hygiene) ii. First Aid in Common Medical Emergencies, Treatment and Care of Wounds iii. Introduction to Yoga and Exercises</p> | 5 |
| Unit 3: | <p>Drill with Arms</p> <p>i. Attention, Stand at Ease and Stand Easy ii. Getting on Parade with Rifle and Dressing at the Order iii. Dismissing and Falling Out iv. Ground / Take Up Arms v. Present From the Order and Vice-versa vi. General Salute, Salami Shastra</p> | 5 |
| Unit 4: | <p>Weapon Training</p> <p>i. Characteristics of a Rifle / Rifle Ammunition and its Fire Power ii. Stripping, Assembling, Care and Cleaning and Sight Setting of</p> | 10 |

| | | |
|--|--|-----------|
| | <p>Coiling Down and Splicing of rope</p> <p>C. Boat work</p> <ol style="list-style-type: none"> Parts of Boat and Parts of an Oar Instruction on boat Pulling- Pulling orders Steering of boat under oars, Practical instruction on Boat Pulling, Precautions while pulling <p style="text-align: center;">OR</p> <p>Specialized subject (AIR)</p> <p>A. Navigation and Meteorology (NM)</p> <ol style="list-style-type: none"> Introduction to Met and Atmosphere <p>B. Flight Instruments (IN)</p> <ol style="list-style-type: none"> Basic Flight Instruments Introduction to Radars <p>C. Aero-Modelling</p> <ol style="list-style-type: none"> History of Aero modelling Materials used in Aero modelling Type of Aero models Flying/ Building of Aero models | <p>15</p> |
|--|--|-----------|

REFERENCES

| Title | Authors | Publication |
|---|--|--|
| Special NCC Order Jun 2020 – Appendix AA to AD | | By DGNCC, New Delhi |
| DGNCC App 2.0 | DGNCC | Google Playstore |
| Cadet's Hand book – Common subject..all wings. | -- | BY DG NCC, New Delhi. |
| Cadet's Hand book – Specialised Subjects, Army, Navy, Air-force | -- | BY DG NCC, New Delhi |
| NCC OTA Precise | -- | BY DG NCC, New Delhi |
| National Cadet Corps (India) | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |
| National Cadet Corps, Youth in Action (Google eBook) | National Cadet Corps (India) | Lancer Publishers, 2003 |
| Youth in Step: History of the National Cadet Corps | V. Longer | Lancer international, 1983 Original from the University of Michigan |
| National Cadet Corps of India | Man Mohan Sharma | Vision Books, 1980 Original from the University of Michigan |
| The National Cadet Corps Act, 1948, as Modify Up to the 1st July 1963 | India | Government of India Press, 1963 (Military Law) |
| Cadet Corps in India: Its Evolution and Impact | Satis Chandra Maikap | DarbariUdyog, 1979 Original from the University of California |
| National Cadet Corps: 100 Years of Distinction | National Cadet Corps (Singapore) | NCC |
| The NCC | Singapore, National Cadet Corps Council | National Cadet Corps Council |
| Grooming Tomorrow's Leaders: National Cadet Corps, 1917-2006 | R.S. Chhettri | Lancer Publishers, 2006 |
| National Civil Defence Cadet Corps | Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow | Betascript Publishing, 2011 |

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|--|-------|
| 1 | Drill and Word of command / Written Test | 20 |
| 2 | Project, assignment etc | 15 |
| 3 | NCC Song and Class Participation | 5 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

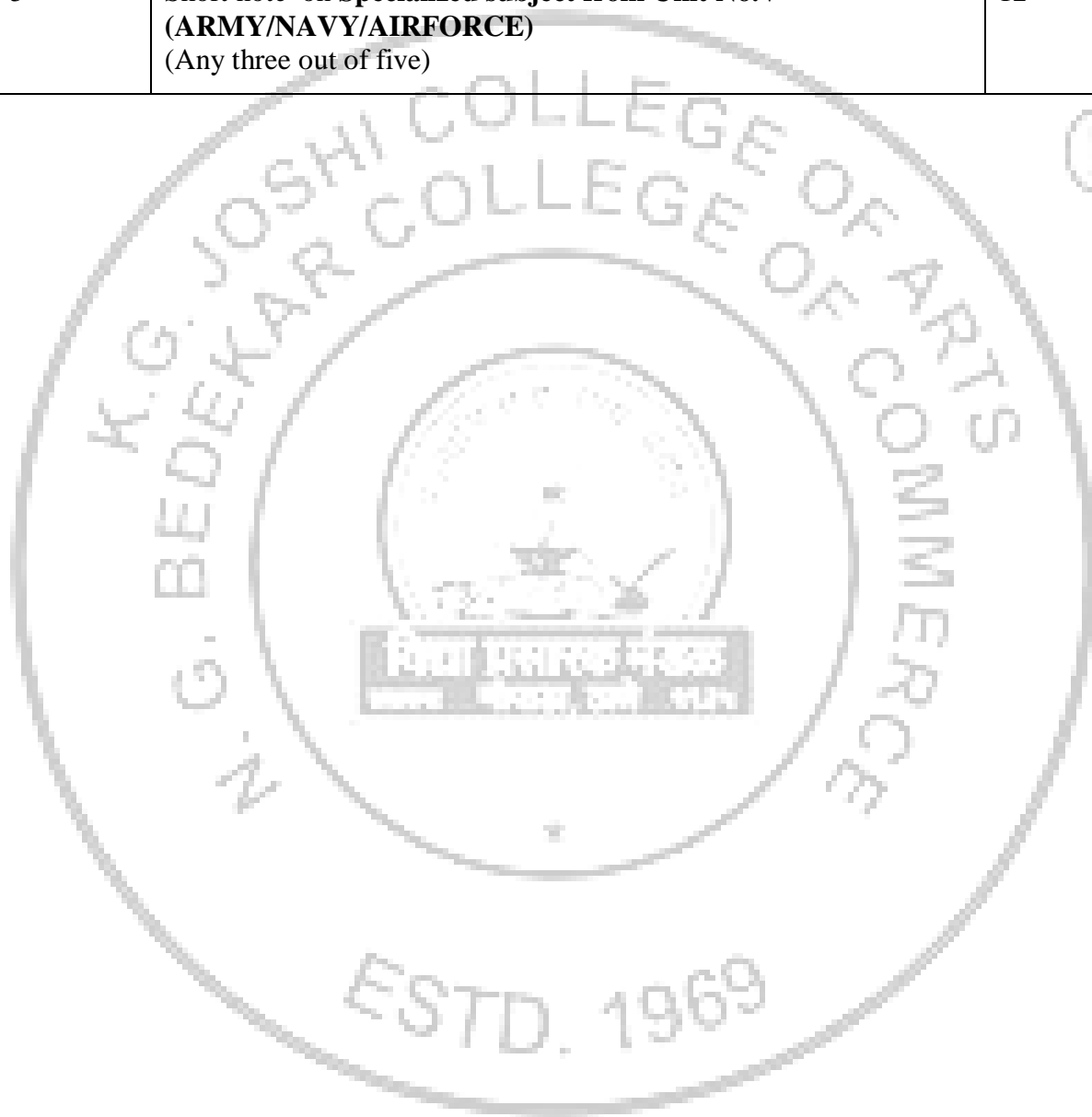
Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

| Questions No. | Sub- Questions | Marks |
|---------------|--|-------|
| 1 | Objective type questions such as Multiple Choice Questions, True or falls fill in the blanks, match the following etc. to be asked covering all units of the syllabus. | 12 |
| 2 | A. Short question (from Unit II) B. Short question (from Unit II) OR C) Short question (from Unit II) D) Short question (from Unit II) | 12 |
| 3 | A. Short question (from Unit III) B. Short question (from Unit III) OR C) Short question (from Unit III) D) Short question (from Unit III) | 12 |
| 4 | A. Short question (from Unit IV) | 12 |

| | | |
|---|---|----|
| | B. Short question (from Unit IV) OR C) Short question (from Unit IV) D) Short question (from Unit IV) | |
| 5 | Short note on Specialized subject from Unit No.V (ARMY/NAVY/AIRFORCE) (Any three out of five) | 12 |



Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane
(Autonomous)
(Affiliated to University of Mumbai)

Program: B.COM.
Specific Programme: Mathematics and Statistics
(JBCUCMST)

Syllabus for FYBCOM

Specific Programme: Mathematics and Statistics – JBCUCMST

PREAMBLE

In today's world, the applications of mathematics and statistics are not restricted in the field of science. But it also contributes in direct and fundamental ways to different sectors like business, finance, health, defence etc. The topics like shares and mutual funds, interest and annuities, commission, brokerage and discount will create the base for the further study of finance related courses. The topics like central tendency, dispersion, correlation, regression, time series and decision theory will help in business planning. The various topics covered in this subject are also helpful for different competitive examinations.

The proper study of the subject develops logical thinking and reasoning, critical mind and imagination. It helps the students in proper planning to achieve their goals with the help of available resources.

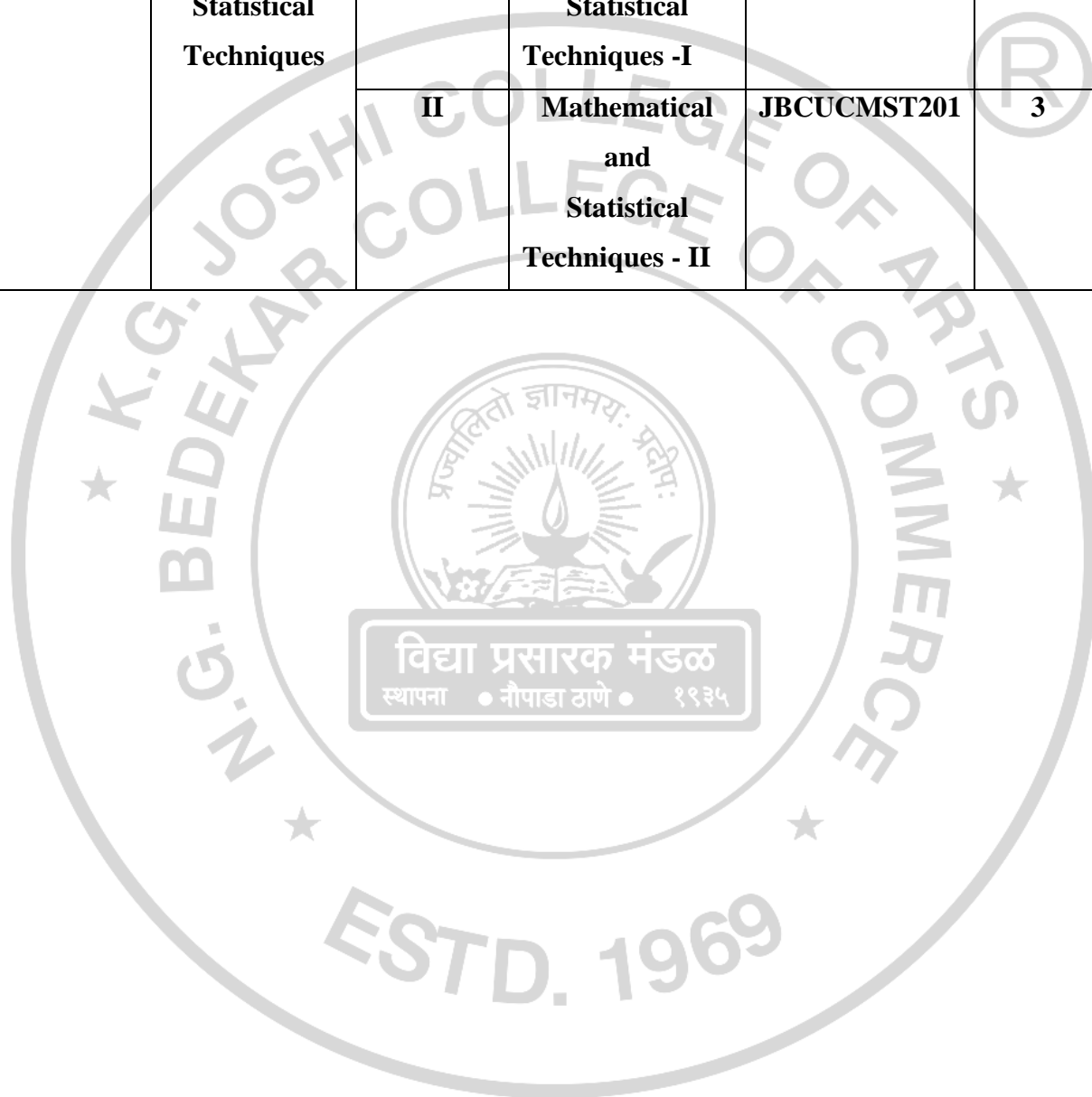
Eligibility: A student must have successfully cleared the HSC (12th) examination from Science or Commerce.

Duration: One year (First Year BCOM Course)

Mode of Delivery: Offline (Online in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

| Paper No | Paper Name | Semester | Course Nomenclature | Course Code | Credits |
|----------|---|----------|--|-------------|---------|
| 1 | Mathematical and Statistical Techniques | I | Mathematical and Statistical Techniques -I | JBCUCMST101 | 3 |
| | | II | Mathematical and Statistical Techniques - II | JBCUCMST201 | 3 |



**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

**Specific Programme: Mathematical and Statistical
Techniques– JBCUCMST**

PROGRAMME – OUTCOMES

| PO | PO Description |
|------------|---|
| PO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues. |
| PO2 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation |
| PO3 | To make the learners aware about various aspects of micro and macro economics |
| PO4 | To acquaint the learners about business law, computer systems, its applications and network infrastructure |
| PO5 | To provide the basic knowledge about Indian Financial System and recent development in finance |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | To impart knowledge about commercial and managerial aspects of business along with social and ethical issues. |
| PSO2 | To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management. |
| PSO3 | To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it. |
| PSO4 | To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation. |

| | |
|-------------|---|
| PSO5 | To make the learners aware about various aspects of micro and macroeconomics and also about Indian financial system and recent development in it. |
| PSO6 | To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure. |



**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

COURSE OUTCOMES

Semester I

Course Nomenclature: Mathematical and statistical techniques-I

Course Code: JBCUCMST101

1. To familiarize students with basic mathematical tools with emphasis on applications to business and economic situations.
2. To create base for financial analysis required for finance related courses.
3. To familiarize students with basic statistical tools to summarize and analyze quantitative information for decision making.
4. To increase the capability of students in making inferences and predictions from past records.
5. To improve in quantitative aptitude required for various competitive examinations.

Semester II

Course Nomenclature: Mathematical and statistical techniques-II

Course Code: JBCUCMST201

1. To familiarize students with basic mathematical tools with emphasis on applications to business and economic situations.
2. To create base for financial analysis required for finance related courses.
3. To determine the nature and strength of relationship between two variables.
4. To understand concepts of time series and its applications in different areas.
5. To study economic data reflecting price or quantity compared with a standard or base value.

SYLLABUS

Semester I

Mathematical and statistical techniques

Course Nomenclature: Mathematical and statistical techniques - I

Course Code: JBCUCMST101

| COURSE CODE: JBCUCMST101 | COURSE TITLE: Mathematical and statistical techniques | CREDITS: 3 | NO OF LECTURES |
|-----------------------------|---|------------|----------------|
| Unit I | Commission, Brokerage, Discount, Partnership: Commission: Types of commission agents: commission agent, broker, Del Credere agent and auctioneer. Simple examples. Discount: Trade discount and cash discount, profit and loss. Simple examples. Partnership: Distribution of profits and losses among the partners, Goodwill. | | 15 |
| Unit-II | (A) Shares and Mutual Funds: Shares: - Concept of share, face value, market price, dividend, brokerage, total gain, rate of return on investment. Simple Examples. Mutual Funds: - Concept of mutual fund, N.A.V., entry load, exit load, dividend, change in N.A.V., total gain, rate of return, averaging of price under Systematic Investment Plan S.I.P. (B) Linear Programming Problem: Sketching of graphs of linear equations and linear inequalities, mathematical formulation of linear programming problem up to 3 variables, graphical solution of linear programming problem up to 2 variables. | | 15 |
| Unit-III | Introduction to Statistics: <ul style="list-style-type: none">• Meaning, scope and limitations of statistics.• Basic statistical concepts like data, population, sample, variable, attribute etc.• Collection of data• Frequency distribution | | 15 |

| | | |
|----------------|---|-----------|
| | Summarization measures: <ul style="list-style-type: none"> • Measures of central tendency: - Definition of average, types of averages, arithmetic mean, median and mode for ungrouped as well as grouped data. Quartiles, deciles and percentiles. Locating median and quartiles using ogives and mode using histogram. Combined and weighted mean. • Measures of dispersion: - Concept and idea of dispersion, various measures range, Quartile deviation, Mean deviation, standard deviation, Variance, Combined Variance. | |
| Unit-IV | Elementary probability theory: <ul style="list-style-type: none"> • Factorial notation, Fundamental principles of counting, Permutation as arrangement(Only concepts), Combination as selection (In detail) • Concept of random experiment/ trial and possible outcomes, sample space, events and their types, mutually exclusive and exhaustive events, complimentary events. Classical definition of probability, Axiomatic definition of probability addition theorem, conditional probability, independent events, multiplication theorem. Simple examples. • Random variable, probability distribution of discrete random variable, expectation and variance of discrete random variable. Simple examples on probability distribution. | 15 |
| Unit-V | Decision theory: Decision making situation, decision maker, courses of action, states of nature, pay-off and pay-off matrix. Decision making under uncertainty: Maximin, Maximax, Minimax regret and Laplace criteria; simple examples. Formulation of pay-off matrix; simple examples. Decision making under risk: EMV criterion, EOL criterion, Decision tree; simple examples. | 15 |
| Total | | 75 |

REFERENCES

1. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.
2. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
3. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
4. Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc-Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
5. Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.
6. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.
7. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.
8. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
9. Indian Mutual Funds Handbook : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
10. STATISTICS by Schaum Series.
11. Operations Research by Gupta and Kapoor
12. Operations Research by Schaum Series
13. Fundamentals of Statistics - D. N. Elhance.
14. Statistical Methods - S.G. Gupta (S. Chand & Co.
15. Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India)
16. Statistics - Theory, Method & Applications D.S.Sancheti& V. K. Kapoor.
17. Modern Business Statistics - (Revised}-B. Pearles& C. Sullivan –Prentice Hall of India.
18. Business Mathematics &Statistics : B Aggarwal, Ane Book Pvt. Limited
19. Business Mathematics : D C Sancheti& V K Kapoor, Sultan Chand & Sons
20. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.
21. Basic Business Mathematics by Schaum Series.

Semester II

Mathematical and statistical techniques

Course Nomenclature: Mathematical and statistical techniques - II

Course Code: JBCUCMST201

| COURSE CODE: JBCUCMST201 | COURSE TITLE: Mathematical and statistical techniques | CREDITS: 3 | NO OF LECTURES |
|-----------------------------|---|------------|----------------|
| Unit I | Functions and their applications: Concept of real functions, Standard functions like constant function, linear function, power function, polynomial function, exponential function, logarithmic function. Applications of functions: Demand and supply functions, total cost, total revenue and profit functions, equilibrium point and break-even point. Derivatives of functions: Derivative as rate of change, derivative of x^n , a^x , e^x , $\log x$. Rules of derivatives: scalar multiplication, addition, difference, product, quotient, simple examples. Second order derivative. Applications of derivatives: Rate of change, marginal cost and marginal revenue, price elasticity of demand, maxima and minima for functions in Economics and Commerce. | 15 | |
| Unit-II | Interest and Annuity: (A) Interest: Simple interest, compound interest (Nominal and Effective rate). Calculations involving up to 4 time periods. (B) Annuity: Accumulated value and present value of both annuity regular and annuity due. EMI using reducing balance method and amortization of loans. Perpetuity and its present value. Simple problems with calculations involving up to 4 time periods. | 15 | |
| Unit-III | Bivariate Linear Correlation and Regression: Correlation Analysis: Meaning, Types of correlation, Methods of determining correlation: Scatter diagram, Karl Pearson's Correlation Coefficient (Excluding Bivariate frequency distribution table), Spearman's Rank Correlation Coefficient. Regression Analysis: Meaning, Concepts of regression equations, Slope of regression line and its interpretation, Regression coefficients (Excluding bivariate frequency | 15 | |

| | | |
|----------------|---|-----------|
| | distribution table), Relation between coefficient of correlation and regression coefficients, Finding the regression equations using the method of Least squares. | |
| Unit-IV | <p>(A) Time Series and Index Numbers: Time series: Concept and components of time series, Representation of trend by Freehand Curve Method, Estimation of trend using Moving average method and Least Squares Method (linear trend only). Estimation of Seasonal Component using Simple Arithmetic mean for additive model only (For trend free data only).</p> <p>(B) Index Numbers: Concept and uses of index numbers, Types of index numbers, Aggregate and Relative Index numbers, Laspeyre's, Passche's, Dorbish-Bowley's, Marshall-Edgeworth's and Fisher's index numbers, Cost of living index number, Concept of Real Income, concept of wholesale price index number. Applications and interpretation of index numbers.</p> | 15 |
| Unit-V | <p>Elementary Probability Distributions: Discrete probability distribution: Bernoulli trials Binomial and Poisson – Properties and applications only. (Derivations are not expected). Limiting distributions – Binomial approximated to Poisson distribution</p> <p>Continuous probability distribution: Normal distribution – properties and applications only. (Derivations are not expected).</p> | 15 |
| Total | | 75 |

REFERENCES

1. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.
2. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
3. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
4. Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc-Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
5. Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.

6. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.
7. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.
8. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
9. Indian Mutual Funds Handbook : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
10. STATISTICS by Schaum Series.
11. Operations Research by Gupta and Kapoor
12. Operations Research by Schaum Series
13. Fundamentals of Statistics - D. N. Elhance.
14. Statistical Methods - S.G. Gupta (S. Chand & Co.
15. Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India)
16. Statistics - Theory, Method & Applications D.S.Sancheti& V. K. Kapoor.
17. Modern Business Statistics - (Revised}-B. Pearles& C. Sullivan –Prentice Hall of India.
18. Business Mathematics &Statistics : B Aggarwal, Ane Book Pvt. Limited
19. Business Mathematics : D C Sancheti& V K Kapoor, Sultan Chand & Sons
20. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.
21. Basic Business Mathematics by Schaum Series.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------------------|-------|
| 1 | Written Test | 20 |
| 2 | Tutorial worksheets/ Assignment | 15 |
| 3 | Class Participation | 05 |
| Total | | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

Question paper pattern: -

1. All questions are compulsory.
2. In all, there will be 5 questions, one on each unit. (i.e. Q. 1 on Unit I, Q. 2 on Unit II and so on)
3. In every question, there will be 5 sub-questions, each of 4 marks, out of which attempt any 3 sub-questions.

In each question – one concept based question

4. Use of simple non-programmable calculator is allowed.



University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Program: B.com (Accounting and Finance)

Specific Programme: B.com (Accounting and Finance)

(JBCUCBAF)

Syllabus for F.Y.B.com (Accounting and Finance)

Year of Establishment: 2003-2004

Year of Upgrading: 2021-2022

Specific Programme: B.Com (Accounting and Finance) – JBCUCBAF

PREAMBLE

Accounting is the art of recording, classifying and summarizing in a significant manner and in terms of money, transactions, and events which are, in part at least, of financial character, and interpreting the results thereof. On the other hand, Finance syllabus focuses on fund management.

B.com (Accounting and Finance) is a specialized degree which aims to train the students in the field of accounting and finance. This course was introduced with the objective to increase self-employment and to help companies by providing them with suitably trained professionals in the field of accounting and finance. The three year course is directed to give insights to the students in the areas of Financial Accounting, Cost Accounting, Financial Management, Taxation, Economics etc. The course intends to teach subjects in an interactive manner with projects and presentations embedded in the instructional methodology which makes students understand broad accounting and finance topics deeply in a simpler manner. The field of Accounting and Finance is always in demand as it is the backbone of every business entity so the B.com (Accounting and Finance) scope is in every industry. The B.Com Accounting and Finance course is opted more by the students as it opens many job opportunities after its successful completion.

Eligibility: A student must have successfully cleared the HSC (12th) examination

Duration: Three years (Entire B.Com (Accounting and Finance Course))

Mode of Delivery: Offline (Online in case of emergency)

विद्या प्रसारक मंडळ
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ESTD. 1969

(Credit Based Semester and Grading System with effect from the academic year
2021–2022)

B.Com (Accounting and Finance) –JBCUCBAF

PROGRAMME – OUTCOMES

| PO | PO Description |
|------------|--|
| PO1 | To develop fundamental knowledge about the fields of finance, accountancy, audit, taxation, law, technology and innovative practices by adopting learner centric pedagogy. |
| PO2 | Able to Recognize and understand ethical issues in Accounting profession. To motivate students to pursue higher studies such as chartered accountancy, cost accountancy, Bachelor of Accounts & Finance (B.A.F) (Programme) chartered financial analyst, Business administration and company Secretary ship. |
| PO3 | To nurture students' ability to work as consultants |
| PO4 | To arouse students' interest in research. |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | Apply appropriate judgment derived from knowledge of accounting theory. |
| PSO2 | Able to Recognize and understand ethical issues in Accounting profession. |
| PSO3 | Understand how to apply Cost Accounting methods to evaluate project and business performance |
| PSO4 | Acquire and upgrade current tax laws |
| PSO5 | Understanding of real-life working environment in industry through industrial visits |

DISTRIBUTION OF COURSE AND CREDITS

SEMESTER I

| Course | Course Nomenclature | Course Code | Credits |
|---------------|---|----------------------|----------------|
| | <i>Elective Courses (EC)</i> | | |
| 1 | Financial Accounting (Elements of Financial Accounting) – I | JBCUCBAF101 | 03 |
| 2 | Cost Accounting (Introduction and Elements of Cost) – I | JBCUCBAF102 | 03 |
| 3 | Financial Management (Introduction to Financial Management) – I | JBCUCBAF103 | 03 |
| | <i>Ability Enhancement Courses (AEC)</i> | | |
| 4 | Business Communication - I | JBCUCBAF104 | 03 |
| | <i>Skill Enhancement Courses (SEC)</i> | | |
| 5 | Foundation Course - I | JBCUCBAF105 | 02 |
| | <i>Core Courses (CC)</i> | | |
| 6 | Commerce (Business Environment) - I | JBCUCBAF106 | 03 |
| 7 | Business Economics - I | JBCUCBAF107 | 03 |
| | | Total Credits | 20 |

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

SEMESTER I

Course Code: JBCUCBAF101

Course Nomenclature: Financial Accounting (Elements of Financial Accounting) – I

COURSE OUTCOME:

1. To solve practical problems regarding Inventory Valuation by FIFO and Weighted Average Method.
2. To Classify in considering features of various transactions and able to apply structure of Final Accounts in proper manner.
3. Accounting of Departmental Stores.
4. To Understood application of Hire purchase transactions in real life as regular transaction in the society

| Units | Course Nomenclature | No of lectures |
|--------|---|----------------|
| Unit I | Accounting Standards Issued by ICAI and Inventory Valuation | 15 |
| | <ul style="list-style-type: none"> ● Accounting Standards: Concepts, Benefits, Procedures for Issue of Accounting Standards Various AS: AS – 1: Disclosure of Accounting Policies (a) Purpose (b) Areas of Policies (c) Disclosure of Policies (d) Disclosure of Change in Policies (e) Illustrations AS – 2: Valuation of Inventories (Stock) (a) Meaning, Definition (b) Applicability (c) Measurement of Inventory (d) Disclosure in Final Account (e) Explanation with Illustrations AS – 9: Revenue Recognition (a) Meaning and Scope (b) Transactions Excluded (c) Sale of Goods (d) Rendering of Services (e) Effects of Uncertainties (f) Disclosure (g) Illustrations ● Inventory Valuation Meaning of Inventories Cost for Inventory Valuation Inventory Systems : Periodic Inventory System and Perpetual Inventory System Inventory System Valuation: Meaning and Importance Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method Computation of Valuation of Inventory as on Balance Sheet Date: If | |

| | | |
|-----------------|---|-----------|
| | Inventory is taken on a Date After the Balance Sheet or Before the Balance Sheet Reading of Ledger Account | |
| Unit II | Final Accounts | 15 |
| | Expenditure a) Capital b) Revenue Receipts a) Capital b) Revenue Adjustments and Closing Entries Final Accounts of Manufacturing Concerns (Proprietary Firm) | |
| Unit III | Departmental Accounts | 15 |
| | Meaning Basis of Allocation of Expenses and Incomes / Receipts Inter Departmental Transfer: At Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit and Loss Account and Balance Sheet | |
| Unit IV | Accounting for Hire Purchase | 15 |
| | Meaning Calculation of Interest Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor (Excluding Default, Repossession and Calculation of Cash Price) | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Introduction to Accountancy* by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Advanced Accounts* by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Advanced Accountancy* by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- *Modern Accountancy* by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Financial Accounting* by LesileChandwichk, Prentice Hall of India AdinBakley (P) Ltd., New Delhi
- *Financial Accounting for Management* by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- *Financial Accounting* by P.C. Tulsian, Pearson Publications, New Delhi
- *Accounting Principles* by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- *Financial Accounting* by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, MayurPaperBack, Noida

- *Compendium of Statement and Standard of Accounting*, ICAI
- *Indian Accounting Standards*, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Financial Accounting* by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Company Accounting Standards* by ShrinivasanAnand, Taxman, New Delhi
- *Financial Accounting* by V. Rajasekaran, Pearson Publications, New Delhi
- *Introduction to Financial Accounting* by Horngren, Pearson Publications, New Delhi
- *Financial Accounting* by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Financial Accounting a Managerial Perspective*, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Financial Accounting for management*, Sharma, Subhash Publisher – Delhi, Macmillan, 1996, 1998
- *Financial Accounting Principles and Practices*, Lal, Jawahar, Publisher- New Delhi, S.Chand, 2003, 2009
- *Financial Accounting I*, L.N. Chopde, Dr. S.T. Gadade, Publisher – Sheth, 2016
- *Financial Accounting I*, Ainapure, Publisher – Manan, 2016
- *Financial Accounting*, Shah Mehta, Publisher – Educational, 2000
- *Financial Accounting I*, Kishnadwala, Publisher – Vipul, 2016



ESTD. 1969

SEMESTER II
Course Code: JBCUCBAF102

Course Nomenclature: Cost Accounting (Introduction and Element of Cost) – I

COURSE OUTCOME:

1. Knowledge of basics of Cost and understand distinction from Financial Accounting
2. Learn Cost Classification, Types of Cost used in decision making and Format of Cost Sheet
3. Understand the Cost elements, Concept of Cost Elements, and Practical application with the help of problem solving related to Material, Labour, and Overhead Cost

| Units | Course Nomenclature | No of lectures |
|----------------|--|----------------|
| Unit I | Introduction to Cost Accounting | 15 |
| | Evolution Objectives and Scope of Cost Accounting Importance and Advantages of Cost Accounting Difference between Cost Accounting and Financial Accounting Limitations of Financial Accounting Definitions: Cost, Costing and Cost Accounting Classification of Cost on Different Basis Essentials of Good Costing System Cost Accounting Standards (CAS), Objectives and Functions of Cost Accounting Standards Board, and a list of CAS introduced by The Institute of Cost Accountants of India | |
| Unit II | Material Cost | 15 |
| | Material Cost: The Concept Material Control Procedure Documentation Stock Ledger, Bin Card Inventory Control Technique | |

| | | |
|-----------------|---|-----------|
| | Stock Levels Economic Order Quantity (EOQ) | |
| Unit III | Labour Cost | 15 |
| | Labour Cost: The Concept Composition of Labour Cost Records Overtime / Idle Time / Incentive Schemes | |
| Unit IV | Overheads | 15 |
| | Overheads: The Concept Cost Allocation and Apportionment Coding System Classification of Overheads on different basis Apportionment and Absorption of Overheads | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Lectures on Costing by Swaminathan: S. Chand and Company (P) Ltd., New Delhi*
- *Cost Accounting by C.S. Rayudu, Tata Mc. Graw Hill and Co. Ltd., Mumbai*
- *Cost Accounting by JawaharLal and SeemaSrivastava, Tata Mc. Graw Hill and Co. Ltd., Mumbai*
- *Cost Accounting by Ravi M. Kishore, Taxman Ltd., New Delhi*
- *Principles and Practices of Cost Accounting by N.K. Prasad, Book Syndicate Pvt. Ltd., Calcutta*
- *Cost Accounting Theory and Practice by B.K. Bhar, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Cost Accounting Principles and Practice by M.N. Arora, Vikas Publishing House Pvt. Ltd., New Delhi*
- *Advanced Cost and Management Accounting: Problems and Solutions by V.K. Saxena and C.D. Vashist, S. Chand and Company (P) Ltd., New Delhi*
- *Cost Accounting by S.P. Jain and K.L. Narang, Kalyani Publishers, Ludhiana*
- *Modern Cost and Management Accounting by M. Hanif, Tata McGraw Hill Education Pvt. Ltd., NewDelhi*

Course Code: JBCUCBAF103

Course Nomenclature: Financial Management (Introduction to Financial Management) –I

COURSE OUTCOME:

1. To understand the terms and techniques of financial management.
2. To understand different concepts of valuation.
3. To calculate various leverages on their own.
4. To easily identify various sources of finance and to calculate cost of capital of the various firms

| Units | Course Nomenclature | No of lectures |
|-----------------|---|----------------|
| Unit I | Introduction to Financial Management | 12 |
| | Introduction-meaning-importance-scope. Basic objectives –features Profit v/s value maximization Job of Finance Manager-Financial goals and Conflicts of goals-Management v/s owners | |
| Unit II | Concepts in Valuation | 12 |
| | The Time value of Money Present Value Internal Rate of Return Bonds Returns The Returns from Stocks Annuity Techniques of Discounting Techniques of Compounding | |
| Unit III | Leverage | 12 |
| | Introduction EBIT & EPS Analysis Types of Leverages: Operating Leverage, Financial Leverage & Composite Leverage Relationship between Operating Leverage and Financial Leverage (Including Practical Problems) | |
| Unit IV | Types of Financing | 12 |

| | | |
|---------------|---|-----------|
| | Introduction Needs of Finance and Sources: Long Term, Medium Term, Short Term Long Term Sources of Finance Short Term Sources of Finance | |
| Unit V | Cost of Capital | 12 |
| | Introduction Definition and Importance of Cost of Capital Measurement of Cost of Capital WACC (Including Practical Problems) | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Fundamentals of Financial Management* by D. Chandra Bose, PHI Learning Pvt. Ltd., New Delhi
- *Fundamentals of Financial Management* by Bhabotosh Banerjee, PHI Learning Pvt. Ltd., New Delhi
- *Fundamentals of Financial Management* by Vyuptakesh Sharma, Pearson Education, New Delhi
- *Fundamentals of Financial Management* by J.C. Van Horne, Prentice Hall of India, New Delhi
- *Financial Management: Text and Problems* by M.Y. Khan and P.K. Jain, Tata McGraw Hill, New Delhi
- *Financial Management: Theory and Practice* by Prasanna Chandra, Tata McGraw Hill, New Delhi
- *Financial Management* by I.M. Pandey, Vikas Publishing House, New Delhi
- *Management Accountancy*, Sarkar, Subramanian Publisher – Calcutta, Academic, 1973
- *Financial Accounting for Management*, Sharma, Subhash Publisher – Delhi, MacMillan, 1996
- *Financial Management I*, Chopde, Leena, Publisher – Sheth, 2016
- *Financial Management I*, Ainapure, Publisher – Manan, 2016
- *Financial Management* I.M.Pandey, Publisher – Vikas, 1995

Course Code: JBCUCBAF104

Course Nomenclature: Business Communication - I

COURSE OUTCOME:

1. Getting helpful for knowledge about what is communication, types of communication, channels and modes of communication.
2. Helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills.
3. Learn much more about parts, structure of letter, principal of letter writing and how to write the variety of personal letters.
4. Learn about developing ideas of about paragraph writing, formulating bibliography & proof-reading business message

| Units | Course Nomenclature | No of lectures |
|----------------|---|----------------|
| Unit I | Theory of Communication | 15 |
| | <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback, Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p> | |
| Unit II | Obstacles to Communication in Business World | 15 |
| | <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal</p> | |

| | | |
|-----------------|--|-----------|
| | <p>Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,</p> <p>Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace</p> <p>Piracy, Insurance, Child Labour</p> | |
| Unit III | Business Correspondence | 15 |
| | <p>Theory of Business Letter Writing:</p> <p>Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block</p> <p>Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence:</p> <p>Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation</p> <p>[Letter of Appointment, Promotion and Termination, Letter of Recommendation</p> <p>(to be taught but not to be tested in the examination)]</p> | |
| Unit IV | Language and Writing Skills | 15 |
| | <p>Commercial Terms used in Business</p> <p>Communication Paragraph Writing:</p> <p>Developing an idea, using appropriate linking devices, etc</p> <p>Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. <p>Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p> <p>Paragraph Writing:</p> <p>How to formulate a bibliography</p> <p>Proof Reading Business Messages</p> | |
| | TOTAL LECTURES | 60 |

REFERENCES:

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- Alien, R.K. (1970) *Organisational Management through Communication*.
- Ashley, A (1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Ashwatthapa, K (1991) *Organisational Behaviour*, Himalayan Publication, Mumbai.
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- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New Delhi.
- Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
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- Ghanekar, A (1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
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- Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D. (1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc. Illinois.

