



**Vivekanand Education Society's College of Arts, Science and Commerce  
(Autonomous)**  
**Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.**



*Accredited by NAAC "A Grade" in 3<sup>rd</sup> 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: B.A. (ECONOMICS + COMMERCE)**  
**(Program code: VESUACO)**

**Undergraduate Programme**

**As per NEP 2020**  
**with effect from Academic Year 2023 - 2024**

## **Program Outcomes (PO):**

A learner completing a Bachelor of Arts (B.A. ECONOMICS + COMMERCE) will be able to:

**PO-1** -Demonstrate analytical skills in applying appropriate arts/commerce principles and methodologies to solve a wide range of problems.

**PO-2** - Design, carry out research and analyze results by accounting for uncertainties in different quantities measured using various social/scientific instruments.

**PO-3** - Demonstrate professional behavior of being unbiased and truthful in all aspects of work as an individual as well as a team.

**PO-4** - Be generally imbued with the realization of human values

**PO-5** - Develop a sense of social service

**PO-6** - Become a responsible and dutiful citizen

**PO-7** - Develop a critical temper and creative ability

**PO-8** - Acquaint the learner with knowledge of subjects like Economics, Psychology, Sociology, Business and Commerce

## **Program Specific Outcomes (PSO's)**

On completion of the Bachelor of Arts (B.A. ECONOMICS + COMMERCE) program, learners will be enriched with knowledge and be able to:

**PSO-1** Understand the concepts of Business, Service Sector, Accountancy, Financial Management, and Marketing and apply them in the current business scenario.

**PSO-2** Acquire knowledge about Principles of Management, Human Resource Management, and International Business exploring different career opportunities in the field of Commerce.

**PSO-3** Demonstrate competencies in Excel and data analysis using Excel

**PSO-4** Acquire vocational skills to build a sound base for various career options like event management, travel and tourism, securities market, advertising, and branding.

**PSO-5** Gain proficiency in communication skills in English

**PSO-6** Acquaint learners with knowledge of Environmental Science and the Indian Constitution

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

**SINDHI SOCIETY, CHEMBUR, MUMBAI**

**BACHELOR OF ARTS NEP**

**CREDIT STRUCTURE**

CATEGORY	CREDITS
MAJOR	MANDATORY:48 (Three years course)  $+28 = 76$ ( <b>Four Years Honours course</b> )
	ELECTIVES $4+4=8$
MINOR	<b>18</b>
GENERIC ELECTIVE	<b>12</b>
VOCATIONAL SKILL ENHANCEMENT COURSE (VSC)	<b>10</b>
SKILL ENHANCEMENT COURSE (SEC)	<b>6</b>
ABILITY ENHANCEMENT COURSE (AEC)	  <b>8</b>
	i) English: 04  ii) Modern Indian Language: 04
INDIAN KNOWLEDGE SYSTEM (IKS)	<b>2</b>
VALUE EDUCATION COURSE (VEC)	<b>4</b>
NSS/NCC/SPORTS/ CULTURAL/INTERNSHIP/FIELD PROJECT	<b>18 +4</b>
<b>TOTAL</b>	<b>132 (3 years) +44=176 (4th Year)</b>

**S.Y.B.A. (ECONOMICS + COMMERCE) NEP-2020 Course Structure for Academic Year 2024-25**

Semester-III	
<b>Major (Core) Subjects (Compulsory)</b>	<ol style="list-style-type: none"> <li>1. Commerce III- Introduction to Management</li> <li>2. Commerce IV -Introduction to Marketing</li> </ol>
<b>Vocational Skill Course (VSC)</b>	<ol style="list-style-type: none"> <li>1. Travel and Tourism (VSC)</li> </ol>
<b>Open/ General Electives (OE/ GE)</b>	<ol style="list-style-type: none"> <li>1. Entrepreneurship Management or any one from the OE/ GE basket</li> </ol>
<b>Minor Subjects</b>	<ol style="list-style-type: none"> <li>1. Principles of Management (Commerce)</li> </ol>
<b>Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)</b>	English Proficiency
<b>Field Project (FP) / Apprenticeship or Internship (OJT) / Community Engagement &amp; Services (CES) / Co-curricular Courses (CC)</b>	NSS / Sports / Cultural/ DLLE etc. (CC)



**VIVEKANAND EDUCATION SOCIETY'S COLLEGE  
OF ARTS, SCIENCE AND COMMERCE  
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**NEP HOLISTIC DEVELOPMENT CURRICULUM  
FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-III)**

**Commerce III - Introduction to Management**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

**S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER III**  
**Major / Core Course- I**  
**COURSE TITLE: Commerce III - Introduction to Management**  
**COURSE CODE: UMMCAS3-201[CREDITS - 04]**

**Course Learning Objective**

The objective of this course is to develop an understanding among the students regarding management, managerial functions and management thoughts.

