



Shri Sangameshwar Education Society's  
**Sangameshwar College, Solapur [Autonomous]**  
(Affiliated to Punyashlok Ahilyadevi Holkar Solapur University, Solapur)  
Kannada Linguistic Minority Institute  
**NAAC Accredited with 'A' Grade (III Cycle CGPA 3.39)**

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

**Revised Structure of B.COM (Marketing) Program under CBCS Pattern**

**Under Faculty of Commerce from the Academic Year 2022-23**

**B. COM - SPECIALISATION IN MARKETING - To be implemented from June 2022**

**SEMESTER III**

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
SEC 1	English for Communication-I	2281301	3.2	4	15	35	50
CC 5	Corporate Accounting-I	2281302	3.2	4	15	35	50
CC 6	Business Statistics-I	2281303	3.2	4	15	35	50
CC7	Advertising & Salesmanship	2281304	3.2	4	15	35	50
CC8	Entrepreneurship Development-I	2281305	3.2	4	15	35	50
GE 2	Business Economics -I	2281306	3.2	4	15	35	50
SEC 2	Tourism Management		1.6	2	15	35	50
				26	105	245	350

**SEMESTER IV**

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
SEC 1	English for Communication-II	2281401	3.2	4	15	35	50
CC5	Corporate Accounting-II	2281402	3.2	4	15	35	50
CC6	Business Statistics -II	2281403	3.2	4	15	35	50
CC7	Retail Marketing		3.2	4	15	35	50
CC8	Entrepreneurship Development-II	2281405	3.2	4	15	35	50

<b>GE 2</b>	Business Economics -II	2281406	3.2	4	15	35	50
<b>SEC 3</b>	Supply Chain Management		1.6	2	15	35	50
<b>AECC 2</b>	Environmental Studies	2100433		4			50
				<b>30</b>	<b>105</b>	<b>245</b>	<b>400</b>
	<b>TOTAL CREDITS B.COM II:</b>			<b>56</b>			

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

**UG: Commerce Programme: B.Com.-II** (Specialization in Marketing)

To be implemented from **A.Y. 2022-2023**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Accountancy

**TITLE: CORPORATE ACCOUNTING-I (2281302)**

**Preamble:**

This Course helps the students to understand the Company Accounts such as accounting for Shares and Debentures, Funds Flow and Cash Flow Statements, Accounting Standards, Liquidation of companies, valuation of shares, Preparation of Company Final Accounts and Issue and Redemption of debentures.

Sr. No.	Learning Objectives
1	To provide knowledge and understanding of the concepts, principles and practices in Corporate Accounting and Indian Accounting Standards
2	The objective of this subject is to enable the students to have a comprehensive awareness about the provisions of the Company's Act 2013 and Corporate Accounts.
3	To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.
4	The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards.

	SEMESTER III	Lectures
<b>Module 1</b>	<b>Accounting Standards:</b> Following Accounting standards relevant to the Financial Statements of Limited Companies With their Objective, Scope, Definitions, Accounting policies, Disclosure. AS-03 Cash Flow	10 Lectures