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- Martson, John E. (1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- Majumdar, P.K. (1992) *Commentary on the Consumer protection Act*, Prentice, New Delhi.
- McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York.
- 41. Mishra Rajiv K (2006) *Code of Conduct for Managers* Rupa Company
- Monippalli, M.M. (1997), *The Craft of Business Letter Writing*, T.M.H. New Delhi.
- Montagu, A and Matson, Floyd (1979) *The Human Connection*, McGraw Hill, New York.
- **INTRODUCTION TO BUSINESS COMMUNICATION** by "KHANDARE, D.M." Edition: 1ST CHANDRALOK Text Publisher: KANPUR; 2015
- *Business Communication I*, Dr Neeta Chakravarty Publisher: MananPrakashan
- *Business Communication I*, Nina Roy Choudhury/ Lekha Nambiar, Publisher: VipulPrakashan
- *Business Communication I*, Rhoda A. Doctor/ Aspi H. Doctor/ Dr. Sanobar Hussaini/ Meghna Shinde-Chakne, Publisher: Sheth Publishers
- **BUSINESS COMMUNICATION** by "NAWAL, MALLIKA" Edition: 1ST CENGAGE Publisher: NEW DELHI; 2012
- *Basic Business Communication: Skills for Empowering the Internet Generation*, Lesikar, R/ Flatley, M. 10th ed, Publisher: TMH
- *Business Communication*, Bedi, R/ Aruna, K. 1st ed, Publisher: Vrinda
- *Business Communication Today*, Bovee, C/ Thill, J/ Schatzman, B. 7th ed, Publisher: Pearson Edu
- *The Essence of Effective Communications*, Ludlow, R. & Panton, F. (1998). Publisher: Prentice Hall of India Pvt. Ltd
- *Essentials of Business Communication*, Pal, Rajendra, Korlahalli, J. S., Publisher: S.Chand, New Delhi
- *Business communication essentials: A skills-based approach to vital business English (4th ed.)* Bovee, C., & Thill, J. (2010)

ESTD. 1969

Course Code: JBCUCBAF105

Course Nomenclature: Foundation Course – I

COURSE OUTCOME:

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

| Units | Course Nomenclature | No of lectures |
|-----------------|---|-----------------------|
| Unit I | Diverse nature of Indian Society | 09 |
| | 1.Multi-cultural diversity with special reference to religion and caste 2. Linguistic diversity 3. Regional Variations based on rural, urban and tribal characteristics | |
| Unit II | Disparities in Indian Society | 09 |
| | 1.Communalism 2.Casteism 3.Linguism and regionalism | |
| Unit III | Inequalities in Indian Society | 09 |
| | 1.Gender inequality – Violence against Women and Declining Sex Ratio 2.Gender inequality – Low political participation of women 3.Problems of the differently-abled people and solutions | |
| Unit IV | Introduction to the Constitution | 09 |
| | 1.Philosophy of the Constitution(with reference to the Preamble) 2.Basic Structure and Features of the Constitution 3.Fundamental Duties of the Indian Citizen | |
| Unit V | Human Rights | 09 |
| | 1.Concept and features of Human Rights 2.The Universal Declaration of Human Rights: Classification and Importance 3.Human Rights constituents with special reference to Fundamental Rights stated in the Constitution | |
| | TOTAL LECTURES | 45 |

REFERENCES:

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I (Fifth Edition)*. MananPrakashan.
- Mascarenhas, &Mody. (2017). *Foundation Course Semester II (Second Edition)*. Marvel Publications.
- Michael Vaz&Meeta Seta. (2019). *Foundation Course Semester II (Fourth Edition)*. MananPrakashan.
- P.G.Shinde, Mahesh Bhagwat, NamitaNimbalkar, &MeghnaChakneShinde. (2019). *Foundation Course—Semester-I*. Sheth Publications.
- P.G.Shinde, Mahesh Bhagwat, NamitaNimbalkar, &MeghnaChakneShinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.





Course Code: JBCUCBAF106

Course Nomenclature: Commerce (Business Environment) – I

COURSE OUTCOME:

1. To make students understand the concept of business environment and various tools of environmental analysis.
2. To explain to the students the concept of business ethics.
3. To make them aware about various consumer laws in India.
4. To make students understand the various contemporary issues like ecology, international business environment

| Units | Course Nomenclature | No of lectures |
|--------|---|----------------|
| Unit I | Business and its Environment | 15 |
| | a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis | |

| | | |
|-----------------|---|-----------|
| Unit II | Business and Society | 15 |
| | a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986 | |
| Unit III | Contemporary Issues | 15 |
| | a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit c) Issues Related to Environment caused by Business Activities, Global Warming Kyoto Protocol: Carbon Bank, Carbon Trading, and Carbon Footprints and the latest development in this regard | |
| Unit IV | International Environment | 15 |
| | a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Man's Impact on Environment*, Detwyler T.R. McGraw-Hill, New York
- *India's Water Wealth*, Orient Longman Ltd. New Delhi, Rao K.
- *Business Environment Text and Cases* by M.B. Shukla, Taxmann Publications, New Delhi
- *Global Economy and Business Environment* by Francis Cherunilam, Himalaya Publication House, Mumbai
- *Business Environment: Text and Cases* by Francis Cherunilam, Himalaya Publication House, Mumbai
- *Indian Economy* by Dutt and Sundaram, S. Chand and Company Pvt. Ltd., New Delhi
- *Essentials of Business Environment* by K. Aswathappa, Himalaya Publication House, Mumbai

- *Business Environment* by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Indian Economy* by Misra and Puri, Himalaya Publishing House, Mumbai
- *Entrepreneurial Development* by S.S. Khanka, S. Chand and Company Pvt. Ltd., New Delhi
- *Dynamics of Entrepreneurship* by Vasanta Desai, Himalaya Publishing House, Mumbai
- *Entrepreneurship and Small Development Business Management* by C.B. Gupta and S.S. Khanka, Sultan Chand and Sons, New Delhi
- *Entrepreneurship* by David H. Holt, PHI Learning Pvt. Ltd., New Delhi
- *Management of Small-Scale Industries* by Vasant Desai, Himalaya Publishing House, Mumbai
- *Business and Government* by Francis Cherunilam, Himalaya Publishing House, Mumbai
- *Corporate Governance in India* by Jayati Sarkar and Subrata Sarkar, Sage Publications, Delhi
- *Corporate Governance: Principles, Policies and Practices* by A.C. Fernando, Pearson Education India, New Delhi



Course Code: JBCUCBAF107

Course Nomenclature: Business Economics - I

COURSE OUTCOME:

1. It aims to build a familiarity with the basic tools of consumer and producer theory, the operation of markets and optimization in an economic context.
2. In order to explain economic issues and solutions in a practical manner, the concepts are to be discussed with case studies and numerical problems wherever applicable.
3. Apply economic reasoning to problems of business.
4. Expose students of Commerce to basic Microeconomics concepts and inculcate an analytical approach to the subject matter.

| Units | Course Nomenclature | No of lectures |
|----------|--|----------------|
| Unit I | Introduction | 10 |
| | Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium | |
| Unit II | Demand Analysis | 10 |
| | Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression) | |
| Unit III | Supply and Production Decisions and Cost of Production | 15 |
| | Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - Expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical | |

| | | |
|----------------|---|-----------|
| | numerical problems to be discussed), LAC and Learning curve - Break even analysis (<i>with business applications</i>) | |
| Unit IV | Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition | 15 |
| | Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (<i>topics to be taught using case studies from real life examples</i>) Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models(<i>with practical examples</i>) Dominant Firm Price, Leadership and Barometric Price Leadership | |
| Unit V | Pricing Practices | 10 |
| | Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (<i>case studies on how pricing methods are used in business world</i>) | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- Johnson & Chatterjee - Manan Prakashan First Edition - 2017 November Third Revised Edition - 2019 November
- Saraswathy Swaminathan - Vipul Prakashan First Edition 2017 Third Revised Edition 2019
- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
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- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3) Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Question Paper Pattern (Only for F.C Course)

Maximum Marks: 60

Questions to be set: 05

Duration: 2 Hrs.

All Questions are Compulsory Carrying 12 Marks each.

Semester End Theory Examination

Time: 2 hours

NB.

1. All questions are compulsory.
2. Each question has internal options.
3. Figures to the right indicate marks.

| Question No | Particular | Marks |
|-------------|-------------------------------------|----------|
| Q-1 | Full length question (from Unit I) | 12 Marks |
| | OR | |
| Q-1 | A. Short question (from Unit I) | 6 Marks |
| | B. Short question (from Unit I) | 6 Marks |
| Q-2 | Full length question (from Unit II) | 12 Marks |
| | OR | |
| Q-2 | A. Short question (from Unit II) | 6 Marks |
| | B. Short question (from Unit II) | 6 Marks |

| | | |
|-----|--|--------------------|
| Q-3 | Full length question (from Unit III) OR | 12 Marks |
| Q-3 | A. Short question (from Unit III) B. Short question (from Unit III) | 6 Marks 6 Marks |
| Q-4 | Full length question (from Unit IV) OR | 12 Marks |
| Q-4 | A. Short question (from Unit IV) B. Short question (from Unit IV) | 6 Marks 6 Marks |
| Q-5 | Full length question (from Unit V) OR | 12 Marks |
| Q-5 | A. Short question (from Unit V) B. Short question (from Unit V) | 6 Marks 6 Marks |
| | Total | 60 Marks |



SEMESTER II
DISTRIBUTION OF COURSE AND CREDITS

| Course | Course Nomenclature | Course Code | Credits |
|--------|--|----------------------|-----------|
| | <i>Elective Courses (EC)</i> | | |
| 1 | Financial Accounting (Special Accounting Areas) II | JBCUCBAF201 | 03 |
| 2 | Auditing (Introduction and Planning) - I | JBCUCBAF202 | 03 |
| 3 | Innovative Financial Services | JBCUCBAF203 | 03 |
| | <i>Ability Enhancement Courses (AEC)</i> | | |
| 4 | Business Communication - II | JBCUCBAF204 | 03 |
| | <i>Skill Enhancement Courses (SEC)</i> | | |
| 5 | Foundation Course - II | JBCUCBAF205 | 02 |
| | <i>Core Courses (CC)</i> | | |
| 6 | Business Law (Business Regulatory Framework) – I | JBCUCBAF206 | 03 |
| 7 | Business Mathematics | JBCUCBAF207 | 03 |
| | | Total Credits | 20 |

SEMESTER II

Course Code: JBCUCBAF201

Course Nomenclature: Financial Accounting (Special Accounting Areas) II

COURSE OUTCOME:

1. To understanding difference in between single entry system and double entry system and practically able to link up, to prepare final accounts from incomplete records.
2. To learn application of Branch Accounting for small branches by Debtor system and for big branches by stock and debtors system.
3. To understand transactions between Principal/ Manufacture and agent, able to apply consignment accounting regarding these transactions.
4. To know basic principles of insurance and able to calculate fire insurance claim regarding goods lost by fire.

| Units | Course Nomenclature | No of lectures |
|-----------------|--|-----------------------|
| Unit I | Accounting from Incomplete Records | 15 |
| | Introduction Problems on Preparation of Final Accounts of Proprietary Trading Concern (Conversion Method) Conversion Method- with study effect on Opening Statement of affairs and effect on other part of the structure | |
| Unit II | Consignment Accounts | 15 |
| | Accounting for Consignment Transactions Valuation of Stock Invoicing of Goods at Higher Price (Excluding Overriding Commission, Normal/Abnormal Losses) | |
| Unit III | Branch Accounts | 15 |
| | Meaning / Classification of Branches Accounting for Dependent Branch Not Maintaining Full Books Debtors Method Stock and Debtors Method | |
| Unit IV | Fire Insurance Claims | 15 |
| | Computation of Loss of Stock by Fire Ascertainment of Claim as per the Insurance Policy Exclude: Loss of Profit and Consequential Loss | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Introduction to Accountancy* by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Advance Accounts* by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Advanced Accountancy* by R.L. Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- *Modern Accountancy* by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Financial Accounting* by Leslie Chandwick, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi
- *Financial Accounting for Management* by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- *Financial Accounting* by P.C. Tulsian, Pearson Publications, New Delhi
- *Accounting Principles* by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- *Financial Accounting* by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
- *Financial Accounting* by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Financial Accounting* by V. Rajasekaran, Pearson Publications, New Delhi
- *Introduction to Financial Accounting* by Horngren, Pearson Publications, New Delhi
- *Financial Accounting* by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Financial Accounting a Managerial Perspective*, Varadraj B. Bapat, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Financial Accounting for management*, Sharma, Subhash, Publisher – Delhi, Macmillan, 1996, 1998
- *Financial Accounting Principles and Practices*, Lal, Jawahar, Publisher- New Delhi, S. Chand, 2003, 2009
- *Financial Accounting II*, L.N. Chopde, Dr. S.T. Gadade, Publisher – Sheth, 2016
- *Financial Accounting II*, Aina pure
- *Financial Accounting II*, Kishnadwala, Publisher – Vipul, 2016

स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

Course Code: JBCUCBAF202

Course Nomenclature: Auditing (Introduction and Planning) - I

COURSE OUTCOME:

1. To make the students understand the practical aspects of Auditing in Business and help the students to gain an insight about the relevance of Auditing in Business and its need for reporting for safeguarding the interest of various stakeholders.
2. To help the students understand the various techniques used in Audit and preparing of Audit Plans and maintaining the necessary Audit Notebooks and documents.
3. To make the students understand about the various sampling techniques and its relevance for critical evaluation of the financial data and various internal control mechanisms.
4. To make the students acquainted with the concept of Internal Audit and audit under CIS Environment.

| Units | Course Nomenclature | No of lectures |
|--------|---|----------------|
| Unit I | Introduction to Auditing | 15 |
| | <ul style="list-style-type: none">• Basics Financial Statements, Users of Financial Information, Definition of Auditing, Objectives of Auditing - Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inherent Limitations of Audit• Errors and Frauds Concepts, Reasons and Circumstances, Types of Errors -Commission, Omission, Principle and Compensating, Types of Frauds, Risk of Fraud and Error in Audit, Auditor's Duties and Responsibilities in Respect of Fraud• Principles of Audit Integrity, Objectivity, Independence, Confidentiality, Skills and Competence, Materiality and Work Performed by Others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting• Types of Audit Meaning, Advantages and Disadvantages of Balance Sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit, Annual Audit• Miscellaneous Advantages of Independent Audit, Qualities of Auditors, Auditing V/s Accounting, Auditing V/s Investigation, View the Concept True and Fair | |

| | | |
|-----------------|---|-----------|
| | <ul style="list-style-type: none"> • Accounting Concepts Relevant to Auditing Materiality, Going Concern | |
| Unit II | Audit Planning, Procedures and Documentation | 15 |
| | <ul style="list-style-type: none"> • Audit Planning Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussions with Client, Overall Audit Plan • Audit Programme Meaning, Factors to be Considered, Advantages, Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before Commencing Works of Audit, Overall Audit Approach • Audit working Papers Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books • Audit Notebook Meaning, Structure, Contents, General Information, Current Information and Importance | |
| Unit III | Auditing Techniques | 15 |
| | <ul style="list-style-type: none"> • Test Check Test Checking Vs Routing Checking, Test Check Meaning, Features, Factors to be Considered, When Test Checks can be Used, Advantages, Disadvantages and Precautions. • Audit Sampling Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size - Sampling Risk, Tolerable Error and Expected Error, Methods of Selecting Sample Items Evaluation of Sample Results Auditors Liability in Conducting Audit based on Sample • Internal Control Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, Internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries • Internal Checks V/s Internal Control, Internal Checks V/s Test Checks | |
| Unit IV | Internal Audit | 15 |

| | | |
|--|--|-----------|
| | Meaning, Basic Principles of Establishing Internal Audit, Objectives, Evaluation of Internal Audit by Statutory Auditor, Usefulness of Internal Internal Audit V/s External Audit, Internal Checks V/s Internal Audit Audit under Computerized Information System Environment : Special aspects of CIS Audit Environment, Need for review of internal control especially Procedure controls and facility controls Approach to audit in CIS environment | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Contemporary Auditing* by Kamal Gupta, Tata Mc-Graw Hill, NewDelhi
- *A Hand-Book of Practical Auditing* by B.N. Tandon, S. Chand and Company, NewDelhi
- *Fundamentals of Auditing* by Kamal Gupta and Ashok Arora, Tata McGraw Hill, NewDelhi
- *Auditing: Principles and Practice* by Ravinder Kumar, Virender Sharma, PHI Learning Pvt. Ltd., New Delhi
- *Auditing and Assurance for CA IPCC* by Sanjib Kumar Basu, Pearson Education, NewDelhi
- *Contemporary Auditing* by Kamal Gupta, McGraw Hill Education Pvt. Ltd., NewDelhi
- *Fundamentals of Auditing* by Kamal Arora and Ashok Gupta, Tata McGraw Hill, NewDelhi
- *Contemporary Auditing* by Kamal Gupta, Tata Mc-Graw Hill, New Delhi.
- *A Hand-Book of Practical Auditing* by B.N. Tandon , S Chand and Company, New Delhi.
- *Fundamentals of Auditing* by Kamal Gupta and Ashok Arora , Tata McGraw Hill, New Delhi.
- *Auditing: Principles and Practice* by RavinderKumar , Virendar Sharma, PHI Learning Pvt. Ltd. , New Delhi.
- *Auditing and Assurance for CA IPCC* by Sanjib Kumar Basu, Pearson Education , New Delhi
- *Contemporary Auditing* by Kamal Gupta , McGraw Hill Education Pvt. Ltd., New Delhi.
- *Fundamentals of Auditing* by Kamal Arora and Ashok Gupta , Tata McGraw Hill, New Delhi
- *Taxmanns Auditing* By Jha, Aruna
- *PRACTICAL AUDITING* By Tandon, B.N

Course Code: JBCUCBAF203

Course Nomenclature: Innovative Financial Services

COURSE OUTCOME:

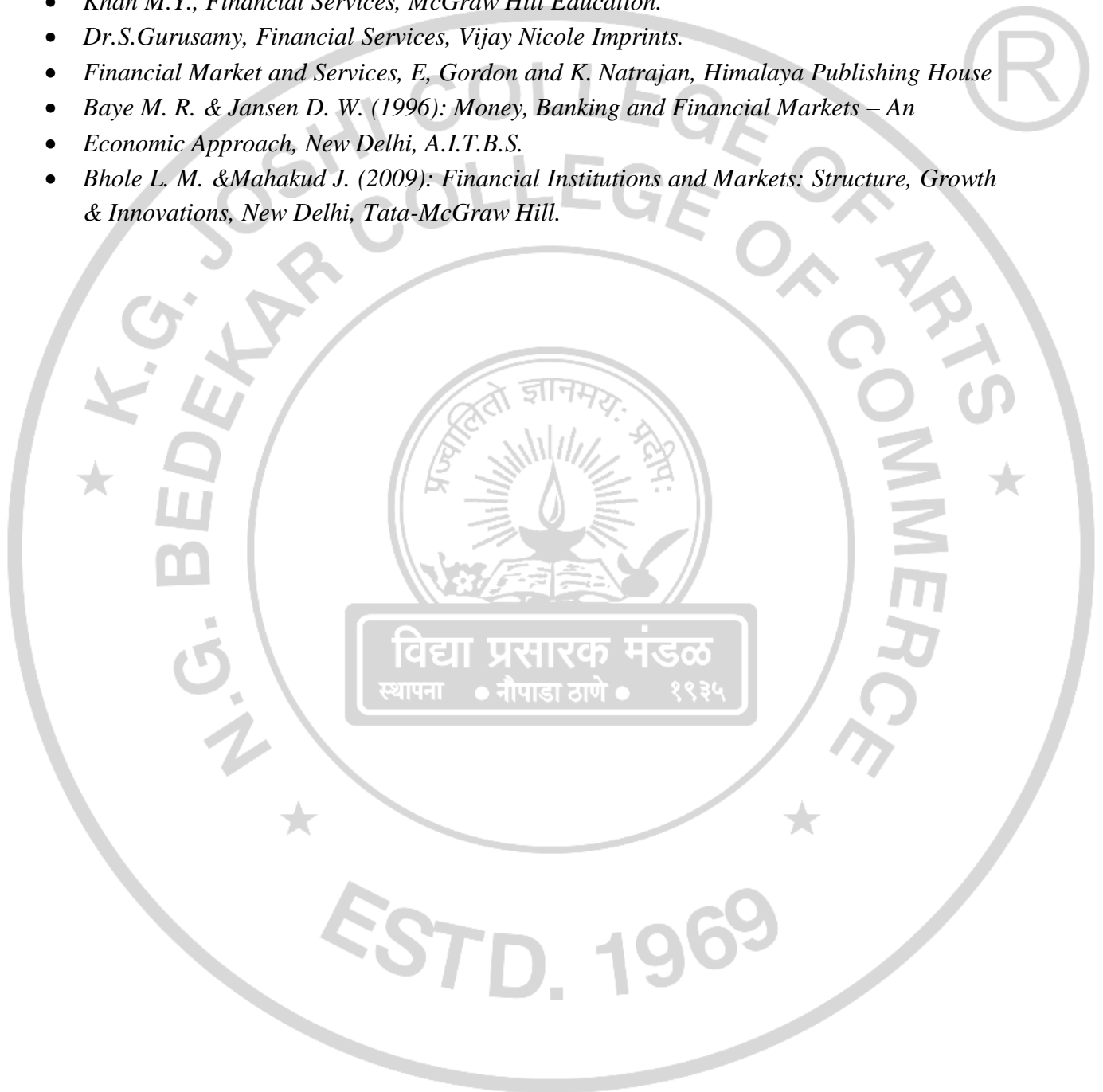
1. To give a comprehensive overview of emerging financial services in the light of globalization.
2. To acquaint students with the structure and components of the Innovative Financial Services;
3. To familiarize students with different types of financial institutions and their place in the Indian Financial System

| Units | Course Nomenclature | No of lectures |
|-----------------|--|----------------|
| Unit I | Financial Services: | 15 |
| | Concept, Objectives/Functions, Characteristics, Financial Service market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector, Banking and Non-Banking Companies, Regulatory Framework Factoring and Forfaiting: Introduction, Types of Factoring, Theoretical Framework, Factoring cost, advantages and disadvantages of Factoring, Factoring in India, Factoring v/s Forfaiting, working of forfaiting, Benefits and drawbacks of Forfaiting, practical problems. Bill Discounting: Introduction, Framework, Bill Market Schemes, Factoring v/s Bill Discounting in Receivable Management FINANCIAL INCLUSION: Meaning and RBI'S Definition, extent of Financial Exclusion in India | |
| Unit II | Issue Management And Securitization | 15 |
| | Issue Management and Intermediaries: Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue Stock Broking: Introduction, Stock Brokers, Sub Brokers, Foreign Brokers, Trading And Clearing/Self Clearing Members, Stock Trading (Cash And Normal) Derivative Trading Securitization: Definition, Securitization V/S Factoring, Features Of Securitization, Pass Through Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable assets, benefits of securitization, new guidelines on Securitization | |
| Unit III | Financial Services And Its Mechanism | 15 |

| | | |
|----------------|---|-----------|
| | <p>Lease and Hire-Purchase: Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing. Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.</p> <p>Housing Finance:</p> <p>Introduction, Housing Finance Industry, Housing Finance Policy Aspect, Source of Funds, Market of Housing Finance, Housing Finance in India- Major Issues, Housing Finance in India – Growth Factors, Housing Finance Institutions in India, National Housing Bank (NHB), Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC's, Housing Finance Agencies Venture Capital:</p> <p>Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario</p> | |
| Unit IV | Consumer Finance and Credit Rating | 15 |
| | <p>Consumer Finance:</p> <p>Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</p> <p>Plastic Money:</p> <p>Growth of Plastic Money Services in India, Types of Plastic Cards-Credit Card debit Card- Smart Card- Add-On Cards, Performance of Credit Cards and Debit Cards, Benefits of Credit Cards,</p> <p>Dangers of Debit Cards, Prevention of Frauds and Misuse, Consumer Protection Indian Scenario, Smart Cards- Features, Types, Security Features and Financial Applications</p> <p>Credit Rating:</p> <p>Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</p> | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *IM Pandey, Financial Management, Vikas Publishing House Ltd.*
- *Khan M.Y., Financial Services, McGraw Hill Education.*
- *Dr.S.Gurusamy, Financial Services, Vijay Nicole Imprints.*
- *Financial Market and Services, E, Gordon and K. Natrajan, Himalaya Publishing House*
- *Baye M. R. & Jansen D. W. (1996): Money, Banking and Financial Markets – An Economic Approach, New Delhi, A.I.T.B.S.*
- *Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill.*



Course Code: JBCUCBAF204

Course Nomenclature: Business Communication - II

COURSE OUTCOME:

1. To establish credibility with your audience.
2. To communicate information clearly to your audience.
3. To persuade and/or influence your audience.
4. Improve Problem solving & decision-making skills. Develop skills in understanding, analyzing and evaluating small group communication.
5. Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others

| Units | Course Nomenclature | No of lectures |
|----------|---|----------------|
| Unit I | Presentation Skills | 15 |
| ★ | Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation | ★ |
| Unit II | Group Communication | 15 |
| | Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR | |
| Unit III | Business Correspondence | 15 |
| | Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act | |

| | | |
|----------------|---|-----------|
| | [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.] Trade Letters Bad News & Persuading Letters | |
| Unit IV | Language and Writing Skills | 15 |
| | Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesivemanner | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Business Communication II*, Dr Neeta Chakravarty Publisher: MananPrakashan
- *Business Communication II*, Nina Roy Choudhury/ LekhaNambiar Publisher: VipulPrakashan
- *Business Communication II*, Rhoda A. Doctor/ Aspi H. Doctor/ Dr. SanobarHussaini/ MeghnaShinde-Chakne Publisher: Sheth Publishers
- Agarwal, AnjuD(1989) *A Practical Handbook for Consumers*, IBH.
- Alien, R.K.(1970) *Organisational Management through Communication*.
- Ashley, A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Atreya N and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl, J.C. and Nagamia, S.M. (1974) *Modern Business Correspondence and Minute Writing*.
- Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
- Bangh, LSue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA Basic Business Communication: Skills for Empowering the Internet Generation, Lesikar, R/ Flatley, M. 10th ed Publisher: TMH
- *Business Communication*, Bedi, R/ Aruna, K. 1st ed Publisher: Vrinda
- *Business Communication Today*, Bovee, C/ Thill, J/ Schatzman, B. 7th ed Publisher: Pearson Edu
- *The Essence of Effective Communications*, Ludlow, R. & Panton, F. (1998)., Publisher: Prentice Hall of India Pvt. Ltd
- *Essentials of Business Communication*, Pal, Rajendra, Korlahalli, J. S. Publisher: S.Chand, New Delhi
- *Business communication essentials: A skills-based approach to vital business English (4th ed.)* Bovee, C., & Thill, J. (2010)

Course Code: JBCUCBAF205

Course Nomenclature: Foundation Course – II

COURSE OUTCOME:

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.

| Units | Course Nomenclature | No of lectures |
|-----------------|--|----------------|
| Unit I | Globalization and Indian Society | 09 |
| | 1.Understanding the concept of Liberalization, Privatization and Globalization 2.Positive Impact of Globalization 3. Negative Impact of Globalization. | |
| Unit II | Nature of Political Parties in India | 09 |
| | 1.Classification of political parties 2.Salient features of party system in India 3.Problems faced by political parties | |
| Unit III | Ecology | 09 |
| | 1.Ecosystem 2.Food webs and Food chains 3.Causes of environmental degradation and Concept of Sustainable Development | |
| Unit IV | Understanding Stress | 09 |
| | 1.Causes of Stress 2.Effects of Stress 3.Stress Management | |
| Unit V | Understanding Psychological Conflicts | 09 |
| | 1.Types of conflicts 2.Conflict Resolution 3.Maslow's Theory of Self-Actualization | |
| | TOTAL LECTURES | 45 |

REFERENCES:

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I (Fifth Edition)*. MananPrakashan.
- Mascarenhas, &Mody. (2017). *Foundation Course Semester II (Second Edition)*. Marvel Publications.
- Michael Vaz&Meeta Seta. (2019). *Foundation Course Semester II (Fourth Edition)*. MananPrakashan.
- P.G.Shinde, Mahesh Bhagwat, NamitaNimbalkar, &MeghnaChakneShinde. (2019). *Foundation Course —Semester-I*. Sheth Publications.
- P.G.Shinde, Mahesh Bhagwat, NamitaNimbalkar, &MeghnaChakneShinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.



Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Question Paper Pattern (Only for F.C Course)

Maximum Marks: 60

Questions to be set: 05

Duration: 2 Hrs.

All Questions are Compulsory Carrying 12 Marks each.

Semester End Theory Examination

Time: 2 hours

NB.

1. All questions are compulsory.

4. Each question has internal options.

5. Figures to the right indicate marks.

| Question No | Particular | Marks |
|-------------|-------------------------------------|----------|
| Q-1 | Full length question (from Unit I) | 12 Marks |
| | OR | |
| Q-1 | A. Short question (from Unit I) | 6 Marks |
| | B. Short question (from Unit I) | 6 Marks |
| Q-2 | Full length question (from Unit II) | 12 Marks |
| | OR | |
| Q-2 | A. Short question (from Unit II) | 6 Marks |
| | B. Short question (from Unit II) | 6 Marks |

| | | |
|-----|--|--------------------|
| Q-3 | Full length question (from Unit III) OR | 12 Marks |
| Q-3 | A. Short question (from Unit III) B. Short question (from Unit III) | 6 Marks 6 Marks |
| Q-4 | Full length question (from Unit IV) OR | 12 Marks |
| Q-4 | A. Short question (from Unit IV) B. Short question (from Unit IV) | 6 Marks 6 Marks |
| Q-5 | Full length question (from Unit V) OR | 12 Marks |
| Q-5 | A. Short question (from Unit V) B. Short question (from Unit V) | 6 Marks 6 Marks |
| | Total | 60 Marks |



ESTD. 1969

Course Code: JBCUCBAF206

Course Nomenclature: Business Law (Business Regulatory Framework) – I

COURSE OUTCOME:

1. Understand legality behind of making contract.
2. Understand legality behind of making contract of sale and agreement to sale.
3. Understand legality behind of negotiable instruments of promissory notes, bills of exchange, cheque.
4. Understand legality and rights of consumers

| Units | Course Nomenclature | No of lectures |
|-----------------|---|----------------|
| Unit I | Law of Contract 1872 | 15 |
| | (a) Nature of Contract (b) Classification of Contracts (c) Offer and Acceptance (d) Capacity of Parties to Contract (e) Free Consents (f) Consideration (g) Legality of Object (h) Agreement Declared Void (i) Performance of Contract (j) Discharge of Contract (k) Remedies for Breach of Contract (l) Indemnity (m) Guarantee (n) Bailment and Pledge (o) Agency | |
| Unit II | Sale of Goods Act 1930 | 15 |
| | (a) Formation of Contract of Sale (b) Goods and their Classifications (c) Price, Conditions and Warranties (d) Transfer of Properties in Goods (e) Performance of Contract of Sales (f) Unpaid Seller and his Rights (g) Sale by Auction (h) Hire Purchase Agreement | |
| Unit III | Negotiable Instrument Act 1881 | 15 |

| | | |
|----------------|--|-------------|
| | (a) Definition of Negotiable Instruments (b) Features of Negotiable Instruments (c) Promissory Note (d) Bill of Exchange and Cheque (e) Holder and Holder in due Course (f) Crossing of a Cheque (g) Types of Crossing (h) Dishonour and Discharge of Negotiable Instruments | ® |
| Unit IV | CONSUMER PROTECTION ACT, 2019 | 15 |
| | Salient Features of Act Definition – Appropriate Laboratory, Complainant, Complaint, Consumer, Consumer Dispute, Consumer Rights, Defect, Deficiency, Goods, Manufacturer, Person, Restrictive Trade Practice, Service, Unfair Trade Practice Consumer Protection Councils Central Consumer Protection Authority Consumer Redressal Commission | |
| ★ | TOTAL LECTURES | ★ 60 |

REFERENCES:

- *Indian Contract Act, Sales of Goods Act and Partnership Act by T.R. Desai, Sarkar and Sons Pvt. Ltd., Kolkata*
- *The Negotiable Instrument Act by J.S. Khergamwala, N.M. Tripathi Pvt. L.td., Mumbai*
- *The Principles of Mercantile Law by Avtar Singh, Eastern Book Company, Lucknow*
- *Business Law by M.C. Kuchal, Vikas Publishing House, New Delhi*
- *Business Law by N.D. Kapoor, Sultan Chand and Sons, New Delhi*
- *Business Law by P.R. Chandha, Galotia, New Delhi*
- *Business Law by Bulchandani K. R.*
- *Business Regulatory by Venkataraman, Kalaivani*
- *Consumer Protection Act, 2019 Bare Act by Universal*

ESTD. 1969

Course Code: JBCUCBAF207

Course Nomenclature: Business Mathematics

COURSE OUTCOME:

1. Demonstrate an understanding of the foundations and history of mathematics.
2. Perform computations in higher mathematics.
3. Read and understand middle-level proofs.
4. Write and understand basic proofs.
5. Develop and maintain problem-solving skills.
6. Use mathematical ideas to model real-world problems

| Units | Course Nomenclature | No of lectures |
|----------|--|----------------|
| Unit I | Ratio, Proportion and Percentage | 15 |
| | Ratio- Definition, Continued ratio, Inverse Ratio, Proportion - Continued proportion, Direct proportion, Inverse proportion, Variation - Inverse variation, Joint variation Percentage- Meaning and computation of percentage Linear Programming Problem | |
| Unit II | Profit and Loss | 15 |
| | Terms and formulae, Trade discount, Cash discount, problems involving cost price, selling price, trade discount, cash discount. Introduction to Commission and brokerage – problems on commission and brokerage | |
| Unit III | Interest and Annuity | 15 |
| | Simple interest, compound interest, Equated monthly installments, reducing balance and flat rate of interest Annuity immediate- present value and future value Stated annual rate and effective annual rate | |
| Unit IV | Shares and Mutual Fund | 15 |
| | Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares, Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value | |
| | TOTAL LECTURES | 60 |

REFERENCES:

- *Mathematical Statistics* by J.K. Goyal and J.N. Sharma, Krishna Prakashan Ltd., Meerut
- *Business Mathematics and Statistics* by R.K. Ghosh and S. Saha, New Central Agency Pvt. Ltd. Calcutta
- *Commerce Mathematics* by Om P. Chug, etc., Anmol Publication Ltd., New Delhi
- *Mathematics for Economics and Business* by J. Soper, Blackwell Publishing, U.S.A.
- *Business Mathematics & Statistics*: B Aggarwal, Ane Book Pvt. Limited
- *Business Mathematics*: D C Sancheti & V K Kapoor, Sultan Chand & Sons
- *Business Mathematics*: A P Verma, Asian Books Pvt.: Limited.
- *Mathematics for Economics and Finance Methods and Modelling* by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.
- *Applied Calculus*: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
- *Business Mathematics* By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
- *Mathematics for Business Economics*: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc- Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
- *Fundamentals of Applied Statistics*, S.C Gupta and V.K Kapoor Sultan Chand and Sons
- *Advanced Statistics*, Dr. Virender Poonia Vishwa Bharti Publication



Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|--|-----------------|
| 1 | One class test (20 Marks) | |
| | Match the Column/ Fill in the Blanks/ Multiple Choice Questions (½ Mark each) | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) (01 Mark each) | 05 Marks |
| | Answer in Brief (Attempt Any Two of the Three) (05 Marks each) | 10 Marks |
| 2 | Active participation and Submissions of Assignments, Presentations, Case studies, Group Discussions, Journals as per the subject related academic activities | 15 Marks |
| 3 | Class Participation (Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities) | 05 Marks |
| | Total | 40 Marks |

B. External Examination: 60%- 60 Marks

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern (Practical Courses)

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-2 | OR Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-3 | OR Full Length Practical Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions | 08 Marks 07 Marks |
| Q-4 | OR Short Notes To be asked 05 To be answered 03 | 15 Marks |
| | Total | 60 Marks |

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern (Theoretical Courses Other than F.C Course)

Maximum Marks: 60

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Semester End Theory Examination

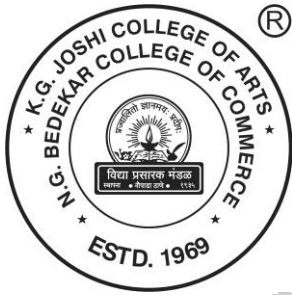
Time: 2 hours

- NB.
1. All questions are compulsory.
 6. Each question has internal options.
 7. Figures to the right indicate marks.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-2 | OR Full Length Question | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-3 | OR Full Length Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions | 08 Marks 07 Marks |
| Q-4 | OR Short Notes To be asked 05 To be answered 03 | 15 Marks |
| | Total | 60 Marks |

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks



Agenda No. 1.02 in AC
Date- 07/07/2021

University of Mumbai



**Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce
(Autonomous)**

(Affiliated to University of Mumbai)

Program: BAMMC Sem I & II

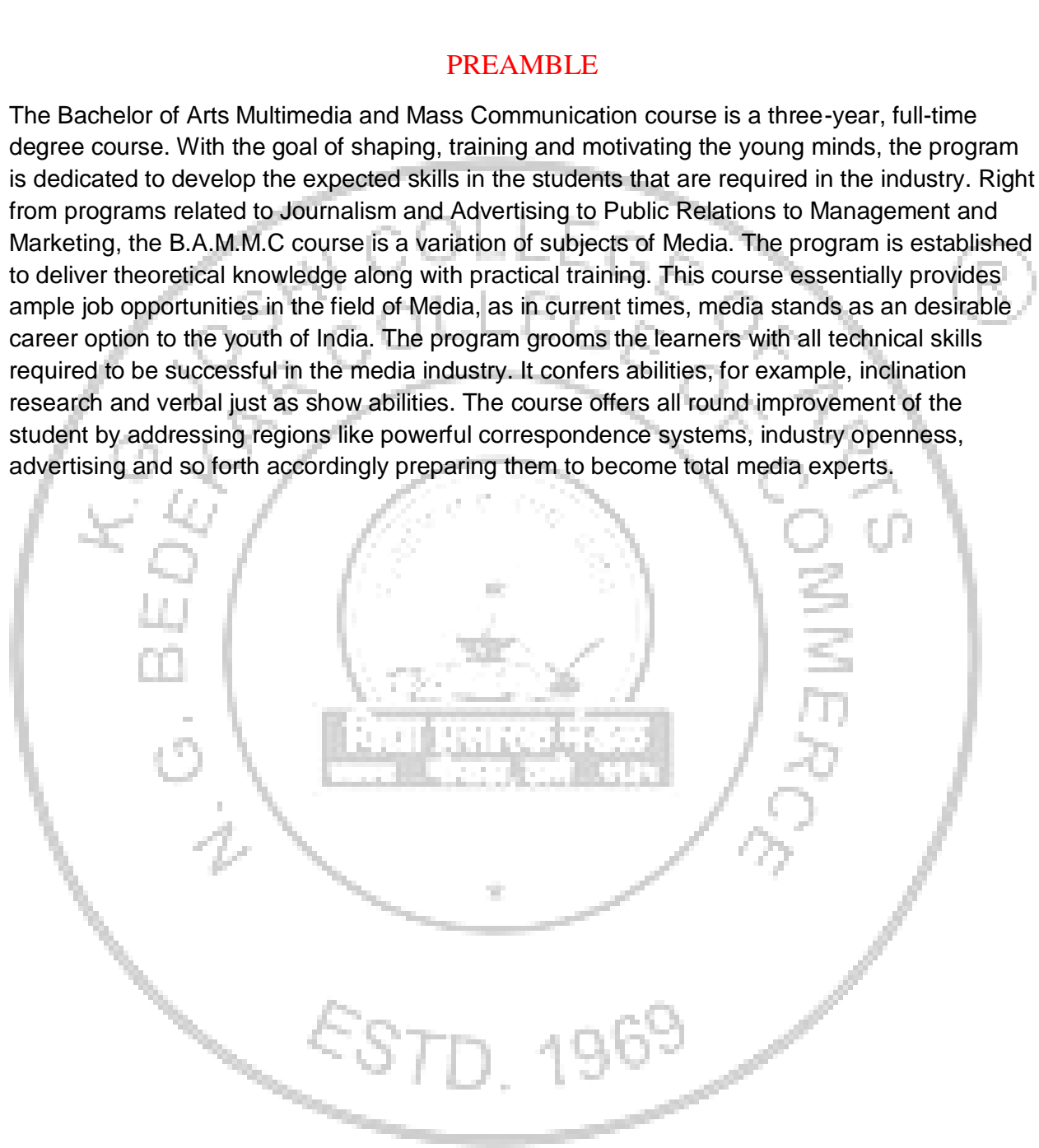
Syllabus for FYBAMMC

Year of Establishment: 2007

Year of Upgrading: 2021-2022

PREAMBLE

The Bachelor of Arts Multimedia and Mass Communication course is a three-year, full-time degree course. With the goal of shaping, training and motivating the young minds, the program is dedicated to develop the expected skills in the students that are required in the industry. Right from programs related to Journalism and Advertising to Public Relations to Management and Marketing, the B.A.M.M.C course is a variation of subjects of Media. The program is established to deliver theoretical knowledge along with practical training. This course essentially provides ample job opportunities in the field of Media, as in current times, media stands as an desirable career option to the youth of India. The program grooms the learners with all technical skills required to be successful in the media industry. It confers abilities, for example, inclination research and verbal just as show abilities. The course offers all round improvement of the student by addressing regions like powerful correspondence systems, industry openness, advertising and so forth accordingly preparing them to become total media experts.