**Course Learning Outcomes**

After completion of this course learners will be able to:

1. Learn practical knowledge of Planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating, and other areas of Management
2. Develop Human skills and conceptual skills as per industry requirements as an understanding of various functions of Management
3. Understand basic management skills useful in industries as well as how business organizations work

UNIT	Name of the Unit	No. of Lectures
1.	<b>Nature of Management</b> <ul style="list-style-type: none"> <li>• <b>Management</b>- Concept, Nature, Management as an art - management as Science - management as a profession</li> <li>• <b>Managerial functions and skills</b> - Functions, Managerial Skills &amp; Competencies</li> <li>• <b>Evolution of Management thoughts</b> - Contribution of Henri Fayol, Concepts of PODSCORB, Levels of Management</li> </ul>	(15 L)
2.	<b>Planning and Decision-making</b> <ul style="list-style-type: none"> <li>• <b>Planning</b>: Meaning, Importance, Process</li> <li>• <b>MBO</b>: Management by Objectives - Process and Advantages, Concepts of Management Information System and Management by Exception</li> <li>• <b>Decision Making</b>: Meaning, Importance, Process, Techniques of Decision Making.</li> </ul>	(15 L)
3.	<b>Organizing</b> <ul style="list-style-type: none"> <li>• <b>Organizing</b>: Concepts, Structure - Formal &amp; Informal, Line &amp; Staff and Matrix</li> <li>• <b>Departmentation</b>: Meaning, Basis, and Significance</li> <li>• <b>Span of management</b>: Meaning, Graicunas Theory, Factors affecting Span of management, Centralization vs Decentralization</li> </ul>	(15 L)
4.	<b>Directing, Leadership, Coordination and Controlling</b> <ul style="list-style-type: none"> <li>• <b>Directing</b>: Meaning, <b>Leadership</b>: Meaning, Styles, and Qualities of Good Leader</li> <li>• <b>Coordination</b> Meaning, an Essence of Management</li> <li>• <b>Controlling</b>: Meaning, Process and Techniques</li> </ul>	(15 L)
<b>Ref:</b>	<ul style="list-style-type: none"> <li>• <i>Principles of Management, Ramasamy, Himalaya Publication, Mumbai</i></li> <li>• <i>Principles of Management, Tripathi Reddy, Tata Mc Graw Hill</i></li> <li>• <i>Management Text &amp; Cases, VSP Rao, Excel Books, Delhi</i></li> <li>• <i>Management Concepts and OB, P S Rao &amp; N V Shah, AjabPustakalaya</i></li> <li>• <i>Essentials of Management, Koontz II &amp; W, Mc. Graw Hill, New York</i></li> <li>• <i>Principles of Management and Cases –Dr..M.SakthivelMurugan, New Age Publications</i></li> </ul>	

### **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 (Core) Subjects (Compulsory)	1. Semester-end Examination (60%)	4-Credit	2 Hrs	60
Commerce III- Introduction to Management	2. Internal (40%) (Table 2)		-	40

**Table - 2  
Theory - Mode of assessment-Continuous Internal Assessment [40%]**

Evaluation type
<ol style="list-style-type: none"> <li>1. Assignments.</li> <li>2. Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).</li> <li>3. Class Tests (Objective - Multiple Choice Questions/ Subjective).</li> <li>4. Active participation in class activities.</li> <li>5. Overall conduct as a responsible student with respect to good behaviour, leadership qualities, interpersonal skills etc.</li> </ol>

**Table – 3  
Question Paper Pattern for Semester End Examination**

<b>Total Marks: 60</b>	<b>Time: 2 hours</b>
<b>Q.1 Answer Any Two of the following Out of Three questions - Unit – I (15)</b>	
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 BASED  
CURRICULUM FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-III)**

**Introduction to Marketing (Commerce IV)**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

## S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER III

### Major / Core Course- IV (INTRODUCTION TO MARKETING )

**COURSE TITLE: [Introduction to Marketing \(Commerce IV\)](#)**

**COURSE CODE: UMMCAS3-202[CREDITS - 04]**

#### Course Learning Objective

The objective of this course is to:

To develop understanding among the students regarding conceptual knowledge and evolution of marketing, marketing strategies and recent trends in marketing.

#### Course Learning Outcomes

**After completion of this course learner will be able to:**

**CO1:** Understand concept and evolution of marketing.

**CO2:** Acquire knowledge about market research, marketing information system, market segmentation and changing consumer preferences.

**CO3:** Gain insight into the concept of marketing mix, product, place, price and promotion mix strategies.

**CO4:** Get familiarized with the key dimensions and recent trends in marketing.

UNIT	Name of the Unit	No. of Lectures
1.	<b>Introduction to Marketing:</b> <ul style="list-style-type: none"><li>Marketing : Meaning , Features, Importance, Functions, Traditional V/s Strategic Marketing, Evolution</li><li>Marketing Research - Concept, Features, Process</li><li>Marketing Information System - Concept, Components</li><li>Market Segmentation : Concept, Bases of market segmentation,</li><li>Consumer Behaviour : Nature and factors influencing consumer behaviour</li></ul>	(15 L)
2.	<b>Marketing Decisions - I</b> <ul style="list-style-type: none"><li>Marketing Mix -Concept, Elements of Marketing Mix, Product Mix and Product Line, Classification of products, Product Life Cycle</li><li>Branding- importance-branding strategies, Brand equity - factors influencing brand equity, Concepts of Brand Extension, Brand Loyalty, and Brand Crisis. Packaging - Concept, Essentials of a Good Package</li><li>Pricing - Concept, Factors Influencing Pricing, Pricing Strategies</li></ul>	(15 L)
3.	<b>Marketing Decisions – II</b> <ul style="list-style-type: none"><li>Place Mix - Channels of distribution (Traditional and Contemporary Channels)</li></ul>	(15 L)

