

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)



Shri Vile Parle Kelavani Mandal's
**MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)**
*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai*

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B. Com.

Course: Practice of Management

Semester: III

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-2023

Zamil
(Dr. S. Patil) (Dr. Alpesh Mehta)
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BACHELOR OF COMMERCE

For completion of the B.Com. programme, a learner is required to complete six semesters over three years for the completion of the programme. The broad programme outcomes are:

- Providing a strong knowledge base
- Develop skills to apply the knowledge in functional areas
- Enhance employability of the learner by making her/him industry ready
- Develop good communication and social skills
- To make the learner a responsible citizen

PO 1: Academic Progression: The learner will be able to make smooth progression to professional courses like Chartered Accountancy, Master of Business Administration, Company Secretary and Law, as well as academic programmes like Master in Commerce and Economics.

PO 2: Employability: The learner will be ready to enter the corporate sector in the areas of finance, marketing and sales, travel and tourism and other related areas.

PO 3: Effective Communication: The learner will possess good communication skills and will be able to effectively communicate through conventional and electronic media.

PO 4: Entrepreneurial Ability: The learner will have fundamental knowledge and skills in the area of entrepreneurship and will be able to venture into entrepreneurship as a career option if she/he chooses to.

PO 5: Social Skills: The learner will be able to meaningfully engage in interpersonal and group social interactions through discussions, opinion formation and negotiations. The learner will be able to manage people and organize events and activities with high degree of proficiency.

PO 6: Environmental Awareness: The learners will be aware of the environmental and ecological challenges faced by society and will have knowledge about environmental management. Learners will be familiar with the significance of environmental ethics in relation to business entities.

PO 7: Good Citizens: The learner will have exposure to societal problems and will be empathetic to them. She/he will be informed and aware about the rights and duties of citizens and will be ready to engage in meaningful civic life.

PO 8: Analytical and Critical Ability: The learner will be able to critically analyse problems and situations from wide ranging areas like business and corporate sector, economy, society, ecology and environment.

PO 9: Responsible and Effective Use of ICT: The learner will be aware of how to use technology for enhancing learning. She/he will be aware of how to make responsible use of technology and social media in communication, discussion forums, forming meaningful communities, participating in social activities and dissemination of knowledge.

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.Com., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of management and various management thoughts.

PSO 2: The learners will become familiar with the various functions of management.

PSO 3: The learners will also explore various techniques and methods for the effective implementation of various functions of management.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

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Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
Total Marks			75


Signature

HOD


Signature

Approved by Vice –Principal


Signature

Approved by Principal

Program: B. Com. (2022-23)				Semester: III	
Course: Practice of Management				Course Code:	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	NIL	NIL	03	25	75
Learning Objectives:					
1. To familiarize learners with principles and functions of management.					
2. To instill in learners planning skills and decision-making capacities.					
3. To equip learners with skill to evaluate various management practices.					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO 1: Demonstrate managerial skills in managing organizations.					
CO 2: Summarize planning and decision-making process.					
CO 3: Implement various management thoughts in day-to-day practice.					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to Management				09
2	Planning and Decision Making				09
3	Organizing				09
4	Controlling				09
5	Project work and Presentation				09
	Total				45
PRACTICALS					NIL

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Unit	Topic	No. of Hours/Credits
Module 1	Introduction to Management	09
	1.1 Management - Concept, Principles of Management by Henry Fayol, Functions of Management 1.2 Difference between Management and Administration 1.3 Management Skills and Competencies 1.4 Scope of Management 1.5 Evolution of Management thoughts - Classical Approach (Scientific Management theory by F.W.Taylor, Administrative theory by Fayol, Bureaucratic approach/Theory by Weber), Neo-Classical Approach (Hawthorne experiment) and Modern Theory of Management (Systems and Contingency approach) 1.6 Management Information System - Concept and Elements 1.7 Trends in Management 1.8 Challenges of Management in the Global Scenario 1.9 Ethics in Management - Need and Significance 1.10 Case Studies	
Module 2	Planning and Decision Making	09
	2.1 Organizational Goal Setting - Meaning, Techniques 2.2 Planning - Concept, Process, Objectives, Components 2.3 Factors Influencing Effective Planning, Barriers to Effective Planning 2.4 Plan Failure - Reasons, Consequences, Remedies 2.5 Management By Objectives - Concept, Process 2.6 Decision Making - Concept, Art and Science of Decision Making/Essentials of Effective Decision	Page 6 of 8

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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	<p align="center">Making</p> <p>2.7 Techniques of Decision Making</p> <p>2.8 Co-Ordination - Meaning, Importance</p> <p>2.9 Integration of Functional Departments</p> <p>2.10 Case Studies</p>	
Module 3	Organizing	09
	<p>3.1 Organizing - Concept, Process</p> <p>3.2 Formal and Informal Organization</p> <p>3.3 Organization Structures - Line, Line & Staff, Matrix, Flat V/s Tall Organization Structure</p> <p>3.4 Span of Management - Concept, Factors Influencing Span of Management</p> <p>3.5 Delegation of Authority - Concept, Process, Principles, Barriers</p> <p>3.6 Departmentation- Meaning, Bases</p> <p>3.7 Virtual Organizations- Concept, Advantages, Challenges</p> <p>3.8 Team Management- Concept, Importance, Strategies of Effective Team Management</p> <p>3.9 Startups - Concept, Organization Structure in Startups.</p> <p>3.10 Case Studies</p>	
Module 4	Controlling	09
	<p>4.1 Controlling - Concept, Process of Controlling, Importance</p> <p>4.2 Interrelationship between Planning and Controlling</p> <p>4.3 Techniques of Managerial Controlling</p> <p>4.4 CPM and PERT- Concept and Differences</p> <p>4.5 Essentials of an Effective Control System</p>	

	4.6 Budgeting as a Tool of Controlling 4.7 Management By Exception - Concept, Advantages, Limitations 4.8 Results Based Management - Concept 4.9 Management Audit- Concept, Objectives 4.10 Case Studies	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Essential Reading:

1. Practice of Management, Drucker Peter F, Harper Collins, 2016
2. Luthans, F., Introduction to Management, McGraw Hill.

Supplementary Reading:

1. What Management Is - Magretta, Joan, Profile Books, London, 2012 Edition
2. Business Planning, Butter David, Butterworth Heinemann, 2003.
3. Koontz, H. and Weihrich, H., Essentials of Management, Pearson Education.
4. Robbins, S. and Coulter, M., Management, Pearson Education.
5. Robbins, S.P. Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M., Fundamentals of Management: Essentials, Concepts and Applications, Pearson Education.
6. Singh, B.P. and Singh, A.K., Essentials of Management, Excel Books.
7. Chhabra, T.N., Essentials of Management, Sun India.
8. Griffin, R.W., Management Principles and Application, Cengage Learning
9. <https://epgp.inflibnet.ac.in/>

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UNIVERSITY OF MUMBAI

Program: S.Y.B. Com.