PROGRAM OUTCOMES

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

8. This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field

9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

10. They will be better equipped to grasp the complex relationship between Communication/media theories and a diverse set of individual, social, and professional practices.

11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

PROGRAM SPECIFIC OUTCOMES

PSO-1: Learners will foster a worldwide consciousness of political, social and corporate issues impacted by correspondence affectability and abilities.

PSO-2: Students will conceptualize plan and produce projects in media dependent on viable standards and practices of media feel for explicit crowds.

PSO-3: Learners will be able to design new media work, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.

PSO-4: Learners will gain proficiency with the components of lead composing, inverted pyramid, report development, attribution, and appropriate newspaper style.

PSO-5: Program will foster information, abilities and judgment around human correspondence that will work with their capacity to work by and large with others. The abilities will incorporate correspondence skills like overseeing struggle, seeing little gathering measures, undivided attention, proper self-revelation.

PSO-6: Program offers all round advancement of the student by addressing regions like effective communication strategies, industry exposure, advertising and so on along these lines prepping them to become media experts.

PSO-7: Learners will understand mass media as a system of interconnected forces which have technical advancements, current events, commercial aspects, regulatory constraints and ethical issues.

| | |
|-------------|---------------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEM | I |
| COURSE: | EFFECTIVE COMMUNICATION-I |
| COURSE CODE | JBCUAMMCEC-101 |

| | |
|--|-------------|
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |
| COURSE OUTCOME | |
| 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. | |
| Syllabus | |

| Module number | Details | LECTURES |
|---------------|---|----------|
| 1 | The concept of communication | 12 |
| | 1. Introduction to Communication - Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. | |
| | 2. Types of Communication - Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. | |
| | 3. Oral communication and media- Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion | |
| | 4. Listening Skills- Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place | |
| 2 | Reading -English, Hindi OR Marathi | 12 |
| | 1. Types of Reading- Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release | |

| | | |
|---|---|----|
| | in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling | |
| | 2. Various aspects of Language- Recognizing various aspects of language particularly related to media , Vocabulary 100 media words | |
| | 3. Grammar & Usage- Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc | |
| 3 | Thinking and Presentation | 12 |
| | 1. Thinking- Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking | |
| | 2. .Presentation- Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation | |
| | 3. Vāda: Theory and Practice of debate, discussion and presentation | |
| 4 | Translation | 12 |
| | 1. .Introduction To Translation- Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation | |
| | 2. Interpretation- Interpretation: Meaning, Difference between interpretation and translation | |
| | 3. Role of a translator- Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator | |

Internal exercise:

1. Project/Assignment
2. Debate & Group discussion
3. Presentation.

SUGGESTED READING:

1. Word Power Made Easy by Norman Lewis
2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar
3. Wren and martin for English Grammar
4. **Vāda**: Theory and Practice, Radhavallabha Tripathi, DK World, Delhi, 2016.

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|--------------------|----------------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEM | I |
| COURSE: | Foundation Course-I |
| COURSE CODE | JBCUAMMCFC-102 |
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |

COURSE OUTCOME

- 1.To acquaint students with diverse nature of Indian society
- 2.To provide broad outline of Indian Constitution, its preamble, features,etc.
- 3.To make students aware both about fundamental rights and duties
- 4.To make the students understand natural and man-made disparities

Course Nomenclature: Foundation Course - I

Course Code: JBCUAMMCFC-102

Lectures

Unit I: Diverse nature of Indian Society

09

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

09

1. Communal Conflicts
2. Caste Conflicts
3. Linguistic and regional conflicts

Unit III: Contemporary Indian Society- Issues and Challenges

09

1. Concept of Gender
2. Multiplicity of Gender Identities
3. Changing nature of the institution of family

Unit IV: Introduction to the Constitution

09

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties



● REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I)

12

OR

1. A. Short question (from Unit I)

6

B. Short question (from Unit I)

6

2. Full length question (from Unit II)

12

OR

2. A. Short question (from Unit II)

6

B. Short question (from Unit II)

6

3. Full length question (from Unit III)

12

OR

3. A. Short question (from Unit III)

6

B. Short question (from Unit III)

6

4. Full length question (from Unit IV)

12

OR

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

5. Full length question (from Unit IV)

12

OR

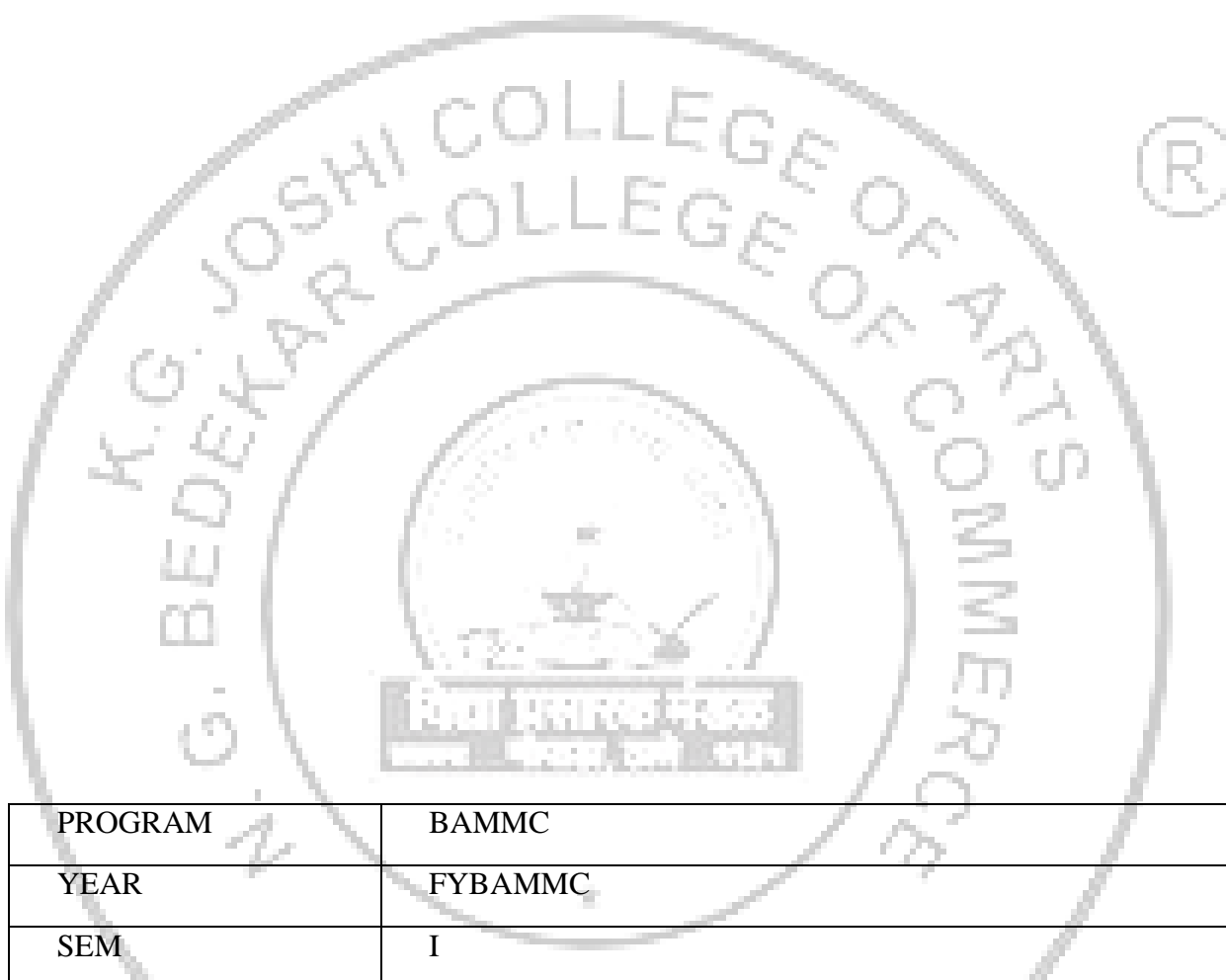
5. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6





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|-------------------------------|----------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEM | I |
| COURSE: | VISUAL COMMUNICATION |
| COURSE CODE | JBCUAMMCVC-103 |
| TOTAL MARKS | 100 (60:40) |
| JBCUAMMCVC-103 | VISUAL COMMUNICATION |
| NO OF LECTURES | 48 |
| Existing Syllabus (No change) | |
| COURSE OUTCOME | |

To Provide students with tools that would help them visualize and communicate.

Understanding visual communication as a part of mass communication

To acquire basic knowledge to be able to carry out project in field of visual communication.

To acquire basic knowledge in theories and languages of visual communication.

The ability to understand and analyse visual communication from a critical perspective.

Syllabus

| Module number | Details | LECTURES |
|---------------|---|----------|
| 1 | DEVELOPMENT OF VISUAL COMMUNICATION | 12 |
| | <ol style="list-style-type: none">1. INTRODUCTION TO VISUAL COMMUNICATION-1. History and development of Visuals2. Need and importance of visual communication3. Visual Communication as a process and as an expression, Language and visual communication4. Visible concepts<ul style="list-style-type: none">• Plans and organisational charts• Maps• Chronologies5. Invisible Concepts<ul style="list-style-type: none">• Generalisation Theories• Feelings or attitudes | |
| 2 | THEORIES OF VISUAL COMMUNICATION | 12 |
| | <ol style="list-style-type: none">1. SENSUAL THEORIES- a) Gestalt b) Constructivism c) Ecological | |

| | | |
|---|---|----|
| | 2. PERCEPTUAL THEORIES- a) Semiotics b) Cognitive | |
| 3 | IMPACT OF COLORS | 12 |
| | Colors and Design in Visual Communication- 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design | |
| 4 | CHANNELS OF VISUAL COMMUNICATION | 12 |
| | Tools/Mediums of Visual communication- 1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre | |
| 5 | LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA | 12 |
| | Visual communication in the age of social media- 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media | |

Internal exercise:

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION

SUGGESTED READING:

1. HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY
2. VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA
3. VISUAL COMMUNICATION BY RALPH E WILEMAN

| | |
|---|------------------------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEM | I |
| COURSE: | Fundamentals of Mass Communication |
| COURSE CODE | - JBCUAMMCFMC-104 |
| TOTAL MARKS | 100 (60:40) |
| NO OF LECTURES | 48 |
| Existing syllabus (No changes) | |
| COURSE OUTCOME | |
| <ol style="list-style-type: none">1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.2. To study the evolution of Mass Media as an important social institution.3. To understand the development of Mass Communication models. | |
| Syllabus | |

| Module number | Details | LECTURES |
|---------------|---------|----------|
|---------------|---------|----------|

| | | |
|---|---|----|
| 1 | Introduction and overview | 12 |
| | 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Tastedifferentiated Audience Model, Hub Model, Sadharanikaran. | |
| 2 | History of Mass communication | 12 |
| | 1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape | |
| 3 | Major forms of mass media | 12 |
| | 1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet | |
| 4 | Impact of Mass Media on Society | 12 |
| | A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development | |
| | 5. The New Media and media convergence | |

| | | |
|--|---|--|
| | 1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects. | |
|--|---|--|

SUGGESTED READING:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon& ; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).

19. Communication-concepts & Process: Joseph A Devito

20. Lectures on Mass Communication: S Ganesh.

Internal exercise:

(any two to be selected- one individual and one group evaluation) 20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

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|--|---|-----------------|
| | PROGRAM | BAMMC |
| | YEAR | FYBAMMC |
| | SEM | I |
| | COURSE: | CURRENT AFFAIRS |
| | COURSE CODE | JBCUAMMCCA-105 |
| | TOTAL MARKS | 100 (60:40) |
| | NO OF LECTURES | 48 |
| | Existing syllabus (No changes) | |
| | COURSE OUTCOME | |
| | <p>To provide learners with overview on current developments in various fields.</p> <p>To generate interest among the learners about burning issues covered in the media</p> <p>To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p>Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p> | |
| | Syllabus | |

| Module number | Details | LECTURES |
|---------------|--|----------|
| 1 | Current National Stories | 12 |
| | <p>Three Political Stories of National Importance</p> <p>Political leaders : news makers of the season (Brief profile of any three)</p> | |

| | | |
|---|---|----|
| | One Dominating Business/Economic News Story One Dominating Environment News Story One Dominating News Story (any other genre) | |
| 2 | Polity and Governance | 12 |
| | Ministries of Government of India Autonomous government bodies Ministry of Home Affairs Enforcement Organizations Internal Security Police Communal tensions Review of latest episodes of communal tensions The tensions in J&K Background, Political players Update on the current situation Review of any three Central Government projects and policies | |
| 3 | International Affairs | 12 |
| | Security Council Structure and role Issues that currently engage the SC Role of United Nations ,General Assembly ,Other main organs of the UNO Issues that currently engage the UNO Four conflicts/ issues of international importance | |
| 4 | Maharashtra Issues | 12 |
| | Political parties reach and challenges, political leaders An update on the current political dynamics of Maharashtra News relating to the marginalized and displaced tribes The latest news on floods and drought, unemployment, health issues, etc Update two ongoing state projects | |
| 5 | Technology | 12 |
| | Mobile Application for Journalists- | |

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|--|--|--|
| | <p>Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide</p> <p>Artificial Intelligence & Content Automation Tools-</p> <p>Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation</p> <p>Augmented Reality& Virtual Reality in Media</p> <p>Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide</p> <p>Digital Gaming Industry</p> <p>Introduction to Digital Gaming Industry</p> <p>Digital gaming in India</p> <p>Overview of Indian digital gaming</p> | |
|--|--|--|

It is mandatory for students to read any one national newspaper daily and the teacher should devote 15 minutes of every lecture to reading/discussing the major news stories of the day.

Internal exercise:

The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.

| Sr no | Project/Assignment | Reason/Justification |
|-------|--|--|
| 01 | Quiz on current affairs | This is an interesting way of engaging learners with news and personalities making news. |
| 02 | Group Discussion on burning issues | Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject |
| 03 | Group presentations on any one current issue | This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. |

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|---------------------------------------|-------------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEMESTER | I |
| COURSE: | HISTORY OF MEDIA |
| SUBJECT CODE | JBCUAMMCHM-106 |
| PAPER | 06 |
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |
| Existing syllabus (No changes) | |

Course outcome:

To enable the learner to understand the major developments in media history. To understand the history and role of professionals in shaping communications.

| Module | Details | LECTURES |
|--------|---|----------|
| 1 | INTRODUCTION - EVOLUTION OF PRESS IN INDIA | 12 |
| | Newspaper – the rise of the voice of India during British rule | |
| | India's Freedom Struggle and Role of Media | |
| | Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India | |
| | Press during the Emergency Period | |
| 2 | LANGUAGE PRESS - HISTORY OF INDIAN LANGUAGE PRESS IN INDIA | 12 |

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|---|--|----|
| | Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) | |
| | Regional Press and its popularity of Indian regional languages in various regions | |
| | Vernacular Press Act 1876 | |
| 3 | DOCUMENTARIES & FILMS - HISTORY OF DOCUMENTARIES AND FILMS | 12 |
| | Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe) | |
| | Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria, Anand patwardhan, | |
| | Evolution of film making in India - brief history, Photography to moving films | |
| | Origin of Hindi cinema | |
| | Origin of Short films to what it is today, role of you tube and WhatsApp | |
| | Great masters of world cinema | |
| 4 | BROADCASTING - HISTORY OF RADIO AND TELEVISION IN INDIA | 12 |
| | Radio & Television as Mass Media | |
| | Radio and Television Broadcasting | |
| | The beginning of Radio and Television Shows | |
| | A New Era in Broadcasting in India | |
| | Satellite Television & Privatization in Broadcasting | |
| | Advertising in India | |
| | Internet Protocol Television | |
| 5 | ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA | 12 |
| | Raja Rammohan Roy | |
| | Bal Gangadhar Tilak | |
| | M. K. Gandhi | |
| | B .R. Ambedkar | |

| | | |
|--|--------------------------|--|
| | K P Kesava Menon | |
| | K.C Mammen Mapillai | |
| | Maulana Abdul Kalam Azad | |

SUGGESTED READING

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA’S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILOPOSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI

Internal Exercise

1. PRESENTATION/ ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP INTERACTIONS

Internal assessment: 40 marks

20 marks mcq.

15 marks assignment/projects

5 marks class performance/attendance.

External exam: 60 marks.

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question. (15)

Q.2 A) Give Descriptive/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes (Any 3 out of 5) (5 marks each) (15)

SEM 2:

| | | | |
|--|-----------------------------|--|----------|
| PROGRAM | BAMMC | | |
| YEAR | FYBAMMC | | |
| SEM | II | | |
| COURSE: | Effective communication –II | | |
| COURSE CODE | JBCUAMMCEC-201 | | |
| TOTAL MARKS | 100 (60:40) | | |
| NUMBER OF LECTURES | 48 | | |
| COURSE OUTCOME | | | |
| 1. To make the students aware of use of language in media and organization. | | | |
| 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. | | | |
| 3. To introduce key concepts of communications | | | |
| Syllabus | | | |
| | Module | Details | LECTURES |
| | 1 | Writing | 12 |
| | | 1.Report writing- Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report | |
| | | 2. Organizational writing- Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. | |
| | | 3. Writing for Publicity materials: Writing for Publicity materials (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot | |

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|--|---|---|----|
| | 2 | Editing | 12 |
| | | Editing- Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing. | |
| | 3 | Paraphrasing and Summarizing | 12 |
| | | 1. Paraphrasing- Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation | |
| | | 2. Summarization- Summarizing content , the points and sub- points and the logical connection between the points | |
| | | 3. Job Application Letter Writing Curriculum Vitae/Resume/Biodata Statement of Purpose (SOP) | |
| | 4 | Interpretation of technical data | 12 |
| | | Interpretation of technical data- Read graphs, maps, charts, Write content based on the data provided | |

PROPOSED CHANGES: (additional topics to module 3) (No omission of modules/topics)

Internal Exercise

Sr no Project/Assignment

1 Clipping files on various current topics.

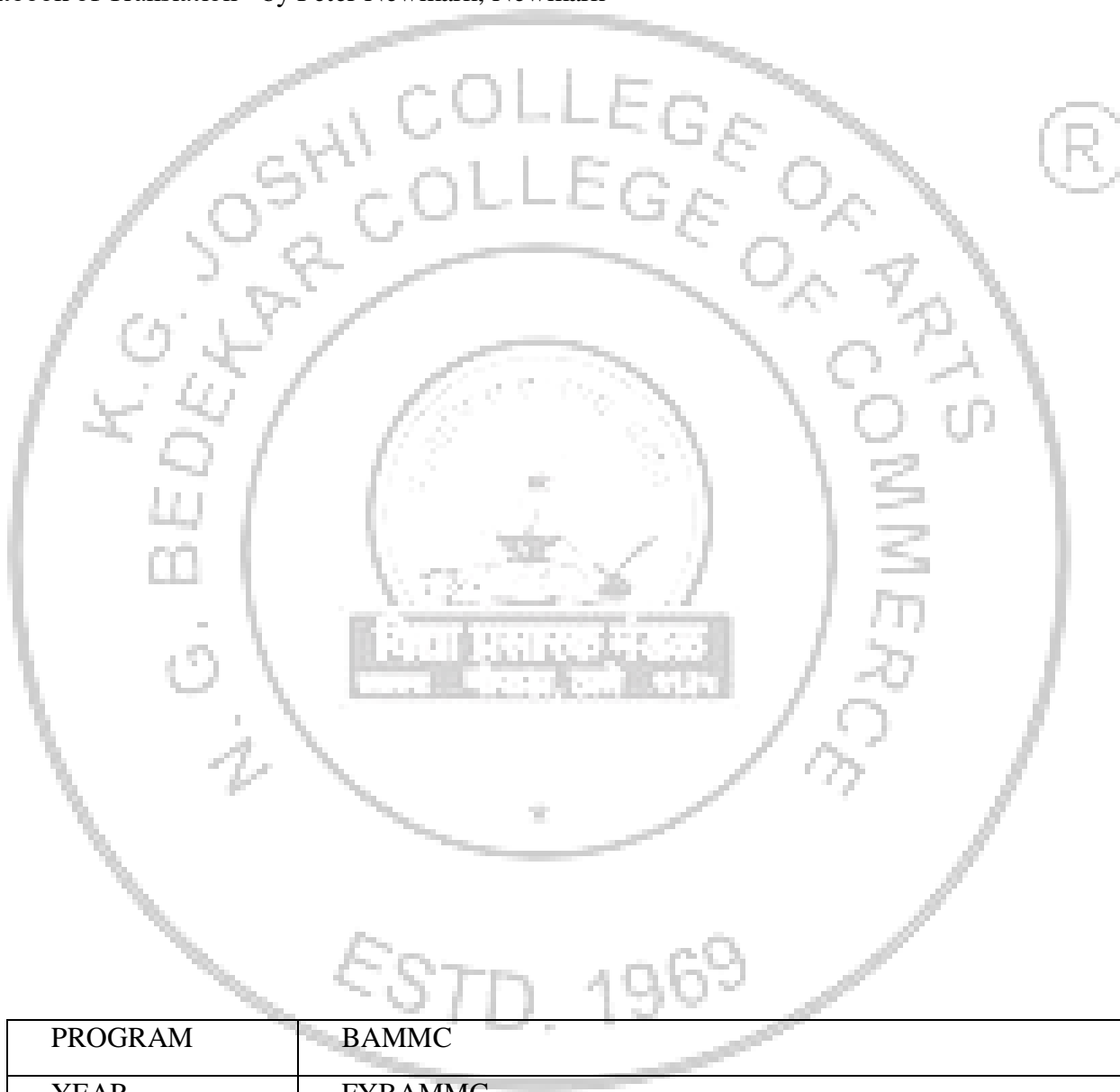
2 Publish letters to editors in news media.

3 Reporting of college events.

SUGGESTED READING:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's

- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark



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|---------|-----------------------------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |
| SEM | II |
| COURSE: | Foundation Course-II |

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|--|----------------|
| COURSE CODE | JBCUAMMCFC-202 |
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |
| COURSE OUTCOME | |
| 1. To update students about changing economic scenario 2. To make students aware about environmental issues and its preservation 3. To help students understand role of political parties in India 4. To acquaint students with psychological aspects involving stress, conflict management, etc. | |

Course Code: JBCUAMMCFC-202

Lectures

Unit I: Globalization: Impact on the Society

09

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

Unit II: Human Rights

09

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Unit III: Ecology

09

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts

09

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

- | | |
|--------------------------------------|---|
| 3. A. Short question (from Unit III) | 6 |
| B. Short question (from Unit III) | 6 |

- | | |
|--|----|
| 4. Full length question (from Unit IV) | 12 |
|--|----|

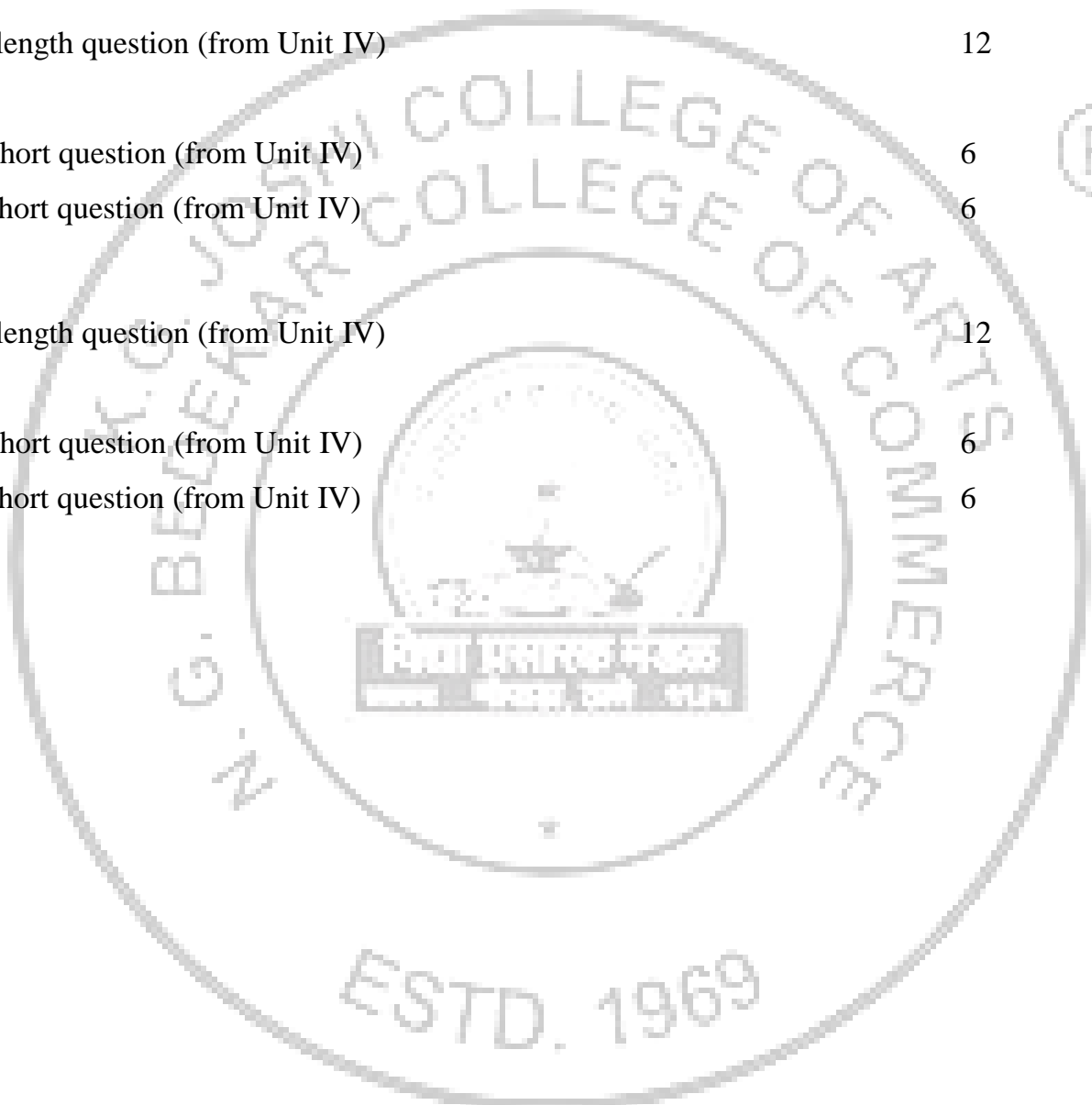
OR

- | | |
|-------------------------------------|---|
| 4. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV) | 6 |

- | | |
|--|----|
| 5. Full length question (from Unit IV) | 12 |
|--|----|

OR

- | | |
|-------------------------------------|---|
| 5. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV) | 6 |



| | | | |
|--|-----------------|---|----------|
| PROGRAM | BAMMC | | |
| YEAR | FYBAMMC | | |
| SEM | II | | |
| COURSE: | Content Writing | | |
| COURSE CODE | JBCUAMMCCW-203 | | |
| TOTAL MARKS | 100 (60:40) | | |
| NUMBER OF LECTURES | 48 | | |
| Existing syllabus (No changes) | | | |
| COURSE OUTCOME | | | |
| 1. To provide students with tools that would help them communicate effectively. | | | |
| 2. Understanding crisp writing as part of Mass Communication | | | |
| 3. The ability to draw the essence of situations and develop clarity of thought. | | | |
| Syllabus | | | |
| | Module | Details | LECTURES |
| | 1 | Foundation | 12 |
| | | 1.Grammar Refresher- With special emphasis on use of punctuations, prepositions, capital letters and lower case | |
| | | 2.Vocabulary building- Meaning, usage of words , acronyms | |
| | | 3. Common errors- Homophones and common errors in English usage. | |
| | | 4. Essentials of good writing- With emphasis on writing with clarity, logic and structure | |
| | | 5. Phrases and idioms- Creative usage of phrases and idioms. | |
| | 2 | Editing Skills | 12 |
| | | 1. Redundant words- Identifying redundant words and phrases and eliminating these. | |

| | | | |
|--|---|---|----|
| | | 2. Editing sentences- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error | |
| | | 3. Editing captions- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error | |
| | | 4. Editing headlines- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error | |
| | | 5. Editing copy- Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error | |
| | 3 | Writing Tips and Techniques | 12 |
| | | 1. Writing tickers/ scrolls- For television news. | |
| | | 2. .Writing social media post- Twitter and for other social networks | |
| | | 3.Writing briefs/snippets- News briefs, Lifestyle and entertainment snippets | |
| | | 4.Caption writing- Picture stories etc | |
| | | 5.Writing headlines-News headlines and feature headlines | |
| | 4 | PRESENTATION TOOLS AND TECHNIQUES | 12 |
| | | 1. Power Point Presentation- Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation | |
| | | 2.Info graphic- Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact | |
| | | 3.Three minute presentation- Content for single slide Uses of phrases Effective word selection | |

| | | | |
|--|----|---|----|
| | | Effective presentation | |
| | | 4. Google Advance search- How to select relevant information Locating authentic information How to gather information for domestic and international websites | |
| | | 5. Plagiarism- How to do a plagiarism check Paraphrasing Citation and referencing style | |
| | 5. | Writing for the Web | 12 |
| | | 1. Content is King- Importance of content | |
| | | 2. Less is more- Writing for print media/ social media like Twitter, etc | |
| | | 3. Copy writing- Ad campaigns (creative, witty and attractive) | |
| | | 4. Realtime content- Difference in writing for print vs digital | |
| | | 5. Keywords- Designing keywords for Search Engine Optimization | |

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no Project/Assignment Reason/Justification

1 Writing Captions and Headlines

Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions

2 A three- minutes power point presentation

This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes

3 Word Game/ Quiz This is an exciting way to get learners engaged in vocabulary building

SUGGESTED READING:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris



| | |
|---------|-------|
| PROGRAM | BAMMC |
|---------|-------|

| | | | |
|---|-----------------------------|--|--------------|
| YEAR | FYBAMMC | | |
| SEM | II | | |
| COURSE: | Introduction to Advertising | | |
| COURSE CODE | JBCUAMMCIA-204 | | |
| TOTAL MARKS | 100 (60:40) | | |
| NUMBER OF LECTURES | 48 | | |
| Existing Syllabus (No changes) | | | |
| COURSE OUTCOME | | | |
| 1. To provide the students with basic understanding of advertising, growth, importance and types. | | | |
| 2. To understand effective advertisement campaigns, tools, models etc. | | | |
| 3. To comprehend the role of advertising , various departments, careers and creativity | | | |
| Syllabus | | | |
| | Modul e | Details | LECTURE S |
| | 1 | Introduction to Advertising | 12 |
| | | 1. Introduction to Advertising- Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising | |
| | | 2. Types of advertising- Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy | |
| | | 3. Ethics and Laws in Advertising- Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations | |
| | | 4. Social, Cultural and Economic impact of Advertising- Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising | |
| | | 5. Theories- Stimulus theory, AIDA, Hierarchy ,Means End Theory | |
| | 2 | Integrated marketing communication and tools | 12 |
| | | 1. Integrated marketing communication- Emergence, Role, Tools, Communication process, The IMC Planning Process | |

| | | | |
|--|---|---|----|
| | | 2. Print Media and Out-of Home Media- Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-ofhome Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising | |
| | | 3. Broadcast Media- Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages | |
| | | 4. Public Relation- Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity | |
| | | 5. Sales Promotion and Direct marketing- Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages | |
| | 3 | Creativity in advertising | 12 |
| | | 1. Introduction to Creativity- Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals | |
| | | 2. Role of different elements in ads- Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc. | |
| | | 3. Elements of copy- Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board | |
| | 4 | Types of advertising agency, department, careers and latest trends in advertising | 12 |
| | | 1. Types of advertising agency- Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others | |
| | | 2. Various departments in an agency- Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and other | |
| | | 3. Latest trends- Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising. | |