	<ul style="list-style-type: none"> <li>• E-Commerce-Concept, Classification,, Significance</li> <li>• Supply Chain Management and Logistics, Importance, Components</li> <li>• Promotion Mix- Importance of Promotion, Elements of Promotion mix</li> </ul>	
4.	<p><b>Key Marketing Dimensions:</b></p> <ul style="list-style-type: none"> <li>• Marketing Ethics - Concept, Unethical Practices in Marketing, Role of Consumer Organisations, Challenges Faced by Marketing Managers in 21st Century</li> <li>• Rural marketing: Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing</li> <li>• Digital Marketing- Concept, Tools of Digital Marketing, advantages and disadvantages,</li> <li>• Green marketing: Concept, Importance</li> </ul>	(15 L)
Ref:	<ul style="list-style-type: none"> <li>• <i>Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.</i></li> <li>• <i>Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.</i></li> <li>• <i>Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.</i></li> <li>• <i>Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglam Publications.</i></li> <li>• <i>Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.</i></li> <li>• <i>Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.</i></li> <li>• <i>Marketing management – V. Ramaswamy , S. Namakumar, McMillan.</i></li> <li>• <i>Marketing Management- C.B. Mamoria, R. K. Suri, Kitab Mahal</i></li> <li>• <i>Marketing- Shelekar S. A –Himalya Publications.</i></li> </ul>	

### 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]

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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 IV) Introduction to Marketing - (Theory)	1. Semester-end Examination (60%)	4-Credit	2 Hrs	60
	2. Internal (40%) (Table 2)		-	40

**Table - 2**  
**Theory - Mode of assessment-Continuous Internal Assessment [40%]**

<b>Evaluation type</b>
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

**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.



**VIVEKANAND EDUCATION SOCIETY'S COLLEGE  
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## **NEP HOLISTIC DEVELOPMENT CURRICULUM FRAMEWORK**

**For  
S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-III)  
Travel and Tourism  
(Vocational Skill Course)**

**Undergraduate Programme**

**From**

**Academic year  
2024-25**

**S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER III**  
**(Vocational Skill Course)**

**COURSE TITLE: Travel and Tourism**

**COURSE CODE: UVSCAS3-226[CREDITS - 02]**

**Course Learning Objective**

The objective of this course is to develop understanding among the students regarding the Tourism industry, and various aspects of management of tourism.

**Course Learning Outcomes**

After completion of this course learners will be able to:

1. Learn the concept of tourism with its various types.
2. Understand growth and status of tourism in India
3. Get acquainted with working of players in tourism industry
4. Gain awareness about the concept and need for sustainable tourism

UNIT	Name of the Unit	No. of Lectures
1.	<b>Introduction to Tourism</b> <ul style="list-style-type: none"> <li>• <b>Tourism</b> - Meaning, Definition, Economic Importance Components of tourism, Motives of Tourism</li> <li>• <b>Types of Tourism</b> - Leisure, Business (MICE), Religious, Historical and Culture, Adventure, Medical, Space Tourism, Agro, Ecotourism</li> <li>• <b>Tourism in India</b> - Growth and Development Tourism Organisations Measures for promotion of tourism in India</li> </ul>	(15 L)
2.	<b>Management of Tourism</b> <ul style="list-style-type: none"> <li>• <b>Travel Agency and Tour operators</b> - Definition and Differentiation, Types, Importance and Functions of travel agency, Career Options in Tourism</li> <li>• <b>Tourism Marketing – Meaning</b>, Need for Marketing in Tourism, Digital Marketing for Tourism</li> <li>• <b>Sustainable Tourism</b> - Concept, Importance, Measures for promotion of Sustainable Tourism in India</li> </ul>	(15 L)
<b>Ref:</b>	<ul style="list-style-type: none"> <li>• <i>Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi.</i></li> <li>• <i>Badan and Bhatt- Eco Tourism</i></li> <li>• <i>Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi.</i></li> <li>• <i>Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipur.</i></li> <li>• <i>Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delhi</i></li> <li>• <i>Dhar, P. N. (2006). Development Tourism and Travel Industry: an Indian perspective. New Delhi: Kanishka Publishers.</i></li> <li>• <i>Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers, New Delhi.</i></li> <li>• <i>Gunn &amp; Clare A. – Tourism Planning, Taylor and Francis, New York.</i></li> <li>• <i>Gee, Chunk Y., James C &amp; Dexter J.L. Cho – Travel Industry, New York</i></li> </ul>	

<ul style="list-style-type: none"> <li>• Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and social Impact, Orient Longman, London.</li> <li>• National Strategy for Sustainable Tourism, Ministry of Tourism, Government of India.</li> <li>• Robin H. (1976) – Geography of Tourism, Mackdonald and Eveoce Ltd., London.</li> <li>• R.R. Khan (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai</li> <li>• Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.</li> <li>• Swain, S. K., &amp; Mishra, J. M. (2012). Tourism Principles and practices. New Delhi: Oxford university press.</li> <li>• Usha Bala (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.</li> <li>• Maharashtra Tourism Policy 2016</li> </ul>	
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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
Vocational Skill Course - Travel and Tourism (Theory)	1. Semester-end Examination (60%)	2-Credit	90 min	30
	2. Internal (40%) (Table 2)		-	20

**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: 30**

**Time: 1.5 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.



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**NEP HOLISTIC DEVELOPMENT BASED CURRICULUM  
FRAMEWORK**

**For  
S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-  
III & IV)**

**Open/ General Electives (OE/ GE)**

**Entrepreneurship Management**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

## S.Y.B.A. (ECONOMICS + COMMERCE) -SEMESTER III & IV

### COURSE TITLE: Open/ General Electives (OE/ GE)

COURSE CODE – UOECAS3-254 & UOECAS4-254 [CREDITS - 02]