Course: Advertising and Sales Management - I

Semester III

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-23

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(Dr. S. Patil)
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(Dr. Alpesh Mehra)

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BACHELOR OF COMMERCE

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PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.Com., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Advertising and its various technical concepts.

PSO 2: The learners will become familiar with the various functions of advertising.

PSO 3: The learners will also explore various techniques and methods for the preparing creative Ads.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

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Signature

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Signature

Approved by Vice –Principal


Signature

Approved by Principal

SYD 2

Program: B.Com. (2022-23)				Semester: III	
Course: Advertising and Sales Management - I				Course Code:	
Teaching Scheme			Evaluation Scheme		
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75

Learning Objectives:

1. To understand what advertising is, its role and participants in the process of advertising.
2. To gain insight into the types of media, new media options, media planning and media scheduling strategies in advertising.
3. To develop understanding on creative aspects of advertising as well as making of the ads.
4. To understand the concept of advertising agency, types of advertising agencies and services provided by them.
5. To know the career options and skill sets required to make a career in advertising field.

Course Outcomes:

After completion of the course, learners would be able to:

- CO 1.** Interpret correctly key concepts of advertising and identify the participants in the process of advertising.
- CO 2.** Gain knowledge about the ethical aspects of advertising and the impact of advertising on Indian culture.
- CO 3.** Develop creative skills required in the field of advertising.

Outline of Syllabus: (per session plan)

Module	Description	No. of Lectures
1	Overview of Advertising	9
2	Aspects of Advertising- I	9
3	Aspects of Advertising- II	9
4	Advertising Environment	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Unit	Topic	No. of Lectures/Credits
Module 1	Overview of Advertising	9
	1.1 Integrated Marketing Communication - Concept, Elements 1.2 Advertising - Concept, Role of Advertising, Participants in Advertising 1.3 Evolution of Advertising 1.4 Advertising Agency - Concept, Types, Services Offered by Advertising Agencies 1.5 Creative Pitch 1.6 Media Planning - Concept, Steps, Media Objectives 1.7 Factors influencing Media Selection, Media Scheduling Strategies 1.8 Types of Media - Print, Broadcast, Outdoor, Internet, Others Comparative Evaluation of Newspaper, Magazine, Radio, Television Media 1.9 Outdoor Media - Forms, Comparative Evaluation 1.10 Case Studies	
Module 2	Aspects of Advertising- I	9
	2.1 Advertising Budget - Meaning, Methods of Calculating Advertising Budget, Factors influencing Advertising Budget. 2.2 AIDA Model, DAGMAR, Online Advertising Models 2.3 Managing Brand Crisis 2.4 Advertising Campaign - Concept, Steps in Planning Advertising Campaign	

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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	<p>2.5 Creativity in Advertising - Meaning, Need and Importance</p> <p>2.6 Visualization - Meaning, Techniques</p> <p>2.7 Buying Motives Used in Ads</p> <p>2.8 Styles of Presenting Ads</p> <p>2.9 Layout - Meaning, Principles</p> <p>2.10 Case Studies</p>	
Module 3	Aspects of Advertising- II	9
	<p>3.1 Preparing Print Ads - Copy-Concept, Types, Essentials of a Good Copy</p> <p>3.2 Headlines - Concept, Types Slogans/Taglines- Concept, Bases for Writing Slogans and Taglines Logo- Concept, Essentials of an Effective Logo</p> <p>3.3 Sources of Endorsement in Advertising -Types and Roles</p> <p>3.4 Illustration - Meaning, Types</p> <p>3.5 Role of Jingles, Music and Sound Effects in Broadcast Ads</p> <p>3.6 Story Board - Concept, Development of Story Board</p> <p>3.7 Guidelines for Creative Broadcast Ads</p> <p>3.8 Creative Brief - Concept and Steps in Preparing Creative Brief</p> <p>3.9 Evaluation of Advertising Effectiveness - Pre-Testing and Post-Testing of Advertising Effectiveness- Meaning, Objectives, Methods</p> <p>3.10 Case Studies</p>	
Module 4	Advertising Environment	9
	<p>4.1 Ethical Aspects in Advertising - Importance of Ethics in Advertising, Forms of Unethical Advertising, Impact of Advertising on Indian Culture.</p>	

<p>4.2 Regulatory Aspects of Advertising: DAVP, ASCI Code.</p> <p>4.3 Classification of Advertising - Area, Target Audience, Stages, Functions</p> <p>4.4 Special Purpose Advertising - Rural, Financial, Social, Green, Advocacy, Political</p> <p>4.5 Digital Advertising - Concepts, Forms, Factors Responsible for the growth of Digital Advertising in India, Advantages, Disadvantages.</p> <p>4.6 Social Media Advertising - Concept, Prominent Social Media Platform for Advertising.</p> <p>4.7 Career Options in Advertising, Skills Required for Advertising.</p> <p>4.8 Artificial Intelligence and Machine Learning in Advertising</p> <p>4.9 Deliberate on Future of Advertising Environment</p> <p>4.10 Case Studies.</p>	
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Essential Reading:

1. Clow, Kenneth E/ Baack, Donald E, Integrated Advertising, Promotion and Marketing Communications, 6th Edition, India Pearson, 2014
2. Drewniany, Bonnie/ Jewler, A. Jerome, Creative Advertising, Cengage Learning, 2009, New Delhi.

Supplementary Reading:

1. Sissors, Jack Z./ Baron, Roger B, Advertising Media Planning, 7th Edition, McGraw Hill Edu, New Delhi.
2. Menon, Arpita, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Edu, 2014, New Delhi
3. Kelley, Larry D./Jugenheiner, Donald W., Advertising Media Planning: A Brand Management Approach, PHI Learning, 2009, New Delhi.
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Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B. Com.

Course: Financial Services and Production Management

Semester IV

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-2023

Patil
(Dr. S. Patil) (Dr. A/pash Mehra)
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Page 1 of 8

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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BACHELOR OF COMMERCE

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PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.Com., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of finance and production management.

PSO 2: The learners will become familiar with the various concept of quality management.

PSO 3: The learners will also explore various techniques and methods of production planning and quality control.