	Statements -AS-05 Prior Period Items & Changes in Accounting Policies - AS-06 Depreciation Accounting - AS-10 Accounting for Fixed Assets - AS-14 Accounting for Amalgamation -AS-21 Accounting for Consolidated Financial Statement.	
<b>Module2</b>	<b>Issue, Forfeiture and Reissue of Equity Shares:</b> Meaning of shares - Meaning of Share Capital -Kinds of Share Capital - Types/classes of preference shares - Disclosure of share capital -Meaning and procedure of Issue, Forfeiture and Re-issue of Equity Shares, Application Money, Allotment Money, Call Money, Pro-rata allotment of shares, Practical problems on Accounting Entries of Issue, Forfeiture and Re-issue of Equity Shares , Terms of Issue of Share A. Issue of shares at par B. Issue of shares at premium -Accounting treatment of the issue of shares at premium - Subscription ,Calls-in-Advance and Interest on Calls-in-Advance , Calls in Arrear and Interest on Calls-in-Arrear , Forfeiture of shares Procedure for Forfeiture of Shares Accounting Treatment of Reissue of forfeited shares -Practical Accounting Problems.-Short and Long problems	15 Lectures
<b>Module 3</b>	<b>Company Final Accounts:</b> Preparation and presentation of financial statements i.e. Company Final Accounts as per Schedule III of the Companies Act, 2013 - Statutory Provisions regarding preparation of Company Final Accounts - General Instructions for the preparation of Balance Sheet and Profit and Loss statement , Presentation of Balance Sheet Part-I – form of balance sheet Disclosure Requirement: Schedules Forming Part of Financial Statements/Annual Report Part II-form of statement of profit and loss General Instructions for preparation of Statement of Profit and Loss- Practical Accounting Problems	20 Lectures
<b>Module 4</b>	<b>Profit Prior to Incorporation:</b> Meaning – calculation of Various Ratios- sales ratio – time ratio – weighted ratio –treatment of capital and revenue expenditure - Ascertainment of pre-incorporation and post-incorporation profits by preparing Profit and Loss Account. Practical Accounting Problems.	15 Lectures

#### Course Outcomes:

Module No.	After completion of the syllabus the students will be able .....
1	To understand Corporate Accounting in conformity with the provisions of Companies Act and understand the concept of Accounting Standards, grasp the objectives, benefits and limitations of Accounting Standards
2	To understand the meaning of share capital, types of shares, a company's capital structure and its disclosure in the balance sheet and learn the accounting procedure of issuing of shares and forfeiture and reissue of shares
3	To understand the share capital structure in the balance sheet of a company and also understand the meaning , significance and framework of preparation and presentation of Financial Statement
4	To calculate Profit Prior to Incorporation of a Company

**CORPORATE ACCOUNTING-II (2281402)**

	SEMESTER IV	Lectures
<b>Module 1</b>	<b>Valuation of Shares:</b> Meaning- Need for Valuation -Factors Affecting Valuation of shares - Methods of Valuation: Intrinsic Value Method, Yield Method/ Capitalization Method and Fair Value of shares. Practical Accounting Problems.	15 Lectures
<b>Module 2</b>	<b>Liquidation of Companies:</b> Meaning - Types of Liquidation - Order of Payment -Calculation of Liquidator's Remuneration - Preparation of Liquidators Final Statement of Account. Practical Accounting Problems.	15 Lectures
<b>Module 3</b>	<b>Issue and Redemption of Debentures:</b> Redemption of Debentures Introduction and Meaning - Definition of debenture -Distinguish between Shares and Debentures-Issue of Debentures- Meaning of redemption of Debenture -Practical Problems on Sinking fund/Debenture Redemption fund investment.	15 Lectures
<b>Module 4</b>	<b>Redemption of Preference Shares:</b> Meaning and definition of Preference Shares- Types of Preference Shares- Meaning and definition of Redemption of Preference Share Capital - Methods of redemption of redemption of Preference Shares a) Redemption out of Profits b) Redemption out of fresh issue of shares. Practical Accounting Problems	15 Lectures

**Course Outcome:**

Module No.	By the end of this syllabus the students will be able .....
------------	---

1	To understand the Valuation of Shares.
2	To enable the students to gain an idea of liquidation of companies.
3	To understand the meaning of Redemption of Debentures, Accounting treatment of Redemption of Debentures.
4	To understand the meaning of Redemption of Preference Shares, Accounting treatment of Redemption of Preference Shares.