Course Learning Objective		
<p><b>The objective of this course is to:</b></p> <p>To make the students understand the concept of Entrepreneurship and give knowledge about setting up a business enterprise.</p>		
Course Learning Outcomes		
<p><b>After completion of this course learner will be able to:</b></p> <ol style="list-style-type: none"><li>1. Understand the concepts, types and skills required to be a successful entrepreneur and support available for Entrepreneurship development</li><li>2. Acquaint students with importance of innovation in entrepreneurship</li><li>3. Gain knowledge about developing a business idea and elements of a Business Plan.</li></ol>		
UNI T	Name of the Unit	No. of Lectures
1	<p><b>Introduction to Entrepreneurship</b></p> <ul style="list-style-type: none"><li>• <b>Entrepreneur and Entrepreneurship:</b> Concepts of Entrepreneur, Entrepreneurship, Start -ups, Qualities and skills required by an entrepreneur, Types of Entrepreneurs</li><li>• <b>Entrepreneurial motivation:</b> External and internal factors, Role of the higher order needs of the Need-Hierarchy theory and McClelland's Human Motivation Theory</li><li>• <b>Entrepreneurship Development:</b> Factors affecting growth of Entrepreneurship, Role of Entrepreneurship in Economic Development</li></ul>	(15 L)
2	<p><b>Business Planning</b></p> <ul style="list-style-type: none"><li>• <b>Generating Business Ideas:</b> Importance of Creativity and Innovation in Entrepreneurship, Identification of business opportunities, SWOT analysis, Environment scanning-meaning and benefits,</li><li>• <b>Setting-up of a Business Enterprise:</b> Preparation of Business Plan, Elements/Areas to be covered in a Business Plan, Concepts of Finance, Marketing, Management, Human Resources and Regulatory affairs</li><li>• <b>Entrepreneurship-Institutional Support and challenges:</b> Incentives and facilities available to entrepreneurs in India, Sources of funding for Startups and challenges faced by Startups in India</li></ul>	(15 L)

Ref:	<ul style="list-style-type: none"> <li>• <i>Vasant Desai "Dynamics of Entrepreneurship Development and Management" Himalaya Mumbai</i></li> <li>• <i>Entrepreneurship Development: S.S Khanka, Sultan Chand &amp; Co.Ltd.</i></li> <li>• <i>Fundamentals of Entrepreneurship: G.S. Sudha, Ramesh Book Depot.</i></li> <li>• <i>Entrepreneurship Development: Colombo Plan Staff College for Technician Education, Manila, TaTa</i></li> <li>• <i>Entrepreneurship Development &amp; Small Enterprise management: Ziemmeser Scarlorough PHI, New Delhi.</i></li> <li>• <i>Entrepreneurship: Hisrich, McGraw Hill</i></li> <li>• <i>Fundamentals of Entrepreneurship and Small Business Renu Arora &amp; S.K.Sood :</i></li> <li>• <i>Small Scale Industries And Entrepreneurship: Vasant Desai, Himalaya Publishing Home.</i></li> <li>• <i>Entrepreneurship Development: C.B. Gupta &amp; N.P. Srinivasan, Sultan Chand &amp; Sons.</i></li> <li>• <i>Environment and Entrepreneur; Tendon ,C: Cliugh Publications, Allahabad.</i></li> <li>• <i>The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers by Ben Horowitz</i></li> <li>• <i>From Idea to Reality: An Entrepreneur's Guide to Meaningful Business Growth by Jean Paul Pauly nice</i></li> <li>• <i>The Manual for Indian Start-ups: Vijaya Kumar Ivaturi</i></li> </ul>
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### MODALITY OF ASSESSMENT

Name of the course	Nature of Evaluation & Mode of Assessment	Credits	Duration	Marks
<b>Open Elective</b>	<b>1. Internal (40%) (Table 2)</b>	2	-	<b>20</b>
	<b>2. Semester-end Examination (60%)</b>		1.5 hours	<b>30</b>

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

Evaluation type	Marks
<b>1. Class Test (Objective - Multiple Choice Questions/ Subjective).</b>	<b>10</b>
<b>2. Assignments. Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.)</b>	<b>10</b>
<b>Active participation in class activities, Overall conduct as a responsible student with respect to good behavior, leadership qualities, interpersonal skills etc.</b>	

Theory - Mode of assessment - Semester End Exam [60%]  
Question Paper Pattern

<b>External Evaluation Paper pattern (Total 30 Marks, Duration 1.5 Hours)</b>	
Attempt all questions	
<b>Q.1 Explain the following terms:(Any 5 out of 8)</b>	<b>10 marks</b>
<b>Q.2 Write short notes on (Any 2 out of 3) -Module 1</b>	<b>10 Marks</b>
<b>Q.3 Write short notes on (Any 2 out of 3) -Module 2</b>	<b>10 Marks</b>



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



**NEP HOLISTIC DEVELOPMENT CURRICULUM  
FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-III)**

**Commerce III - Principles of Management  
(Minor Course)**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

**S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER III****Minor Course- I****COURSE TITLE: Commerce III - Principles of Management****COURSE CODE: UMNCAS3-216[CREDITS - 04]****Course Learning Objective**

The objective of this course is to develop an understanding among the students regarding management, managerial functions and management thoughts.