Preamble

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Signature

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Signature

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Program: B.Com. (2022-23)				Semester: IV	
Course: Financial Services and Production Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To impart basic orientation towards financial services. 2. To provide insights in the area of capital markets with respect to Indian scenario. 3. To acquaint basic knowledge of production and quality management. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO 1. To gain insights in the field of finance and production.					
CO 2. To use various production and quality management thoughts.					
Outline of Syllabus: (per session plan)					
Module	Description				No. of Hours
1	Introduction to Financial Market				09
2	Financial Services				09
3	Introduction to Production Management				09
4	Quality Management				09
5	Project work and Presentation				09
	Total				45
PRACTICALS					NIL

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Unit	Topic	No. of Hours/Credits
Module 1	Introduction to Financial Market	9
	1.1 Financial Markets- Meaning – Classification- Money Market- Capital Market- Primary Market. 1.2 Private Placement – Rights Issue – Bonus Issue – Recent Trends in Public Issues e.g., Book Building. 1.3 Secondary Markets - Role of Stock Exchanges in India 1.4 SEBI: Role and Functions of SEBI, SEBI and Investor Protection 1.5 Sources of Finance-Ordinary Shares – Types - Features 1.6 Borrowed Capital- Debenture- Types - Features 1.7 Demat Trading 1.8 Concept of Commodity Market - Derivatives Market - Types- Participants -Types of Derivative Instruments 1.9 Fundamental Analysis and Technical Analysis of Market – Meaning and Importance 1.10 Case Studies	
Module 2	Financial Services	9
	2.1 Financial Services-Concepts – Objectives -Characteristics - Growth of financial Services in India 2.2 Merchant Banking: Meaning, Concept and Significance 2.3 Venture Capital – Nature and Scope – Venture Capital in India 2.4 Mutual Funds – Nature, Significance and Types of Mutual Funds. 2.5 Micro Finance - Meaning-Micro Finance Services - Micro Financial Service Providers	

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	<p>2.6 Credit Rating- Meaning – Significance - Credit Rating Agencies.</p> <p>2.7 Financial Institutions: Commercial Banks: meaning, functions, present structure; E-banking; Recent developments in commercial banking.</p> <p>2.8 Concept of Banking and Non-Banking institutions, Development financial institutions: SIDBI, NABARD, EXIM Bank and SFCs.</p> <p>2.9 Portfolio Planning: Concept, Meaning, Significance</p> <p>2.10 Case Studies</p>	
Module 3	Introduction to Production Management	9
	<p>3.1 Production Management: Concept - Objectives of Production Planning and Control</p> <p>3.2 Steps in Production Planning and Control</p> <p>3.3 Challenges in Production Planning and Control</p> <p>3.4 Responsibilities of Production Manager</p> <p>3.5 Concept and Types of Production System</p> <p>3.6 Factors influencing location of manufacturing plants</p> <p>3.7 Inventory Management: Concept, Objectives</p> <p>3.8 Techniques of Inventory Control</p> <p>3.9 Productivity – Concept, Factors Influencing Productivity</p> <p>3.10 Case Studies</p>	
Module 4	Quality Management	9
	<p>4.1 Meaning of Quality Management, Concepts of Product and Service Quality, Dimensions of Quality Management</p> <p>4.2 Cost of Quality - Meaning, Types</p> <p>4.3 Role of Management in Quality Management, Employee Management</p>	

4.4 Techniques of Quality Management - Six Sigma, Kaizen, ISO 9000, TQM	
4.5 Quality Circles- Significance	
4.6 Benchmarking - Reasons to Benchmark, Benchmarking process	
4.7 Quality Audit, Measures to Improve Quality	
4.8 Importance of Service Quality Management- SERVQUAL Model	
4.9 Artificial Intelligence in Quality Control	
4.10 Case Studies	

Essential Reading:

1. Khan and Jain, Financial Services, Tata McGraw Hill
2. Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
3. Jhamb L.C., Text Book of Production (Operations) Management, Everest Publishing House.

Supplementary Reading:

4. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company
5. Khan, M.Y., Indian Financial System-Theory and Practice. New Delhi: Vikas Publishing House
6. Sharma, G.L., and Y.P. Singhs. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi
7. Singh, J.K., Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.
8. Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education
9. Sharma, G.L., and Y.P. Singh. Contemporary issues in Finance and Taxation. Academic Foundation Delhi
10. Rustagi, R.P., Financial Management, Galgotia Publishing Company
11. Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports.

12. Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi
13. TQM- Planning, design and implementation, V.K.Khanna, PremVrat, B.S. Sahay,
RaviShanker New age International Publishers(2009)
14. TQM L. Suganthi, Anand A Samuel Prentice Hall of India Pvt. Ltd.
15. A Handbook of Total Quality Management R.P.Mohanty, R.R.Lakhi Jaico Publishing
House
16. What is Six Sigma? PetiPande, Larry Holpp Tata MacGraw Hill Publishing Ltd.
17. Production and Inventory Control George Plossal Prentice Hall of India Pvt Ltd
18. Inventory Control Stephan Love McGraw Hill International Book Co.
19. <https://epgp.inflibnet.ac.in/>

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)



Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBEN
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B. Com.

Course: Advertising and Sales Management - II

Semester IV

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-23

Zamil
(Dr. S. Patil) (Dr. Alpesh Mehta)
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BACHELOR OF COMMERCE

For completion of the B.Com. programme, a learner is required to complete six semesters over three years for the completion of the programme. The broad programme outcomes are:

- Providing a strong knowledge base
- Develop skills to apply the knowledge in functional areas
- Enhance employability of the learner by making her/him industry ready
- Develop good communication and social skills
- To make the learner a responsible citizen

PO 1: Academic Progression: The learner will be able to make smooth progression to professional courses like Chartered Accountancy, Master of Business Administration, Company Secretary and Law, as well as academic programmes like Master in Commerce and Economics.

PO 2: Employability: The learner will be ready to enter the corporate sector in the areas of finance, marketing and sales, travel and tourism and other related areas.

PO 3: Effective Communication: The learner will possess good communication skills and will be able to effectively communicate through conventional and electronic media.

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PO 7: Good Citizens: The learner will have exposure to societal problems and will be empathetic to them. She/he will be informed and aware about the rights and duties of citizens and will be ready to engage in meaningful civic life.

PO 8: Analytical and Critical Ability: The learner will be able to critically analyse problems and situations from wide ranging areas like business and corporate sector, economy, society, ecology and environment.

PO 9: Responsible and Effective Use of ICT: The learner will be aware of how to use technology for enhancing learning. She/he will be aware of how to make responsible use of technology and social media in communication, discussion forums, forming meaningful communities, participating in social activities and dissemination of knowledge.

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.Com., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Sales Management and its various technical concepts.

PSO 2: The learners will become familiar with the various functions of sales management.

PSO 3: The learners will also explore various techniques in sales process.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Preamble

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Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks


b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
Total Marks			75


Signature

HOD


Signature

Approved by Vice –Principal


Signature

Approved by Principal

Program: B.Com. (2022-23)				Semester: IV	
Course: Advertising and Sales Management - II				Course Code:	
Teaching Scheme			Evaluation Scheme		
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75

Learning Objectives:

1. To develop sales management skills amongst the learners.
2. To provide practical insights into personal selling process.
3. To get insight into several sales' promotion tools and techniques
4. To understand the trends in sales management.