<b>List of Suggested Books:</b>			
<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Authors</b>	<b>Publisher</b>
1	Financial Accounting – A Management Perspective	R. Narayanaswamy	4th 2017 PHI Learning Private Limited
2	Financial Accounting for Management	Ambrish Gupta	Pearson 2016
3	Company Accounts	Dr. S N Maheshwari	S. Chand & Company Ltd
4	Corporate Accounting	Vol-II S.P. Jain & K. L. Narang	21st 2017 Kalyani Publishers
5	Advanced Accountancy	N. Maheshwari & K. Maheshwari	Vikas Publishing House (Pvt.) Ltd
6	Fundamentals of Corporate Accounting	J. R. Monga	2nd Vol 2018 Mayoor Paperbacks
7	Corporate Accounting	Goel, Maheshwari Gupta	International Publishers
8	Cost & Management Accounting	Ravi M. Kishore	6th Taxman
9	Students' Guide to Accounting Standards	D S Rawat	32nd Taxman
10	Corporate Accounting	Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari	Vikas Publishing

#### **Teaching-Learning Equipment's/Tools/Methodsetc.:**

- Lectures – Blended learning
- Reference Books with e-books
- E-lectures downloaded

#### **Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman  
BOS in Accountancy**

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

**SEM-III  
BUSINESS STATISTICS-I (2121303)**

**B.O.S. in : Statistics**

**UG Programme : B.Com.-II (Marketing) Business Statistics** To be implemented from A.Y. 2021-2022

**System :** Choice Based Credit System (CBCS) with SGPA and CGPA

**Preamble :** To familiarize the students with basic concepts of the Business Statistics and a hands on practice of the various statistical tools and techniques are the main intentions of this paper. It will enable them to improve their logical reasoning ability and interpretation of various business results. The course aims at acquainting the students with the emerging issues in business, trade and commerce regarding analyzing business facts.

### **B.Com.-II Semester III Business Statistics**

#### **Objectives:-**

1. To expose students to basic Statistical concepts.
2. To inculcate an analytical approach to the subject matter.
3. To stimulate the students interest by showing the relevance and use of statistical knowledge.
4. To study and critically analyze statistical reasoning to problems of business.
5. To boost quantitative thinking and develop numerical abilities.
6. To enlighten the student abilities to apply the statistical concepts to real life problems in Commerce, Economics, Management and Social sciences.
7. To improve their logical reasoning ability and interpretation of various statistical results.
8. To prepare a base of various courses like C.A.,C.W.A..M.B.A., etc.

#### **Course Outcomes:-**

- After completion of this course students will be able to
- 1) understand basic Statistical components and computations in Business.
  - 2) understand the role of Statistics in taking decisions in various commercial and entrepreneurship problems.

### **Semester – III**

**Marks - 50 (15 CA+35 SEE)**

<b>Unit</b>	<b>Name of the Topic and Details</b>	<b>Lectures</b>
1	<b>Introduction to Statistics :</b> Introduction: Meaning of Statistics. Applications of Statistics in various fields of business. Definition of data. Types of data-Primary and Secondary data, Qualitative and Quantitative data. Definition of Population and Sample. Methods of data collection- Census method and Sampling Method. Advantages of Sampling Method over Census Method. Concepts of Simple Random Sampling (Without replacement and With Replacement) and Stratified Random Sampling. Presentation of data in frequency distribution form- Discrete and Continuous frequency distributions. Relative and Cumulative frequency distributions. Graphical and Diagrammatic Representation: Construction of Stem-and-Leaf plot, Histogram, Ogive Curves, Pie chart, Bar charts.	15
2	<b>Measures of Central Tendency :</b> Meaning of Central Tendency and measure of central tendency. Various measures of central tendency- Arithmetic mean, Geometric mean, Harmonic Mean, Median, Mode, Quartiles. Empirical relation between Mean, Median	15