**Course Learning Outcomes**

After completion of this course learners will be able to:

1. Acquire practical knowledge of Planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating, and other areas of Management
2. Develop Human skills and conceptual skills as per industry requirements as an understanding of various functions of Management
3. Understand basic management skills useful in industries as well as how business organizations work

UNIT	Name of the Unit	No. of Lectures
1.	<b>Nature of Management</b> <ul style="list-style-type: none"> <li><b>Management</b>- Concept, Nature, Management as an art - management as Science - management as a profession</li> <li><b>Managerial functions &amp; challenges</b>- Functions, Managerial Skills &amp; Competencies</li> <li><b>Evolution of Management thoughts</b> - Contribution of Henri Fayol, Concepts of PODSCORB, Levels of Management</li> </ul>	(15 L)
2.	<b>Planning and Decision-making</b> <ul style="list-style-type: none"> <li><b>Planning</b>: Meaning, Importance, Process, and Limitations</li> <li><b>MBO</b>: Management by Objectives - Process and Advantages</li> <li><b>Decision Making</b>: Meaning, Importance, Process, Techniques of Decision Making.</li> </ul>	(15 L)
3.	<b>Organizing</b> <ul style="list-style-type: none"> <li><b>Organizing</b>: Concepts, Structure - Formal &amp; Informal, Line &amp; Staff and Matrix</li> <li><b>Departmentation</b>: Meaning, Basis, and Significance</li> <li><b>Span of Management</b>: Meaning, Graicunas Theory, Factors Affecting Span of Management</li> </ul>	(15 L)
4.	<b>Directing, Leadership, Coordination and Controlling</b> <ul style="list-style-type: none"> <li><b>Directing</b>: Meaning and Process</li> <li><b>Leadership</b>: Meaning, Styles, and Qualities of Good Leader</li> <li><b>Coordination and Controlling</b>: Coordination as an Essence of Management, Controlling: Meaning, Process and Techniques</li> </ul>	(15 L)
Ref:	<ul style="list-style-type: none"> <li><i>Principles of Management, Ramasamy, Himalaya Publication, Mumbai</i></li> <li><i>Principles of Management, Tripathi Reddy, Tata Mc Graw Hill</i></li> <li><i>Management Text &amp; Cases, VSP Rao, Excel Books, Delhi</i></li> <li><i>Management Concepts and OB, P S Rao &amp; N V Shah, AjabPustakalaya</i></li> <li><i>Essentials of Management, Koontz II &amp; W, Mc. Graw Hill, New York</i></li> <li><i>Principles of Management and Cases –Dr..M.SakthivelMurugan, New Age Publications</i></li> </ul>	

## **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 based on 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 based on 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
<b>Minor Course- I Commerce III - Principles of Management (Commerce)</b>	<b>1. Semester-end Examination (60%)</b>	<b>4-Credit</b>	<b>2 Hrs</b>	<b>60</b>
	<b>2. Internal (40%) (Table 2)</b>		-	40

**Table - 2  
Theory - Mode of assessment-Continuous Internal Assessment [40%]**

Evaluation type
<ol style="list-style-type: none"> <li>1. Assignments.</li> <li>2. Project-based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).</li> <li>3. Class Test (Objective - Multiple Choice Questions/ Subjective).</li> <li>4. Active participation in class activities.</li> <li>5. Overall conduct as a responsible student concerning good behaviour, leadership qualities, interpersonal skills etc.</li> </ol>

**Table – 3**  
**Question Paper Pattern for Semester-End Examination**

<b>Total Marks: 60</b>	<b>Time: 2 hours</b>
<b>Q.1 Answer Any Two of the following Out of Three questions - Unit – I</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.2 Answer Any Two of the following Out of Three questions - Unit – II</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.3 Answer Any Two of the following Out of Three questions - Unit – III</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.4 Answer Any Two of the following Out of Three questions - Unit – IV</b>	<b>(15)</b>
a.	
b.	
c.	

**S.Y.B.A. (ECONOMICS + COMMERCE) NEP-2020 Course Structure for Academic Year  
2024-25**

Semester-IV	
<b>Major (Core) Subjects (Compulsory)</b>	<ol style="list-style-type: none"> <li>1. Commerce V – Financial Management</li> <li>2. Commerce VI - Advertising</li> </ol>
<b>Skill Enhancement Courses (SEC)</b>	<ol style="list-style-type: none"> <li>1. Management Accounting Skills</li> </ol>
<b>Open/ General Electives (OE/ GE)</b>	<ol style="list-style-type: none"> <li>1. Entrepreneurship Management or any one from the OE/ GE basket</li> </ol>
<b>Minor Subjects</b>	<ol style="list-style-type: none"> <li>1. Fundamentals of Marketing (Commerce)</li> </ol>
<b>Ability Enhancement Courses (AEC) and Value Education Courses (VEC)</b>	<b>English Proficiency</b>
<b>Field Project (FP) / Apprenticeship or Internship (OJT) / Community Engagement &amp; Services (CES) / Co-curricular Courses (CC)</b>	<b>NSS / Sports / Cultural/ DLLE etc. (CC)</b>



