



**Vivekanand Education Society's College of Arts, Science and Commerce
(Autonomous)**

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

Accredited by NAAC "A Grade" in 3rd Cycle - 2017

Best College Award – Urban Area, University of Mumbai (2012-13)

Recipient of FIST Grant (DST) and STAR College Grant (DBT)

Affiliated to the

University of Mumbai

NEP HOLISTIC DEVELOPMENT CURRICULUM FRAMEWORK

Syllabus for

Program: T.Y.BCOM

Undergraduate Programme

As per NEP 2020

with effect from Academic Year 2023 - 2024

Program Outcomes (PO)

A learner completing B.Com. will be able to:

PO-1 Understand the role of business , commerce, management, accounting and economics and it's implications on society.

PO-2 Acquire conceptual knowledge of accounting and skills of maintaining financial statements, their components and how information from business transactions flow into these statements.

PO-3 Acquire entrepreneurial, administrative, legal and managerial skills.

PO-4 Develop the skills and techniques of communication and creative ability.

PO-5 Improve competency to make eligible and employable in the job market.

PO- 6 Recognize different value systems and ethics and develop a sense of social service.

PO-7 Become a responsible and dutiful citizen

Program Specific Outcomes (PSO's)

On completion of B.COM program, learners will be enriched with knowledge and be able to:

PSO-1 Understand and comprehend the problems, policies and prospects of the Indian Economy and gain insights into reforms and measures

PSO-2 Appreciate the interdependence of economies and understand international trade theories, Balance of Payments, Commercial Policy and Foreign Exchange Market.

PSO-3 Acquire conceptual knowledge of accounting and skills of maintaining financial statements, their components and how information from business transactions flow into these statements.

PSO-4 Develop the skills in the cost assessment of all facets of a business, including the cost of products, processes and contracts.

PSO-5 Understand computation of Income Tax of individuals and registration and level of Goods and Service Tax.

PSO-6 Understand the concepts of Business, Entrepreneurship, Service Sector, Management, Finance and Business Law and apply in current business scenario.

PSO-7 Acquire knowledge about Marketing, Human Resource Management and International business exploring different career opportunities in the field of Commerce.

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF
ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)**

**NEP HOLISTIC DEVELOPMENT CURRICULUM
FRAMEWORK**

For

T. Y. B. COM. (COMMERCE) (Sem-V)

Commerce V – Marketing

(Major Course)

Undergraduate Programme

From

Academic year

2025-26

T. Y. B. COM. SEMESTER V
(Major Course)

COURSE TITLE: Commerce V – Marketing

COURSE CODE: UMMCOS5-201 [CREDITS - 04]

Course Learning Objective		
The objective of this course is to develop understanding among the students regarding marketing, its scope and the recent trends.		
Course Learning Outcomes		
After completion of this course learners will be able to: <ol style="list-style-type: none">1. Get acquainted with the concept of Marketing, marketing research, consumer behaviours and market segmentation.2. Understand product and place components of Marketing Mix.3. Have awareness distribution and promotion aspects of Marketing Mix.4. Gain knowledge about Recent trends and Challenges in marketing.		
UNIT	Name of the Unit	No. of Lectures
1.	Introduction to Marketing <ul style="list-style-type: none">● Marketing, Concept, Features, Importance, Functions, Evolution, Traditional v/s Strategic Marketing● Marketing Research - Concept, Features, Process, Marketing Information System - Concept, Components, Customer Relationship Management - Concept, Techniques● Consumer Behaviour - Concept, Factors influencing Consumer Behaviour, Market Segmentation - Concept, Benefits, Bases of market segmentation, Market Targeting - Concept, Five patterns of Target market Selection	(15 L)
2.	Marketing Decisions I <ul style="list-style-type: none">● Marketing Mix- Concept, Product- Product Decision Areas, Product Life Cycle- Concept and stages, Branding- Concept, Types, Sensory branding - Concept, Brand Equity- Concept, Factors influencing Brand Equity● Packaging- Concept, Essentials of a good package, Product and service Positioning - Concept, Strategies of Product Positioning and Challenges in service positioning,	(15 L)