	and Mode. Box plot. Numerical problems based on various forms of data and verification of computations/results using MS Excel.	
3	<b>Measures of Dispersion:</b> Meaning of dispersion(or variability) and measure of dispersion. Types- Absolute and Relative measures of dispersion. Various measures of dispersion - Range and coefficient of range, Quartile Deviation and coefficient of quartile deviation, Mean Deviation about median and coefficient of mean deviation about median, Standard Deviation and Coefficient of variation, variance. Numerical problems based on various forms of data and verification of computations/results using MS Excel.	15
4	<b>Correlation and Regression:</b> Meaning of bivariate data and examples. Definition of covariance.  Meaning of correlation. Types of Correlation- Positive, Negative, No correlation. Methods of studying correlation- (i) Scatter diagram method, (ii) Karl Pearson's coefficient of correlation $r$ (for ungrouped data only). Interpretation when $r = +1$ , $r = -1$ and $r = 0$ . (iii) Spearman's Rank correlation coefficient $R$ . Numerical problems on computations of $r$ and $R$ and verification of computations/results using MS Excel.  Meaning of Regression. Lines of regression of Y on X and of X on Y. Equations due to Least Squares method for finding lines of regression of Y on X and of X on Y. Regression coefficients and their relations with Karl Pearson's coefficient of correlation $r$ . Numerical problems on regression coefficients and fitting of lines of regression and verification of computations/results using MS Excel.	15

### SEM-IV

### BUSINESS STATISTICS-II (2281403)

#### Objectives:-

- 1) To impart knowledge of basic statistical concepts used in business.
- 2) To improve their logical reasoning ability and interpretation of various statistical results.
- 3) To study and critically analyze statistical reasoning to problems of business.

#### Course Outcomes:-

After completion of the course students will be able to

- 1) understand the role of probability for taking various decisions in business
- 2) compare the current trends in business with that in the past
- 3) measure changes in the value of money at different places and times
- 4) check the quality of the business process.

### Semester – IV

Marks - 50 (15 CA+35 SEE)

Unit	Name of the Topic and Details	Lectures
1	<b>Probability and Probability Distributions:</b>  <b>Probability:</b>	20

	<p>Definitions and examples -Experiment, Sample space, Event, Mutually exclusive events, Equally likely events, Exhaustive events, Sure event, Null event, Complementary event and independent events.</p> <p>Mathematical definition of probability, Definition of Conditional Probability. Statements of Addition and Multiplication laws of probability. Problems on Probabilities, Conditional probabilities, Probabilities using Addition and Multiplication laws of probabilities (without use of permutations and combinations).</p> <p><b>Probability Distributions:</b></p> <p>Definitions- Random Variable, Discrete and Continuous random variables, Probability mass function(p.m.f.), Probability density function (p.d.f.).</p> <p>Binomial Distribution:- Probability mass function (p.m.f.) of binomial distribution with parameters <math>n</math> and <math>p</math>. Mean, Variance and S.D. of binomial distribution (without proof). Examples of real life situations where binomial distribution is applicable. Numerical problems on binomial distribution and verification of computations/results using MS Excel.</p> <p>Poisson Distribution:- Probability mass function (p.m.f.) of Poisson distribution with parameter <math>\lambda</math>. Mean, Variance and S.D. of Poisson distribution (without proof). Examples of real life situations where Poisson distribution is applicable. Numerical problems on Poisson distribution and verification of computations/results using MS Excel.</p> <p>Normal Distribution:- Probability density function (p.d.f.) of Normal distribution with parameters <math>\mu</math> and <math>\sigma^2</math>. Notation: <math>X \sim N(\mu, \sigma^2)</math>. Properties of Normal distribution. Numerical problems on Normal distribution and verification of computations/results using MS Excel.</p>	
2	<p><b>Index Numbers:</b></p> <p>Definition of Index number. Uses (Utilities) of Index numbers. Types of Index numbers- Price, Quantity and Value index numbers. Meaning of current time and base time.</p> <p>Methods of construction of index numbers for price, quantity and value - Simple aggregate method, Average of price or quantity relatives methods using arithmetic mean and geometric mean. Weighted aggregate method, Weighted average of price or quantity relatives methods.</p> <p>Laspeyre's, Paasche's and Fisher's price and quantity index numbers.</p> <p>Numerical problems based on the above methods and verification of computations/results using MS Excel.</p>	15
3	<p><b>Time Series:</b></p> <p>Definition of Time Series. Components of Time Series. Methods for measuring secular trends: i) Methods of Moving Averages ii) Method of Least Squares (only for straight line). iii) Method of Progressive Averages. Determination of Seasonal Variation by Simple Average Method. Numerical problems and verification of computations/results using MS Excel.</p>	13
4	<p><b>Statistical Process Control (SPC):</b></p> <p>Meaning of quality. Meaning of SPC. Chance and Assignable causes of variations. Meaning of Process control and Product control.</p> <p>Procedure of construction of Shewhart's control chart. Types of Shewhart's control charts- i) Control charts for Mean and Range. ii) Control chart for number of defectives ( d-chart or np-chart) for a fixed sample size. iii) p-char. iv) Control chart for number of defects per unit (c-chart).</p>	12