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



**NEP HOLISTIC DEVELOPMENT CURRICULUM FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-IV)**

**Commerce V – Financial Management**

**(Major Course)**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

**S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER IV**  
**(Major Course)**

**COURSE TITLE: Commerce V - Financial Management**

**COURSE CODE: UMMCAS4-201[CREDITS - 04]**

<b>Course Learning Objective</b>		
<b>Course Learning Outcomes</b>		
<b>UNIT</b>	<b>Name of the Unit</b>	<b>No. of Lectures</b>
1.	<b>Financial Management and Financial Planning</b> <ul style="list-style-type: none"> <li>● Financial Management – Concept, Objectives, Functions, Importance</li> <li>● Financial Planning – Concept, Importance, Scope, Essentials of Sound Financial Plans</li> <li>● Personal Finance – Concept, Factors determining Investment decisions, Investment options under personal finance</li> </ul>	(15 L)
2.	<b>Capital Structure</b> <ul style="list-style-type: none"> <li>● Capital Structure – Concept, Importance, Determinants of Capital Structure, Owned Capital - Types of Shares, Borrowed Capital - Types of Debentures</li> <li>● Fixed Capital and Working Capital – Concept, Features, Factors, Sources</li> <li>● Capitalisation – Meaning, Over-Capitalization and Under-Capitalisation (Causes – Effects)</li> </ul>	(15 L)
3.	<b>Financial Market</b> <ul style="list-style-type: none"> <li>● Financial Market - Concept, Importance, Functions, Components of Financial Market</li> <li>● Primary Market – Methods of Marketing Securities in Primary Market, Secondary Market – Dematerialisation, Concept, Requirements for Demat A/c</li> <li>● SEBI – Formation, Objectives, Functions</li> </ul>	(15 L)
4.	<b>Recent Trends in Finance</b> <ul style="list-style-type: none"> <li>● Start-up Ventures – Concept, Sources of Funding</li> </ul>	(15 L)

	<ul style="list-style-type: none"> <li>• Venture Capital - Concept, Features</li> <li>• Digital Payments - E-Wallets, Cyber Security Issues</li> <li>• Use of Artificial Intelligence in Digital Banking</li> </ul>	
<b>Ref:</b>	<ul style="list-style-type: none"> <li>• <i>Indian Financial System</i>—Bharathi Pathiak, Pearson Publication</li> <li>• <i>Financial Institutions and Markets : Structure Growth&amp; Innovations</i> – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.</li> <li>• <i>The Indian Financial System and Financial Market Operator</i>-Vasant Desai, Himalaya Publishing</li> <li>• <i>Indian Financial System</i> – M.Y.Khan, Tata McGraw –Hill</li> <li>• <i>Mutual Funds in India: Emerging Issues</i>-Nalini Prava Tripathy, Excel Books New Delhi.</li> <li>• <i>Start up Stand up: A step by step guide to Growing your Business</i>, Nandini Vaidyanathan, Jaico Publishing House, Mumbai</li> </ul>	

## **MODALITY OF ASSESSMENT**

The performance of the learners for those exams having Semester End Examinations and Internal Assessment 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**. Practical

Examination will consist of Semester-end examination.

**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 Course - Commerce V – Financial Management (Theory)	<b>1. Internal (40%) (Table 2)</b>	4-Credit	-	40
	<b>2. Semester-end Examination (60%)</b>		<b>2 hrs</b>	60

**Table - 2**  
**Theory - Mode of assessment-Continuous Internal Assessment [40%]**

Evaluation type
Assignments.
Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).
Class Test (Objective - Multiple Choice Questions/ Subjective).
Active participation in class activities.
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

**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.



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



**NEP HOLISTIC DEVELOPMENT BASED CURRICULUM  
FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-IV)**

**Advertising (Commerce VI)**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

## **S.Y.B.A. (ECONOMICS + COMMERCE) - SEMESTER IV**

### **MAJOR Course**

#### **COURSE TITLE: Commerce VI - Advertising**

**COURSE CODE: UMMCAS4-202 [CREDITS - 04]**

#### **Course Learning Objective**

The objective of this course is to make the students understand and highlight the role of advertising for the success of brands and its importance within the marketing function of a company.

#### **Course Learning Outcomes**

**After completion of this course learner will be able to:**

1. Understand the concept, evolution, classification and benefits of advertising.
2. Get acquainted with the different media used for advertising.
3. Gain knowledge about advertising agencies, brand building and creative aspects of advertising.
4. Understand career options in the advertising field which will be a base for advanced post-graduate courses in advertising.

<b>UNI T</b>	<b>Name of the Unit</b>	<b>No. of Lectures</b>
1	<b>Introduction to Advertising:</b> <ul style="list-style-type: none"><li>• <b>Advertising:</b> Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li><li>• <b>Classification of advertising:</b> Geographic, Media, Target audience and Functions and Special purpose advertising (Pro Bono Advertising, Rural advertising, Political advertising, Green Advertising)</li><li>• <b>Media in Advertising :</b> Traditional media:advantages and limitations and Digital media : Forms, Significance and Limitations</li></ul>	(15 L)

2	<p><b>Planning Advertising Campaign:</b></p> <ul style="list-style-type: none"> <li>• <b>Advertising Campaign:</b> Concept, Media Objectives - Reach, Frequency and GRPs , DAGMAR model, Use of Artificial intelligence, Data science and analytics for Targeting</li> <li>• <b>Advertising Budget:</b> Factors determining advertising budgets, methods of setting advertising budgets,</li> <li>• <b>Media Planning:</b> Concept, Process, Factors considered while selecting media, Media Scheduling Strategies,</li> </ul>	(15 L)
3.	<p><b>Brand building and Creativity in Advertising</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Building:</b> The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises, Celebrity Endorsements – Advantages and Limitations</li> <li>• <b>Creative aspects:</b> Buying Motives - Types, High Involvement and Low Involvement Products - Selling Points- Features, Appeals– Types, Concept of Unique Selling Proposition (USP)</li> <li>• <b>Preparing print and broadcast ads:</b> Copy – Elements, Types, Jingles and Music – Importance, Concept of Storyboard, Execution Styles of ads</li> </ul>	(15)
4.	<p><b>Economic &amp; Social Aspects of Advertising and Advertising agency:</b></p> <ul style="list-style-type: none"> <li>• <b>Economic &amp; Social Aspects of Advertising:</b> Economic effects of advertising, Social effects of advertising, Ethics in advertising, Role of ASCI (Advertising Standard Council of India)</li> <li>• <b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies, Agency selection criteria, Client Turnover</li> <li>• <b>Careers in advertising:</b> Skills required for a career in advertising, Various Career Options, Freelancing Career Options</li> </ul>	