Course Outcomes:

After completion of the course, learners would be able to:

CO 1. Develop skills required for effective selling.

CO 2. Apply principles of management to the sales function of organizations

CO 3. Demonstrate a clear understanding of major concepts in sales management and putting it to practical use.

Outline of Syllabus: (per session plan)

Module	Description	No. of Lectures
1	Introduction to Sales Management	9
2	Sales Forecasting, Sales Territories and Quotas	9
3	Sales Promotion	9
4	Management of Sales-force	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

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Unit	Topic	No. of Lectures/Credits
Module 1	Introduction to Sales Management	9
	1.1 Introduction To Sales Management - Meaning, Features 1.2 Functions of Sales Management 1.3 Significance of Sales Management 1.4 Traits of Effective Sales Personnel 1.5 Sales Organization- Concept, Types 1.6 Personal Selling - Meaning, Advantages, Limitations. Essentials for Effective Personal Selling 1.7 Personal Selling Process 1.8 Prospecting - Meaning, Objectives, Sources 1.9 Sales Pitch - Concept 1.10 Case Studies	
Module 2	Sales Forecasting and Sales Territories	9
	2.1 Sales Planning, Sales Objectives 2.2 Sales Strategies - Concept 2.3 Sales Forecasting - Concept, Factors influencing Sales Forecasting 2.4 Need And Importance of Sales Forecasting 2.5 Techniques of Sales Forecasting - Quantitative Techniques, Qualitative Techniques 2.6 Management of Sales Territories and Quotas 2.7 Sales Territory - Meaning, Reasons for Setting Up Sales Territories, Designing Sales Territories 2.8 Sales Budget - Meaning, Objectives, Factors Influencing Sales Budgets, Methods of Determining Sales Budgets	

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

	<p>2.9 Credit Sales - Factors to be Considered While Granting Credit, Reasons for Granting Credit, Credit Recovery</p> <p>2.10 Case Studies</p>	
Module 3	Sales Promotion	9
	<p>3.1 Sales Promotion - Concept, Benefits, Drawbacks</p> <p>3.2 Consumer Oriented Sales Promotion Techniques - Meaning, Types</p> <p>3.3 Trade Oriented Sales Promotion Techniques - Meaning, Types</p> <p>3.4 Sales Force Oriented Sales Promotion Techniques - Meaning, Types</p> <p>3.5 Organized Vs Unorganized Retail Selling</p> <p>3.6 Buying Motives Used by Salesperson - Types</p> <p>3.7 Ethical Issues in Sales Management</p> <p>3.8 Artificial Intelligence Used in Sales</p> <p>3.9 Sales Quota - Meaning, Achieving Sales Quota Through Promotional Tools, Methods of Setting Sales Quotas</p> <p>3.10 Case Studies</p>	
Module 4	Management of Sales Force	9
	<p>4.1 Recruitment And Selection of Sales Personnel - Sources and Procedure</p> <p>4.2 Sales Training - Meaning, Benefits, Techniques, Essentials of an Effective Sales Training Program, Procedure</p> <p>4.3 Compensating the Sales Force - Meaning, Types of Compensation Plan, Factors influencing Compensation Plan</p> <p>4.4 Motivating the Sales Force - Meaning, Factors affecting Motivation</p>	

5-12 sales

	4.5 Performance Appraisal - Meaning, Procedure, Techniques 4.6 Sales as a Career 4.7 Career Development in Sales 4.8 Managing Gender Gap in Sales Leadership 4.9 Emerging Trends in Sales Force Management 4.10 Case Studies	
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Essential Reading:

1. Nag A., Sales and Distribution Management, McGraw Hill Education, New Delhi
2. Havaladar Krishna K / Cavale Vasant M, Sales and Distribution Management Text and Cases, 2nd ed., McGraw Hill Education, New Delhi

Supplementary Reading:

1. Thomas DeCarleo, Sales Management, Wiley India, 10th Edition.
2. Aftab Alam, Sales and Distribution Management, Wisdom Publication, 2006 Edition.
3. Patrick Forsyth, Sales and Management Training, A. Maya Gover Publication, Edition 2001.
4. <https://epgp.inflibnet.ac.in/>



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Best College (2016-17), University of Mumbai*

Affiliated to the
UNIVERSITY OF MUMBAI

Program: B.Com.

Course: Business Law-I

Semester III

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-23

Gauti

Gopal R. Mantu

Zati
(Dr. S. Patil)
HOD

M. Gadhave
(Dr. Vishal Gadhave)

BACHELOR OF COMMERCE

For completion of the B.Com. program, a learner is required to complete six semesters over three years for the completion of the program. The broad program outcomes are:

- Providing a strong knowledge base
- Develop skills to apply the knowledge in functional areas
- Enhance employability of the learner by making her/him industry ready
- Develop good communication and social skills
- To make the learner a responsible citizen

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Academic Progression: The learner will be able to make smooth progression to professional courses like Chartered Accountancy, Master of Business Administration, Company Secretary and Law, as well as academic programmes like Master in Commerce and Economics.

PO 2: Employability: The learner will be ready to enter the corporate sector in the areas of finance, marketing and sales, travel and tourism and other related areas.

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

PO 9: Responsible and Effective Use of ICT: The learner will be aware of how to use technology for enhancing learning. She/he will be aware of how to make responsible use of technology and social media in communication, discussion forums, forming meaningful communities, participating in social activities and dissemination of knowledge.

Program Specific Outcomes (PSO's)

On completion of the B.Com. a learner should be enriched with knowledge of Business Law and be able to-

- PSO1:** State the existing commercial laws and explain its applications.
- PSO2:** Describe the court proceedings.
- PSO3:** Explain the different aspects of Corporate and other laws
- PSO4:** Review different legal studies.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to understand the legal framework of business laws. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Presentation of Case Studies	15 marks
Component 2 (CA-2)	Internal Class Test	10 marks


b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks	Total Marks
1 to 4	Full Length Question on Module I, II, III, IV OR Write Short Notes on (any three out of five) on Module I, II, III, IV	15	60
5	Short Notes on Case Studies	15	15
Total Marks			75