	<ul style="list-style-type: none"> ● Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies 	
3.	Marketing Decisions II <ul style="list-style-type: none"> ● Physical Distribution- Concept, Factors influencing Physical Distribution, Contemporary Marketing Channels, Supply Chain Management-Concept, Components of SCM ● Promotion- Concept, Importance, Elements of Promotion mix, Modern tools in Promotion Mix ● Sales Management- Concept, Components, Emerging trends in selling, Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling 	(15 L)
4.	Key Marketing Dimensions <ul style="list-style-type: none"> ● Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations, Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: ● Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, Digital Marketing-Concept, trends in Digital Marketing, Green Marketing- concept, importance ● Challenges faced by Marketing Managers in 21st Century, Careers in Marketing – Skill sets required for effective marketing, Use of Artificial Intelligence in Marketing 	(15 L)
Ref:	<ul style="list-style-type: none"> ● <i>Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ</i> ● <i>Richard M. S Wilson, Colin gilligam, Strategic Marketing Management, Viva BooksPvt. Ltd.,2003.</i> ● <i>Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, TataMacgraw Hill.2004.</i> ● <i>Neelamegam,S.(2007) Marketing in India : Cases and Readings, Vikas, New Delhi</i> ● <i>Kotler, P., Keller, K.L. Koshy, A. &Jha. M. (2009). Marketing Management: A South Asian Perspective.</i> ● <i>(Thirteenth Ed). Pearson Education, New Delhi.</i> ● <i>Gandhi, J.C. Marketing a Managerial Introduction TataMcGrawHill.</i> ● <i>Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.</i> 	

	<ul style="list-style-type: none"> ● <i>Sherlekar, S.A. Marketing Management. Himalaya Publishing House.</i> ● <i>Saxena, Rajan. Marketing Management</i> ● <i>Ramaswamy & Kumari Nama. Marketing Management</i> 	
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MODALITY OF ASSESSMENT

The performance of the learners for the exam shall be evaluated in two parts as per the following ratio:

Semester End Examination: Internal Assessment [60:40]

The learner's performance shall be assessed by conducting the **Semester-end Examination with 60% marks** and **Continuous Internal Assessment (CIA) with 40% marks**.

Students will have to score 40% of marks INDIVIDUALLY in Internal assessment as well as Semester-end Examination to pass the course.

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment: It is defined as the assessment of the learners on the basis of Performance in the Semester-end Theory/ Practical examination.

Table-1-

Mode of Assessment under NEP 2020

Name of the course	Nature of Evaluation & Mode of Assessment	Credits	Duration	Marks
Major Subject Course - - (Commerce V) Marketing - (Theory)	1. Semester-end Examination (60%)		2 Hrs	60
	2. Internal (40%) (Table 2)	4 - Credits	-	40

Table - 2

Theory - Mode of assessment-Continuous Internal Assessment [40%]

Evaluation type
1. Assignments.
2. Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).
3. Class Test (Objective - Multiple Choice Questions/ Subjective).
4. Active participation in class activities.
5. Overall conduct as a responsible student with respect to good behaviour, leadership qualities, interpersonal skills etc.

Table – 3

Question Paper Pattern for Semester End Examination

Total Marks: 60	Time: 2 hours
Q.1 Answer Any Two of the following Out of Three questions - Unit – I	(15)
a.	
b.	
c.	
Q.2 Answer Any Two of the following Out of Three questions - Unit – II	(15)
a.	
b.	
c.	
Q.3 Answer Any Two of the following Out of Three questions - Unit – III	(15)
a.	
b.	
c.	

Q.4 Answer Any Two of the following Out of Three questions - Unit – IV (15)

a.

b.

c.