<b>Ref:</b>	<p><i>Advertising and Promotion : An Integrated Marketing Communications Perspective</i> George Belch and Michael Belch, 2015, 10<sup>th</sup> Edition, McGraw Hill Education</p> <p><i>Contemporary Advertising</i>, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</p> <p><i>Strategic Brand Management</i> – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited</p> <p><i>Kleppner's Advertising Procedure</i> – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited</p> <p><i>Advertising: Planning and Implementation</i>, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall</p> <p><i>Advertising Management</i>, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</p> <p><i>Advertising Principles and Practice</i>, 2012 - Ruchi Gupta – S.Chand Publishing</p> <p><i>Brand Equity &amp; Advertising- Advertising's role in building strong brands</i>, 2013- David A. Aker, Alexander L. Biel, Psychology Press</p> <p><i>Brand Positioning – Strategies for Competitive Advantage</i>, Subroto Sengupta, 2005, Tata McGraw Hill Publication.</p> <p><i>The Advertising Association Handbook</i> - J. J. D. Bullmore, M. J. Waterson, 1983- Holt Rinehart &amp; Winston</p> <p><i>Integrated Advertising, Promotion, and Marketing Communications</i>, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited</p> <p><i>Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour</i>, 1989, The Free Press, New York.</p> <p><i>Confessions of an Advertising Man</i>, David Ogilvy, 2012, Southbank Publishing</p> <p><i>Advertising</i>, 10<sup>th</sup> Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William</p>	
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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 IV- Advertising - (Theory)	<b>1. Semester-end Examination (60%)</b>	4-Credit	<b>2 Hrs</b>	60
	<b>2. Internal (40%) (Table 2)</b>		-	40

**Table - 2**  
**Theory - Mode of assessment-Continuous Internal Assessment [40%]**

Evaluation type
<ol style="list-style-type: none"> <li>1. Assignments.</li> <li>2. Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).</li> <li>3. Class Test (Objective - Multiple Choice Questions/ Subjective).</li> <li>4. Active participation in class activities.</li> <li>5. Overall conduct as a responsible student with respect to good behaviour, leadership qualities, interpersonal skills etc.</li> </ol>

**Table – 3**  
**Question Paper Pattern for Semester End Examination**

<b>Total Marks: 60</b>	<b>Time: 2 hours</b>
<b>Q.1 Answer Any Two of the following Out of Three questions - Unit – I</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.2 Answer Any Two of the following Out of Three questions - Unit – II</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.3 Answer Any Two of the following Out of Three questions - Unit – III</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.4 Answer Any Two of the following Out of Three questions - Unit – IV</b>	<b>(15)</b>
a.	
b.	
c.	



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



**NEP HOLISTIC DEVELOPMENT CURRICULUM FRAMEWORK**

**For  
S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-IV)  
Management Accounting Skills  
(Skill Enhancement Course)**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

**S.Y.B.A. (ECONOMICS + COMMERCE) SEMESTER IV****SKILL ENHANCEMENT COURSE (SEC)****COURSE TITLE: MANAGEMENT ACCOUNTING SKILLS****COURSE CODE: USECAS4-231 [CREDITS - 02]****Course Learning Objective**

The objective of this course is to develop understanding among the students regarding concept of management accounting, functions and tools used in it.

**Course Learning Outcomes**

**After completion of this course, learner will be able to:**

1. Understand the concept and functions of management accounting
2. Acquire knowledge about financial statements in vertical format
3. Get familiarized with the tools used for financial statement analysis like comparative financial statements and ratio analysis

<b>UNIT</b>	<b>Name of the Unit</b>	<b>No. of Lectures</b>
1.	<b>Introduction to Management Accounting:</b> <ul style="list-style-type: none"><li>• Meaning, Nature, Functions, Decision-Making Process, Financial Accounting V/s Management Accounting</li><li>• <b>Analysis and Interpretation of Financial Statements</b> Study of Balance sheet and Income statement in vertical format Comparative Financial Statements</li></ul> <b>Note:</b> Problems based on Vertical format and Comparative Financial Statements	(15 L)
2.	<b>Financial Statement Analysis: (Ratio Analysis)</b> <ul style="list-style-type: none"><li>• Meaning of financial Statement Analysis, Objective and types of Analysis.</li><li>• Ratio analysis: Meaning, advantages and types</li><li>• Balance Sheet Ratios: Current Ratio, Liquid Ratio, Debt Equity Ratio</li></ul>	(15 L)

	<ul style="list-style-type: none"> <li>Revenue Statement Ratios: Gross Profit Ratio, Expenses Ratio, Net Profit Ratio</li> <li>Combined Ratios: Return on Capital employed, Return on proprietor's Fund</li> </ul>	
<b>Ref:</b>	<ul style="list-style-type: none"> <li><i>Cost and Management Accounting: Gupta MP, Gupta Ajay (Dr), Sultan Chand and Sons publication.</i></li> <li><i>Essentials of Cost and Management Accounting: Saxena V K, Vashist C D, Sultan Chand and Sons publication</i></li> <li><i>Advanced Cost and Management Accounting: Saxena V K, Vashist C D, Sultan Chand and Sons publication.</i></li> <li><i>Management Accounting: Dr. B. K. Mehta</i></li> </ul>	

### 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 [30:20]

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
<b>SKILL ENHANCEMENT COURSE (SEC) MANAGEMENT ACCOUNTING SKILLS</b>	1. Semester-end Examination (60%)	2- Credit	1.15 Hrs	30
	2. Internal (40%) (Table 2)		-	20