Signature

HOD


Signature

Approved by Vice –Principal


Signature

Approved by Principal

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com(2022-23)				Semester: III & IV	
Course: Business Law-I & II				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	----	----	03	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To acquaint the students with general Business Laws 2. To acquaint the students with the legal framework influencing business decisions and operations 3. To enable the students to apply the provisions of business laws in business activities. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: State different types of contracts.					
CO2: Distinguish between concepts like indemnity, guarantee, bailment and pledge.					
CO3: Describe the proceedings of dishonor of cheque					
CO4: Explain the concept of caveat emptor, conditions and warranty					
Outline of Syllabus: (per session plan)					
Semester III					
Module	Description				No of Hours
1	Indian Contract Act, 1872 (Part I)				10
2	Indian Contract Act, 1872 (Part II) and Cyber Crimes and Information Technology Act, 2008				13
3	Negotiable Instrument Act, 1881				11
4	The Sale of Goods Act, 1930				11
	Total				45

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Unit	Business Law-I Semester-III Topics	No. of Hours/Credits
Module 1	1. Contract- Definition of Contract & Agreement, Essentials of Valid Contract 2. Classification of Contracts, Offer and Acceptance, Capacity to Contract 3. Standard Form Contracts 4. Consideration, Consent and Free Consent, Void Agreements 5. E-Contracts	10
Module 2	1. Law of Indemnity & Guarantee-concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee 2. Bailment-kinds, Rights and Duties of Bailor& Bailee & Pledge-Essentials, Difference between Pledge & Lien, Rights of Pawnor& Pawnee 3. Agency-Concept, Creation 4. Cyber Crimes and Information Technology Act, 2008 Chapter II Digital Signature (Section 3) Chapter III Electronic Governance (Section 4 to Section 10) Chapter IV Attribution, Acknowledgement and Dispatch of Electronic records (Section 11 to Section 13)	13
Module 3	1. Meaning of Negotiable Instruments, Characteristics, Classification of Instruments 2. Different provisions relating to Negotiation, Negotiability, Assignability	11

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

	3. Right and Obligation of parties, presentment of Instruments, Rules of Compensation	
Module 4	<ul style="list-style-type: none"> • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)-Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64) 	11

Essential Readings

- Textbook on Sale of Goods and Hire Purchase: Dr. Madhusudhan Saharay, Universal Law Publications
- Mercantile Law: by M.C.Kucchal.
- Business Law : N.D.Kapoor

Supplementary Readings

- Law of Contract: Avatar Singh, Eastern Book Company.
- Mercantile Law: by M.C.Kucchal.
- Business Law : N.D.Kapoor
- The Law of Contract: An Outline by Dr.Nilima Chandiramani, Avinash Publications.
- Contract-I: Dr. R. K. Bangia, Allahabad Law Agency

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

- Information Technology Law (Cyber Laws): Dr. S. R. Myneni, Asia Law House
- Cyber Crimes and Laws: Sushma Arora and Raman Arora, Taxmann
- The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
- The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
- Khergamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis
- Law of Sale of Goods and Hire Purchase, Avtar Singh, Eastern Book Company
- Textbook on Sale of Goods and Hire Purchase: Dr. Madhusudhan Saharay, Universal Law
Publications



Shri Vile Parle Kelavani Mandal's
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Affiliated to the
UNIVERSITY OF MUMBAI

Program: B.Com.

Course: Business Law-II

Semester IV

**Choice Based Credit System (CBCS) with effect from the
Academic year**

2022-23

Zanil
(Dr. S. P. Zanil)
HOD

Meghadhane
(Dr. Vishal Gadhave)

Gauti
Gopal R. Gauti

BACHELOR OF COMMERCE

For completion of the B.Com. program, a learner is required to complete six semesters over three years for the completion of the program. The broad program outcomes are:

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Program Specific Outcomes (PSO's)

On completion of the B.Com, a learner should be enriched with knowledge of Business Law and be able to-

- PSO1:** Describe the different aspects of Companies and entrepreneurship.
- PSO2:** Justify the necessity of legal education
- PSO3:** Summarize the proceedings and propose the solutions for handling the legal disputes.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to understand the legal framework of business laws. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com(2022-23)				Semester: III & IV	
Course: Business Law-I & II				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	----	----	03	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To acquaint the students with the business laws and its impacts on businesses. 2. To enrich and make more meaningful the study of the other social sciences. 3. To provide the students with practical legal knowledge of general business law issues. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Explain the Memorandum and Articles of Association and other documents of the company.					
CO2: Describe the procedures of buyback of securities, issue of debentures and private placement of securities, etc.					
CO3: Distinguish between LLP and Partnership.					
CO4: Define the concept of trade mark, copyright, patent, etc.					
Outline of Syllabus: (per session plan)					
Semester IV					
Module	Description				No of Hours
1	The Companies Act, 2013 (Part-I)				10
2	The Companies Act, 2013 (Part-II), SEBI Act, 1992 and RERA 2016				13
3	The Indian Partnership Act, 1932 and LLP Act, 2008				11
4	Intellectual Property Rights and Competition Act, 2012				11
	Total				45

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c) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Presentation of Case Studies	15 marks
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d) Details of Semester End Examination

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Question Number	Description	Marks	Total Marks
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5	Short Notes on Case Studies	15	15
Total Marks			75


Signature

HOD


Signature

Approved by Vice –Principal


Signature

Approved by Principal

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Unit	Business Law-II Semester-IV Topics	No. of Hours/Credits
Module 1	1.Preliminary (Sections 1-2) 2. Incorporation of Company and Matters Incidental thereto (Sections 3-22) 3. Prospectus –(Sections 23-37)	10
Module 2	1. Allotment of Securities (Sections 38-42) 2. Share Capital and Debentures (Sections 43-72) 3. Acceptance of Deposits by Companies(Sections 73-76) 4. SEBI Act, 1992 –S. 11. Functions of Board and Securities Appellate Tribunal (SAT)-S.15K to 15O and NCLT-S.407 to 414 and Section 424 5.The Real Estate Regulation and Development Act, 2016 (RERA) Chapter III Functions and Duties of Promoter (Section 11 to Section 18) Chapter IV Rights and Duties of Allottees (Section 19) Chapter V The Real Estate Regulatory Authority (Section 31 only)	13

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Module 3	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P. - Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership. 	11
Module 4	<ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent 	11

	<p>Rights & Remedies. (Ss. 104-115)</p> <ul style="list-style-type: none">• IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies. • The Competition Act, 2002 <ul style="list-style-type: none">-Objective of the Act-Definitions-Anti-competitive Agreements-Dominant Position-Competition Commission of India (CCI)-Duties, Powers and Functions of the CCI	
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- Textbook of Intellectual Property Rights: N.K. Acharaya, Asia Law House