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NEP HOLISTIC DEVELOPMENT CURRICULUM FRAMEWORK

For

T. Y. B. COM. (COMMERCE) (Sem-V)

International Trade & Law

(Minor Course)

Undergraduate Programme

From

Academic year

2025-26

T. Y. B. COM. SEMESTER V
(Minor Course)

COURSE TITLE: Commerce V – International Trade & Law

COURSE CODE: UMMCOS5-202 [CREDITS - 04]

Course Learning Objective		
The objective of this course is to develop an understanding among the students regarding International Trade and global legal regulatory frameworks.		
Course Learning Outcomes		
After completion of this course, learners will be able to: <ol style="list-style-type: none">1. Get acquainted with the concept of International Trade and trade regulations2. Understand the WTO policy and International Trade Laws3. Analyze the Foreign Trade Policy, the role of DGFT and institutional assistance in promoting India's international trade.4. Evaluate the International Trade Procedure, Documentation & Incentives in Indian Markets		
UNIT	Name of the Unit	No. of Lectures
1.	Introduction to International Trade and Global Framework <ul style="list-style-type: none">● International Trade - Concept, features and importance, Product planning for overseas markets - Packaging, Marking and Labelling● Global framework - Factors influencing International trade, Overseas marketing research and analysis for trade, Composition and Direction of India's Trade● Trade Barriers & Customs regulations - Types of Tariff Barriers and Non-Tariff Barriers, Distinguish between tariff and non-tariff barriers	(15 L)
2.	WTO Policy and International Trade Laws <ul style="list-style-type: none">● Overview of WTO policies and agreements - GATT, GATS, TRIPS, AOA - Positive and Negative implications of WTO agreements● Dispute Settlement mechanisms in international trade & Regional Groups - Case Studies of WTO disputes and their Implications for India - Antitrust Law - Regional Economic Groupings	(15 L)

	<ul style="list-style-type: none"> ● International Trade Laws and procedures - International Laws on Space and Air rights, INCOTERMS & Pricing Quotations, Methods of Payment - Letter of Credit - Process and Types 	
3.	<p>Foreign Trade Policy and Institutional Assistance to Indian Exporters</p> <ul style="list-style-type: none"> ● Foreign Trade Policy (FTP) 2023-28 - Highlights and Implications - SCOMET Policy - Export Trade Facilitations and Ease of Doing Business as per the new FTP ● Key Components of India's Export Framework - Role of Directorate General of Foreign Trade (DGFT), Role of EXIM Bank, Negative List of Exports, Deemed Exports, Status Holders & Towns of Excellence ● Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), ECGC & Case Studies 	(15 L)
4.	<p>Comprehensive Guide to Export Procedures, Documentation and Financial Assistance</p> <ul style="list-style-type: none"> ● International Trade Procedure - Registration with different authorities - Pre-shipment Procedure, Shipping and Custom Stage Formalities, Role of Clearing & Forwarding Agent, Post-shipment Procedure for Realisation of Export Proceeds ● Importance of Documentation - Commercial Invoice cum Packing list, Bill of Lading/Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin ● Financial Assistance & Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC), Schemes - Export Promotion Capital Goods (EPCG) Scheme - Duty Drawback 	(15 L)

Ref:	<ul style="list-style-type: none"> • International Trade Law, Michael J. Trebilcock, Robert Howse, and Antonia Eliason • International Trade Law and the WTO, Raj Bhala • International Trade Law and Policy, S. S. Chatterjee • International Marketing and Export Management, Albaum • International Marketing and Export Management, Gerald Albaum (Author), Marian Burk Wood (Author), Edwin Duerr (Author) • Fundamentals of Multinational Finance with International Marketing and Export Management • International Finance, ISBN Number : 978-93-5142-272-3, Dr. P.G. Gopalakrishnan, Prof. (Mrs) Nandini Jagannarayan • International Marketing, Philip R Cateora • A Basic Guide to Exporting, by Jason Katzman 	
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The performance of the learners for the exam shall be evaluated in two parts as per the following ratio:

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Table-1-

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Major Commerce V – International Trade &	1. Semester-end Examination (60%)		2 Hrs	60

4-Credit

Law	2. Internal (40%) (Table 2)		-	40
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Table - 2

Theory - Mode of assessment-Continuous Internal Assessment [40%]

Evaluation type
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a.	

b.

c.

Q.3 Answer Any Two of the following Out of Three questions - Unit – III (15)

a.

b.

c.

Q.4 Answer Any Two of the following Out of Three questions - Unit – IV (15)

a.

b.

c.