Internal Exercise

1. Individual/ group project should be given to develop an advertising strategy on any product or service
- 2 Write a story board/ types of copy.
- 3 Big Idea – Group project

SUGGESTED READING:

1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
2. Adland: Global History of advertising by mark Tungate
3. Copy paste : How advertising recycle ideas by Joe La Pompe

| | |
|---------|---------|
| PROGRAM | BAMMC |
| YEAR | FYBAMMC |

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|--------------------------------|----------------------------|
| SEMESTER | II |
| COURSE: | INTRODUCTION TO JOURNALISM |
| SUBJECT CODE | JBCUAMMCIJ-205 |
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |
| Existing syllabus (No changes) | |

Course outcome:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

| Module | Details | LECTURES |
|--------|---|----------|
| 1 | History of Journalism in India | 12 |
| | Changing face of journalism from Guttenberg to new media | |
| | Journalism in India: | |
| | Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism | |
| | How technology advancement has helped media | |
| | New media with special reference to rise the Citizen Journalism | |
| 2 | News and its process | 12 |
| | Definition of News , | |
| | The news process from the event to the reader | |
| | What makes a good story | |
| | Anatomy of a news story | |
| | Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc | |

| | | |
|---|---|----|
| 3 | Principles and format | 12 |
| | What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials | |
| 4 | Career in journalism | 12 |
| | Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, Indepth journalist , lifestyle journalist | |
| 5 | Covering an event (flip class) | 12 |
| | Background research | |
| | Finding a news angle | |
| | Capturing the right pictures for a photo feature Writing Headline, captions and lead | |

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.

| | |
|---------|-------|
| PROGRAM | BAMMC |
|---------|-------|

| | |
|--------------------|------------------------|
| YEAR | FYBAMMC |
| SEMESTER | II |
| COURSE: | MEDIA GENDER & CULTURE |
| SUBJECT CODE | JBCUAMMCIJ-206 |
| TOTAL MARKS | 100 (60:40) |
| NUMBER OF LECTURES | 48 |

5. Introduction to Journalism: Essential Technique Richard Rudin

6. Introduction to Journalism: Carole Fleming

7. Introduction to Journalism: James Glen Stowal

| COURSE OUTCOME | | |
|--|----------------------------------|----------|
| 1. To discuss the significance of culture and the media industry. 2. To understand the association between the media, gender and culture in the society. 3. To stress on the changing perspectives of media, gender and culture in the globalised era. | | |
| Syllabus | | |
| Module | Details | LECTURES |
| 1 | INTRODUCTION TO CULTURAL STUDIES | 12 |

| | | |
|---|--|----|
| | <p>EVOLUTION, NEED, CONCEPTS AND THEORIES- Evolution, features of cultural studies, Need and significance of cultural studies and media</p> <p>Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories:</p> <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck | |
| 2 | CULTURE AND MEDIA | 12 |
| | <p>CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRNDS-</p> <ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media commodification, memes, representation, articulation, popular culture, power, cyber culture, Mass culture, OTT platforms 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society | |
| 3 | GENDER AND MEDIA CULTURE | 12 |
| | <p>ROLE AND INFLUENCE OF MEDIA-</p> <ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, LGBT, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media | |

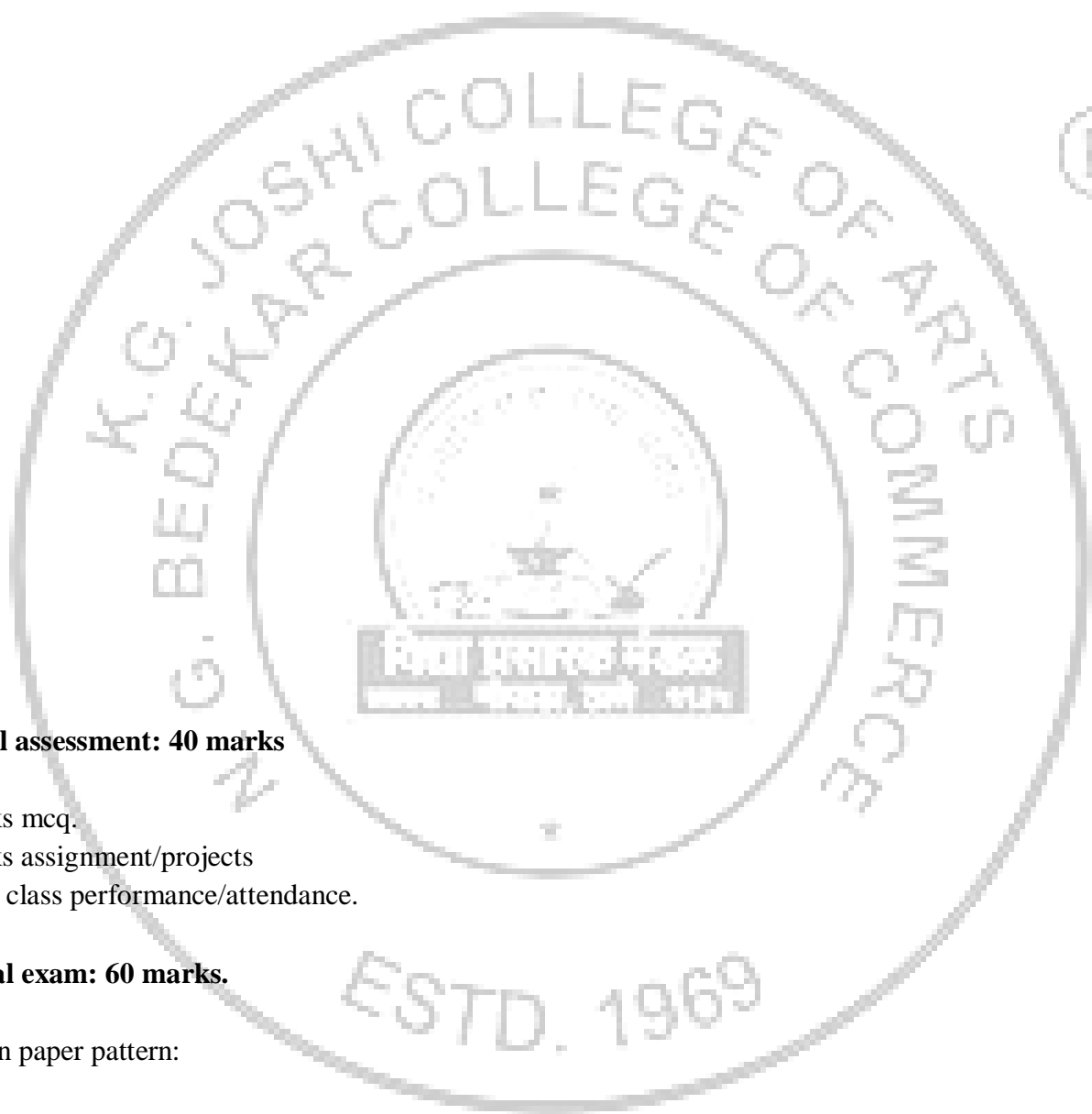
| | | |
|---|---|----|
| | 5. Gender issues in news media (TV, radio, newspapers & online news) | |
| 4 | GLOBALISATION AND MEDIA CULTURE | 12 |
| | <p>GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS-</p> <ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. | |

Internal Exercise:

1. CONTINUOUS ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP/INDIVIDUAL PROJECTS

SUGGESTED READING

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR



Internal assessment: 40 marks

20 marks mcq.

15 marks assignment/projects

5 marks class performance/attendance.

External exam: 60 marks.

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question.

(15)

Q.2 A) Give Descriptive/long answers

OR

(15)

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

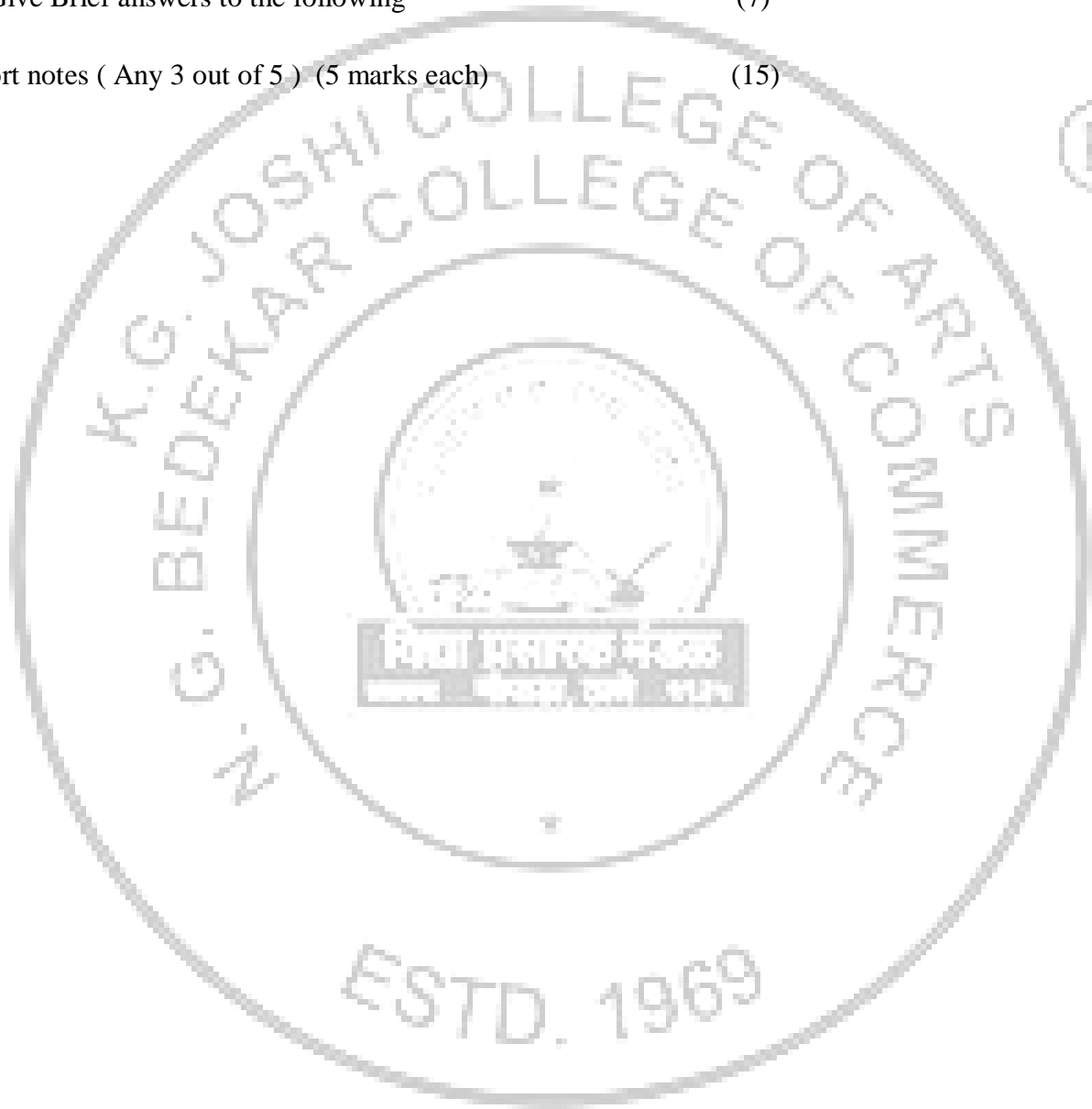
Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes (Any 3 out of 5) (5 marks each) (15)





University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane
(Autonomous)

(Affiliated to University of Mumbai)



Program: Bachelor of Commerce (Banking and Insurance)

Syllabus for F.Y.B.Com (Banking and Insurance)

Year of Establishment: 2004

Year of Upgrading: 2021-22

Preamble

Banks and Insurance companies are key financial intermediaries who play a constructive role in building a robust financial system. A good understanding of the functions of banks both at the domestic and national level is a must of candidates aspiring for a career in banking sector. Insurance on the other hand is a field with never ending career opportunities both at the operational and field level. A combination of banking and insurance coupled with a sound theoretical knowledge of other fields of finance equip one to face the industry and the opportunities and challenges therein.

To achieve this the course aims to provide an amalgamation of theoretical and practical exposure to students with innovative course design and deliverables. The comprehensive programme, covers all major areas of banking, insurance and related fields of finance and management. It seeks to make the students market ready by giving all the necessary theoretical inputs and possible practical exposures.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire B.Com BBI Course)

Mode of Delivery: Offline (Online, in case of emergency)

विद्या प्रसारक मंडळ

स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

PROGRAMME OUTCOMES

| PO | PO Description |
|-------------|---|
| PO-1 | The students will gain knowledge of various aspects of banking, insurance and related fields of finance and management enabling them to better understand and correlate them. |
| PO-2 | To give an adequate exposure to operational environment in the field of financial services, especially banking and insurance. |
| PO-3 | To develop the professionals capabilities of students by giving them adequate industry exposure and training required to occupy positions of responsibility in Banks, NBFCs, Insurance Companies, Asset Management, Stock Broking Companies as well companies having back end banking operations and support. |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|--|
| PSO1 | Students will acquire skills needed to understand operational aspects in the banking and insurance sector. |
| PSO2 | Continuous evaluation of the students by way of interactions, projects, presentations, industrial visits, practical training, job orientations etc will make them market ready. |
| PSO3 | Students also learn many behavior aspects, code of conducts and ethics of the in the field of banking , insurance operations and marketing through live case studies and interactions with which help in their holistic development. |
| PSO4 | Students would be able to do higher education and advance research in the field of banking, insurance and related fields of finance and management |

DISTRIBUTION OF TOPICS AND CREDITS**FYBCOM (Banking and Insurance) Semester I**

| Course Code | Course Type | Course Title | Credits |
|-------------|--|---|---------|
| JBUCBBI101 | Elective Courses (EC) | Environment and Management of Financial Services. | 03 |
| JBUCBBI102 | Elective Courses(EC) | Principles of Management | 03 |
| JBUCBBI103 | Elective Courses(EC) | Financial Accounting – I | 03 |
| JBUCBBI104 | Ability Enhancement Compulsory Course (AECC) | Business Communication-I | 03 |
| JBUCBBI105 | Skill Enhancement Courses (SEC) | Foundation Course –I | 02 |
| JBUCBBI106 | Core Courses (CC) | Business Economics-I | 03 |
| JBUCBBI107 | Core Courses (CC) | Quantitative Methods-I | 03 |
| | | Total Credits | 20 |

FYBCOM (Banking and Insurance) Semester II

| Course Code | Course Type | Course Title | Credits |
|-------------|--|---|---------|
| JBUCBBI201 | Elective Courses (EC) | Principles and Practices of Banking & Insurance | 03 |
| JBUCBBI202 | Elective Courses(EC) | Business Law | 03 |
| JBUCBBI203 | Elective Courses(EC) | Financial Accounting – II | 03 |
| JBUCBBI204 | Ability Enhancement Compulsory Course (AECC) | Business Communication-II | 03 |
| JBUCBBI205 | Skill Enhancement Courses (SEC) | Foundation Course –II | 02 |
| JBUCBBI206 | Core Courses (CC) | Organizational Behavior | 03 |
| JBUCBBI207 | Core Courses (CC) | Quantitative Methods-II | 03 |
| | | Total Credits | 20 |

**The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –
Semester I**

**Course Nomenclature: Environment and Management of
Financial Services**

Course Code: JBUCBBI101

Course Outcomes:

1. The subject focuses on the overview of banking and insurance sector.
2. Various new concepts are introduced for understanding the recent banking and insurance trends.
3. Along with banking and insurance, subject also gives idea on various other financial services available.

| Unit No | Modules/Units | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Financial System | 15 |
| | Financial System <input type="checkbox"/> Institutional Set- up <input type="checkbox"/> Marketing Structure <input type="checkbox"/> Instruments <input type="checkbox"/> Overview of different kinds of financial services. (e.g., Leasing, Hire purchase, factoring, forfaiting, Bill financing/Bill discounting, housing finance, letter of credit, insurance, venture capital, merchant banking, stock broking and credit rating.) • Meaning, Definition and scope of Banking and Insurance. Financial Institutions, Financial Instruments, Financial Markets, Financial Services Types of Banking and Insurance Services | |
| 2 | Phases of Development of Banking and Insurance | 15 |
| | Significance and Role of Banking and Insurance in mobilizing savings, investment, Accumulation and economic growth. • Functions and working of banking and insurance companies | |
| 3 | Management, Regulation and Development | 15 |

| | | |
|----------|--|-----------|
| | Risk management within the organizations of Banks and Insurance companies <ul style="list-style-type: none"> • Asset - Liability Management in Banking and Insurance • Organizational structure and management | |
| 4 | Regulatory and Developmental Framework of Banking & Insurance | 15 |
| | <ul style="list-style-type: none"> • Banking companies and RBI Acts and legal framework governing the insurance. • Developmental Activities of RBI and IRDA • Mechanism of supervision and regulation. • Prudential Norms. | |

References:

1. Life Insurance Corporation of India. Vol.1. II & III Mishra M.N.
2. Life Insurance Corporation Act, 1956.
3. Insurance Regulatory Development Act, 1999.
4. Life insurance Corporates as Financial Institutions, IIC Associates of America.
5. Modern Life Insurance, M J Oster and W, Robert, Macmillan NY
6. Capital Market in a Planned Economy, NCAERT, Delhi,
7. Banking In India. S.G. Panandikar, Worali, Mumbai.
8. Investment Mgmt. S.L.V. Sinha & Others, Institute for Financial Development and Research. Madras
9. Indian Financial System (Vol. I & II) B.D. Ghonasgi & Maloti Anagol
10. Modern Banking- R.S. Sayers

Semester I

Course Nomenclature: Principles of Management

Course Code: JBUCBBI102

Course Outcomes:

1. Discuss and communicate the management evolution and how it will affect future managers.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.
7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control method.

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Introduction to Management | 15 |
| | Definition of management Management as a profession Traditional v/s contemporary management | |
| 2 | Management Process | 15 |
| | Management process, Practices, functions of management related to banking and insurance companies. | |
| 3 | Organization structure of banking and insurance companies | 15 |
| | Organizational Structure I Organizational Structure II | |
| 4 | Business leaders and Recent Trends in Management | 15 |
| | Leaders in the Indian Industry Leaders in the Banking and insurance industry Indian Leaders International Leaders Social Responsibility of Management : concept, Cases for and against, responsibility towards various stakeholders Introduction to Business ethics and corporate governance: concept and framework | |

References:

1. Principles of Management, Kale Ahmed Vipul Publications, Mumbai, 4th revised edition.
2. Principles of Management, T. Ramaswamy Himalaya Publications, Mumbai. 2nd edition
3. Practices and Principles of Management L.M. Prasad, S. Chand and Sons Education 3rd edition Publishers, New Delhi
4. Principle And Practice Of Management By Brech, E. F.L. Longman Green Publisher: London; 1968
5. Principles Of Management By Terry, George R. Richard D.Irwin Textpublisher: Illinois ; 1970
6. Principles Of Personnel Management by Flippo, Edwin B. McGraw-Hillnew York ; 1966
7. Principles Of Management: An Analysis Of Managerial Functions By "Koontz, Harold , O'donnell, Cyril, McGraw-Hill Kogakusha Publisher: Tokyo ; 1968

Semester I

Course Nomenclature: Financial Accounting- I

Course Code: JBUCBBI103

Course Outcomes:

1. To learn preparation of Trial Balance and recording of Accounting Transactions
2. To make them understand about to maintain the books of accounts and record transactions and to handle basic of financial accounting.
3. To enlighten the learners about Final Accounts of non-profit organization.
4. To help students in understanding the classification of Incomes and Expenditures and also to gain knowledge about Accounting Standards.

| Unit No | Modules/Units | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Accounts | 15 |
| | Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance | |
| 2 | Classification of Income and Expenses and Accounting Standards | 15 |
| | Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept, Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs). | |
| 3 | Issue of Shares, Stock valuation & Hire Purchase | 15 |

| | | |
|----------|---|-----------|
| | Introduction to issue of shares. Stock valuation (FIFO and Weighted Average Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, exclude repossession), Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. | |
| 4 | Final Accounts | 15 |
| | Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non-Profit Organizations | |

References:

1. Introduction to Accountancy -T. S. Grewal-(S.Chand &Co.)
2. Double Entry Book Keeping- J. R.Batliboi.
3. Double Entry Book Keeping - M. M.Chokshi
4. Advanced Accounts -Shukia & Grewal (S.Chand &Co.)
5. Advanced Accountancy - R.L.Gupta & M.Radhaswamy
6. Accounting Standards -Institute of Chartered Accountants of India. New Delhi
7. Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand & Company Ltd

Semester I

Course Nomenclature: Business Communication-I

Course Code: JBUCBBI104

Course Outcomes:

1. This course involves the study of theory of communication including the process, the methods used, the channels, objectives of corporate communication.
2. To study on business ethics.
3. To study business correspondence including personnel correspondence
4. To study on paragraph writing and writing skills

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Theory of Communication | 15 |
| | Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing | |
| 2 | Business Correspondence | 15 |

| | | |
|----------|--|-----------|
| | <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural /Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate</p> | |
| | Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labor | |
| 3 | Business Correspondence | 15 |
| | Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)] | |
| 4 | Language and Writing Skills | 15 |
| | <p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc. Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities – Listening Comprehension - Remedial Teaching -Speaking Skills:</p> <p>Presenting a News Item, Dialogue and Speeches - Paragraph Writing: Preparation of the first draft, Revision and Self –Editing, Rules of spelling. -Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p> <p>Synopsis Writing and How to Formulate Bibliography</p> | |

References:

1. Business Communication I, Rhoda A. Doctor/ Aspi H. Doctor/ Dr. Sanobar Hussaini/ Meghna Shinde-Chakne, Sheth Publishers
2. Basic Business Communication: Skills for Empowering the Internet Generation, Lesikar, R/ Flatley, M. 10th ed, TMH
3. *Business communication essentials: A skills-based approach to vital business English* (4th ed.), Bovee, C., & Thill, J. (2010)

4. Essentials of Business Communication, Pal, Rajendra, Korlahalli, J. S., S.Chand, New Delhi
5. The Essence of Effective Communications, Ludlow, R. & Panton, F. (1998), Prentice Hall of India Pvt. Ltd
6. Business Communication1, Dr Neeta Chakravarty, Manan Prakashan
7. Business Communication I, Nina Roy Choudhury/ Lekha Nambiar, Vipul Prakashan
8. Business Communication Today, Bovee, C/ Thill, J/ Schatzman, B. 7th ed, Pearson Edu
9. Business Communication, Bedi, R/ Aruna, K. 1st ed, Vrinda

Semester I

Course Nomenclature: Foundation Course –I

Course Code: JBUCBBI105

Course Outcomes:

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Diverse nature of Indian Society | 9 |
| | <ol style="list-style-type: none">1. Multi-cultural diversity with special reference to religion and caste2. Linguistic diversity3. Regional Variations based on rural, urban and tribal characteristics | |
| 2 | Unit II: Disparities in Indian Society | 9 |
| | <ol style="list-style-type: none">1. Communalism2. Casteism3. Linguism and regionalism | |
| 3 | Unit III: Inequalities in Indian Society | 9 |
| | <ol style="list-style-type: none">1. Gender inequality – Violence against Women and Declining Sex Ratio2. Gender inequality – Low political participation of women3. Problems of the differently-abled people and solutions | |
| 4 | Unit IV: Introduction to the Constitution | 9 |
| | <ol style="list-style-type: none">1. Philosophy of the Constitution(with reference to the Preamble)2. Basic Structure and Features of the Constitution3. Fundamental Duties of the Indian Citizen | |
| 5 | Unit V: Human Rights | 9 |

| | | |
|--|--|--|
| | <ol style="list-style-type: none"> 1. Concept and features of Human Rights 2. The Universal Declaration of Human Rights: Classification and Importance 3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution | |
|--|--|--|

References

1. Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
2. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course —Semester-I*. Sheth Publications.

Semester I

Course Nomenclature: Business Economics I

Course Code: JBUCFM106

Course Outcomes:

1. To learn and understand the basic economic concepts and enhance the economic literacy.
2. To make them understand the core Economic Principle and how to apply it to a wide range of real-world issues.
3. To enlighten the students to apply economic analysis to evaluate every days problems.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction | 10 |
| | Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium | |
| 2 | Demand And Analysis | 10 |
| | Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts. Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression) | |
| 3 | Supply and Production Decision and Cost of Production | 15 |
| | Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale- expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications) | |

| | | |
|-----------|---|-----------|
| 4 | Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition | 15 |
| | <p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising</p> <p>(topics to be taught using case studies from real life examples)</p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models(with practical examples)Nature of Demand Curve under different markets</p> | |
| 5. | Pricing Practices | 10 |
| | <p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing – transfer pricing</p> <p>(case studies on how pricing methods are used in business world)</p> | |

References

1. A study of Managerial Economics, Gopalakrishna, Himalaya Mumbai
2. Managerial Economics Hague, D. Longman, London
3. Managerial Economics, Dean Joel, Eastern Edition
4. Managerial Economics Paul G Keat, K.Y. Young Prentice Hall Publications
5. Managerial Economics Ahuja HL (2007) S.Chand & Co.Delhi
6. Micro Economics – M. L. Seth
7. Micro Economics – M. L. Jhingan; Vrinda Publications, New Delhi.
8. Managerial Economics – Theory and Application – D. M. Mithani
9. Managerial Economics, Varshney RL and Maheshwari KL

Semester I

Course Nomenclature: Quantitative Methods-I

Course Code: JBUCBBI107

Course Outcomes:

1. To introduce fundamental concepts of Statistics
2. To introduced basic concepts in Insurance.
3. To cover statistics concepts that helps learners in TY project and any sort of research work.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction, Organizing Data, Frequency Distribution, Data Representation | 12 |
| | Organizing Data, Frequency Distribution, Measure of Central tendency, preparation of frequency distribution graphical and diagrammatic representation histogram, frequency polygon and gives. Definition of averages and objective of averages types of average. Arithmetic mean, Geometric, harmonic mean and its usages, mode and medium (using graph also) for both) for grouped as well as ungrouped data | |
| 2 | Measures of Central Tendency | 12 |
| | Definition of Averages and objective of Averages Types of Averages. Arithmetic mean, Geometric Mean, Harmonic Mean and its advantages, Disadvantages and usages, mode, median, quartiles, deciles and percentiles for both grouped as well as ungrouped data. | |
| 3 | Measures of Dispersion | 10 |
| | Concept and idea of dispersion. Various measures Range, quartile deviation, Mean Deviation, Standard Deviation and corresponding relative measure of dispersion. Geographical representation and utility of various is measure of Dispersions | |
| 4 | Co-variance, Correlation and Regression | 10 |
| | Meaning, definition and Application of covariance, concept of correlation. Rank correlation, regression concept, relationship with correlation, Assumptions in simple Regression, Estimation using Simple Regression: Fitting of straight line, method of least square, construction of characteristic line/estimation line | |
| 5 | Index Number | 10 |
| | Concept and usage of index number. Construction of index number. Types of index number. Aggregate and Relative method of constructing index number. Quantity and Value index number for agricultural, industrial production, Retail Prices, Consumer price index number. for security prices, etc. | |
| 6 | Insurance | 6 |
| | Meaning, Objective, Purpose and need for Insurance. Fundamentals of Insurance Calculation of age, Premiums, Bonuses, Paid up value of a policy, Maturity Value of the Policy. Claim Calculation and Surrender Value. | |

References:

1. Mathematics for Economics & Finance by Martin Anthony & Norman Biggs.
2. Fundamentals of Statistics - D. N. Elhance,
3. Statistical Methods - S.G. Gupta (S. Chand & Co.
4. Statistics for Management - Lovin R. Rubin D.S, (Prentice Hall of India)
5. Statistics - Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
6. Modern Business Statistics - (Revised)-B. Pearles & C. Sullivan -Prentice Hall of India.
7. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
8. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
9. Business Mathematics : A P Verma, Asian Books Pvt. Limited.
10. Fundamentals of Applied Statistics: S G Gupta and V K Kapoor, Sultan Chand & C

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

5. A. Short question (from Unit IV) **OR**

6

B. Short question (from Unit IV) 6

Semester II

Course Nomenclature: Principles and Practices of Banking and Insurance

Course Code: JBUCBBI201

Course Outcomes:

1. The Syllabus focuses on the various types of insurance scheme and banking trends.
2. The students will be helped to understand the recent banking reforms and upcoming opportunities in both the sectors.
3. Students will get an idea about the future picture of banking and insurance industry

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction to banking | 15 |
| | Basic Concepts: Origin, Need, Types, Scope and Functions of Banking - Need for Regulation and Supervision | |
| 2 | Banking Scenario in India | 15 |
| | Banking Operations -Types of accounts - Banking Services - Current Scenario- Introduction to Neo – banks, Fintech and Digi banks, Digi banks vs Neo Banks, Financial Inclusion and Banking Regulations & Role of RBI. - | |
| 3 | Introduction to Insurance | 15 |
| | Understanding Risk - Kinds of business risks - Need and Scope of insurance - Evolution of. insurance - Principles of insurance - Types of insurance and policies - Risk and Return relationship | |
| 4 | Insurance Business Environment in India | 15 |
| | Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA. | |

References

1. Dr. K.M.Bhattacharaya & O.P.Agarwal, Basics of Banking and Finance, Himalaya Publishing House
2. Gordan and Natrajan, Banking Theory Law and Practices, Himalaya Publishing House
3. V.S. Gopal & Sumathi Gopal, Principles and Practices of Banking and Insurance, Himalaya Publishing House.
4. Dr. Seethalekshmy & Jitendra Aherkar, Principles and Practices of Banking and Insurance. Sheth Publishing House
5. Dr. P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House
6. M.N. Mishra, Insurance Principles and Practices, S.Chand & Company Ltd.
7. Nalini Tripathy, Insurance Theory and Practices, Prentice Hall of India Ltd. New Delhi

Semester II

Course Nomenclature: Business Law

Course Code: JBUCBBI202

Course Outcomes:

1. The syllabus focuses on various laws related to the business world which includes various commercial laws.
2. The students will develop Legal aptitude related to various regulatory aspects.
3. Students will get idea about the utility of law in business

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Introduction to Law & the Constitution of India | 10 |
| | Meaning, Definition, Features, Types, Sources & Classification Preamble & Basic structure of the Constitution, Feature of the Constitution, Fundamental Rights, Writs, Principles of Natural Justice, Special Leave to appeal to Supreme Court Banking Ombudsman Scheme 2006-Overview, Appointment and Tenure, Powers and Duties of Banking Ombudsman, Award, Appeal and Appellate Authority | |
| 2 | The Indian Contract Act, 1872 | 25 |
| | Formation & essentials of contract; Consideration; Capacity to contract; Free Consent; Legality of object & consideration; Void agreements; Contingent contracts; Performance of contract; Discharge of contract; Quasi contract; Remedies for breach of contract; Contract of Indemnity & Guarantee; Bailment & Pledge; Agency | |
| 3 | The Sale of Goods Act, 1930 | 10 |
| | Introduction, Meaning, Features, Terms, Goods classification; Sale & Agreement to sell; Conditions & Warranty; Unpaid seller, Auction sale | |
| 4 | Negotiable Instruments Act, 1881 & Information Technology Act, 2000 | 15 |

| | | |
|--|---|--|
| | <p>Features, Promissory Note, Bill of Exchange, Cheque; Distinguish, Acceptance, Crossing, Dis-honor, Position of banker; Privileges, payment in & out of due course; Types of Instruments, Penalties for dis-honor, Endorsement;</p> <p>Objectives of Information Technology Act, 2000; Digital signature, Certifying authorities; E-Governance; E-Contracts Offences under IT Act, 2000</p> | |
|--|---|--|

References:

1. Bare Act. The Constitution of India, Universal Law Publishing, 2020
2. Basu, Durga Das. Introduction to the Constitution of India, Lexis Nexis, 2012.
3. P. M. Bakshi the Constitution of India, Universal Law Publishing, 2018
4. Mamta Rao. Constitution of India, Eastern Book Company, 2021
5. Bare Act, The Indian Contract Act, 1872, Universal Law Publishing, 2016
6. R. K. Bangia. Indian Contract Act, 1872, Allahabad Law Agency, 2015
7. Mulla (Revised by Anirudh Wadhwa), Indian Contract Act, 1872, Lexis Nexis, 2015
8. Avtar Singh. Law of Contract and Specific Relief, Eastern Book Company, 2020
9. Bare Act. Sale of Goods Act, 1930, Universal Law Publishing, 2016
10. R. K. Bangia. Sale of Goods Act, 1930, Allahabad Law Agency, 2017
11. Avtar Singh. Sale of Goods Act, 1930, Eastern Book Company, 2018



Semester II

Course Nomenclature: Financial Accounting-II

Course Code: JBUCBBI203

Course Outcomes:

1. To make students to understand the concept of valuation of goodwill and valuation of shares.
2. To learn the provisions of Companies, Act 2013 regarding buyback of shares.
3. To help them in grasping the procedure to redeem preference shares and debentures.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Valuation of Goodwill and Shares | 15 |
| | Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method. | |
| 2 | Buyback of Equity Shares | 15 |
| | Company Law/ Legal Provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions) Compliance of conditions including sources, maximum limits and debt equity ratio-Issue of Shares- IPO | |
| 3 | Redemption of Preference Shares | 15 |
| | Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use. | |
| 4 | Redemption of Debentures | 15 |

| | | |
|--|---|--|
| | <p>Redemption of debentures by payment from sources including out of capital and /or out of profits. Debenture redemption reserve and debenture redemption</p> <p>sinking fund excluding insurance policy. Redemption of debentures by conversion into new class of shares or debentures with options- including at par, premium and discount</p> | |
|--|---|--|

References:

1. Introduction to Accountancy -T. S. Grewal-(S.Chand &Co.)
2. Double Entry Book Keeping- J. R.Batliboi.
3. Double Entry Book Keeping - M. M.Chokshi
4. Advanced Accounts -Shukia & Grewal (S.Chand &Co.)
5. Advanced Accountancy - R.L.Gupta & M.Radhaswamy
6. Accounting Standards -Institute of Chartered Accountants of India. New Delhi
7. Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand & Company Ltd

Semester II

Course Nomenclature: Business Communication-II

Course Code: JBUCBBI204

Course Outcomes:

1. To establish credibility with your audience.
2. To communicate information clearly to your audience.
3. To study group communication including its different types like committees, conferences, group discussion and so on.
4. To study business correspondence and learn about language and writing skills including topics like report writing.

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Presentation Skills | 15 |
| | Presentation, Effective use of OHP, Effective use of Transparencies, how to make a Power-Point Presentation Tools for presentation -Introduction to Industry resources for presentation like Office 365 etc How to overcome anxiety during presentation | |
| 2 | Group Communication | 15 |
| | Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR | |
| 3 | Business Correspondence | 15 |
| | Trade letters, Persuading letters. Trade Letters - Inquiries, Replies and Orders and Status Enquiry, Collection, Letters of Complaints, Claims, Adjustments - Leaflets and Fliers Letters under RTI Act (Right to Information) | |
| 4 | Language and Writing Skills | 15 |

| | | |
|--|--|--|
| | Reports - Parts - Types: Feasibility and Investigative Reports Summarization Identification of main and supporting/ sub points Presenting in a cohesive manner | |
|--|--|--|

References:

1. Business Communication II , Dr Neeta Chakravarty, Manan Prakashan
2. Business Communication II, Nina Roy Choudhury/ Lekha Nambiar, Vipul Prakashan
3. Business Communication, Mulgaokar D, Chetna Publication
4. Business Communication, Devlin Frank I, Richard D. Irwin Publication
5. Business Communication Theory & Practice, Tole, P.M., Chandgudkar, M.V., Macmillian
6. Business Communication & Introduction, Ghonasgi, B.D., Bhagwat, U.L., Frenandez, A.I.P, Somaiya
7. Business Communication Pt-2, Natsu, V.G., Shetty, R.V., Vipul
8. Book Of Business Communication, Mutalik, Keshaw, Warty, M.S., Noble Publication

Semester II

Course Nomenclature: Foundation Course –II

Course Code: JBUCBBI205

Course Outcomes:

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Globalization: Impact on the Society | 9 |
| | <ol style="list-style-type: none">1. Understanding the concept of Liberalization, Privatization and Globalization2. Positive Impact of Globalization3. Negative Impact of Globalization | |
| 2 | Nature of Political Parties in India | 9 |
| | <ol style="list-style-type: none">1. Classification of political parties2. Salient features of party system in India3. Problems faced by political parties | |
| 3 | Ecology | 9 |
| | <ol style="list-style-type: none">1. Ecosystem2. Food webs and Food chains3. Causes of environmental degradation and Concept of Sustainable Development | |
| 4 | Understanding Stress | 9 |
| | <ol style="list-style-type: none">1. Causes of Stress2. Effects of Stress3. Stress Management | |
| 5 | Understanding Psychological Conflicts | 9 |

| | | |
|--|---|--|
| | 1. Types of conflicts 2. Conflict Resolution 3. Maslow's Theory of Self-Actualization | |
|--|---|--|

References

1. Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
2. Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
3. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.