Supplementary Readings

- Guide to the Companies Act, 2013 by A Ramaiya , Lexis Nexis.
- Company Law by G.K.Kapoor.
- Company Law by N.D.Kapoor.
- Company Law by P.C. Tulsian.
- Securities and Exchange Board of India Act, 1992 with Rules and Regulations: Taxmann
- The Real Estate (Regulation and Development) Act, 2016 with Maharashtra Rules, 2017 and Maharashtra Regulations, 2017:Sunil Dighe, Snow White
- Law relating to RERA in Maharashtra: CA Srinivasan Anand G, Taxmann's
- Introduction to Law of Partnership (including Limited Liability of Partnership): Avtar Singh, Eastern Book Agency
- Intellectual Property Rights: Prabuddha Ganguli, M.C. Graw Hill Education
- Intellectual Property Law : P Narayan, Eastern Law House
- The management of Intellectual Property: Satyawrat Ponshe, A Bhate & Ponshe Publication
- Textbook of Intellectual Property Rights: N.K. Acharaya, Asia Law House
- Competition Law: Avtar Singh, Eastern Book Company
- Competition Law: Dr. H.K. Saharay, Universal Law Publishing

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Shri Vile Parle Kelavani Mandal's
**MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE
OF SCIENCE & AMRUTBEN JIVANLAL COLLEGE OF
COMMERCE AND ECONOMICS
(AUTONOMOUS)**

NAAC Reaccredited 'A' grade, CGPA: 3.57,
Granted under FIST-DST & - Star College Scheme of DBT, Government of India
Best College, University of Mumbai 2016-17

Affiliated to the
UNIVERSITY OF MUMBAI

Program: **Bachelor of Commerce**

Course: **Travel and Tourism Management – I**
Travel and Tourism Management - II

Semester: **III & IV**

SKILL ENHANCEMENT COURSES (SEC)

**Choice Based Credit System (CBCS) with effect from the
Academic year 2022-23**

Zehil
(Dr. Shatughna fati)
HOD

S.G. Maral
(Dr. Sunita Maral)

Soyamote
(Dr. Pradip Soyamote)

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The Program Outcomes (POs) are the outcomes that learners of at undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Academic Progression: The learner will be able to make smooth progression to professional courses like Chartered Accountancy, Master of Business Administration, Company Secretary and Law, as well as academic programmes like Master in Commerce and Economics.

PO 2: Employability: The learner will be ready to enter the corporate sector in the areas of finance, marketing and sales, Travel and Tourism and other related areas.

PO 3: Effective Communication: The learner will acquire good communication skills and will be able to effectively communicate through conventional and electronic media.

PO 4: Entrepreneurial Ability: The learner will have fundamental knowledge and skills in the area of entrepreneurship and will be able to venture into entrepreneurship as a career option if she/he chooses to.

PO 5: Social Skills: The learner will be able to meaningfully engage in interpersonal and group social interactions through discussions, opinion formation and negotiations. The learner will be able to manage people and organize events and activities with high degree of proficiency.

PO 6: Environmental Awareness: Learners will have awareness of the environmental and ecological challenges faced by society and will gain knowledge about environmental management. Learners will be familiar with the significance of environmental ethics in relation to business entities.

PO 7: Good Citizens: The learner will have exposure to societal problems and will be empathetic to them. She/he will be informed and aware about the rights and duties of citizens and will be ready to engage in meaningful civic life.

PO 8: Analytical and Critical Ability: The learner will be able to critically analyse problems and situations from wide ranging areas like business and corporate sector, economy, society, ecology and environment.

PO 9: Responsible and Effective Use of ICT: The learner will be aware of how to use technology for enhancing learning. She/he will be aware of how to make responsible use of technology and social media in communication, discussion forums, forming meaningful communities, participating in social activities and dissemination of knowledge.

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.Com., the learners should be enriched with knowledge and be able to:

PSO1: The learners will be enriched with the knowledge of business, its objectives, business policy and planning.

PSO2: The learners will become familiar with the business environment and its components i.e. internal, external environment.

PSO3: The learners will also explore various strategies for business, environment management and tourism industry

PSO4: The learners will be introduced with concept of project planning and entrepreneurship

PREAMBLE

With the introduction of Credit Based Semester & Grading System (CBSGS) and continuous evaluation of Internal Assessment & External Assessment by the esteemed University from the academic year 2013-14 at Second Year B. Com level, then existing syllabus of 'Travel and Tourism' Second Year. B. Com was restructured according to the CBSGS pattern for implementation from 2013-14 with an evaluation pattern of 75 marks external and 25 marks internal.

Subsequently, syllabus of 'Travel and Tourism' was revised by the Board of Studies in Commerce, University of Mumbai in the year 2017-18 with change in subject title as 'Travel and Tourism Management' to be effective from June 2017 with an evaluation pattern of 100 marks. In 2018-19, under Autonomy few changes were introduced in the existing syllabus of 'Travel and Tourism Management' with approval of Board of Studies duly constituted in 2017-18. The evaluation pattern was changed to 75:25, i.e., 75 marks external and 25 marks internal. Further changes in the syllabus of the subject were made by inviting suggestions and inputs of the Board of Studies and the final draft was prepared incorporating the same. The same was approved by circulation on mail to Board of Studies members.

With the implementation of New Credit Policy in the college from the academic year 2021-22 and completion of three years of the existing syllabus of Travel and Tourism Management, the revision of syllabus was initiated in the academic year 2021-22. Following syllabus, approved by Board of Studies is to be implemented with effect from June 2023. For S.Y.B.Com. Travel and Tourism Management course, 1 lecture of 1-hour duration per week amounts to 1 credit.

Evaluation Pattern

The performance of the learner will be evaluated through two components. The first component will be an internal continuous assessment of 25 marks. The second component will be an examination of 75 marks at the end of each semester. The allocation of marks for the Internal Continuous Assessment (ICA) and End Semester Examinations (ESE) is as below:

a) Details of Continuous Assessment (CA)

25% of the total marks:

Continuous Assessment	Details	Marks
Component 1 (ICA-1)	Internal Class Test	10 marks
Component 2 (ICA-2)	Assignment / Project	15 marks

b) Details of Semester End Examination

75% of the total marks. Duration of examination will be two and half hours.