	Numerical problems on the construction of the above charts and verification of computations/results using MS Excel.	
--	---	--

### Reference Books:

1. Fundamentals of Mathematical Statistics- S. C. Gupta and V.K. Kapoor
2. Fundamentals of Applied Statistics- S. C. Gupta and V.K. Kapoor
3. Business Statistics - Bharat Jhunjhunwala
4. Introduction To Statistical Process Control- Douglas C. Montgomery
5. Statistical Methods- S. P. Gupta,
6. Essential Statistics- A. B. Rao
7. Business Statistics- J.K.Sharma
8. Business Statistics :An Applied Orientation- P.K. Viswanathan

Signature :

Name : **Dr. P.M. Dargopatil**  
**Chairman**  
**BOS in Statistics**

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

## B.COM. II (MARKETING) SEMESTER – III & IV

### BUSINESS ECONOMICS – I & II

(Syllabus to be implemented from w. e. f. June 2022)

#### STRUCTURE OF THE COURSE

CBCS B. COM. PART-II SEMESTER-III DSC-III GROUP PAPER-I  
(C.A. – 15 + SEE -35 = 50 Marks)

### BUSINESS ECONOMICS -I (2281306)

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

SR. NO.	MODULE	MODULE CREDIT	MODULE CONTACT HOUR
1	INTRODUCTION OF MACRO ECONOMICS	1	15
2	NATIONAL INCOME	1	15
3	VALUE OF MONEY	1	15
4	OUTPUT AND EMPLOYMENT	1	15
	<b>TOTAL</b>	<b>4</b>	<b>60</b>

**CBCS BCOM PART II SEMESTER IV DSC- IV PAPER II**  
(C.A. – 15 + SEE -35 = 50 Marks)

### BUSINESS ECONOMICS–II (2281406)

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

<b>SR. NO.</b>	<b>MODULE</b>	<b>MODULE CREDIT</b>	<b>MODULE CONTACT HOUR</b>
1	BUSINESS CYCLE	1	15
2	PUBLIC FINANCE	1	15
3	INTERNATIONAL TRADE	1	15
4	FOREIGN EXCHANGE	1	15
	<b>TOTAL</b>	<b>4</b>	<b>60</b>

**CBCS B. COM.- PART-II****SEMESTER-III**

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

**DSC-I GROUP PAPER-I****BUSINESS ECONOMICS -I (2281306)**

COURSE CREDIT:- 4

COURSE CONTACT HOURS :- 60

Marks:50

**◆ OBJECTIVES OF THE COURSE:**

1. To understand Macro Economics policies to the student because it is functional relationship between the large aggregates.
2. To explain the basic concepts and theories of Macro Economics to the student.
3. To inform the Macro Economic policies and create awareness about changes in various Macro Economics theories to the students.
- 4.