**Table - 2**  
**Theory - Mode of assessment-Continuous Internal Assessment [40%]**

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

**Table – 3**  
**Question Paper Pattern for Semester-End Examination**

<b>Total Marks: 30</b>	<b>Time: 1.15 hours</b>
<p><b>Q.1 Answer Any Two of the following Out of Three questions - Unit – I</b></p> <p>a.</p> <p>b.</p> <p>c.</p>	<b>(15)</b>
<p><b>Q.2 Answer Any Two of the following Out of Three questions - Unit – II</b></p> <p>a.</p> <p>b.</p> <p>c.</p>	<b>(15)</b>



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

**NEP HOLISTIC DEVELOPMENT BASED CURRICULUM  
FRAMEWORK**

**For**

**S. Y. B. A. (ECONOMICS + COMMERCE) (Sem-IV)**

**Fundamentals of Marketing - Minor**

**Undergraduate Programme**

**From**

**Academic year**

**2024-25**

## S.Y.B.A. (ECONOMICS + COMMERCE) - SEMESTER IV

### Minor Course - III

#### COURSE TITLE: **Fundamentals of Marketing**

COURSE CODE: UMNCAS4-217 [CREDITS - **04**]

#### Course Learning Objective

The objective of this course is to:

To develop understanding among the students regarding conceptual knowledge and evolution of marketing, marketing strategies and recent trends in marketing.

#### Course Learning Outcomes

**After completion of this course learner will be able to:**

**CO1:** Understand concept and evolution of marketing.

**CO2:** Acquire knowledge about market research, marketing information system, market segmentation and changing consumer preferences.

**CO3:** Gain insight into the concept of marketing mix, product, place, price and promotion mix strategies.

**CO4:** Get familiarized with the key dimensions and recent trends in marketing.

U NI T	Name of the Unit	No. of Lectures
1	<b>Introduction to Marketing:</b> <ul style="list-style-type: none"><li>Marketing : Meaning , Features, Importance, Functions, Traditional V/s Strategic Marketing, Evolution</li><li>Marketing Research - Concept, Features, Process</li><li>Marketing Information System - Concept, Components</li><li>Market Segmentation : Concept, Bases of market segmentation,</li><li>Consumer Behaviour : Nature and factors influencing consumer behaviour</li></ul>	(15 L)

2	<p><b>Marketing Decisions -I</b></p> <ul style="list-style-type: none"> <li>Marketing Mix -Concept,Elements of Marketing Mix,Product Mix and Product Line,Classification of products, Product Life Cycle</li> <li>Branding- importance-branding strategies, Brand equity - factors influencing brand equity, Brand Extension and Brand Loyalty, Packaging - Concept, Essentials of a Good Package</li> <li>Pricing - Concept,Factors Influencing Pricing, Pricing Strategies</li> </ul>	(15 L)
3	<p><b>Marketing Decisions – II</b></p> <ul style="list-style-type: none"> <li>Place Mix - Channels of distribution (Traditional and Contemporary Channels)</li> <li>E-Commerce-Concept, Classification, Significance</li> <li>Supply Chain Management and Logistics, Components</li> <li>Promotion Mix- Importance of Promotion, Elements of Promotion mix</li> </ul>	(15 L)
4	<p><b>Key Marketing Dimensions:</b></p> <ul style="list-style-type: none"> <li>Marketing Ethics - Concept, Unethical Practices in Marketing, Role of Consumer Organisations,</li> <li>Rural marketing: Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing</li> <li>Digital Marketing- Concept, Trends in Digital Marketing, advantages and disadvantages</li> <li>Green marketing: Concept, Importance</li> </ul>	(15 L)
Ref :	<ul style="list-style-type: none"> <li><i>Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.</i></li> <li><i>Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.</i></li> <li><i>Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.</i></li> <li><i>Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglam Publications.</i></li> <li><i>Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.</i></li> <li><i>Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.</i></li> <li><i>Marketing management – V. Ramaswamy , S. Namakumar, McMillan.</i></li> <li><i>Marketing Management- C.B. Mamoria, R. K. Suri, Kitab Mahal</i></li> <li><i>Marketing- Shelekar S. A –Himalya Publications.</i></li> </ul>	

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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
Minor Subject Course III- Fundamentals of Marketing - (Theory)	1. Semester-end Examination (60%)	4-Credit	2 Hrs	60
	2. Internal (40%) (Table 2)		-	40

**Table - 2**  
**Theory - Mode of assessment-Continuous Internal Assessment [40%]**

Evaluation type
<ol style="list-style-type: none"> <li>1. Assignments.</li> <li>2. Project based learning activities (Group Discussion Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.).</li> <li>3. Class Test (Objective - Multiple Choice Questions/ Subjective).</li> <li>4. Active participation in class activities.</li> <li>5. Overall conduct as a responsible student with respect to good behaviour, leadership qualities, interpersonal skills etc.</li> </ol>

**Table – 3**  
**Question Paper Pattern for Semester End Examination**

<b>Total Marks: 60</b>	<b>Time: 2 hours</b>
<b>Q.1 Answer Any Two of the following Out of Three questions - Unit – I</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.2 Answer Any Two of the following Out of Three questions - Unit – II</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.3 Answer Any Two of the following Out of Three questions - Unit – III</b>	<b>(15)</b>
a.	
b.	
c.	
<b>Q.4 Answer Any Two of the following Out of Three questions - Unit – IV</b>	<b>(15)</b>
a.	
b.	
c.	