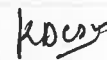
Question Number	Description	Marks	Total Marks
1	Answer the following questions: (Module I) (Any 2 out of 3)	8	16
2	Answer the following questions: (Module II) (Any 2 out of 3)	8	16
3	Answer the following questions: (Module III) (Any 2 out of 3)	8	16
4	Answer the following questions: (Module IV) (Any 2 out of 3)	8	16
5	Answer the following questions: (Module I to IV) A) Write answers in short/Case Study	5	5
	B) Write short notes. (Module I to IV) (Any 2 out of 3)	3	6
Total Marks			75



Signature
HOD



Signature
Approved by Vice-Principal



Signature
Approved by Principal

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: Second Year Bachelor of Commerce (2022-23)				Semester: III	
Course: Travel and Tourism Management – I				Course Code:	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (per week)	Tutorial (per week)	Credit	Continuous Assessment (ICA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	-	-	03	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To acquaint students with the functioning of Travel and Tourism and hospitality industry 2. To explain the factors that promote tourism 3. To describe the impact of functioning of Travel & Tourism and Hospitality Industry on different sectors and sections of the population 4. To explain the challenges faced by Travel and Tourism industry. 5. To explain the environment friendly forms of tourism and practices 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Describe the functioning of Travel and Tourism industry nationally and international					
CO2: Explain the impact of functioning of Travel and Tourism industry and hospitality industry.					
CO3: Describe the challenges faced by Travel and Tourism industry with special reference to lockdown and protocols enforced due to pandemic.					
CO4: Describe the environment friendly forms of tourism and practices.					
CO5: Examine the role of infrastructure in Travel & Tourism and Hospitality Industry.					

Semester - III

Syllabus Outline (per session plan)

Module	Description	No of Lectures
1	Introduction to Tourism	10
2	Factors Influencing Tourism	10
3	Infrastructure for Tourism	10
4	Impact of Tourism	10
	Internal Assessment	05
	Total	45

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Module	Topic	No. of Lecture
I	INTRODUCTION TO TOURISM	10
	<ul style="list-style-type: none"> • Concept, Nature and Scope of Tourism, Interdisciplinary approaches of tourism, significance of Tourism, • Evolution of Tourism industry – National and International scenario • Types and Motives of Tourism • Travel: Concept, Definition, Role of Travel in Tourism, Travel circuits – International, National and Maharashtra State 	
II	FACTORS INFLUENCING TOURISM	10
	Classification of Influencing Factors <ul style="list-style-type: none"> • Natural and Socio-economic factors • Historical & Religious, Ethnical and Cultural factors • Educational and Political factors • Social & Electronic Media • Pandemic, epidemic and natural disasters Sustainable Tourism- Concept, Need & Importance	
III	INFRASTRUCTURE FOR TOURISM	10
	<ul style="list-style-type: none"> • Need, Importance and Role of Infrastructure for tourism • Facilities- Accommodation, Current Scenario – Ecotels, • Travel – Aviation, Rail and coach travel, Cruises and other water transport • Services required for tourism- Ancillary and Supplementary services • Safety & Risk in Tourism - Policies, Safety and Security Infrastructure • Impact of COVID –19 Protocols on Tourism Infrastructure 	
IV	IMPACT OF TOURISM	10
	Positive and Negative Impacts of Tourism <ul style="list-style-type: none"> • Environmental, Socio-Cultural Impacts, Economic Impact-India Investment Program, Impact on tourist arrivals & revenue during pandemic • Environmental and Social impact assessment (Case studies) • Social Responsibility and Ethical Concerns of Tourism 	
	Internal Assessment:	05
	Project Work (Project report Writing, Presentation & viva-voce) On syllabus related topics	

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Essential Reading:

- Roday Sunetra, Biwal Archana and Joshi Vandana (2009) *Tourism Operation and Management*, Oxford University Press
- Clare Inkson and Lynn Minnaert (2018) *Tourism Management – An Introduction*, Sage Publication
- Sharma Kshitiz (2014) *Introduction to Tourism Management*, McGraw Hill Education (India) Pvt. Ltd.
- Lickorish and Leonard J. (2010) *Introduction to Tourism*, Routledge Tylor and Francis Group Publication.

Supplementary Reading:

- Babu, Sutheeshna S. (2008) *Tourism development revisited: concepts, issues and paradigms*, Response Books, Delhi
- C. Michael. (2006) *Tourism and Global Environmental Change*, Routledge, New York
- Chiranjib Kumar (2016) *Ecotourism - Planning, development and marketing* 1st Bharti Publications, New Delhi
- Chopra Suchita (2011) *Tourism and Development in India*, AH Publication Corporation
- Gangului Manjiushri (2008) *Travel and Tourism*, 7th ed., Vipul Prakashan, Mumbai
- Gee, Chunk Y., James C & Dexter J.L. Cho (2000) *Travel Industry*, New York
- Ghosh Biswanath (2008) *Tourism and Travel Management*, Vikas Public House, New Delhi.
- Gill Pushpinder S. (1997) *Tourism & Hotel Management*, Anmol Publisher, Delhi
- Gunn & Clare A. *Tourism Planning* (2001) Taylor and Francis, New York.
- Gupta S. (2007) *Tourism Towards 21st Century*, 1st rep, Deep & Deep Pub Co., New Delhi
- Gupta S. P. (2002) *Cultural Tourism in India*, D K Printworld Ltd, New Delhi
- Harrison, David (2011) *Tourism and the Less Developed World: Issues and Case Studies*, CABI Publishing
- Kabia Sunil K. (2005) *Tourism and Environment*, Mohit Publication, New Delhi
- L.K. Singh (ed., 2008) *Ecology, Environment & Tourism*. ISHA Books, Delhi.
- Mukhopadhyay Sipra (2010) *Tourism Economics*, Rep 3rd ed. Ane Books Pvt Ltd, New Delhi
- Sarkar A. K. (2003) *Indian Tourism*, 1st ed., Rajat Pub., New Delhi
- Sati V. P. (2001) *Tourism Development in India*, Pointer Pub, Jaipur
- Seth Pran Nath (2003) *Introduction to travel and tourism*, 3rd rev Sterling Publishers, New Delhi
- Sharma Jitendra K. (2008) *Types of tourism and ways of recreation*, Kanishka Pub, New Delhi
- Sharma K. K. (2000) *Planning for Tourism*, Samp and Sons, New Delhi.

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- Shaw and Gareth (2012) Tourism and Tourism Spaces, Sage Publication, New Delhi
- Singh L. K. (2008) Fundamental of tourism and travel, Isha Books Delhi
- Singh R. (2007) Infrastructure of Tourism in India, Kanishka Pub., New Delhi
- Singh Ratandeeep (1996) Infrastructure of tourism in India, Kanishka Pub., Delhi
- Sinha P. C. (1998) Tourism evolution scope nature and Organisation, Anmol Publisher, Delhi
- Smih R. (2011) Key concepts in tourist studies, Sage Publication, New Delhi
- Swarbrooke John (2010) Sustainable Tourism management Rawat Publications, Jaipur
- Vogel Harold L. (2000) Travel industry economics, Cambridge University Press
- Youell Ray (2003) Complete AZ Travel & Leisure Handbook, Hodder & Stoughton London
- Government of India websites, available at <http://tourism.gov.in/>,
<https://www.indiaculture.nic.in/about-us>,
<https://www.incredibleindia.org/content/incredibleindia/en.html>
- E-PGPathshala, available at <https://epgp.inflibnet.ac.in/>

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)

Program: Second Year Bachelor of Commerce (2022-23)				Semester: IV	
Course: Travel and Tourism Management – II				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (per week)	Tutorial (per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	-	-	03	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To impart knowledge of planning and marketing operations of Travel and Tourism industry 2. To explain tourism organization and functioning at national and international level 3. To enumerate skills required for setting up of a travel agency to enable them to consider it as a career option. 4. To acquaint students with the tourism policies at state and national level 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Explain the organization, planning and marketing operations of Travel and tourism industry					
CO2: Explain the functions of Travel agencies, Procedures and Documentations required for foreign travel					
CO3: Classify national and international tourism organizations					
CO4: Identify the skills required to engage in setting up of a travel agency					
CO5: Summarize the tourism policies implemented in Maharashtra and India.					