Modality of Assessment
A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
 4. Each question has internal options.
 5. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6
 B. Short question (from Unit I) 6
 2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6
 B. Short question (from Unit II) 6
 3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6
 B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

5. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

Semester II

Course Nomenclature: Organizational Behavior

Course Code: JBUCBBI206

Course Outcomes:

1. To enhance critical thinking skills used in decision making
2. To develop an understanding of the theories, principles, terminology, and concepts associated with individual and group behavior within an organizational context and develop primary emphasis on the integration of knowledge.
3. Develop analytical and integration skills in applying knowledge to enhancing individual and organizational effectiveness in a wide range of organizations.
4. Develop an understanding of leadership theories and application skills.
5. To encourage self-reflection regarding your role as a business practitioner

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction to Organizational Behavior | 15 |
| | Meaning, nature, scope of OB, models of OB. Theories of motivation: Maslow, Herzberg, McGregor theory X & Y, Victor Vroom, ERG Theory. Application of trait theories. Motivational techniques in banking & Insurance industry Leadership: Concept, Features, Importance, Traits, Styles and Theories. | |
| 2 | Group Dynamics | 15 |
| | Group formation, Team building, Team development. Goal setting. Soft skills, interpersonal skills, multicultural skills, cross cultural skills. Johari Window. | |
| 3 | Organizational Culture and Change Management | 15 |
| | Work culture and work conflicts Organizational change, effects and resistance to change, ways to overcome resistance to change. Time and stress management. | |
| 4 | Organizational Development | 15 |

| | | |
|--|---|--|
| | Meaning and nature of OD. Techniques of OD. Importance of OD. | |
|--|---|--|

References:

1. Stephen P. Robbins —Organizational Behavior, Prentice Hall of India Private Ltd.4TH EDITION
2. John Bratton —Work and Organizational Behaviour |MilitzaCallinan Carolyn Forshaw and
3. Margie Parikh and Rajen Gupta —Organizational Behaviour |Tata Mc. Graw Hill Education Private Limited , New Delhi.2ND EDITION
4. SujaNair—Organizational Behaviour, Himalaya Publishing House , Mumbai.3RD EDITION
5. Understanding Organisational Behaviour - Cases And Concepts By "Chowdhry,Kamla" , Tata Mcgraw-Hill Publisher: Bombay ; 1971
6. Organisational_Behaviour By Sahni, Pardeep; Sharma, K. K. Deep & Deep Publisher: New Delhi ; 1988
7. Organisational Behavior Human Behaviour At Work By Newstrom, John W. Davis, Keith Newstrom, John W, Tata Mcgraw Hill Publisher: New Delhi ; 1999

Semester II

Course Nomenclature: Quantitative Methods-II

Course Code: JBUCBBI207

Course Outcomes:

1. To introduce fundamental concepts of Hypothesis in statistics that will help learners in TY project and any sort of research work.
2. To introduce Concepts that will help learners in their aptitude exams.
3. To help learner the application of statistics in Investment.

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Testing of Hypothesis | 6 |
| | Testing of hypotheses: Null Hypothesis, Alternative Hypothesis, Decision Criterion, Critical Region, Type I and Type II Error, level of significance, Test based on large Sample for Means and Proportion/s | |
| 2 | Linear Programming Techniques | 15 |
| | Meaning, Advantages, limitations, business applications, basic terminology, formulation of linear Programming Problems, Graphical Method of solving Linear Programming Problems, Simplex method (upto 3 variables) with Maximisation and Minimisation. Duality in Linear Programming (concept only) | |
| 3 | Matrices & Determinants (Application in Business and Economics) | 10 |
| | Matrices, Types of Matrices, Transpose, Addition, Multiplication, Subtraction of a Matrix, Determinants, Type of Determinants, inverse of a matrix by Pivotal Reduction Method, Adjoint Method and Row / Column Transformation. Application of Matrices and Determinants to Business and Economics. (Please concentrate on application of Matrices and Determinants to Business & Economics) | |
| 4 | Ratio, Proportion & Percentage | 9 |
| | Ratio Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse proportion, Variation, Inverse Variation, Joint Variation, Percentage: Meaning & Computation of Percentage | |
| 5 | Statistical Applications In Investment Management. | 10 |

| | | |
|----------|---|-----------|
| | Expected return from shares (using probability) Measuring total risk from investigator shares (using standard deviations) Partitioning risk into systematic and unsystematic component (using co-variance) Measuring risks of portfolio (using co-relation) to draw conclusions regarding share prices (using testing of hypothesis). | |
| 6 | Interest and Annuity | 10 |
| | Concept of Annuity, Simple interest, compound interest, Equated monthly installments [EMI], reducing balance and flat rate of interest method. Annuity and it's types, immediate Annuity, present value and future value Stated annual rate and effective annual rate | |

References

1. Mathematics for Economics & Finance by Martin Anthony & Norman Biggs.
2. Fundamentals of Statistics - D. N. Elhance,
3. Statistical Methods - S.G. Gupta (S. Chand & Co.
4. Statistics for Management - Lovin R. Rubin D.S, (Prentice Hall of India)
5. Statistics - Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
6. Modern Business Statistics - (Revised)-B. Pearles & C. Sullivan -Prentice Hall of India.
7. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
8. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
9. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.
10. IRDA: IC. 33
11. Fundamentals of Applied Statistics: S G Gupta and V K Kapoor, Sultan Chand & Co

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 40%

Question Paper Pattern

(Internal Assessment- Courses without Practical Courses)

| Sr. No. | Particulars | Marks |
|---------|--|-----------------|
| 1 | One class test (20 Marks) | |
| | Match the Column/ Fill in the Blanks/ Multiple Choice Questions (½ Mark each) | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) (01 Mark each) | 05 Marks |
| | Answer in Brief (Attempt Any Two of the Three) (05 Marks each) | 10 Marks |
| 2 | Project / Assignment | 15 Marks |
| 3 | Active Participation in routine class instructional deliveries and overall conduct as a responsible learner mannerism and articulation | 05 Marks |
| | Total | 40 Marks |

B) Semester End Examination: 60 Marks

- i) Duration: The examination shall be of 2 Hours duration
 - ii) Theory question paper pattern
 - There shall be four Questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.
- (Detail question paper pattern has been given separately)

❖ Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

Maximum Marks: 60 **(Practical Courses)**

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A. Sub Questions to be asked 10 and to be answered any 08 B. Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| | OR | |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| | OR | |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions | 08 Marks 07 Marks |
| | OR | |
| Q-4 | Short Notes To be asked 05 To be answered 03 | 15 Marks |
| | Total | 60 Marks |

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 60

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

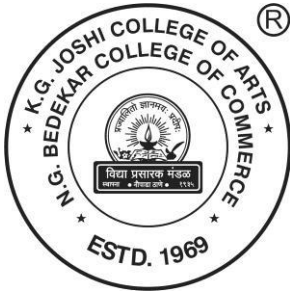
| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-2 | OR Full Length Question | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-3 | OR Full Length Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions | 08 Marks 07 Marks |
| Q-4 | OR Short Notes To be asked 05 To be answered 03 | 15 Marks |
| | Total | 60 Marks |

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks.

Agenda No. in 1.02 in AC

Date 07/07/2021



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Program: Bachelor of Commerce (Financial Markets)

Syllabus for FYB.Com (Financial Markets)

Year of Establishment: 2008

Year of Upgrading: 2021-22

PREAMBLE

Financial Markets read the pulse of the economy. It is the sentiments of the markets that define the current state of affairs of an economy as well as form the base of decision making for policy makers. A knowledge of the markets and the professional skills to analyze the markets is a must for anyone aspiring for a career in finance and related fields. Keeping in mind the above fact, the B.Com Financial Markets programme aims at building in students an understanding about functioning and premise of financial market. To achieve this course aims to provide an amalgamation of theoretical and practical exposure to students with innovative course design and deliverables. The comprehensive programme, covers all major areas of financial markets viz., equity, debt, mutual funds, equity derivatives, currency derivatives, commodities etc. It seeks to make the students market ready by giving all the necessary theoretical inputs and possible practical exposures.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire B.Com FM Course)

Mode of Delivery: Offline (Online in case of emergency)

**(Credit Based Semester and Grading System with effect
from the academic year 2021–2022)**

PROGRAMME OUTCOMES

| PO | PO Description |
|-------------|--|
| PO-1 | The students will gain knowledge of various aspects of financial markets, enabling them to better understand and correlate them. |
| PO-2 | To give an adequate exposure to operational environment in the field of Financial Markets & other related fields. |
| PO-3 | To develop the professionals capabilities of students by giving them adequate industry exposure and training required to occupy positions of responsibility in stock exchanges, commodity exchanges, regulatory bodies, market intermediaries, banks, mutual funds, asset management companies and other similar entities. |

PROGRAMME - SPECIFIC OUTCOMES

| PSO | PSO Description |
|-------------|---|
| PSO1 | Students will acquire skills needed to understand trading and evaluation of securities in the markets. |
| PSO2 | Continuous evaluation of the students by way of interactions, projects, presentations, industrial visits, practical training, job orientations etc will make them market ready. |
| PSO3 | Students also learn many behavior aspects, code of conducts and ethics of the markets through live case studies and interactions with which help in their holistic development. |
| PSO4 | Students would be able to do higher education and advance research in the field of Financial Market. |

DISTRIBUTION OF TOPICS AND CREDITS
FYBCOM (Financial Markets) - Semester I

| Course Code | Course Type | Course Title | Credits |
|-------------|--|----------------------------------|-----------|
| JBUCFM101 | Elective Courses (EC) | Financial Accounting - I | 03 |
| JBUCFM102 | Elective Courses(EC) | Introduction to Financial System | 03 |
| JBUCFM103 | Elective Courses(EC) | Business Mathematics | 03 |
| JBUCFM104 | Ability Enhancement Compulsory Course (AECC) | Business Communication-I | 03 |
| JBUCFM105 | Skill Enhancement Courses (SEC) | Foundation Course -I | 02 |
| JBUCFM106 | Core Courses (CC) | Business Environment | 03 |
| JBUCFM107 | Core Courses (CC) | Business Economics - I | 03 |
| | | Total Credits | 20 |

FYBCOM (Financial Markets) Semester II

| Course Code | Course Type | Course Title | Credits |
|-------------|--|----------------------------|-----------|
| JBUCFM201 | Elective Courses (EC) | Financial Accounting - II | 03 |
| JBUCFM202 | Elective Courses (EC) | Principles of Management | 03 |
| JBUCFM203 | Elective Courses (EC) | Business Statistics | 03 |
| JBUCFM204 | Ability Enhancement Compulsory Course (AECC) | Business Communication -II | 03 |
| JBUCFM205 | Skill Enhancement Courses (SEC) | Foundation Course-II | 02 |
| JBUCFM206 | Core Courses (CC) | Environmental Science | 03 |
| JBUCFM207 | Core Courses (CC) | Computer Skills-I | 03 |
| | | Total Credits | 20 |

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Semester I

Course Nomenclature: Financial Accounting-I

Course Code: JBUCFM101

Course Outcomes:

1. To learn preparation of Trial Balance and recording of Accounting Transactions.
2. To make them understand about to maintain the books of accounts and record transactions and to handle basic of financial accounting.
3. To enlighten the learners about finalization of Partnership Final Accounts and Company Final Accounts.

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Nature, Purpose of Accounting | 15 |
| | Meaning and scope of Accounting: Need, development & Definition of Accounting, persons interest in Accounting disclosure, branches of accounting Accounting concepts and Accounting Standards, Introduction to Generally Accepted Accounting Principles (GAAP), International Financial Reporting Standards (IFRS) | |
| 2 | Books of Accounts | 15 |
| | Journals, ledger, subsidiary books Trial Balance, Financial Accounting framework | |
| 3 | Introduction to Financial Statements | 15 |
| | Bank Reconciliation Statements Treatment of Capital & Revenue Depreciation Accounting; methods of recording, depreciation and methods of providing depreciation as per AS- 4 | |
| 4 | Preparation of Final Accounts | 15 |
| | Final Accounts of Partnership Firm, Manufacturing Account, Trading, Profit & Loss Account and Balance Account Introduction to Company Final Accounts Introduction to Company Final Accounts – As per Companies Act 2013 | |

References:

1. Introduction to Accountancy -T. S. Grewal-(S.Chand &Co.)
2. Double Entry Book Keeping- J. R.Batliboi.
3. Double Entry Book Keeping - M. M.Chokshi
4. Advanced Accounts -Shukia & Grewal (S.Chand &Co.)
5. Advanced Accountancy - R.L.Gupta & M.Radhaswamy
6. Accounting Standards -Institute of Chartered Accountants of India. New Delhi
7. Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand & Company Ltd

Semester I

Course Nomenclature: Introduction to Financial System

Course Code: JBUCFM102

Course Outcomes:

1. To provide a basis of understanding to the students with reference to working of financial system and its components
2. To empower the students with the basic concepts of financial markets, services, institutions and instruments.
3. To equip the students with the foundation of theoretical concepts which will help them approach practical learning at higher stages with ease.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Overview of Financial System | 15 |
| | An introduction to the financial system, Overview of financial system, Functions of a financial system, Evolution of financial systems (capital market oriented), Constituents of the financial system and interrelationships between various components | |
| 2 | Financial Markets | 15 |
| | Capital markets, Money Markets Meaning, classification and structure, sub-segments, Role played, participants, Foreign Exchange Market, Meaning, classification and structure, sub-segments, Role played, participants, Commodity Markets, Derivative Markets, Meaning, classification and structure, sub-segments, Role played, participants | |
| 3 | Financial Regulators | 15 |
| | Meaning and features of financial regulators and Intermediaries, Role and functions of financial regulators and intermediaries, Kinds of financial regulators, markets regulated by each regulator | |
| 4 | Financial Instruments and Services | 15 |
| | Meaning and Types of financial instruments, New financial instruments, Evaluation of financial instruments (risk return trade-off), Financial Services- Meaning – Classification- Banking -Insurance and Investment services | |

References

1. Indian Financial System- M.Y.Khan, 2013,Tata MacGrawHill Education Pvt Ltd The Indian
2. Financial System- Markets, Institutions and Services-Bharati V Pathak-2018- Pearson
3. Indian Financial System- Dr. S. Guruswamy-2009- Tata MacGrawHill Education Pvt Ltd
4. Financial Institutions and Markets-Structure, Growth and Innovations-L M Bhole and Jitendra Mahakud-2017- Tata MacGrawHill Education Pvt Ltd
5. Indian Financial System-H R Machiraju- Fourth Edition- 2010-Vikas Publishing House
6. Indian Financial System- Evolution and Present Structure- Niti Bhasin-2014-New Century Publications

Semester I

Course Nomenclature: Business Mathematics

Course Code: JBUCFM103

Course Outcomes :

1. To introduce fundamental concepts from mathematics that will help learners in various aptitude exams.
2. To help learner in improving basic calculation ability.
3. To make learner capable of using and implementing mathematical concepts in day to day and professional life.

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Ratio, Proportion and Percentage | 15 |
| | Ratio- Definition, Continued ratio, Inverse Ratio, Proportion - Continued proportion, Direct proportion, Inverse proportion, Variation - Inverse variation, Joint variation Percentage- Meaning and computation of percentage. | |
| 2 | Profit and Loss | 15 |
| | Profit and Loss Concept , Problems based on profit and Loss. Problems based on percentage profit and percentage loss. Terms and formulae, Trade discount, Cash discount, problems involving cost price, selling price, trade discount, cash discount. Introduction to Commission and brokerage – problems on commission and brokerage. | |
| 3 | Interest and Annuity | 15 |
| | Simple interest, compound interest, Equated monthly installments, reducing balance and flat rate of interest Annuity immediate- present value and future value Stated annual rate and effective annual rate. | |
| 4 | Shares and Mutual Fund | 15 |
| | Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares, Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value. | |

References

1. D.C. Sancheti, V.K. Kapoor, Sultan Chand
2. Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
3. Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill
4. Mathematics of Finance 2nd Edition Schaum's Tata McGrawHill

5. Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.
6. Business Mathematics by Bari – New Literature publishing company, Mumbai
7. Mathematics for Economics and Business, RS Bhardwaj, 2010,Excel Books
8. Indian Mutual Fund Handbook –Sundar Sankaran
9. Indian Share Market for Beginners: Indian Stock Market Basics: -Vipin Kats

Semester I
Course Nomenclature: Business Communication I

Course Code: JBUCFM104

Course Outcomes:

1. The subject will be introduced with the growing need for communication skills in a rapidly changing world.
2. All changing scenarios and required skills will be discussed.
3. This will be followed by explaining the Course Syllabus and Assessments.
4. The subject will be taught with constant practical applications.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Theory of Communication | 15 |
| | Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing | |
| 2 | Obstacles to Communication in Business World | 15 |
| | Problems in Communication /Barriers to Communication: Physical/Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour | |
| 3 | Business Correspondence | 15 |

| | | |
|----------|--|-----------|
| | Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation | |
| 4 | Language and Writing Skills | 15 |
| | Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities - Listening Comprehension - Remedial Teaching -Speaking Skills: Presenting a News Item, Dialogue and Speeches - Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. -Reading Comprehension: Analysis of texts from the fields of Commerce and Management, Formulation of bibliography, Proof reading business messages and Synopsis Writing | |

References

1. Introduction to business communication by "KHANDARE, D.M." Edition: 1STCHANDRALOK Text Publisher: KANPUR ; 2015
2. Effective business communication by "Gupta, Alpana" Edition: I Stviva Publisher: New Delhi ; 2016
3. Business Communication by Doctor, Rhoda | Doctor, Aspi H Edition: 1st Publisher: Mumbai Sheth 2016
4. Business Communications I : by Choudhury, Nina roy | Nambiar, Lekha. Publisher: Mumbai Vipul 2016
5. Business communication by "NAWAL, MALLIKA" Edition: 1STCENGAGE Publisher: NEW DELHI ; 2012
6. Business and professional communication : keys for workplace excellence by "QUINTANILLA, KELLY M." "WAHL, SHAWN T."
7. Business Communication, Author: Bedi, R/ Aruna, K. 1st edition ,Publisher: Vrinda
8. Business Communication, Author: Kaul, Asha 2nd edition,Publisher: PHI
9. Business Communication, Author: Rai, U./ Rai, S. M 10th edition, Publisher: Himalaya
10. Business communicationauthor: Sinha, K. K.,Publisher: Galgotia
11. Business Communication Today ,Author: Bovee, C/ Thill, J/ Schatzman, B. 7th edition

Semester I

Course Nomenclature: Foundation Course-I

Course Code: JBCUCFC105

Course Outcomes

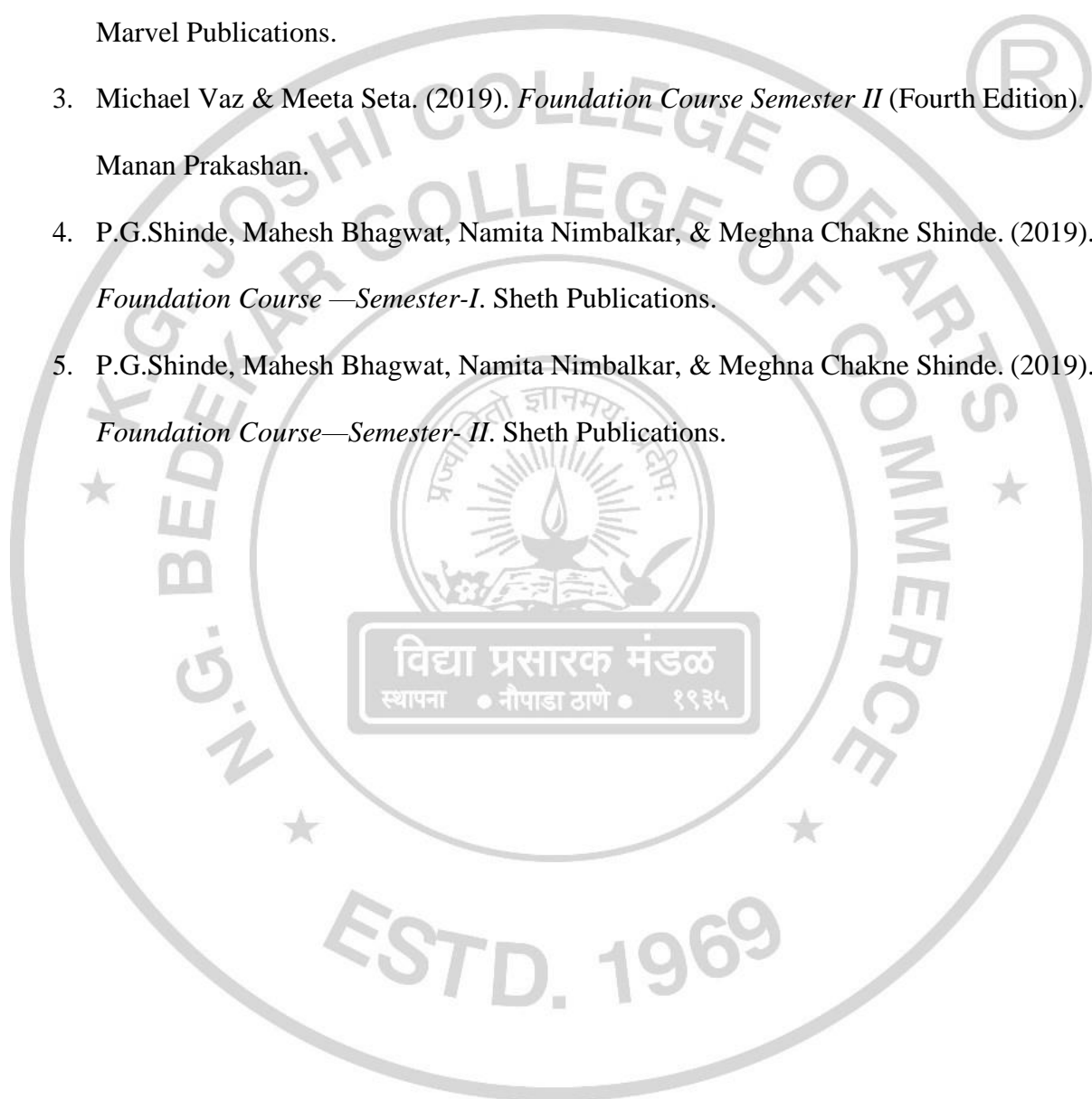
1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

| Unit No | Modules/Units | No. of Lectures |
|---------|--|-----------------|
| 1 | Diverse nature of Indian Society | 09 |
| | Multi-cultural diversity with special reference to religion and caste Linguistic diversity Regional Variations based on rural, urban and tribal characteristics | ★ |
| 2 | Concept of Disparity- 1: | 09 |
| | Communalism Casteism Linguism and regionalism | |
| 3 | Inequalities in Indian Society | 09 |
| | Gender inequality – Violence against Women and Declining Sex Ratio Gender inequality – Low political participation of women Problems of the differently-abled people and solutions | |
| 4 | Introduction to the Constitution | 09 |
| | Philosophy of the Constitution (with reference to the Preamble) Basic Structure and Features of the Constitution Fundamental Duties of the Indian Citizen | |
| 5 | Human Rights | 09 |

| | | |
|--|--|--|
| | <p>Concept and features of Human Rights</p> <p>The Universal Declaration of Human Rights: Classification and Importance</p> <p>Human Rights constituents with special reference to Fundamental Rights stated in the Constitution</p> | |
|--|--|--|

References

1. Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
2. Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
3. Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
4. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course —Semester-I*. Sheth Publications.
5. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.



Semester I

Course Nomenclature: Business Environment

Course Code: JBUCFM106

Course Outcomes:

1. Will help the students to get Familiarize with the nature of business environment and its components.
2. The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
3. Understand the definition of ethics and the importance and role of ethical behavior in the business world today.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Business and its environment | 15 |
| | Business objectives, dynamics of business, types of business environment. Environmental Analysis: Importance, factors, PESTLE and SWOT Analysis. | |
| 2 | Business and Society | 15 |
| | Business ethics: Nature and scope of ethics, ethical dilemmas, corporate culture and ethical climate. Development of Business Entrepreneurship: Entrepreneurship and economic development, Entrepreneurship in Economic Theory – Role of Entrepreneurship – Entrepreneur as a catalyst. MSMED Act, 2006, Entrepreneurship as a career option. Consumerism and consumer protection: Consumerism in India, Consumer Protection Act, 2019. | |
| 3 | Contemporary Issues | 15 |
| | CSR and Corporate Governance, social responsibility of business, carbon credit. Social audit: Evaluation of social audit, benefits of social audit, Social Audit V/S Commercial audit. | |
| 4 | International Environment | 15 |
| | Strategies for going global: MNCs and TNCs, WTO. Foreign trade in India: Balance of trade, FDI Investment flows and its implication for Indian industries. | |

References:

1. Introduction To Modern Business Issues & Environment By "Musselman, Vernon A.;" "Hughes, Eugene H." | "Musselman, Vernon A. Edition: Prentice-Hall Publisher: New Delhi ; 1982
2. Business Environment By "Cherunilam, Francis" | 0 | "Cherunilam, Francis" | 0.

3. Edition: Himalaya Publisher: Mumbai ; 1987
4. Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publication House, Mumbai, 3rd edition
5. Essentials of Business Environment by K. Aswathappa, Himalaya Publication House, Mumbai 4th edition
6. Business Environment by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi 2nd edition
7. Indian Economy by Misra and Puri, Himalaya Publishing House, Mumbai 4th edition
8. Consumer Protection Act 2019 with rules from Taxman Publication Edition 2020

Semester I
Course Nomenclature: Business Economics -I
Course Code: JBUCFM107

Course Outcomes:

1. To learn and understand the basic economic concepts and enhance the economic literacy.
2. To make them understand the core Economic Principle and how to apply it to a wide range of real-world issues.
3. To enlighten the students to apply economic analysis to evaluate every days problems.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction | 10 |
| | Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium | |
| 2 | Demand And Analysis | 10 |
| | Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression) | |
| 3 | Supply and Production Decision and Cost of Production | 15 |
| | Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale- expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications) | |
| 4 | Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition | 15 |

| | | |
|-----------|--|-----------|
| | Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples), Nature of Demand Curve under different Markets | |
| 5. | Pricing Practices | 10 |
| | Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing – transfer pricing (case studies on how pricing methods are used in business world) | |

References

1. A study of Managerial Economics, Gopalakrishna, Himalaya Mumbai
2. Managerial Economics Hague, D. Longman, London
3. Managerial Economics, Dean Joel, Eastern Edition
4. Managerial Economics Paul G Keat, K.Y. Young Prentice Hall Publications
5. Managerial Economics Ahuja HL (2007) S.Chand & Co.Delhi
6. Micro Economics – M. L. Seth
7. Micro Economics – M. L. Jhingan; Vrinda Publications, New Delhi.
8. Managerial Economics – Theory and Application – D. M. Mithani
9. Managerial Economics, Varshney RL and Maheshwari KL

Modality of Assessment – Foundation Course

A. Internal Assessment: 40% - 40Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

Semester II

Course Nomenclature: Financial Accounting II

Course Code: JBUCFM 201

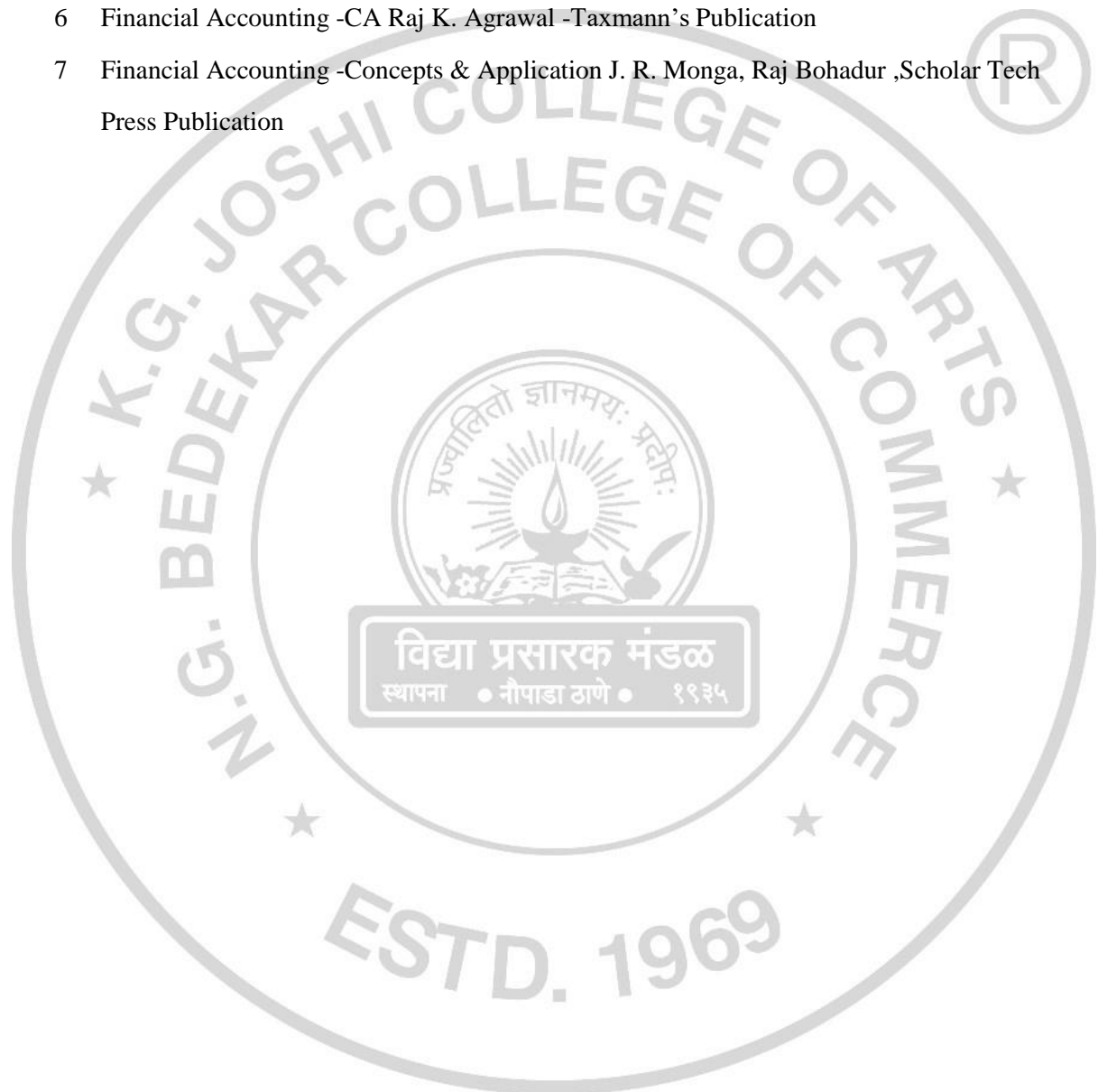
Course Outcomes:

1. To understand the basics of Issue of shares and debentures and legal provisions related to that.
2. To study the accounting treatment of issue of bonus shares, buy back procedures and legal provisions of the same.
3. To gain knowledge on Preparation of Financial statements. as per Companies Act 2013

| Unit No | Modules/Units | Number of Lectures |
|---------|--|--------------------|
| 1 | Shares and Debenture | 15 |
| | Types of Shares & Debentures (in India) Issue of Shares (Book Building Method only) Accounting Treatments for issue of shares & debentures with new market and SEBI rules | |
| 2 | Corporate Accounting | 15 |
| | Capitalization of reserves & issue of Bonus Shares Preparation of corporate financial statements in vertical form | |
| 3 | Share Valuation | 15 |
| | Valuation of Shares. Buy-back of shares & own debentures. Investment Accounting | |
| 4 | Accounting Standards –Indian Accounting Standards(Ind AS)and IFRS | 15 |
| | Study of Indian Accounting Standards (Ind AS) – Ind AS 101-First Time Adoption of Ind AS, Ind AS 1-Presentation of Financial Statements IFRS- International Financial Reporting Standards- IFRS 1- First Time Adoption of IFRS IFRS 2- Share Based Payments Computerization of accounting & accounting-Use of Computer in Accounting | |

References

1. Corporate Accounting, S.K. and S.N. Maheshwari
2. Financial Accounting, P.C. Tulsian, S. Chand Publication
3. Financial Accounting - V.K. Goyal, Excel Books India Publication
4. Financial Accounting Principles and Practices - Jawahar Lal, S. Chand Publication
6. Financial Accounting - CA Raj K. Agrawal - Taxmann's Publication
7. Financial Accounting - Concepts & Application J. R. Monga, Raj Bohadur, Scholar Tech Press Publication



Semester II

Course Nomenclature: Principles of Management

Course Code: JBUCFM 202

Course Outcomes:

1. To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization
2. To provide a basis of understanding to the students with reference to working of business organizations through the process of management
3. To inculcate the managerial skills and teach how it can be executed in a variety of situations

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Introduction | 15 |
| | Nature and process of management, basic management roles and skills Nature of managerial work, approaches to management, classical behavioral, systems and contingency approaches, Contemporary issues and challenges in Management. | |
| 2 | Planning & Decision Making | 15 |
| | Concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO, Decision making, forms of group decision making in organization | |
| 3 | Organizing | 15 |
| | Fundamentals of organizing, bases of departmentation, Distribution of authority, organization structure, and design, Leadership- nature and significance leadership styles, Staffing: Nature and Scope of Staffing, Manpower Planning, Selection and Training, Performance Appraisal, | |
| 4 | Management control | 15 |
| | Nature, purpose and process of controlling, Kinds of control system, prerequisites of effective control systems, Resistance to control, Controlling techniques | |

References:

1. Durai, P. (2015). Principles of Management, Text and Cases. New Delhi: Pearson Education.
2. Koontz, H. (2010). Essentials of Management. New Delhi: Tata McGraw-Hill

Education.

3. Stoner, Freeman & Gilbert Jr. (2009). Management. New Delhi: Prentice Hall.
4. Weihrich, H. & Koontz, H. (2010). Management- A Global Perspective: New Delhi: Tata McGraw-Hill Education.
5. Robbins & Coulter (2013). Management. New Delhi: Prentice Hall.
6. Robbins, S.P. & Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. New Delhi: Pearson Education.
7. Luthans, F. (2010). Organizational Behaviour. New York: McGraw-Hill

Semester II

Course Nomenclature: Business Statistics

Course Code: JBUCFM203

Course Outcomes:

1. To introduce and cover basic concepts related with statistics .
2. To help learner to understand the importance and application of statistics.
3. To introduce concepts that are required for TY projects and any sort of further research work.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Population and sample | 10 |
| | Definition of statistics, scope of statistics in Management and financial markets, Concept of population and sample with illustration, Methods of sampling- SRSWR, SRSWOR, stratified, systematic (description of sampling procedures only), Data condensation and graphical methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distribution Graphs- Histogram and frequency polygon Diagrams- Multiple bar, pie, subdivided bar | |
| 2 | Measures of Central tendency | 15 |
| | Criteria for good measures of central tendency, arithmetic mean, median, mode Quartiles, Deciles, Percentiles, for grouped and ungrouped data, combined mean, Weighted Averages. | |
| 3 | Measures of Dispersion | 15 |
| | Concept of dispersion, absolute and relative measures of dispersion, range variance, standard deviation, coefficient of variation, quartile deviation, coefficient of quartile deviation. | |
| 4 | Correlation and regression (for ungrouped data) | 10 |
| | Concept of correlation, positive and negative correlation, Karl Pearson's Coefficient of Correlation, meaning of regression, two regression equations, Regression coefficients and properties. | |
| 5 | Linear Programming Problems | 10 |
| | Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only. | |

References

1. Statistics for Management Levin, Richard and David S. Rubin Prentice Hall of India.
2. Practical Business Statistics'', Siegel, Andrew F International Edition
3. Basic Business Statistics: Concepts and Applications Berenson and Levine Prentice Hall.

4. Statistics: Concepts and Applications Frank , Harry and Steven C. Althoen,
5. Statistical Methods Gupta, S.P., and Archana Gupta, Sultan Chand and Sons, New Delhi.
6. Lectures in Business Statistics , Dhingra, I.C., and M.P. Gupta Sultan Chand.