Semester - IV

Syllabus Outline (per session plan)

Module	Description	No of Lectures
1	Planning and Marketing of Tourism	10
2	Travel Agencies	10
3	Tourism Organizations	10
4	Tourism Policy – India & Maharashtra	10
	Internal Assessment	05
	Total	45

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Unit	Topic	No. of Lectures
I	PLANNING AND MARKETING OF TOURISM	10
	<p>Planning</p> <ul style="list-style-type: none"> • Concept, Need and Importance, Process, Approaches, Levels of planning • Destination Planning – Defining Destination, Types, Characteristics, Identification of new sites / destinations, Problems – Life cycle susceptibility, seasonality, authenticity and interpretation, visitor overload. (Case study) <p>Marketing</p> <ul style="list-style-type: none"> • Concept, Elements, Segmentation, Integrated Marketing Communications (IMC) • Customer Relationship Management- Concept, Need and Importance, Process, Service quality Management (SQM). 	
II	TRAVEL AGENCIES	10
	<ul style="list-style-type: none"> • History and Growth of Travel Agency • Need, Importance and Functions of Travel agencies and Tour Operators, • Travel and tour wholesalers, online travel agencies; Ticketing and Itinerary planning • Procedures and Documentations- Need & Importance, Steps, Challenges, Types of documents Regulations related to Foreign Travel- Custom, Immigration, Foreign Exchange 	
III	TOURISM ORGANIZATIONS	10
	<ul style="list-style-type: none"> • Role of Tourism Organizations –IATA, PATA, WTO, ITDC, NTO • Role of State Tourism Development Corporation & its regional offices - MTDC • Role of Indian Institute of Tourism and Travel Management in hospitality. • Role of Ministry of Tourism, Archaeological Survey of India 	
IV	TOURISM POLICY – INDIA & MAHARASHTRA	10
	<ul style="list-style-type: none"> • Draft National Tourism Policy, 21 November 2021 (Ministry of Tourism Government of India) - Schemes/ Programs of Government of India - Swadesh Darshan Scheme, PRASHAD Scheme, Scheme of Capacity Building for Service Providers 	

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	<ul style="list-style-type: none"> • Maharashtra Tourism Policy 2016 - Policy related to Film Tourism, Rural Tourism, Adventure Tourism - Public Private Partnership Model for growth in tourism sector • Tourism Marketing Information System – Concept, Features, & Significance 	
	Internal Assessment:	
	Project Work (Project report Writing, Presentation & Viva) on syllabus related topics, Analysis of Reports of GOI	05

Essential Reading:

- Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi
- Chaudhary Manjula (2018) Tourism Marketing, Oxford University press, New Delhi
- Dhah R. (2011) Development of tourism and travel industry. 3rd ed., Kanishka Pub., New Delhi
- Inkson Clare (2018) Tourism management: an introduction, 2nd Ed., Sage Los Angeles
- Jha S. M. (2011) Tourism Marketing 2nd ed., Himalaya Publishing house, Mumbai
- Kaushal Prerna (2011) Ecological and Environmental Impact of Tourism, Kanishka publishers & Distributors, New Delhi
- Mishra Subhod Kumar (2010) Promoting Tourism in India, Kanishka publishers & Distributors, New Delhi
- Sharma Kshitiz (2014) Introduction to tourism management, McGraw Hill Education (India) Private Limited, New Delhi

Supplementary Reading:

- Ali Abu Barkat. (2016) Travel and tourism management, PHI Learning, Delhi.
- Burke James F (2000) Marketing & Selling the Travel Product, 2nd ed., Thomson earning Australia
- Chawla Romila (2003) Tourism in India perspective and challenges, Sonali Publications, New Delhi
- Chopra Suchita (2011) Tourism and Development in India, AH Publication Corporation
- Dixh R. (2012) Tourism management, APH Publication, New Delhi
- Gee, Chunk Y. (2000) James C & Dexter J.L. Cho – Travel Industry, New York
- Gunn & Clare A. (2001) Tourism Planning, Taylor and Francis, New York.
- Harrison David (2001) Tourism and the less developed world: issues and case studies, CABI Publishing, Oxon
- Harrison, David (2011) Tourism and the Less Developed World: Issues and Case Studies, CABI Publishing

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- Hudson Simon (2017) Marketing for tourism hospitality and events: A global and digital approach, 1st Ed., Sage New Delhi
- Kamra Krishan K. (2002) Basics of tourism, Kanishka publishers & Distributors, New Delhi
- Kotler Philip (2004) Marketing for Hospitality and Tourism, 3rd ed., Pearson Education, New Delhi
- L.K. Singh (ed., 2008) Ecology, Environment & Tourism. ISHA Books. Delhi.
- Lickorish and Leonard J. (2010) Introduction to Tourism, Routledge Tylor and Francis Group Publication.
- Mishra Lavkush (2000) Cultural Tourism in India, Mohit Pub., New Delhi
- Pathania K. (2009) Indian Tourism Wildlife Tourism and Ecotourism, Jnanada Publication, New Delhi
- Roday Sunetra (2009) Tourism operations and management, Oxford University Press, Delhi
- Sharma Shashi (2011) Tourism Education, Kanishka publishers & Distributors, New Delhi
- Shaw and Gareth (2012) Tourism and Tourism Spaces, Sage Publication
- Singh L. K. (2008) Fundamental of tourism and travel, Isha Books, Delhi
- Singh R. (2007) Infrastructure of Tourism in India, Kanishka publishers & Distributors, New Delhi
- Smith Melanie (2010) Key concepts in Tourist studies, Sage Publication, New Delhi
- Government of India websites, available at <http://tourism.gov.in/>,
<https://www.indiaculture.nic.in/about-us>,
<https://www.incredibleindia.org/content/incredibleindia/en.html>
- Maharashtra Tourism Policy, 2016 Document, available at <https://www.maharashtratourism.gov.in/docs/default-source/tourism-policy-2016/>
- E-PGPathshala, available at <https://epgp.inflibnet.ac.in/>