Semester II

Course Nomenclature: Business Communication II

Course Code: JBUCFM204

Course Outcomes:

1. To understand how to Deal with people and think more positively about public speaking
2. To study Use body language and tone of voice to enhance their presentations.
3. To develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Presentation Skills | 15 |
| | Group Discussion - Importance and Features - Qualities of a Leader in a Group Discussion Meetings - Need and Importance, Conduct of Meetings and Group Dynamics - Role of the Chairperson and the Participants - Drafting of Notice, Agenda and Resolutions Tools for presentations Conference - Meaning and Importance - Organizing a Conference | |
| 2 | Group Communication | 15 |
| | Interviews, meetings, public relations, conferences. Interviews - Preparing for an Interview - Types of Interviews - Selection, Appraisal, Reprimand, Promotion, Grievance, Exit, Psychometric. | |
| 3 | Business Correspondence | 15 |
| | Trade letters, Persuading letters. Trade Letters - Inquiries, Replies and Orders and Status Enquiry, Collection ,Letters of Complaints, Claims, Adjustments - Leaflets and Fliers Letters under RTI Act (Right to Information) | |
| 4 | Language & Writing Skills | 15 |
| | Reports - Parts - Types: Feasibility and Investigative Reports Summarization Identification of main and supporting/ sub points Presenting in a cohesive manner | |

References

1. Introduction To Business Communication By "Khandare, D.M. Edition: 1st Chandralok Text Publisher: Kanpur ; 2015
2. Effective Business Communication By "Gupta, Alpana" Edition: I Stviva Publisher: New Delhi ; 2016
3. Business Communication by Doctor, Rhoda | Doctor, Aspi H Edition: 1st Publisher: Mumbai Sheth 2016
4. Business Communications I : by Choudhury, Nina roy | Nambiar, Lekha. Publisher: Mumbai Vipul 2016
5. Business Communication By "Nawal, Mallika" Edition: 1st Publisher: New Delhi ; 2012
6. Business And Professional Communication : Keys For Workplace Excellence

By "Quintanilla, Kelly M." "Wahl, Shawn T."

7. **Basic Business Communication: Skills For Empowering The Internet Generation**
Author: Lesikar, R/ Flatley, M. 10th ed Publisher: TMH

Semester II

Course Nomenclature: Foundation Course II

Course Code: JBUCFM205

Course Outcomes

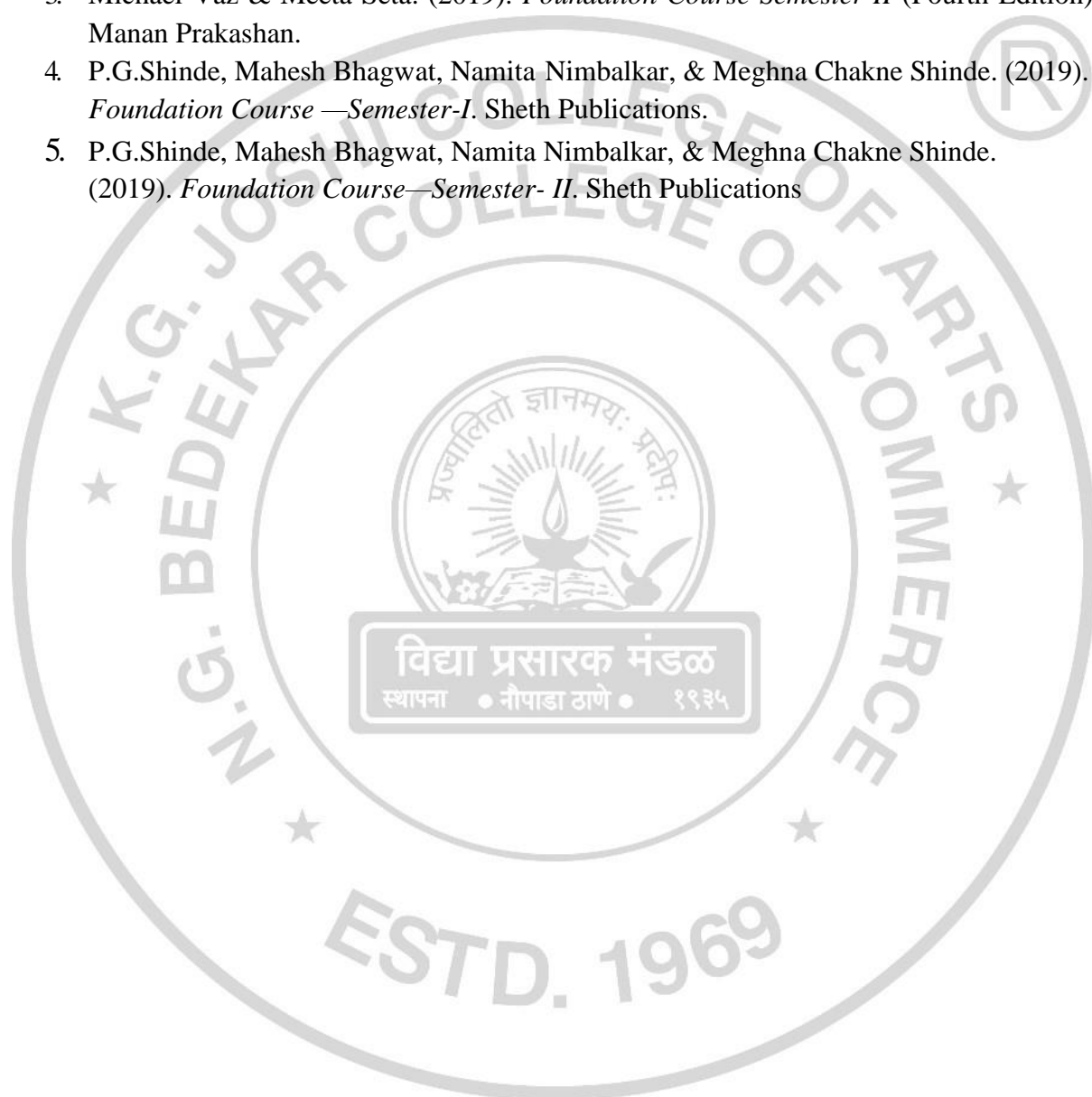
1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc

| No | Unit | Modules/Units | No. of Lectures |
|----|------|--|-----------------|
| 1 | ★ | Globalization: Impact on the Society | ★ 09 |
| | | Understanding the concept of Liberalization, Privatization and Globalization Positive Impact of Globalization Negative Impact of Globalization | |
| 2 | | Nature of Political Parties in India | 09 |
| | | Classification of political parties Salient features of party system in India Problems faced by political parties | |
| 3 | | Ecology | 09 |
| | | Ecosystem Food webs and Food chains Causes of environmental degradation and Concept of Sustainable Development | |
| 4 | | Understanding Stress | 09 |
| | | Causes of Stress Effects of Stress Stress Management | |
| 5 | | Understanding Psychological Conflicts | 09 |

| | | |
|--|---------------------------------------|--|
| | Types of conflicts | |
| | Conflict Resolution | |
| | Maslow's Theory of Self-Actualization | |

References

1. Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
2. Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
3. Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
4. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course —Semester-I*. Sheth Publications.
5. P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester- II*. Sheth Publications



Semester II
Course Nomenclature: Environmental Science
Course Code: JBUCFM206

Course Outcomes:

1. Learners will be aware about the environment, environmental factors and natural resources.
2. Students will have an understanding of environment management and steps towards the same.

| Unit No | Modules/Units | No. of Lectures |
|---------|---|-----------------|
| 1 | Environment : An overview | 15 |
| | Environment- structure, components and typology, Ecosystem as part of environment- Functioning and levels of organization, Biodiversity- Classification, value, threats to biodiversity. | |
| 2 | Natural Resources | 15 |
| | Definition, importance and classification of natural resources, Utilization and conservation of resources and Issues associated with natural resources. | |
| 3 | Environment and Economic Activities | 15 |
| | Economic activities-nature and pattern- primary, secondary and tertiary, Environmental problems associated with economic activities, Case studies with reference to India, Green Economy and Blue Economy | |
| 4 | Environment Management | 15 |
| | Environment management- Concept, need and relevance of environment education, Environmental Impact Assessment, Environmental Audit, Role of Technology in Environmental Management- GIS,GPS, Remote Sensing as tools. | |

References:

1. Shinde P.G., Telang M.M., Environmental Management, Sheth, Publication, 2000
2. Chary, S.N., Environmental Management and Indian Perspective, Macmillan Publication, 2000
3. Joseph, J.N., Environmental Management, Himalaya Publication, 2002.
4. Desai , Rahni J, Fundamentals of Environmental Management, Vipul Publication, 2006.

5. Murthy, Rajaiah, Rani, Environmental Concerns of Economic Development, Serials Publication, 2008.
6. Singh, Y. K. (2006). Environmental Science. India: New Age International (P) Limited.
7. A Text Book of Environmental Science. (2016). (n.p.): Scientific Publishers

Semester II
Course Nomenclature: Computer Skills-I
Course Code: JBUCFM207

Course Outcomes:

1. To introduce fundamentals of Computers to the learners that will help them to handle hardwares and softwares confidently.
2. To make them understand about to Internet fundamentals and services that are provided by internet.
3. To Provide practical knowledge about Word 2013 and Excel 2013

| Unit No | Modules/Units | No. of Lectures |
|----------------|--|------------------------|
| 1 | Fundamentals of Computers | 20 |
| | Generations of Computer, Block diagram of Computer, Computer Hardwares Primary and Secondary Storage, Processor, Input and Output devices, Computer buses and Ports. Computer Softwares Types of softwares ,System and Application Softwares, Operating System and Utilities | |
| 2 | Data Science with Python | 6 |
| | Introduction to Data Science. Understanding concepts of Data Analysis and Data Analytics, Role of Data Analytics in Stock Market Analysis Introduction to Python, Benefits of Python. | |
| 3 | Internet | 10 |
| | What is internet, most popular internet services , functions of internet like email, WW, FTP, usenet, Instant messaging, internet telephony, using address book, working with task list, scheduling appointments, reminders, events | |
| 4 | Word – 2013 | 10 |

| | | |
|----------|--|-----------|
| | Getting started, The Word window, New documents, Document navigation, Editing text, Working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace Text formatting, Character formatting, Tab settings, Paragraph formatting, Paragraph spacing and indents Tables, Creating tables, Working with table content, Changing the table structure Page layout, Headers and footers, Page setup Graphics, Adding graphics and clip art, Working with graphics Proofing, printing, and exporting, Spelling and grammar, AutoCorrect, Printing and exporting documents | |
| 5 | Excel -2013 Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special, Custom Formatting , Undo, Redo, Excel Formulas – Basic, Useful functions and Paste Function, Calc, Comments, Drawing toolbar, Edit, Replace, Delete, Clear, Essential Printing, Data Sorting, Hiding, AutoFormats, Protection, Basic Charts, Basic Formatting, If Function. | 14 |

References

1. Computer Skills - I
2. Fundamentals of Computers- Rajaram V- Prentice Hall
3. Computers Today- Sanders, Donald- Mc Graw Hill
4. Computers- Subramaniam N- wheeler
5. Computers in Business- Saners D Mc Graw hills
6. Woody Leonhard, using Microsoft Office , Pearson
7. PCSoftware Made Simple-R.K.Taxali
8. Office 2013 complete reference - Stephen L.Nelson
9. Quick course in Micro-soft office - Joyce Cox, Polly Orban
10. Mastering Office 2013 - GimiCouster
11. Rajkamal, Internet and web Technologies, Tata McGraw Hill (2013)

Modality of Assessment- Foundation Course

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.
2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6
B. Short question (from Unit IV)

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 40%

Question Paper Pattern

(Internal Assessment- Courses without Practical

| Sr. No. | Particulars | Marks |
|---------|--|-----------------|
| 1 | One class test (20 Marks) | |
| | Match the Column/ Fill in the Blanks/ Multiple Choice Questions (½ Mark each) | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) (01 Mark each) | 05 Marks |
| | Answer in Brief (Attempt Any Two of the Three) (05 Marks each) | 10 Marks |
| 2 | Project / Assignment | 15 Marks |
| 3 | Active Participation in routine class instructional deliveries and overall conduct as a responsible learner mannerism and articulation | 05 Marks |
| | Total | 40 Marks |

B) Semester End Examination: 60 Marks

i) *Duration: The examination shall be of 2 Hours duration*

ii) *Theory question paper pattern*

- *There shall be four questions each of 15 marks.*
- *All questions shall be compulsory with internal choice within the questions.*
- *Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.*

(Detail question paper pattern has been given separately)

❖ Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern

(Practical Courses)

Maximum Marks: 60

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|--------------------|--|----------------------|
| Q-1 | Objective Questions A. Sub Questions to be asked 10 and to be answered any 08 B. Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Practical Question OR | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question OR | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions OR | 08 Marks 07 Marks |
| Q-4 | Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 60

Duration: 2 Hrs

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | A) Theory questions B) Theory questions OR | 08 Marks 07 Marks |
| Q-4 | Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks



University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane
(Autonomous)**

(Affiliated to University of Mumbai)

Program: B. M. S. (JBCUCBMS)

Syllabus for F.Y.BMS (Programme at Semester I)

Year of Establishment: 1999-2000

Year of Upgrading: 2021-2022

Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Mumbai envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its UnderGraduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability. Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning. The new curriculum of Bachelor of Management Studies offer students' core papers that help build their foundation in the area of management. The choice of generic electives and skill enhancement courses enable students to pursue an area of their interest in the field of management. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster entrepreneurial and innovative thinking. The University of Delhi hopes the LOCF approach of the programme Bachelor of Management Studies will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.



**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

PROGRAMME - OUTCOMES

| PO | PO Description |
|------------|--|
| PO1 | Knowledge of Business, Management functions and its effective application: Ability to gain and apply knowledge of management principles, concepts and theories. |
| PO2 | Critical Thinking, problem solving and decision making: Ability to analyse Problem and provide effective and meaningful solutions. To increase awareness of the factors influencing decisions & the risks involved. |
| PO3 | Innovation, conceptualisation and creative thinking. To encourage enterprise culture through innovative & creative thinking & develop attitude to provide solutions to the problems in the business world as well as address the needs of the society. |
| PO4 | Team work and Intercultural Competence: An ability to apply managerial skills by working effectively as an individual, as a member of a team or as a leader on multidisciplinary management projects. |
| PO5 | Communication, Interpersonal skills & Social Skills: To develop effective interpersonal skills & display efficient verbal, non-verbal and written communication |

| Programme Specific Outcome |
|---|
| <ul style="list-style-type: none"> • Programme outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall • Acquire knowledge about management practices which facilitate them to become effective professionals. • Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management. • Be adequately trained to be entrepreneurs and communicate effectively. • Develop a positive attitude towards lifelong learning and research. • Acquire the required skills to develop business models and be responsible global citizens with crosscultural competent behaviour and ethical values. |

DISTRIBUTION OF SUBJECT AND CREDITS

| Course | Course name | Semester | Course Nomenclature | Course Code | Credits |
|--------|----------------------|----------|--------------------------------------|-------------|---------|
| FYBMS | FYBMS Common Subject | I | 1. Foundation of Human Skills | JBCUCBMS101 | 3 |
| | | | 2 Business Economics-I | JBCUCBMS102 | 3 |
| | | | 3 Business Communication - I | JBCUCBMS103 | 3 |
| | | | 4 Foundation Course – I | JBCUCBMS104 | 2 |
| | | | 5 Introduction to Financial Accounts | JBCUCBMS105 | 3 |
| | | | 6 Business Law | JBCUCBMS106 | 3 |
| | | | 7 Business Statistics | JBCUCBMS107 | 3 |

DISTRIBUTION OF SUBJECT AND CREDITS

| Course | Course name | Semester | Course Nomenclature | Course Code | Credits |
|--------|----------------------|----------|---|-------------|---------|
| FYBMS | FYBMS Common Subject | II | 1 Principles of Marketing | JBCUCBMS201 | 3 |
| | | | 2 Industrial Law | JBCUCBMS202 | 3 |
| | | | 3 Business Mathematics | JBCUCBMS203 | 3 |
| | | | 4 Business Communication -II | JBCUCBMS204 | 3 |
| | | | 5 Business Environment | JBCUCBMS205 | 3 |
| | | | 6 Principles of Management | JBCUCBMS206 | 3 |
| | | | 7 Foundation Course - Value Education and Soft Skill – II | JBCUCBMS207 | 2 |

Semester I

Course Nomenclature: Foundation of Human Skills

Course Code: JBCUCBMS101

Course Outcomes

| | |
|---|---|
| 1 | To enable learners to understand self in organizational context and to understand coworkers' behavior |
| 2 | To acquaint the learners with the with the basic ideas, theories, concepts related to Group Behaviour of Individuals |
| 3 | To familiarize the learners with the concept of Organizational Culture and elements forming it to make them understand the motivation at work place |
| 4 | To familiarize the learners with concept of organizational behaviour and its impact on individual's performance. |
| 5 | To make learners understand the stages of evolution of Organizational behaviour and significance of various organization structures. |

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBMS

SEMESTER I

TITLE: FOUNDATION OF HUMAN SKILLS

Module I - Understanding of Human Nature

- **Individual Behaviour:** Concept of a man, individual differences, factors affecting individual differences, Influence of environment
- **Personality and attitude:** Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Readingemotions
- **Thinking, learning and perceptions:** Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptualerrorinmanagerialdecisionmakingatworkplace.(Errorssuchas Halo effect, stereotyping, prejudice attribution).

Module II - Introduction to Group Behaviour

- **Introduction to GroupBehaviour**
 - **Group Dynamics:** Nature, types, group behaviour model (roles, norms, status, process, structures)
 - **Team effectiveness:** nature, types of teams, ways of forming an effective team.
 - Setting goals.
- **Organizational Processes and System.**
 - **Power and politics:** nature, bases of power, politics nature, types, causes of organizational politics, political games.
 - **Organizational Conflicts and Resolution:** Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.

Module III - Organizational Culture and Motivation at workplace

- **Organizational Culture:**
 - Characteristics of organizational culture.
 - Types, functions and barriers of organizational culture
 - Ways of creating and maintaining effective organization culture
- **Motivation at workplace:** Concept of motivation Theories of motivation in an organisational setup.
 - A. Maslow Need Hierarchy
 - F. Herzberg Dual Factor
 - Mc. Gregor theory X and theory Y.

Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.

Module IV - Organizational Behaviour

- **Introduction to Organizational Behaviour**
 - Concept, Nature, Foundation, Discipline and Scope of Organizational Behaviour.
- **Evolution of Organizational Behaviour**
 - Evolution-Stages, Human Relations Approach- Hawthorne Experiments, Models of Organization Behaviour
- **Organization Design**
 - Key Factors, Steps in organization Structure, Organizations for Future - Types

REFERENCES

- Organisational behaviour, S. Robbins, Prentice Hall
- Organisational behaviour, John W. Newstrom and Keith Davis, Tata McGrawhill
- Organisational behaviour, Fred Luthans, McGrawhill, New York
- Organisational behaviour, K. Aswathappa, Himalaya Publishing House
- Essentials of management, Koontz, Harold, Tata McGrawhill

Semester I

Course Nomenclature: Business Economics - I

Course Code: JBCUCBMS102

Course Outcomes

| | |
|---|---|
| 1 | Students get the knowledge about Economics at Micro level |
| 2 | Students will learn the Relationship between various policies of business . |
| 3 | Students get to know the aspects of economics in day to day life. |
| 4 | The objective of this course is to acquaint the students with the business economic principles and theories as are applicable in today's business |
| 5 | One can also develop the skills to examine economic issues from all angles and to come up with appropriate solutions |

EYBMS

SEMESTER I

TITLE: BUSINESS ECONOMICS – I

Course Code: JBCUCBMS102

1 Unit-1 Introduction of Business Economics and Demand Analysis (10)

Scope and Importance of Business Economics – Definition, Characteristics and Significance of Business Economics, basic tools, Basic economic relations, Functional relations - Objectives of a Firm: Profit, Sales and Growth Maximization-Types of Profit. Meaning & Nature of Demand, Law of Demand, Elasticity of Demand, Types of Elasticity of demand., Importance of Elasticity of Demand, Methods of Measurement of Elasticity of Demand- Income method, Cross method, Promotional method.

Demand Estimation and forecasting: Meaning, Importance, Need and significance – methods of demand estimation: survey and statistical methods. Demand Forecasting methods for consumer goods (Customer Survey, Barometric Method)

2 Supply and Production Decisions and Cost of Production (10)

Supply & Law of supply,

Production function: short run analysis with Law of Variable Proportions - isoquants, ridge lines and Long run production function and Laws of Returns to Scale – expansion path – Economies and diseconomies of Scale.

Cost Concepts Real cost and Money Cost, Economic and Accounting Cost, Social and Private cost, Fixed and variable cost, Opportunity Cost, Total and Marginal Cost, Implicit and Explicit cost

3 UNIT-III Market structure and Revenue Analysis: Perfect competition, Monopoly, Monopolistic Competition and Oligopoly (15)

Concepts of Revenue Total Revenue, Average Revenue, Marginal Revenue

Perfect Competition: Concept, Features, Short run and Long run equilibrium of a firm under Perfect competition.

Monopoly: Concept, Features, Difference between Perfect competition and Monopoly, Types of Monopoly, Short run and Long run equilibrium of a firm under Monopoly

Monopolistic competition: Concept, Features, Difference between Perfect Competition and Monopolistic Competition Equilibrium of a firm under Monopolistic competition, Role of Advertising

(Topics to be taught by using real life examples and case studies) Nature of demand curve under different markets. Relationship between AR and MR under Perfect Competition Market.

Oligopoly: Concept, features, Difference between Monopoly and Oligopoly, Price Rigidity. Price Leadership, Barometric price leadership.
(with practical examples)

4 Pricing Practices

(15)

Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, Difference between multiple product pricing and transfer pricing, Dumping (case studies on how pricing methods are used in today's business world)

5 V Welfare Economics

(10)

Meaning, definition & Scope of Welfare economics, Basic Principles of Welfare Economics
Concept of Social goods (Public goods) & Private goods

REFERENCES

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirschey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

Semester I

Course Nomenclature: Business Communication - I

Course Code: JBCUCBMS103

Course Outcomes

| | |
|---|--|
| 1 | Students learn the basics of development of communication skills in the business world. |
| 2 | Students grasp the essentials of using modern technology effortlessly to enhance verbal communication. |
| 3 | Students are introduced to technically sound methods of written correspondence. |

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SEMESTER I

TITLE: BUSINESS COMMUNICATION - I

Theory of Communication

(15)

Concept of Communication:

Meaning, Definition, Process, Need, Feedback, Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication

Channels and Objectives of Communication: Channels-

Formal and Informal - Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)

Methods and Modes of Communication:

Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette

Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given)

Facsimile Communication [Fax]

Computers and E- communication Video and Satellite Conferencing

2. Obstacles to Communication in Business World

(15)

Problems in Communication /Barriers to Communication:

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers

Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4

Introduction to Business Ethics:

Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,

Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace

Piracy, Insurance, Child Labour

3. Business Correspondence

(15)

Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,

Personnel Correspondence:

Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation

[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

4. Language and Writing Skills (15) Activities

Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.

Tutorial Activities: Speaking skills, Writing skills, Soft skills, Emotional Intelligence / EQ, Conflict Management & Time Management

REFERENCES

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi

Semester I
Course Nomenclature: Foundation Course - I

Course Code: JBCUCBMS104

Course Outcomes

| | |
|---|---|
| 1 | To acquaint students with diverse nature of Indian society |
| 2 | To provide broad outline of Indian Constitution, its preamble, features, etc. |
| 3 | To make students aware both about fundamental rights and duties |
| 4 | To make the students understand natural and man-made disparities |

EYBMS

SEMESTER I

TITLE: FOUNDATION COURSE - I

Foundation Course-I

Semester1

Unit I: Diverse nature of Indian Society **09**

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society **09**

1. Communal Conflicts
2. Caste Conflicts
3. Linguistic and regional conflicts

Unit III: Contemporary Indian Society- Issues and Challenges **09**

1. Concept of Gender
2. Multiplicity of Gender Identities
3. Changing nature of the institution of family

Unit IV: Introduction to the Constitution **09**

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Nature of Political Parties in India **09**

1. Classification of political parties

2. Salient features of party system in India
3. Problems faced by political parties

REFERENCES

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient ,medivial and Modern India, Mandakranta Bose Oxford University Press
- National Humana rights commission- disability Manual
- Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012

Modality of Assessment for Foundation Course Only

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

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Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.

3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II)

6

3. Full length question (from Unit III)

12

OR

3. A. Short question (from Unit III)

6

B. Short question (from Unit III)

6

4. Full length question (from Unit IV)

12

OR

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

5. Full length question (from Unit IV)

12

OR

5. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

Semester I

Course Nomenclature: Introduction to Financial Accounts

Course Code: JBCUCBMS105

Course Outcomes

| | |
|---|--|
| 1 | This subject is intended to introduce the basic theory, concepts and practice of financial accounting. |
| 2 | It includes the preparation of accounting statements, but their uses and limitations will also be emphasised. |
| 3 | To enable students to understand information contained in the published financial statements of companies and other organisations. |

FYBMS

SEMESTER I

TITLE: INTRODUCTION TO FINANCIAL ACCOUNTS

1. Introduction

(15)

- Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting
- Accounting principles: Introductions to Concepts and conventions.
- Introduction to Accounting Standards: Meaning and Scope)
 - AS 1 : Disclosure to Accounting Policies
 - AS 6: Depreciation Accounting.
 - AS 9: Revenue Recognition.
 - AS 10: Accounting For Fixed Assets.
- International Financial Reporting Standards (IFRS): Introduction to IFRS
 - IAS-1: Presentation of Financial Statements (Introductory Knowledge)
 - IAS-2: Inventories (Introductory Knowledge)
- Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting

2. Accounting Transactions

(15)

- Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.
- Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.
- Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.
- Profit or Loss: Revenue profit or loss, capital profit or loss

3. Trial Balance & Final Account

(15)

- Preparation of Trial Balance: Introduction and Preparation of Trial Balance
- Preparation and presentation of Final Accounts in horizontal format

4. Final Accounts

(15)

- Introduction to Schedule 6 of Companies Act ,1956

REFERENCES

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumba



Semester I

Course Nomenclature: Business Law

Course Code: JBCUCBMS106

Course Outcomes

| | |
|---|---|
| 1 | Business Law subject will help to demonstrate BMS students an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally. |
| 2 | Business Law helps BMS students to explain the corporate governance system, including the law related to agency. |
| 3 | BMS students will be able to explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making. |



FYBMS

SEMESTER I

TITLE: BUSINESS LAW

1. Contract Act, 1872 & Sale of Goods Act, 1930 (15)

- Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.
- Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.

2. Negotiable Instrument Act, 1911 & Consumer Protection Act, 1986 . (15)

- Negotiable Instrument Act, 1911: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.
- Consumer Protection Act, 1986:
 - (a) Salient Features of Act
 - (b) Definition – Appropriate Laboratory, Complainant, Complaint, Consumer, Consumer Dispute, Consumer Rights, Defect, Deficiency, Goods, Manufacturer, Person, Restrictive Trade Practice, Service, Unfair Trade Practice
 - (c) Consumer Protection Councils
 - (d) Central Consumer Protection Authority
 - (e) Consumer Redressal Commission

3. Company Law (15)

- Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.

4. Intellectual Property Rights(IPR) (15)

- Trademarks, definition, types of trademarks, infringement and passing off.
- Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.
- Geographical indications (only short notes)

REFERENCES

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh
- Law of Intellectual Property-V.K-Taraporevala



Semester I

Course Nomenclature: Business Statistics

Course Code: JBCUCBMS107

Course Outcomes

| | |
|---|---|
| 1 | Students learn Basics of data science and data analysis like Averages and forecasting techniques. |
| 2 | The subject helps the students to understand data based results and to develop logical and analytical skills |
| 3 | It is also pre-requisite for the 6th sem subject Operations Research and hence students become expert in applied statistical methods. |

FYBMS

SEMESTER I

TITLE: BUSINESS STATISTICS

1. Introduction to Statistics (15)

- Introduction: Functions/Scope, Importance, Limitations
- Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)
- Presentation Of Data:Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)
- Measures Of Central Tendency:Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency

2. Measures of Dispersion, Co-Relation and Linear Regression (15)

- Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept)
- Co-Relation: Karl Pearson, Rank Co-Relation
- Linear Regression: Least Square Method

3. Time Series and Index Number (15)

- Time Series: Least Square Method, Moving Average Method, Determination of Season
- Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number

4. Probability and Probability Distributions (15)

Concept of Sample Space, Concept of Event, Definition of Probability, Addition and Multiplication Laws of Probability, Conditional Probability, Bayes' Theorem (Concept only), Expectation and Variance, Concept of Probability Distribution (only Concept)

Concept of Permutations and Combinations. Introduction to probability distributions. Binomial and Normal Distribution (Concept only)

REFERENCES

- Statistics of Management , Richard Levin & David S. Rubin, Printice Hall of India , New Delhi.
- Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thompmson Publication.
- Fundamental of Statistics, S C Gupta, Himalya Publication House.
- Business Statistics , Bharadwaj , Excel Books, Delhi
- Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.

Semester II

Course Nomenclature: Principles of Marketing

Course Code: JBCUCBMS201

Course Outcomes

| | |
|---|--|
| 1 | Use an understanding of marketing and the market driven enterprise to differentiate market? driven enterprises from non-market driven enterprises in a market economy as a foundation for future course work and employer selection. |
| 2 | Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators. |
| 3 | Identify key stages of the market planning process in order to create marketing plans through development of key sections common to most plans, as well as execution of rudimentary primary and secondary research |

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SEMESTER II

TITLE: Principles of Marketing

1. Introduction to Marketing (15)

- Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function
- Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.
- Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.

2. Marketing Environment, Research and Consumer Behaviour (15)

- The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
- Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)
- Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research
- MIS: Meaning, features and Importance
- Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour

3. Marketing Mix (15)

- Marketing mix: Meaning –elements of Marketing Mix.
- Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.
- Branding –Packing and packaging – role and importance
- Pricing – objectives- factors influencing pricing policy and Pricing strategy.
- Physical distribution – meaning – factor affecting channel selection-types of marketing channels
- Promotion – meaning and significance of promotion. Promotion
- tools (brief)

4. Segmentation, Targeting and Positioning and Trends In Marketing (15)

- New trends in marketing – E-marketing , Internet marketing and marketing using Social network
- Social marketing/ Relationship marketing
- Careers in marketing – meaning, Traditional marketing roles, Digital marketing career options
- Permission Marketing: – meaning, role , benefits

REFERENCES

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing
- Eric Siebert (**Author**): Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers, 31 March 2016
- Seth Godin (**Author**): *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*. 6 May 1999

Semester II

Course Nomenclature: Industrial Law

Course Code: JBCUCBMS202

Course Outcomes

| | |
|---|---|
| 1 | Business Law subject will help to demonstrate BMS students an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally. |
| 2 | Business Law helps BMS students to explain the corporate governance system, including the law related to agency. |
| 3 | BMS students will be able to explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making. |



FYBMS

SEMESTER II

TITLE: Industrial Law

1 Laws Related to Industrial Relations and Industrial Disputes

(15)

- Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure
- The Trade Union Act, 1926

2. Laws Related to Health, Safety and Welfare

(15)

- The Factory Act 1948: (Provisions related to Health, Safety and Welfare)
- The Workmen's Compensation Act, 1923 Provisions:
 - Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence
 - Definitions
 - Employers liability for compensation (S-3 to 13)
 - Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)

3. Social Legislation

(15)

- Employee State Insurance Act 1948: Definition and Employees Provident Fund
- Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues

4. Laws Related To Compensation Management

(15)

- The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions
- Payment of Bonus Act, 1965
- The Payment Of Gratuity Act, 1972

REFERENCES

- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- Employee's Provident Fund, Chopra D.S, Labour Law Agency
- Industrial Law, Mr. P.L. Mallick, Sultan Chand
- Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall

Semester II
Course Nomenclature: Business Mathematics

Course Code: JBCUCBMS203

Course Outcomes

| | |
|---|---|
| 1 | Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation. |
| 2 | Work with simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics. |
| 3 | Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation. |



FYBMS

SEMESTER II

TITLE: Business Mathematics

1. Elementary Financial Mathematics

(15)

- Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest
- Annuity-Present and future value-sinking funds
- Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.
- Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.
- Permutation and Combination: (Simple problems to be solved with the calculator only)

2. Matrices and Determinants

(15)

- Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)
- Determinants of a matrix of order two or three: properties and results of Determinants
- Solving a system of linear equations using Cramer's rule
- Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method
- Case study: Input Output Analysis

3. Derivatives and Applications of Derivatives

(15)

- Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function
- Rules of derivatives: addition, multiplication, quotient
- Second order derivatives
- Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand

4. Numerical Analysis [Interpolation]

(15)

- Forward and Backward Difference Operator. Newton's backward interpolation formula with simple examples

REFERENCES

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.
- Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd
- Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- Mathematics for Economics and Business, RS Bhardwaj, 2010,Excel Books
- Business Mathematics, Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi



Semester II
Course Nomenclature: Business Communication - II

Course Code: JBCUCBMS204

Course Outcomes

| | |
|---|--|
| 1 | Students learn the theoretical aspects of day-to-day workings of an business organization. |
| 2 | Students are made aware of job market expectations and accordingly vital tips for personality development are given. |
| 3 | Students further enhance their knowledge of written business correspondence through the art of letter writing. |



FYBMS

SEMESTER II

TITLE: Business Communication - II

1. Presentation Skills

(15)

- Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation
- Effective use of OHP
- Effective use of Transparencies
- How to make a Power-Point Presentation

2. Group Communication

(15)

- **Interviews:** Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit
- **Meetings:** Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions
- **Conference:** Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing
- **Public Relations:** Meaning, Functions of PR Department, External and Internal Measures of PR

3. Business Correspondence

(15)

- Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)
- Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act

[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]

4. Language and Writing Skills

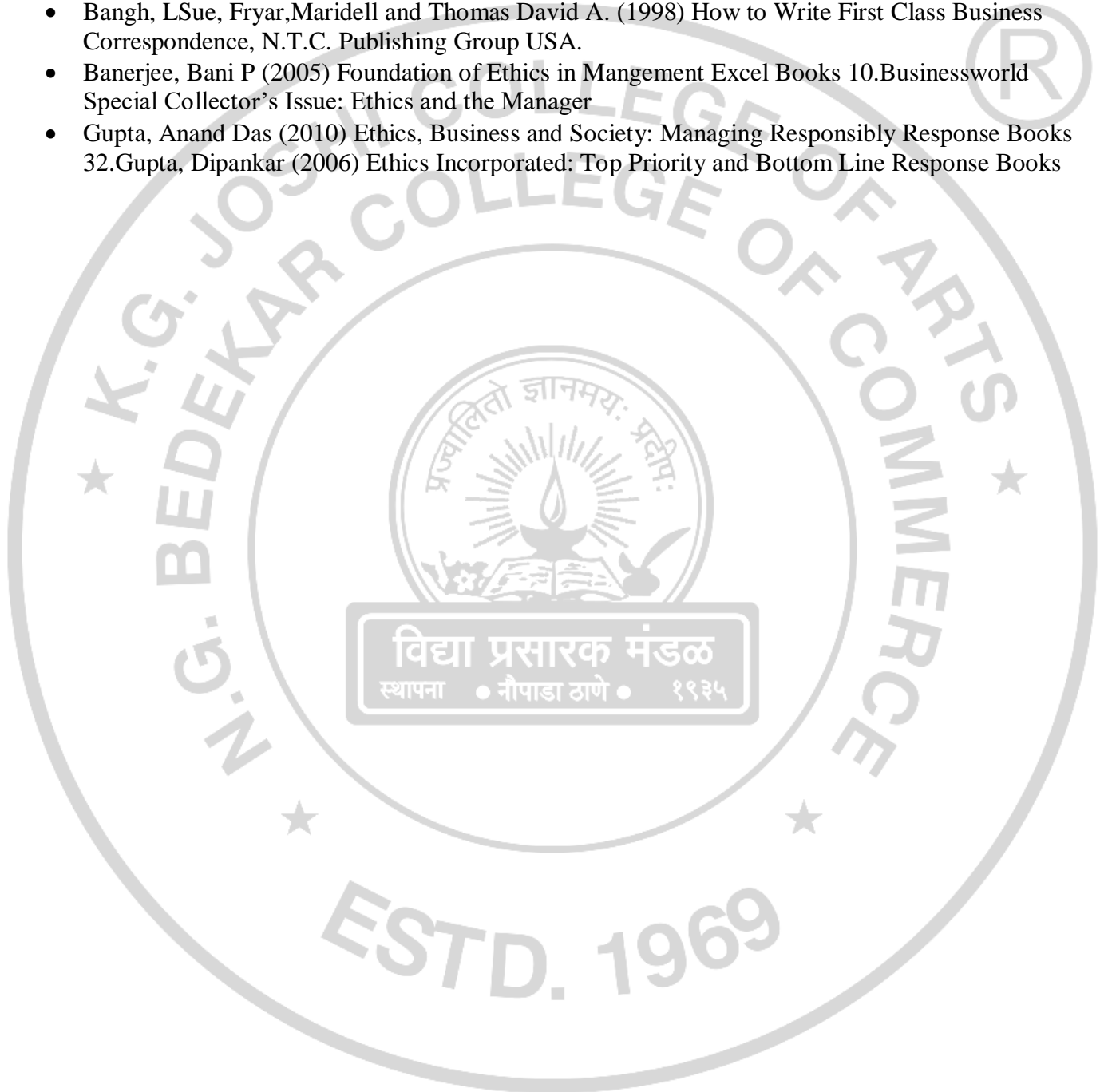
(15)

- Summarisation: Identification of main and supporting/sub points, Presenting these in a cohesive manner
- Report Writing
- Tutorial Activities: Students' Presentations, Group Discussions, E – learning, Mock Interviews, Mock Meetings / Conferences, Book Reviews / Reading Comprehension

REFERENCES

- Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.

- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books



Semester II

Course Nomenclature: Foundation Course – II

Course Code: JBCUCBMS205

Course Outcomes

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.



FYBMS

SEMESTER II

TITLE: Foundation Course – II

Unit I: Globalization: Impact on the Society **09**

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

Unit II: Human Rights **09**

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Unit III: Ecology **09**

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress **09**

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts **09**

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6
B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6
B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6
B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6
B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

5. A. Short question (from Unit IV) 6
B. Short question (from Unit IV) 6

Semester II

Course Nomenclature: Business Environment

Course Code: JBCUCBMS206

Course Outcomes

| | |
|---|--|
| 1 | Helps to sum or collection of all internal and external factors such as employees, customers needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc. |
|---|--|



FYBMS

SEMESTER II

TITLE: Business Environment

1. Introduction to Business Environment

(15)

- Business: Meaning, Definition, Nature & Scope, Types of Business Organizations
- Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment
- Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.
- Introduction to Micro-Environment:
 - Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity
 - External Environment: Firm, customers, suppliers, distributors, Competitors, Society
- Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)

2. Political and Legal environment

(15)

- Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
- Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy
- Impact of business on Private sector, Public sector and Joint sector • Sun-rise sectors of India Economy. Challenges of Indian economy.

3. Social and Cultural Environment, Technological environment and Competitive Environment

- Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business
- Technological environment: Features, impact of technology on Business
- Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies

4. International Environment

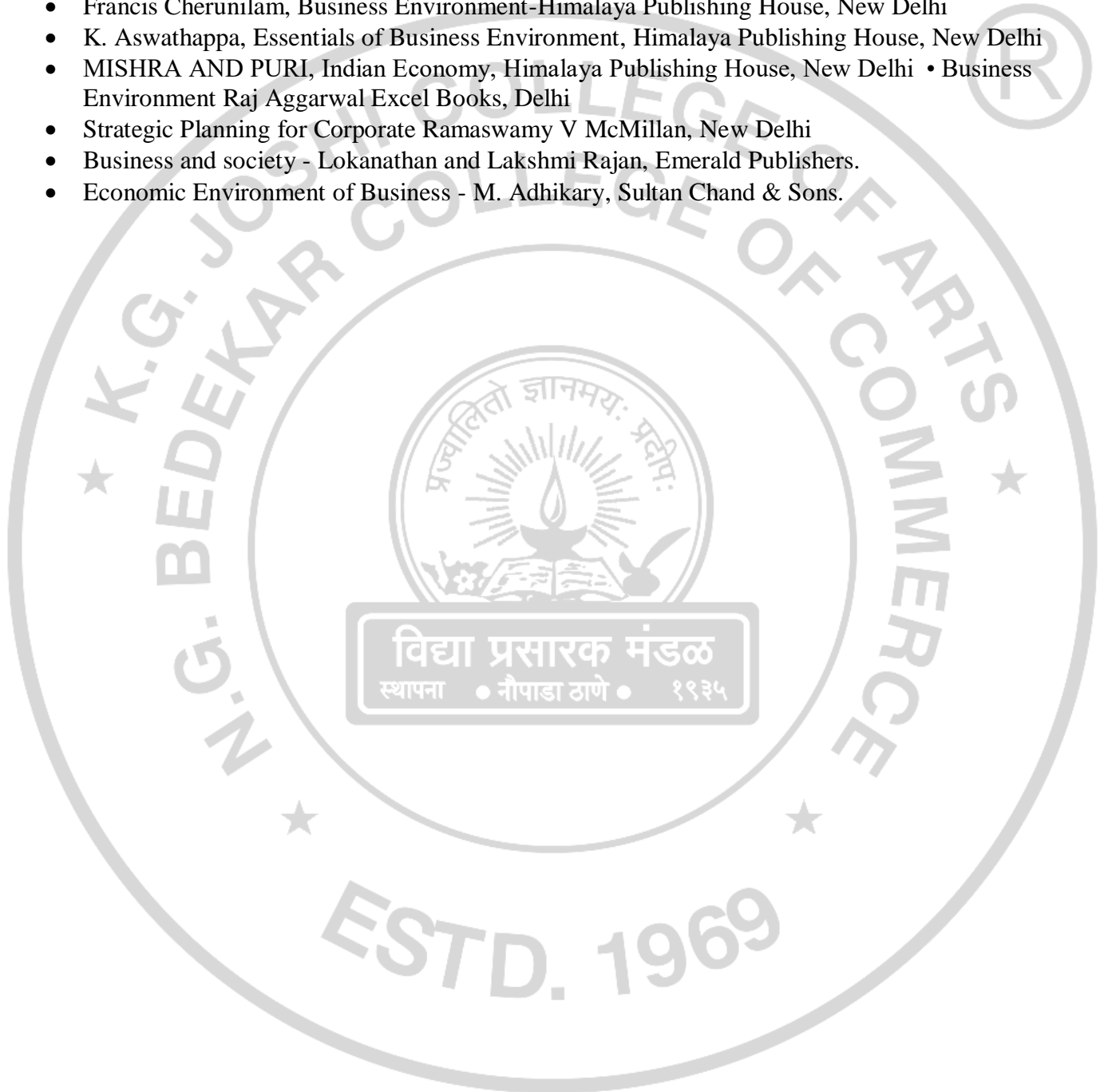
(15)

- FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,

- Challenges faced by International Business and Investment Opportunities for Indian Industry.

REFERENCES

- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi • Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers.
- Economic Environment of Business - M. Adhikary, Sultan Chand & Sons.



Semester II

Course Nomenclature: Principles of Management

Course Code: JBCUCBMS207

Course Outcomes

| | |
|---|---|
| 1 | Students have learnt practical knowledge planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating and other area of Management |
| 2 | Development of Human skills and conceptual skills as per industry requirements as understanding of various functions of Management |
| 3 | This course helped students to understand basic management skills useful in industries as well as how business organizations work. |



FYBMS

SEMESTER II

TITLE: Principles of Management

Module I - Nature of Management

- **Management:** Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.
 - Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
 - **Planning and Decision Making**
 - **Planning:** Meaning, Importance, Elements, Process, Limitations and MBO.
- Decision Making:** Meaning, Importance, Process, Techniques of Decision Making.

Module II– Organizing

- **Organizing:** Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations
- **Departmentation:** Meaning, Basis and Significance
- **Span of Control:** Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs. Decentralization
- **Delegation:** Authority & Responsibility relationship

Module III – Directing, Leadership, Co-ordination and Controlling

- **Directing:** Meaning and Process
- **Leadership:** Meaning, Styles and Qualities of Good Leader
- **Co-ordination** as an Essence of Management
- **Controlling:** Meaning, Process and Techniques

Module IV – Entrepreneurship and Recent Trends in Management

- **Entrepreneurship** – Meaning, Concept, Characteristics/Attributes of Entrepreneur
- **Recent Trends** - Green Management & CSR
- **Managing Global Businesses** – Meaning of terms Globalization, Liberalization and Privatization, Differences between traditional business and globalized businesses

REFERENCES

- Principles of Management , Ramasamy , Himalya Publication , Mumbai
- Principles of Management , Tripathi Reddy , Tata Mc Graw Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao & N V Shah , Ajab Pustakalaya
- Essentials of Management , Koontz II & W , Mc. Graw Hill , New York
- Principles of Management-Text and Cases –Dr..M.Sakthivel Murugan, New Age Publications

Modality of Assessment

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 40%

Question Paper Pattern

(Internal Assessment- Courses without Practical Courses)

| Sr. No. | Particular | Marks |
|---------|---|----------|
| 1 | One class test (20 Marks) | |
| | Match the Column/ Fill in the Blanks/ Multiple Choice Questions (½ Mark each) | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) (01 Mark each) | 05 Marks |
| | Answer in Brief (Attempt Any Two of the Three) (05 Marks each) | 10 Marks |
| 2 | Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |
| 3 | Active participation and Submissions of Assignments, Presentations, Case studies, Group Discussions, Journals as per the subject related academic activities. | 15 Marks |

B) Semester End Examination: 60%

- i) Duration: The examination shall be of 2 Hours duration
- ii) Theory question paper pattern
 - There shall be four questions each of 15marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

(Detail question paper pattern has been given separately)

❖ Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

A. Internal Assessment: 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

External Examination: 60%- 60Marks

Semester End Theory Examination Time:2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

| | |
|---|----------------------|
| Q1. Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 15 |
| Q2. Full Length Question OR Full Length Question | 15 15 |
| Q3. Full Length Question OR Full Length Question | 15 15 |
| Q4. A) Theory questions B) Theory questions OR Short Notes To be asked 05 To be answered 03 | 8 7 15 |

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Programme: B. Voc. in Sales and Marketing Management

Specific Programme: B. Voc. in Sales and Marketing Management

JBCUBVOC

Syllabus for FYB.Voc. in Sales and Marketing Management

Year of Establishment: 2020-21

Year of Upgrading: 2021-2022

Specific Programme: B. Voc. in Sales and Marketing Management

PREAMBLE

Skills and Knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand-supply mismatch as the economy needs more 'skilled' workforce than that is available. To expand the scope of vocational education and to create a skilled 'industry fit' skilled workforce University Grant Commission launched B.Voc programme.

B.Voc. with two specialised domains Sales and Marketing acquaints the students with different areas of trade and commerce in general and retail trade in particular. B.Voc. in Sales and Marketing is a perfect blend of skill component and general component. The skill component is designed by RASCI (Retailers Sector Skill Council of India) under the aegis of NSDC (National Skill Development Corporation). Internship programmes at every semester, regular dialogue with industry partners, learning of different job oriented subjects like Field Sales Management, Marketing Management, Marketing Research, Retailing etc. make the students ready to fulfil the requirements of job markets leading to their career growth and holistic development.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire B.Voc Course)

Mode of Delivery: Offline (Online in case of emergency)

Credit Based Semester and Grading System

with effect from the academic year 2021-2022

B.Voc. Sales and Marketing Management-JBCUBVOC

Programme Outcomes

| PO | PO Description |
|-----------|--|
| PO1 | To provide the mobility between vocational and general education of Sales and Marketing by alignment of degree with NSQF(National Skill Qualification Framework) |
| PO2 | To provide Recognition of Prior Learning (RPL) allowing transition from non formal to organised job market. |
| PO3 | To allocate standardised, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework |
| PO4 | To allow global mobility of skilled workforce from India through international equivalence of NSQF. |
| PO5 | To execute mapping of progression pathways within sectors and cross sectorly. |

Programme Specific Outcomes

| PSO | PSO Description |
|------------|---|
| PSO1 | To provide judicious mix of skills relating to a profession and appropriate content of general education |
| PSO2 | To sharpen the professional skills of the learners in order to enhance employability and meet industry requirements. |
| PSO3 | To make the learners aware about concepts of marketing management, Sales management, retail, consumer behaviour, supply chain and logistics management and recent trends and developments in it |
| PSO4 | To give a working knowledge in respect of Business Law, Information Technology, management accounting, Business Statistics, Business Mathematics |
| PSO5 | To equip the learners to become a part of the global workforce |
| PSO6 | To acquaint the learners with Sales and Marketing strategies to be implemented in different sectors |

DISTRIBUTION OF TOPICS AND CREDITS

F.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER-I

| Course | Course Nomenclature | Type of Paper | Course Code | Credits |
|--------|--------------------------------|---------------|----------------------|-----------|
| 1 | Fundamentals of Management | General | JBCUBVOC101 | 4 |
| 2 | Foundation Course –I | General | JBCUBVOC102 | 4 |
| 3 | Communication Skills –I | General | JBCUBVOC103 | 4 |
| 4 | Basics of Sales Management-I | Skill | JBCUBVOC104 | 4 |
| 5 | Basics of Marketing Management | Skill | JBCUBVOC105 | 4 |
| 6 | Retail Management-I | Skill | JBCUBVOC106 | 4 |
| 7 | Activity Report | Skill | JBCUBVOC107 | 6 |
| | | | Total Credits | 30 |

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Course Code: JBCUBVOC101

Course Nomenclature: General Paper: Fundamentals of Management

COURSE OUTCOMES

1. To make the learners aware about conceptual knowledge and evolution of Management.
2. To familiarize the learners with the functions in Management.

Unit – I Introduction to Management:

(11 Lectures)

- **Management:** Concept, Nature, Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills
- **Evolution of Management-** Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Systems Approach; Contingency Approach, IT Approach.
- **Modern Management Approach-** Peter Drucker's Dimensions of Management, C.K. Prahalad dimensions of Management, C.K. Prahalad dimensions of Management Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.

Unit – II Planning and Decision Making:

(10 Lectures)

- **Planning-** Concept, Planning Process, Types of Plans, Components of Plan
- **Management by Objectives;** -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components

- **Decision making** – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.

Unit – III Organizing

(12 Lectures)

- **Organizing:** Concept, Steps, Principles of Organization: Organizational Structures- Features of Line & Staff Organisation, Matrix Organisation & Virtual Organisation
- **Departmentation:** Meaning & Bases of Departmentation, Span of Management
- **Delegation of Authority-** Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation

Unit – IV Leadership, Motivation and controlling :

(12 Lectures)

- **Leadership-** Concept, Functions, Leadership Styles, Qualities of a good Leader
- **Motivation** – Concept, Factors influencing Motivation, Motivational Theories – Maslow’s Needs Hierarchy Theory, Herzberg’s Two Factor Theory, McGregor’s Theory X and Theory Y.
- **Controlling-** Concept, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls

References

- Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata Mc GrawHill ,Publishing Co. Ltd.
- Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
- Management : Global Prospective –Heinz Weihrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
- Essential of Database Management Systems –Alexis Leon ,Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
- Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

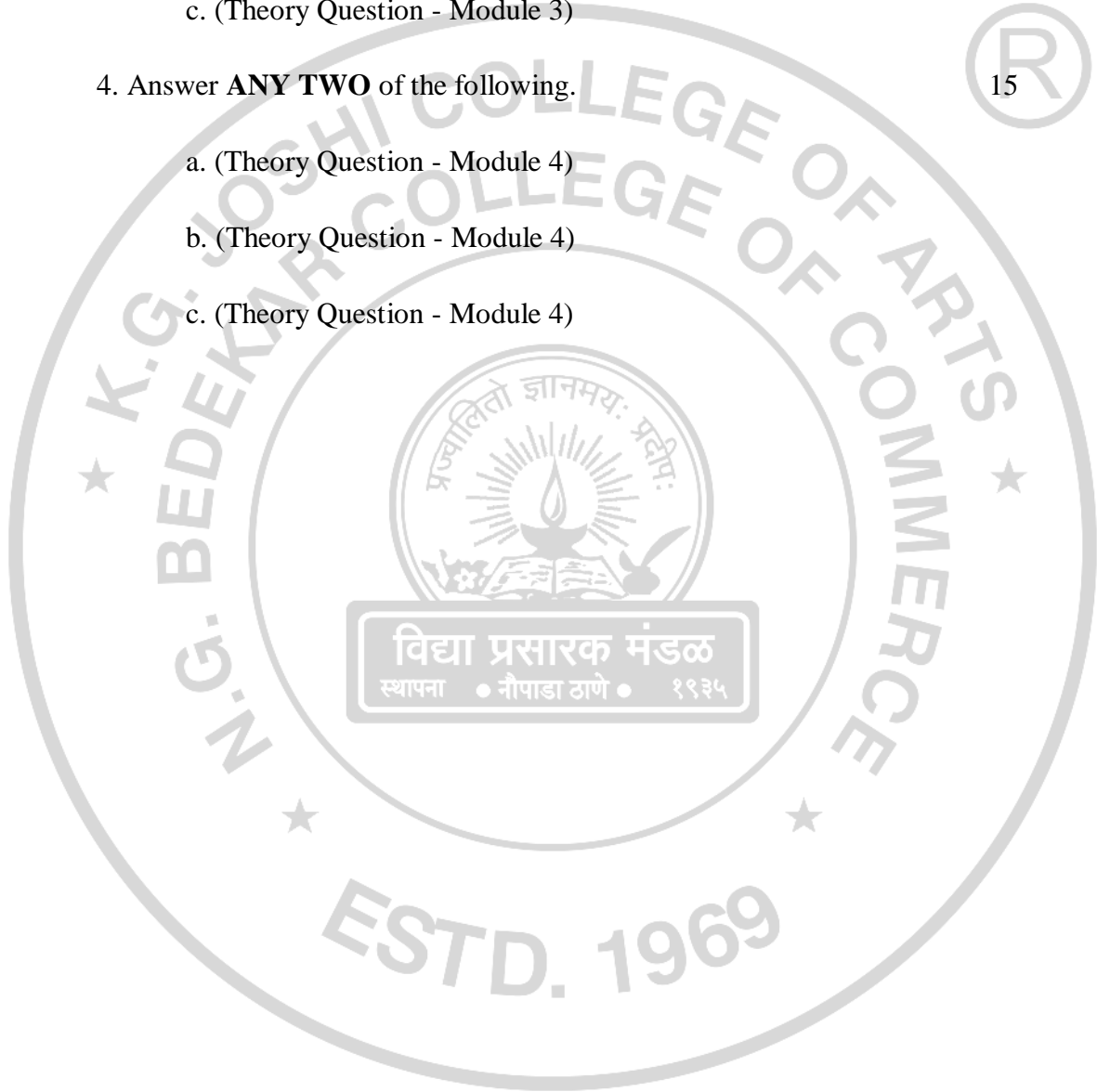
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC102

Course Nomenclature: General Paper: Foundation Course –I

COURSE OUTCOMES

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

Unit I: Diverse nature of Indian Society

09 Lectures

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

09 Lectures

1. Communalism
2. Casteism
3. Linguism and regionalism

Unit III: Inequalities in Indian Society

09 Lectures

1. Gender inequality – Violence against Women and Declining Sex Ratio
2. Gender inequality – Low political participation of women
3. Problems of the differently-abled people and solutions

Unit IV: Introduction to the Constitution

09 Lectures

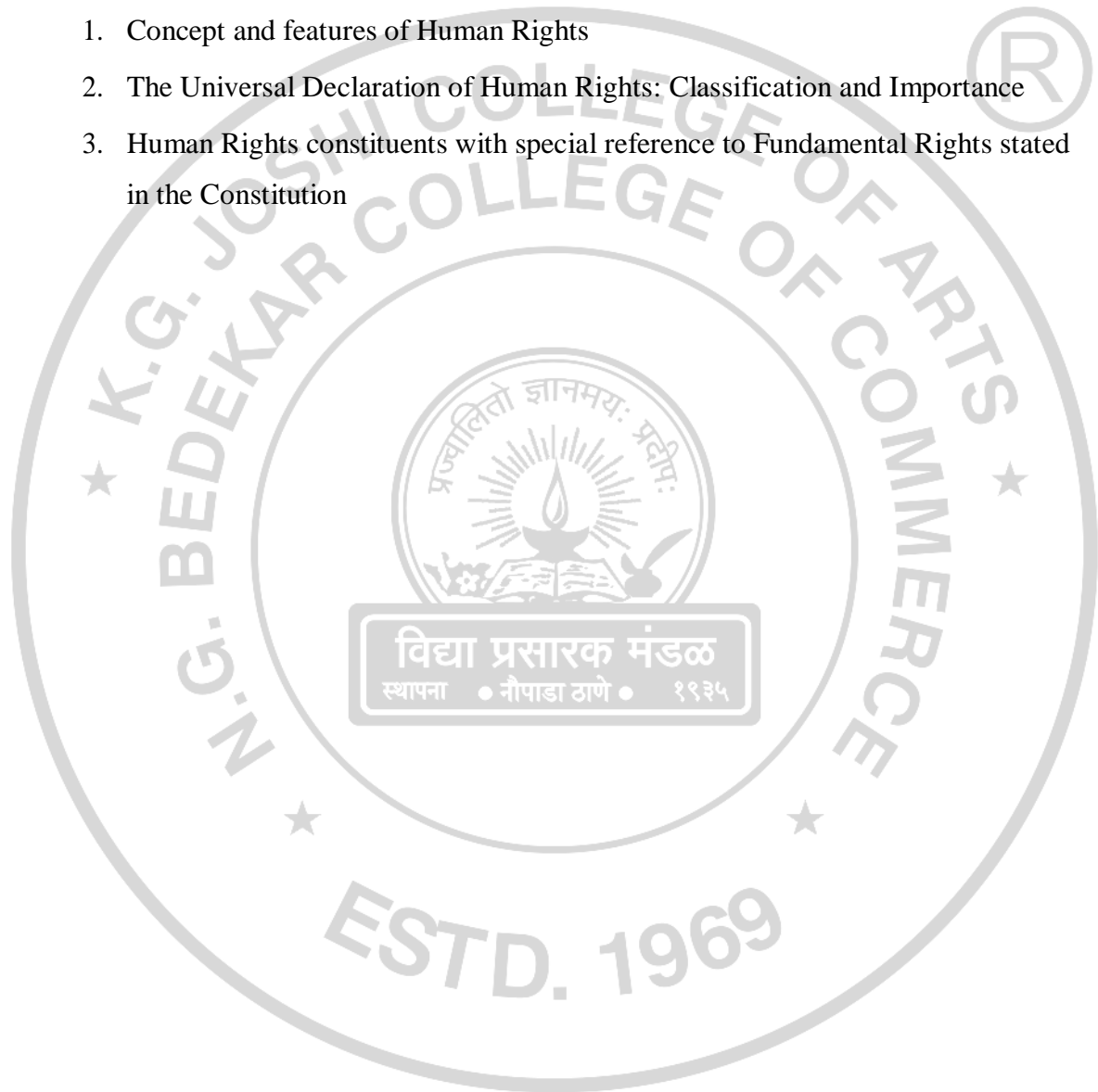
1. Philosophy of the Constitution(with reference to the Preamble)

2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Human Rights

09 Lectures

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights; Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution



Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III)

6

4. Full length question (from Unit IV)

12

OR

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

5. Full length question (from Unit IV)

12

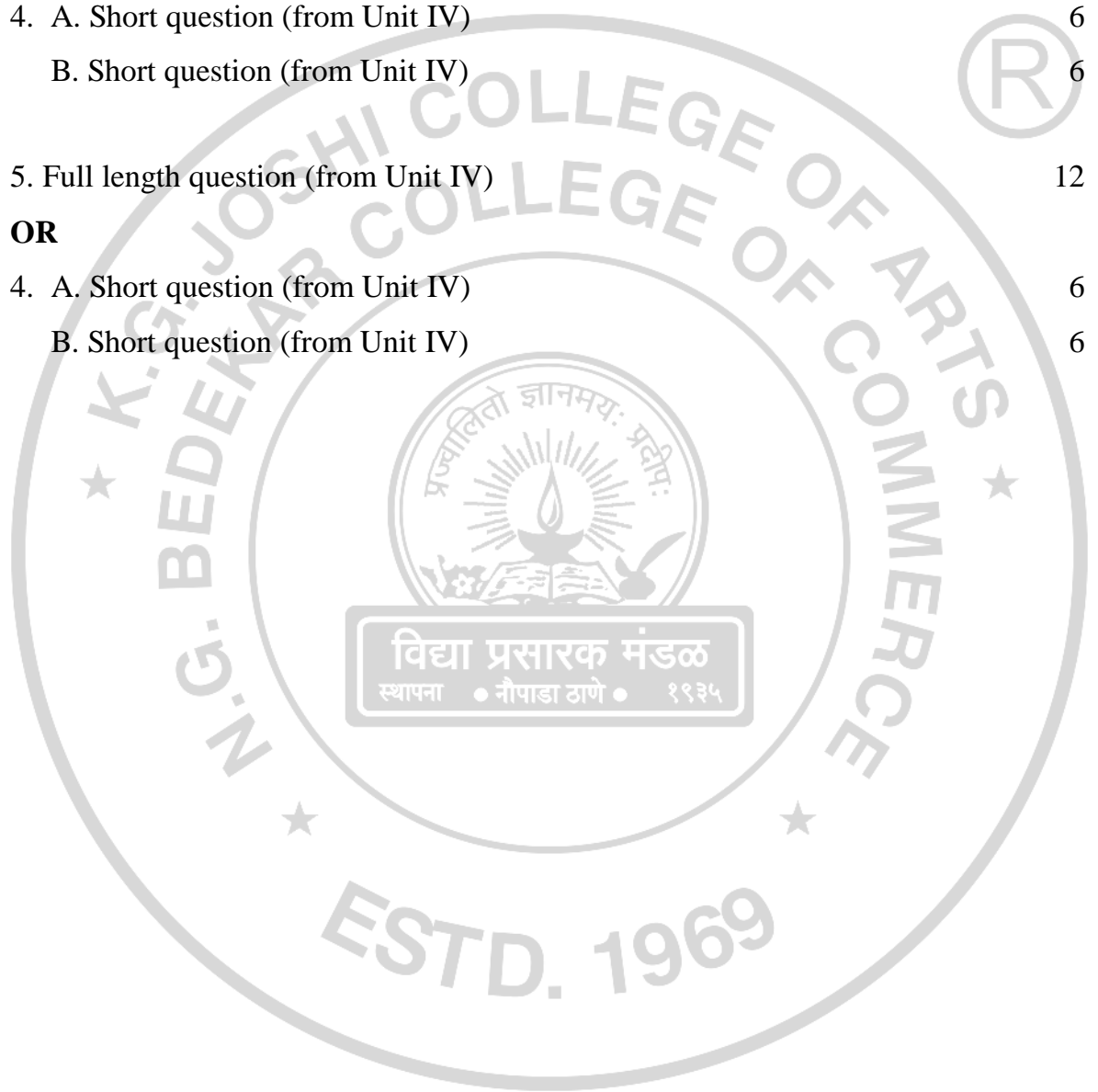
OR

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6



Course Code: JBCUBVOC103

Course Nomenclature: General Paper: Communication Skills –I

COURSE OUTCOMES

- 1: To inculcate fluency in spoken language and enhance comprehension ability
- 2: To develop skills for writing different types of letters, notes, office orders
- 3: To enhance ability to write project and other reports
- 4: To make aware of correct etiquette for different occasions
- 5: To generate ability to lead a team and make an effective power point presentation

Unit 1: Spoken English Recap

9 Lectures

- Grammar and punctuation: Everyday English: Greetings,
- Describing people, places, activities, situations

Unit 2: Concepts of Communication

9 Lectures

- Process and barriers
- Purpose and Types- Formal and Informal, Verbal and non-verbal

Unit 3: Oral Communication

9 Lectures

- Presentation, anchoring, viva voce, interview
- public speaking, panel and group discussions
- audio-visual communication (telephonic, video call-based interactions)

Unit 4 :Non-verbal Communication and Body Language

9 Lectures

- Forms of non-verbal communication
- Interpreting body-language cues

- Effective use of body language

Unit 5: Business Etiquette

9 Lectures

- Attire, Mannerism,
- Networking
- Greetings, Electronic Etiquette, Cultural Courtesy

References:

- Courtland L. Bovee, John V. Thil, (2018) Business Communication Today, 14th Edition Pearson.
- E. H. McGraw, S. J., (4th Edition) Basic Managerial Skills for All. Prentice Hall of India Pvt. Ltd., New Delhi.
- Lesikar, R.V. & Flatley, M.E. (2013) Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Locker and Kaczmarek, (2009) Business Communication: Building Critical Skills, TMH 4th edition.
- Reuben, Ray (2012) Communication today – understanding creating skills, Himalaya Publishing House.
- Shirley Taylor, (2018) Communication for Business: A Practical Approach, word press, 2018
- Sinha, K.K. (2018) Business Communication (4th edition revised) Galgotia and Sons, New Delhi.

Andrews, Sudhir (2008) How to Succeed at Interviews, Tata McGraw-Hill.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

- Q. 1. Answer **ANY TWO** of the following. (Objective Type question) 15
- Q. 2. Answer **ANY TWO** of the following. 15
- Q. 3. Answer **ANY TWO** of the following. 15
- Q. 4. Answer **ANY TWO** of the following. 15

Course Code: JBCUBVOC104

Course Nomenclature: Skill Paper: Basics of Sales Management-I

COURSE OUTCOMES

1. To understand the concept of field sales management.
2. To Make Learners aware about practical applications of sales management.

Unit 1 Sales Management

15 Lectures

- Introduction to Sales Management – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option.
- Field Sales Management – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling, Changing face of Personal Selling.
- Sales Manager – Qualities & Qualification of Sales Manager – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager.

विद्या प्रसारक मंडळ
स्थापना • नौपाडा ठाणे • १९३५

Unit 2: Sales Organisation

15 Lectures

- Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization.
- Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization.
- Centralization & Decentralization of Sales Organization, Merits and Demerits

Unit 3 :Sales Policies

15 Lectures

- Product Policies – Branding, Promotional Policies – Promotional Measures
- Pricing Policies – Methods of Pricing, Factors, Strategies

- Place / Distribution Policies – Channels of Distribution-Types (Consumer & Industrial Goods), Factors affecting selection of channel of distribution

Unit 4:Sales Force Management

15 Lectures

- Recruitment and Selection of Salesforce – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods
- Compensating & Motivating the Sales Team -Methods of Compensation, Monetary and Non-Monetary tools of Motivation.
- Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force.

References

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Tirodkar, Field Sales Management, Vani Publication, Pune.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

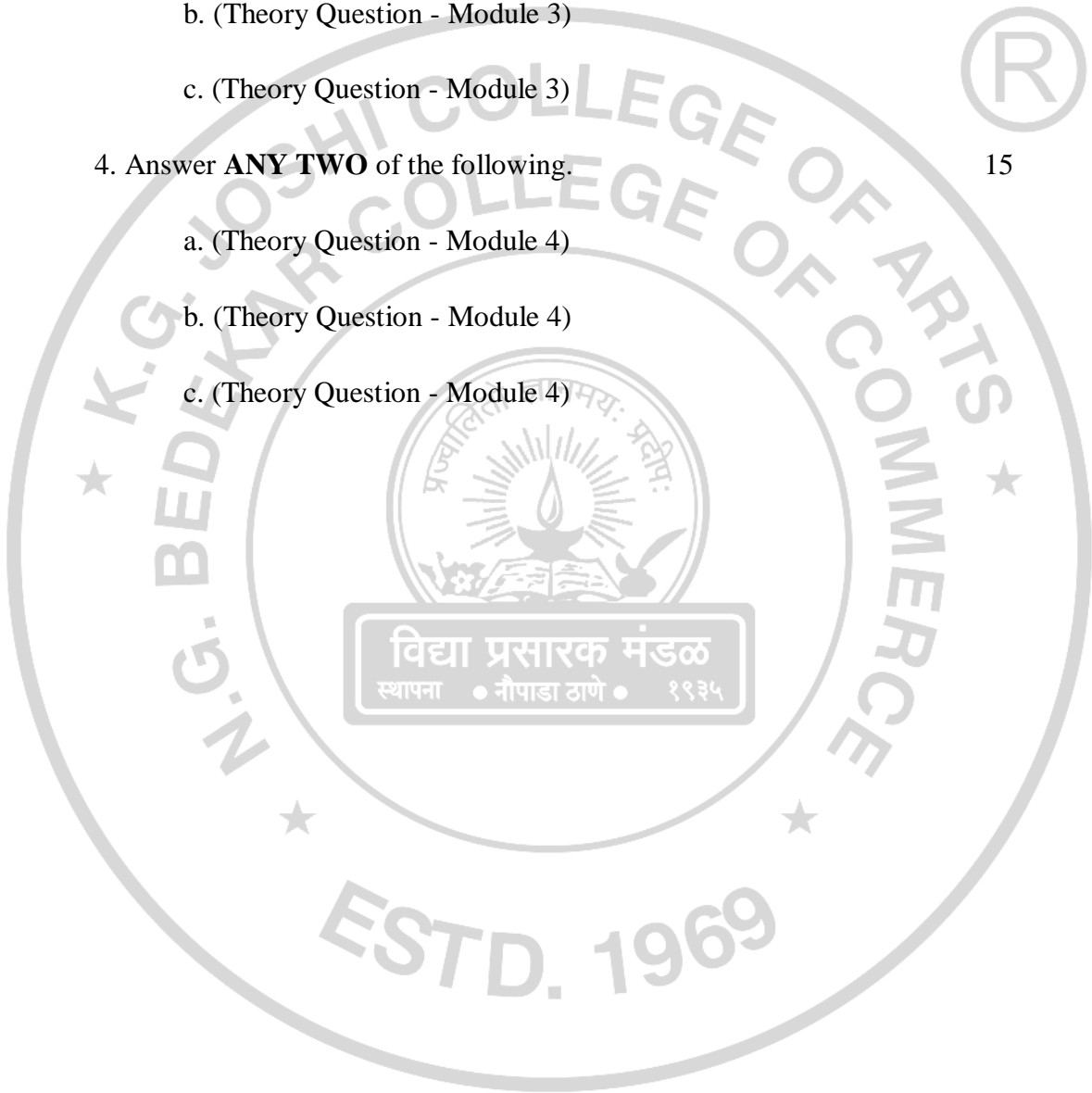
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC105

Course Nomenclature: Skill Paper: Basics of Marketing Management

COURSE OUTCOMES

1. To understand marketing strategies and their impact on business models
2. To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
3. To learn the various marketing strategies adopted by Companies to create a competitive advantage

Unit I: Introduction to Marketing

15 Lectures

Concept Features, Importance, Functions of Marketing, Evolution of Marketing - Concept of Marketing Myopia- Market Targeting -Concept , Five Patterns of Market Targeting .

UNIT II: Marketing Mix, MIS and Market Segmentation

15 Lectures

Marketing Mix-4 P's of Marketing Mix, MIS-Concept & Components, Market segmentation: Concept, Need & Benefits, Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria.

UNIT III: Marketing Mix Decisions: Product and Pricing Decisions

15 Lectures

Product-Concept, Product decisions Areas, Product Life Cycle, Branding-Concept & Components-Packaging –Concept, Essential good Package

Pricing-Concept, Objectives, factors Influencing pricing decisions, Types of pricing, Pricing strategies

UNIT IV: Marketing Mix Decisions: Place and Promotion Decisions

15 Lectures

- Place /Physical Distribution-Concept, Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels)
- Promotion - Concept, Importance, Elements of Promotion mix, Integrated Marketing Communication (IMC)- Concept, Scope, Importance.

References :

- Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
- V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
- Michael Porter – Competitive Advantage
- Theodore Levitt – Marketing Management
- Fundamentals of Marketing – William Stanton



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

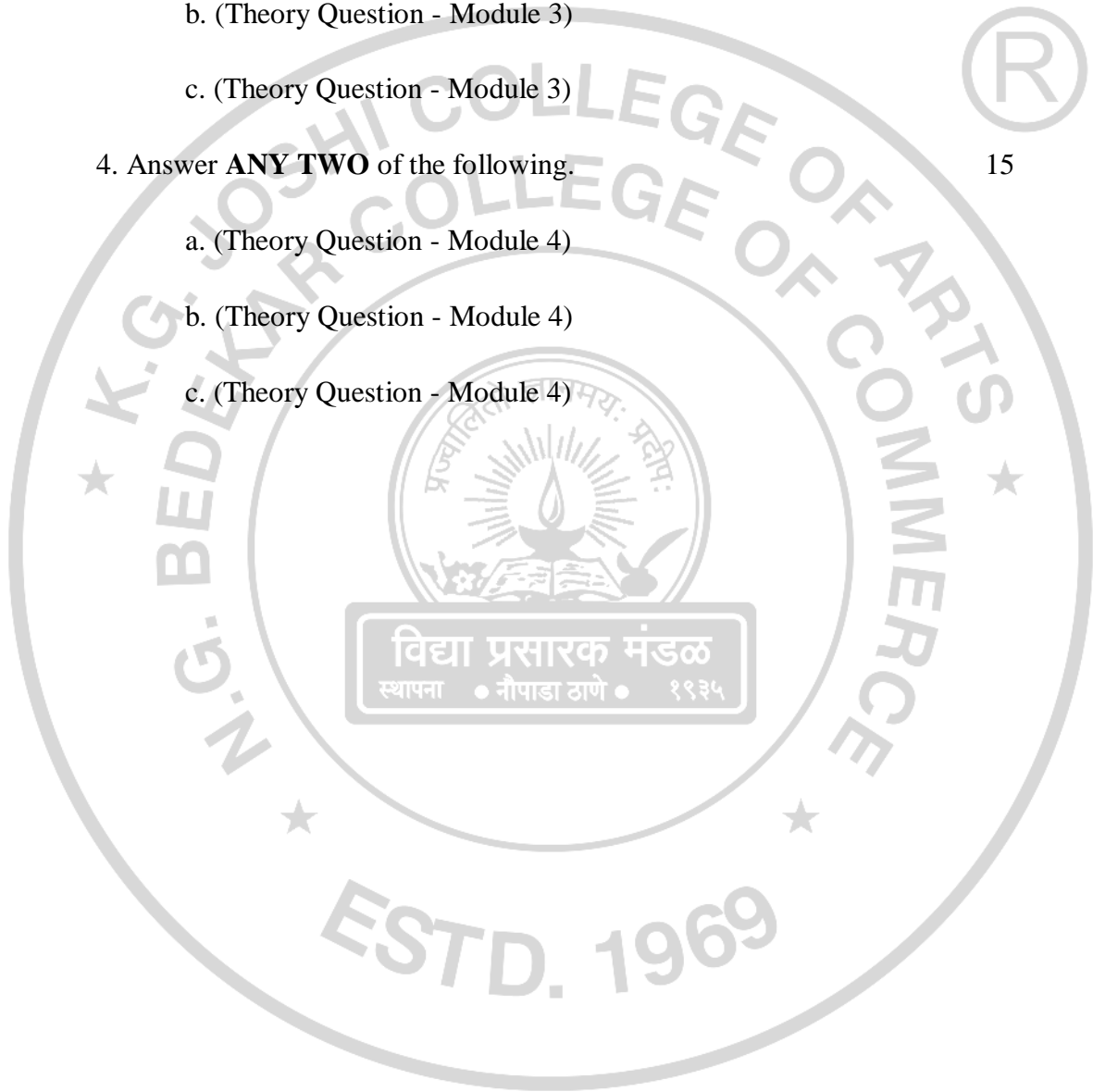
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC106

Course Nomenclature: Skill Paper 3: Retail Management-I

COURSE OUTCOMES

1. To communicate positively the purpose & objectives of the store to all store team members.
2. To explain the importance of effective team communication
3. To understand the concept of team dynamics

Unit I: Introduction to Retail and Retail Store operations

15 Lectures

- Overview of Retail Industry-
- Store Processes-
- Process credit applications for purchases

Unit II-Team and Organisational Dynamics

15 Lectures

- Job responsibilities of a Sales Associate
- Work effectively in organisation:
- Help keep the store secure

Unit III: Retail Sales and Consumer Buying behaviour

15 Lectures

- Basics of Consumer Shopping Behaviour-
- Help customers choose right products
- Provide specialist support to customers facilitating purchases

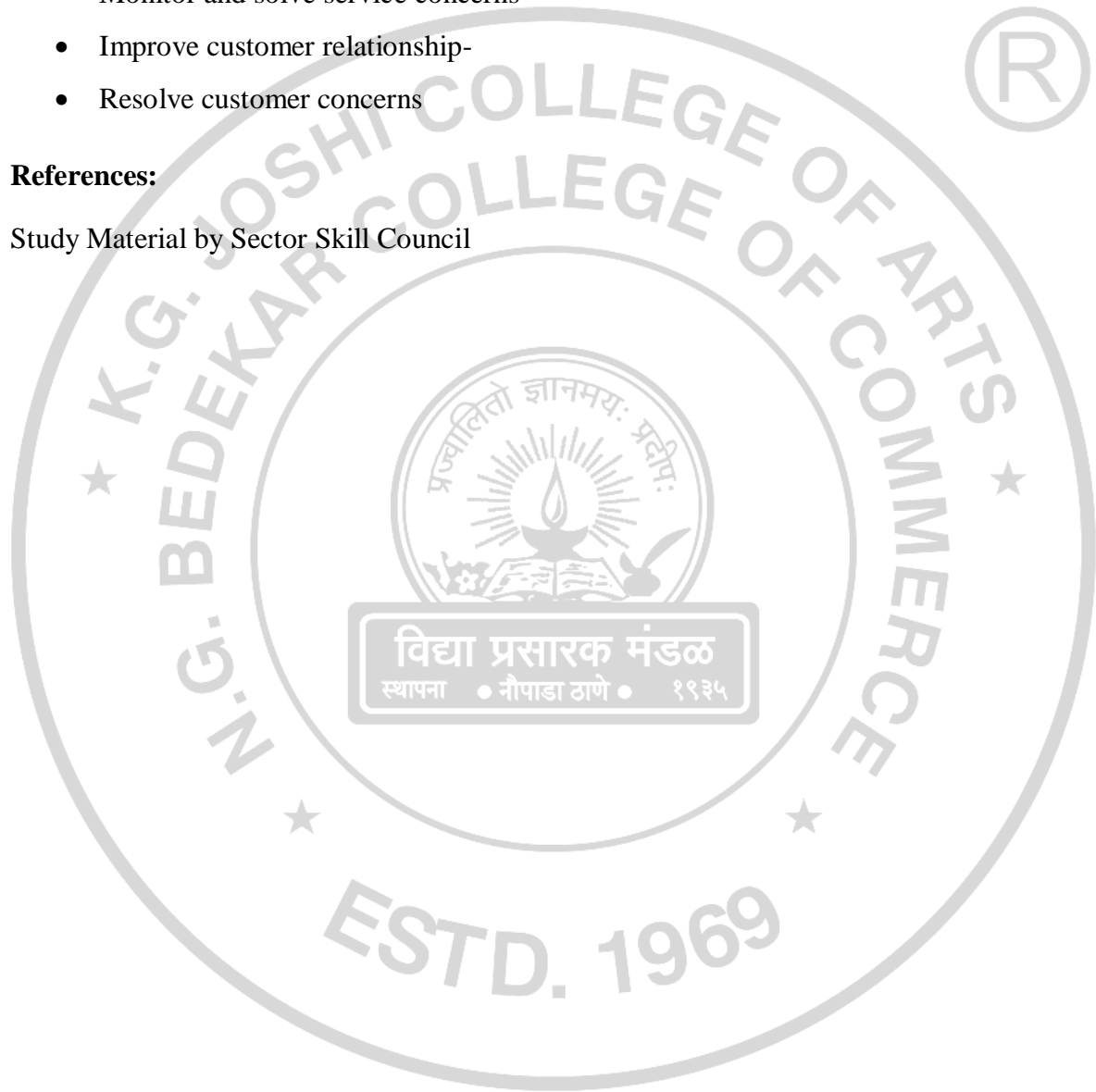
UNIT-IV: Customer Service & Customer Relationship Management

15 Lectures

- Create a positive image of self & organisation in the customers mind
- Monitor and solve service concerns
- Improve customer relationship-
- Resolve customer concerns

References:

Study Material by Sector Skill Council



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

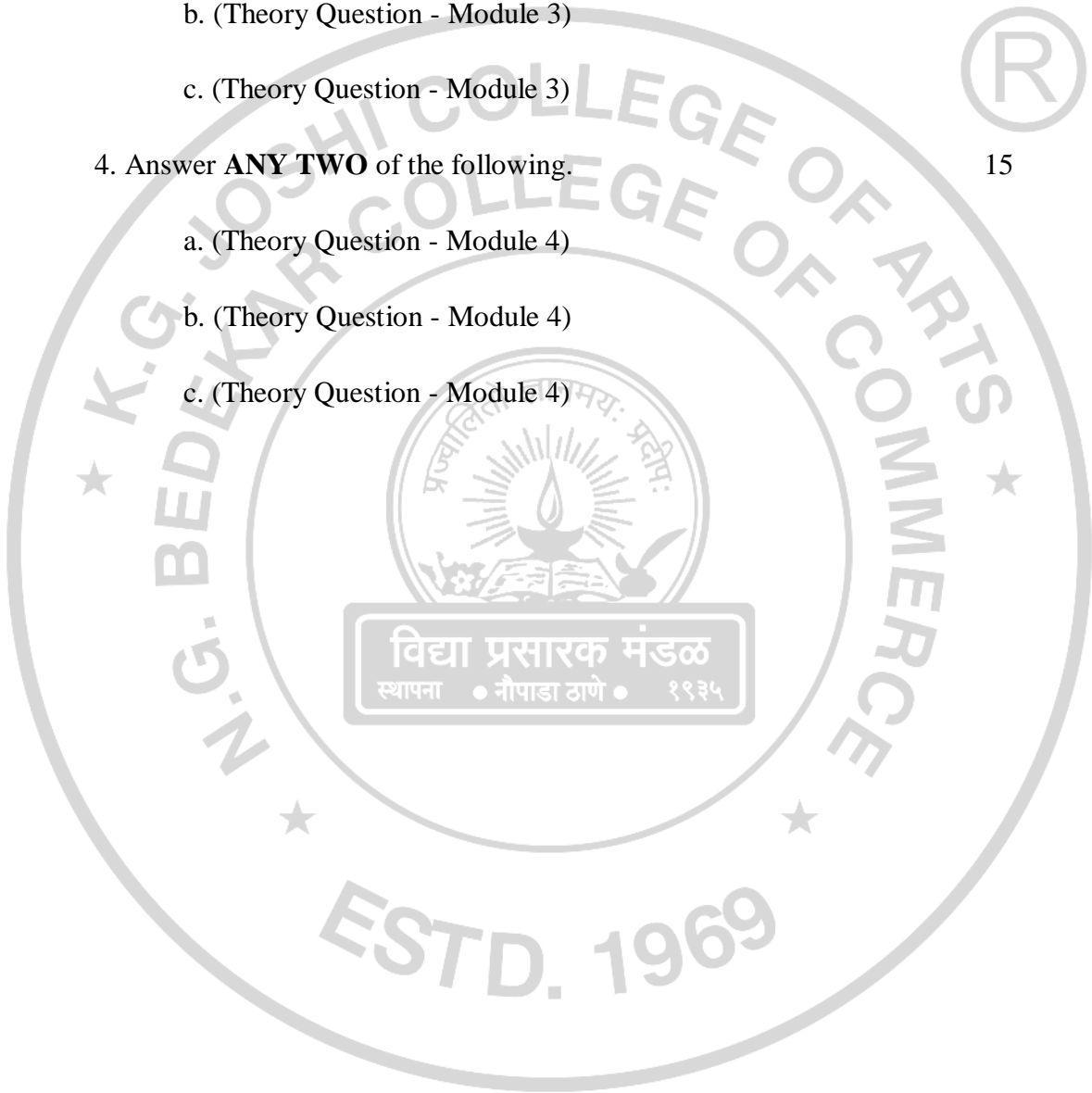
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC107

Course Nomenclature: Activity Report (6 Credits)

Note: At the end of Semester I, the students will attend/Participate and will submit a Report/Presentation of field trip visit/Study Tour/Series of Eminent Speaker from the industry/Visit to Retail Lab etc. This will have 6 Credits.



SEMESTER-II

| Course | Course Nomenclature | Type of Paper | Course Code | Credits |
|--------|-------------------------------|---------------|----------------------|-----------|
| 1 | Quantitative Methods- I | General | JBCUBVOC201 | 4 |
| 2 | Foundation Course –II | General | JBCUBVOC202 | 4 |
| 3 | Communication Skills –II | General | JBCUBVOC203 | 4 |
| 4 | Basics of Sales Management-II | Skill | JBCUBVOC204 | 4 |
| 5 | Consumer Behaviour | Skill | JBCUBVOC205 | 4 |
| 6 | Retail Management-II | Skill | JBCUBVOC206 | 4 |
| 7 | Internship/Summer Training | Skill | JBCUBVOC207 | 6 |
| | | | Total Credits | 30 |

Course Code: JBCUBVOC201

Course Nomenclature: General Paper: Quantitative Methods- I

COURSE OUTCOMES

- 1: Solve basic mathematical problems faced frequently during financial and business transactions.
- 2: Develop better understanding of data (methods of collection and classification)
- 3: Analyze data and interpret the results (presentation and central tendency).

Unit 1-Ratio, Proportion and Percentage.

15 Lectures

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation.
Percentage: Meaning and Computations of Percentages.

Unit 2 - Profit And Loss

15 Lectures

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, Introduction to Commission and brokerage, Problems on Commission and brokerage.

Units 3- Introduction to Statistics

15 Lectures

Introduction: Functions/Scope, Importance, Limitations,

Data: Relevance of Data(Current Scenario)

Types of data(Primary & Secondary)

Primary:-Census vs Samples, Methods of Collection (In Brief)),

Secondary(Merits, Limitations, Sources), qualitative, quantitative data.

Classification – Frequency Distribution of Discrete & Continuous data, univariate and bivariate data.

Presentation of Data: Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives, Pareto chart)

Units 4 -Measures Of Central Tendencies

15 Lectures

Mean(A.M, Weighted, Combined),Median(Calculation and graphical method using Ogives),

Mode(Calculation and Graphical method using Histogram), merits, demerits and uses of mean, median and mode.

Partition values-Quartiles(Calculation and graphical method using Ogives)

Reference Books :

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai
- 4) S.C. Gupta – Fundamentals of Statistics - Sultan chand& Sons, Delhi.



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY THREE** of the following.

15

- a. (Question - Module 1)
- b. (Question - Module 1)
- c. (Question - Module 1)
- d. (Question - Module 1)

2. Answer **ANY THREE** of the following.

15

- a. (Question - Module 2)

b. (Question - Module 2)

c. (Question - Module 2)

d. (Question - Module 2)

3. Answer **ANY THREE** of the following.

15

a. (Question - Module 3)

b. (Question - Module 3)

c. (Question - Module 3)

d. (Question - Module 3)

4. Answer **ANY THREE** of the following.

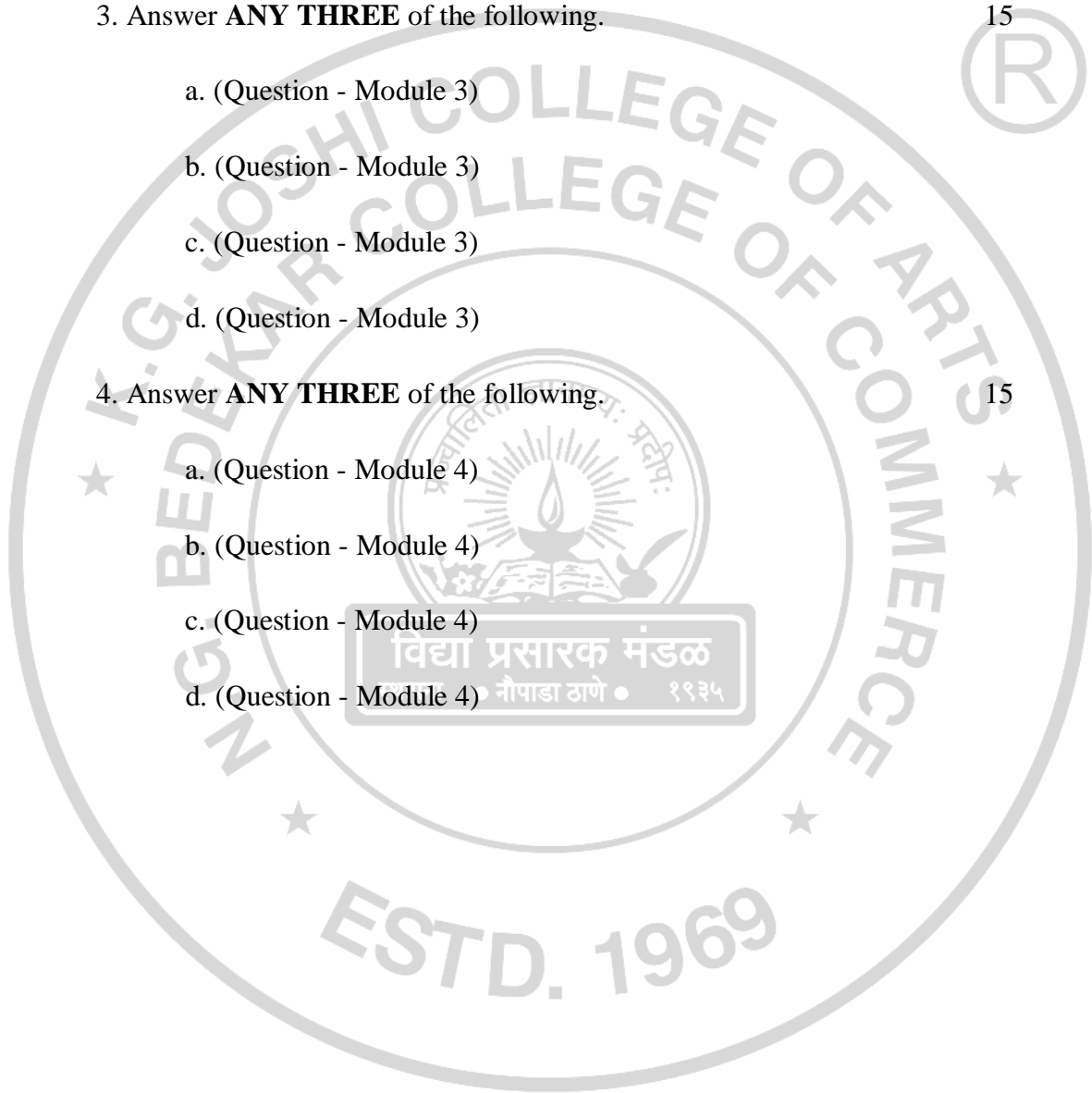
15

a. (Question - Module 4)

b. (Question - Module 4)

c. (Question - Module 4)

d. (Question - Module 4)



Course Code: JBCUBVOC202

Course Nomenclature: General Paper: Foundation Course- II

Course Outcomes

- To update students about changing economic scenario
- To make students aware about environmental issues and its preservation
- To help students understand role of political parties in India
- To acquaint students with psychological aspects involving stress, conflict management, etc.

Unit I: Globalization: Impact on the Society

09

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Positive Impact of Globalization
3. Negative Impact of Globalization

Unit II: Nature of Political Parties in India

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties

Unit III: Ecology

09

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts

09

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

References

- Vaz, M., & Seta, M. (2020). Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBM Semester I (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). Foundation Course Semester II (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). Foundation Course Semester II (Fourth Edition). Manan Prakashan.
- P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). Foundation Course —Semester-I. Sheth Publications.
- P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). Foundation Course—Semester- II. Sheth Publications.

Modality of Assessment

C. Internal Assessment : 40% - 40 Marks

| Serial No. | Evaluation Type | Marks |
|------------|---------------------|-------|
| 1 | Written Test | 20 |
| 2 | Assignment/Project | 15 |
| 3 | Class Participation | 05 |
| | Total: | 40 |

D. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I)

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

OR

3. A. Short question (from Unit III) 8

- B. Short question (from Unit III) 7
4. Full length question (from Unit IV) 15

OR

4. A. Short question (from Unit IV) 8
- B. Short question (from Unit IV) 7



Course Code: JBCUBVOC203

Course Nomenclature: General Paper: Communication Skills-II

COURSE OUTCOMES

1. To develop written communication skills required in the day-to-day Business World
2. To communicate effectively with stakeholders
3. To develop report writing and interpretation skills
4. To Build healthy personality and overall development

Unit 1: Basic written English Skills and Social & Official Correspondence: 10 Lectures

- Grammatical structures – Parts of speech, Tenses, Types of sentences,
- Basic informal letters, Enquiries, complaints and replies;
- Basic Resume Writing and Cover letters
- and email correspondence E-mail Etiquette, Overcoming Problems in E-mail Communication

Unit 2: Report Writing and interpretation of Technical data 10 Lectures

- Types of Reports and Different Formats
- Committee reports
- Newspaper and activity reports
- To read and interpret maps, charts, graphs
- Summary and Precise writing

Unit III: Personality development 1: 10 Lectures

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic fundamentals), Sentence errors Punctuation, Vocabulary building.

Unit IV: Personality development 2:

10 Lectures

Making a Presentation: Oral Presentation, Importance, Characteristics, Visual aids, Presentation Plan, Power point presentation - making a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership: quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increased professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

References:

- Heller, Robert (2008) Effective leadership. Essential Manager series. DK Publishing.
- Hindle, Tim (2008) Reducing Stress. Essential Manager series. Dk Publishing.
- Hurlock, E.B (2006) Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Lucas, Stephen (2011) Art of Public Speaking. 11th edition, McGraw-Hill Education.
- Stephen P. Robbins and Timothy A. Judge (2014) Organizational Behavior 16th Edition: Prentice Hall.

विद्या प्रसारक मंडळ

स्थापना • नौपाडा ठाणे • १९३५

ESTD. 1969

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

- Q. 1. Answer **ANY TWO** of the following. (Objective Type question) 15
- Q. 2. Answer **ANY TWO** of the following. 15
- Q. 3. Answer **ANY TWO** of the following. 15
- Q. 4. Answer **ANY TWO** of the following. 15

Course Code: JBCUBVOC204

Course Nomenclature: Skill Paper: Basics of Sales Management – II

COURSE OUTCOMES

- This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
- To make learners understand various sales policies and learn the various aspects of sales force management

Unit 1: SALES PLANNING & FORECASTING I

15 Lectures

- Sales Plan – Steps in developing an effective Sales Plan.
- Planning Function of Sales Management – Sales Call Planning, Setting Quantitative Performance Standards.
- Sales Forecasting – Meaning, Objectives & Factors affecting Sales Forecasting.
- Sales Forecasting Techniques (Qualitative & Quantitative)

Unit 2 SALES PLANNING & FORECASTING II

15 Lectures

- Concept of Sales Territory, Reasons for establishing sales territories
- Salesman's Report & its types
- Concept of Quotas & Targets, Reasons for fixing targets.
- Methods of fixing Quotas & Targets

Unit 3: SALES BUDGET & CONTROL

15 Lectures

- Meaning of Sales Budget, Objectives of Sales Budget, Procedure to prepare Sales Budget.
- Sales Control – Concept and steps in Control Process Sales Analysis & Marketing Cost Analysis Sales Audit - Concept, Importance of Sales Audit
- Procedure of Conducting Sales Audit

Unit 4: RECENT ISSUES IN SALES MANAGEMENT

15 Lectures

- Ethical & Legal issues in Sales Management
- Use of Technology in Sales Management (Telemarketing, E-Marketing, M-Marketing, Digitalization) Relationship Selling Process & Consumer Education (Value Added Selling)

- Challenges in Sales Management

References

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.
- V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective – Indian Concept, Macmillan Publication



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 1)
 - b. (Theory Question - Module 1)
 - c. (Theory Question - Module 1)
2. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 2)
 - b. (Theory Question - Module 2)
 - c. (Theory Question - Module 2)
3. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

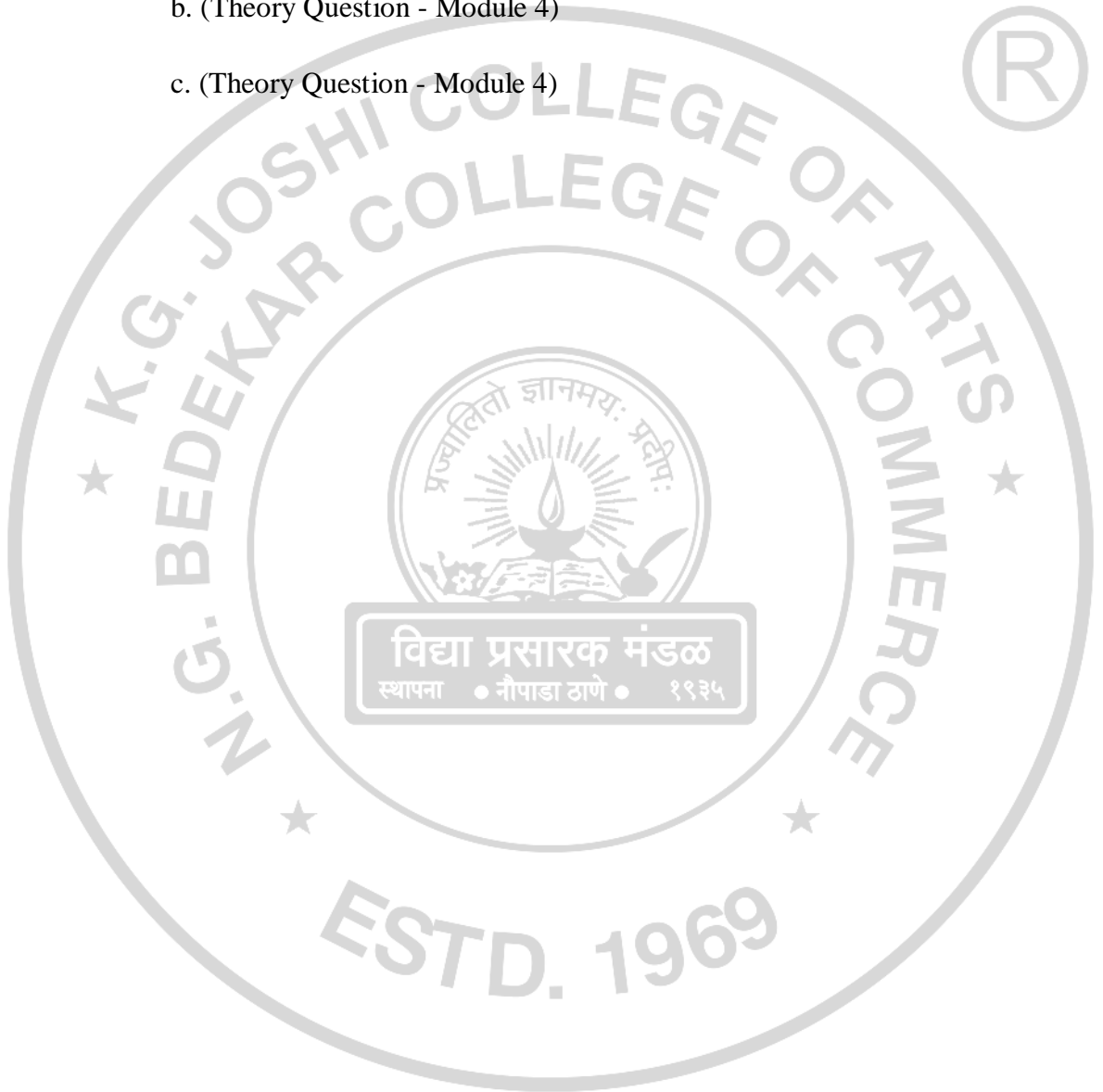
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC205

Course Nomenclature: Skill Paper: Consumer Behaviour

COURSE OUTCOMES

Unit 1: Introduction to Consumer Behaviour:

15 Lectures

- Meaning, Features and Importance of Consumer Behaviour
- Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour
- Profiling the consumer and understanding their needs
- Consumer Involvement
- Application of Consumer Behaviour knowledge in Marketing
- Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.

Unit 2: Individual- Determinants of Consumer Behaviour

15 Lectures

- Consumer Needs & Motivation (Theories - Maslow, Mc Cleland).
- Personality – Concept, Personality Traits and it's Marketing significance, Product personality and brand personification.
- Self Concept – Concept
- Consumer Perception
- Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude
- Formation & Change.
- Attitude - Concept of attitude

Unit 3: Environmental Determinants of Consumer Behaviour 15 Lectures

- Family Influences on Buyer Behaviour, Factors affecting the need of the family, family life cycle stage and size.
- Social Class and Influences.
- Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process.

Unit 4 Consumer decision making models and New Trends 15 Lectures

- Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Nicosia Models of Consumer Decision Making
- Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles.

References

- B.R.Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
- R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
- Wayne D.Hoyer & J.MacInnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

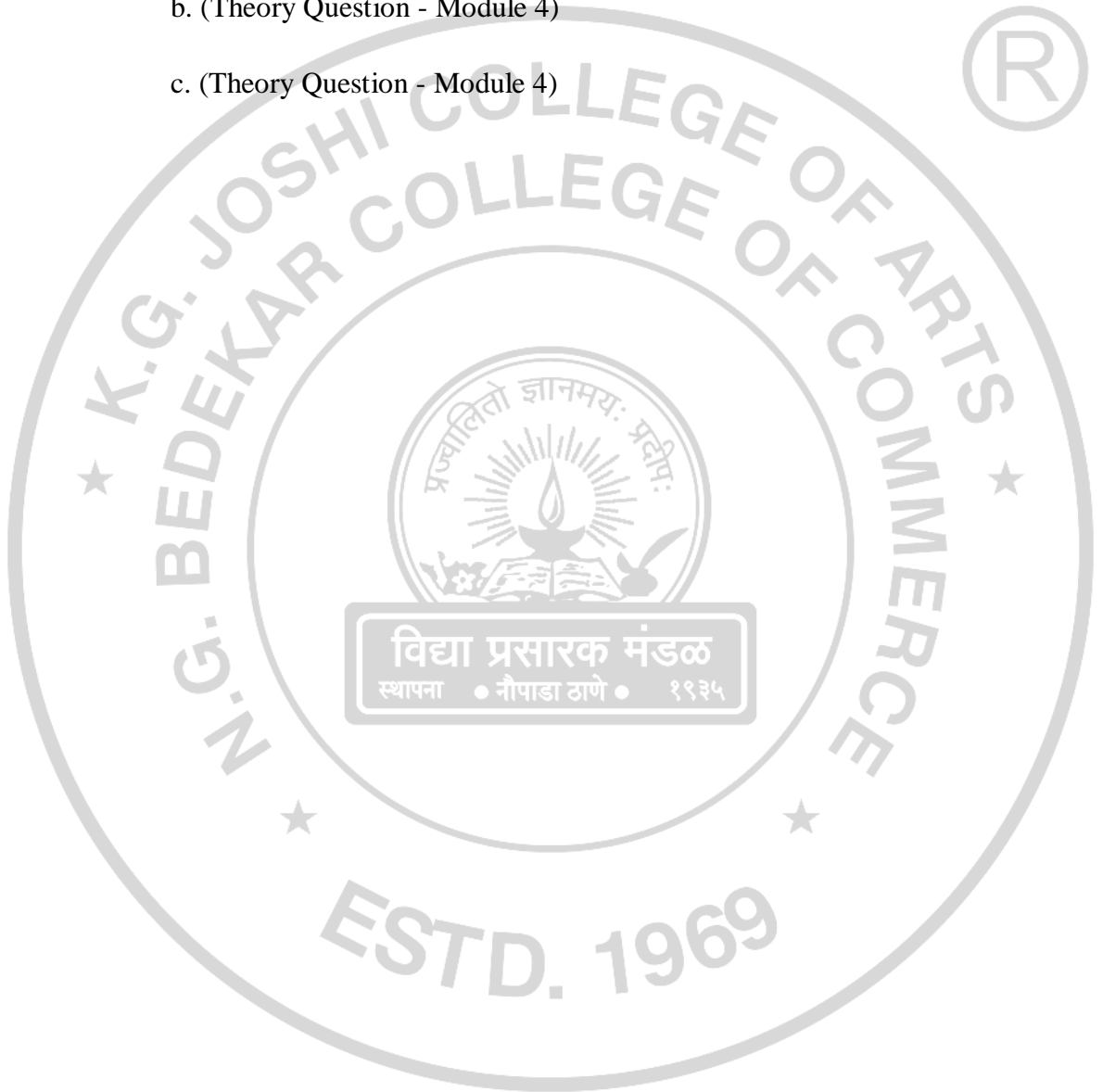
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC206

Course Nomenclature: Skill Paper: Retail Management-2

COURSE OUTCOMES

UNIT 1: Store Display & Visual Merchandising

15 Lectures

- Organize the display of products at the store- Plan visual merchandise
- Elements of Display and Potential Places for Product Display
- Updating Stock Records for Merchandise Display

Unit 2: Organisation & Team Dynamics

15 Lectures

- Organisational overview- Role and skills of a team leader
- Work effectively in your organisation
- Help maintain healthy and Safety
- Reporting Safety Concerns

Unit 3: Retail Sales Management –I

15 Lectures

- Maintain the availability of goods for sale to customers
- Processing the sale of products

Unit4: Retail Sales Management –II

15 Lectures

- Establish and satisfy customer needs
- Communicate effectively with stake- holders

References:

Study Material by Sector Skill Council

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

| Sr. No. | Evaluation Type | Marks |
|---------|----------------------|-----------|
| 1 | Written Test | 20 |
| 2 | Assignment / Project | 15 |
| 3 | Class Participation | 05 |
| | Total | 40 |

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

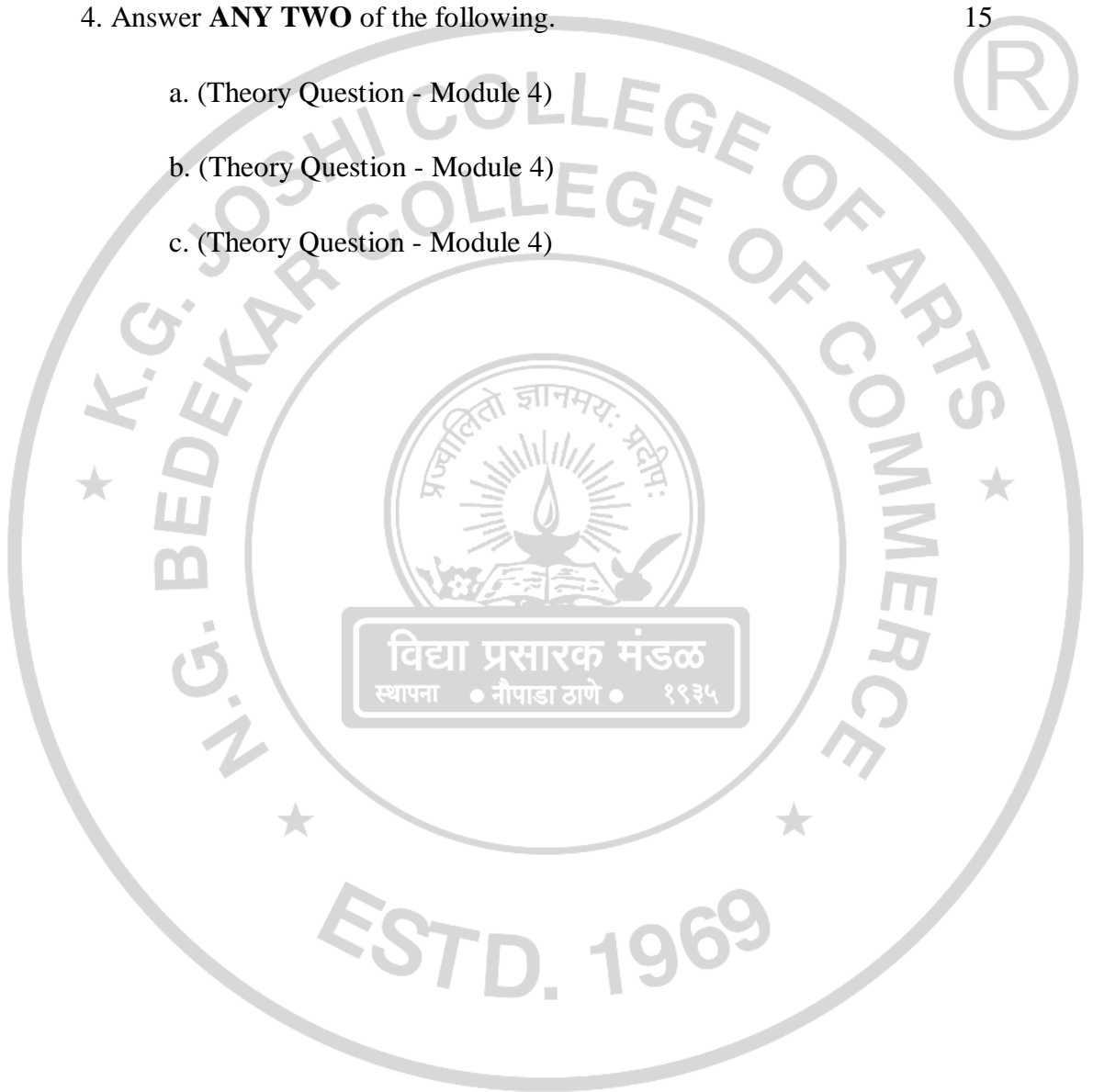
15

- a. (Theory Question - Module 3)
- b. (Theory Question - Module 3)
- c. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 4)
- b. (Theory Question - Module 4)
- c. (Theory Question - Module 4)



Course Code: JBCUBVOC207

Course Nomenclature: Internship /Summer Training –I

The students shall proceed for their Internship training of One month duration towards the end of semester II. It will have 6 credits. The students are required to prepare a Training Report will have 6 credits.