Module No.	Contents	Lectures
<b>Module 1</b>	<b>INTRODUCTION OF MACRO ECONOMICS</b>	<b>15</b>
1.1	Meaning And Concept Of Macro Economics	
1.2	Nature And Scope Of Macro Economics	
1.3	Significance Of Macro Economics	
1.4	Limitations Of Macro Economics	
<b>Module 2</b>	<b>NATIONAL INCOME</b>	<b>15</b>
2.1	Meaning And Concepts Of GDP, GNP, NNP, Personal Income (PI), Disposable Income, Per Capita Income, National Income At Current And Constant Prices, Circular Flow Of National Income	
2.2	Methods Of Computing National Income: Production, Income And Expenditure Method	
2.3	Difficulties In Computing National Income	
2.4	Importance Of National Income Data	
<b>Module 3</b>	<b>VALUE OF MONEY</b>	<b>15</b>
3.1	Fisher's Transaction Approach, Cash Balance Approach	
3.2	Inflation And Deflation – Causes, Effects And Control	
3.3	Index Numbers : Meaning And Construction Of Simple And Weighted Index Numbers	
3.4	Importance Of Index Number	
<b>Module 4</b>	<b>OUTPUT AND EMPLOYMENT</b>	<b>15</b>
4.1	J. B. Say's Law Of Market, Keynesian Theory Of Employment	
4.2	Consumption Function: Concept And Types, Factors Influencing Consumption Function	
4.3	Investment Function : Marginal Efficiency Of Capital,	

	Concept Of Investment Multiplier And Accelerator	
4.4	Factors Influencing Consumption Function	

#### **❖ OUTCOMES OF THE COURSE:**

1. The business cycle phenomenon in the economy and they will be able to take practical decision at their business level in future.
2. Understand public finance system and analysis its impact on economy and citizen of the country.
3. The trade in business practices & determination of rate of exchange.
4. To understand Macro Economic components & concept.
5. The concept of National income and application of computing National income.
6. Changing value of money and its impacts on developing Economy.

#### **❖ LIST OF REFERENCE BOOKS:**

1. Monetary Theory – Vaisha M. C.
2. Principles of Economics – Agrawal H. S.
3. Advanced Economic Theory – Jhingan M. L.
4. Macro Economics – Benkam
5. Theory of International Trade – Haberler
6. Economics of J. M. Keynes – Dudley Dillard
7. Economics, 114 Ed by P. A. Samuelson and William D. Nordhan (Mc Graw Hill International)
8. An Introduction of positive Economics – R. G. Lipsey and K. A. Criyatal (8th Ed.) ELBS, Oxford University Press.
9. Monetary theory K. K. Dewett
10. Modern Economics Theory – D. M. Mithani
11. Samagralaxi Arthashastra – Dr. Bhalerao
12. Samagralaxi Arthashastra – Desai, Joshi

### **CBCS BCOM PART II**

### **SEMESTER IV**

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

### **DSC- IV PAPER II**

### **BUSINESS ECONOMICS –II (2281406)**

**COURSE CREDIT:- 4**

**COURSE CONTACT HOURS :- 60**

**Marks:50**

#### **❖ OBJECTIVES OF THE COURSE:**

1. To understand Macro Economics policies to the student because it is functional relationship between the large aggregates.
2. To explain the basic concepts and theories of Macro Economics to the student.
3. To inform the Macro Economics policies and create awareness about changes in various Macro Economics theories to the students.

<b>Module No.</b>	<b>Contents</b>	<b>Lectures</b>
<b>Module 1</b>	<b>BUSINESS CYCLES.</b>	<b>15</b>
1.1	Meaning And Concept Of Business Cycles.	
1.2	Phases Of Business Cycles	
1.3	Theories Of Business Cycles- Hawtrey, Schumpeter.	
1.4	Controls Of Business Cycles – Monetary And Fiscal Measures.	
<b>Module 2</b>	<b>PUBLIC FINANCE</b>	<b>15</b>
2.1	Meaning , Nature And Scope Of Public Finance	
2.2	Direct Taxes And Indirect Taxes: Meaning, Merits And Demerits, GST, Structure And Importance	
2.3	Public Expenditure: Causes Of Growth In Public Expenditure, Effects Of Public Expenditure	
2.4	Public Debt: Types Of Public Debt, Effects Of Public Debt	
2.5	Budget: Concept And Types Of Budget	
<b>Module 3</b>	<b>INTERNATIONAL TRADE</b>	<b>15</b>
3.1	Meaning Of Internal And International Trade, Ricardian Theory Of Comparative Cost	
3.2	Advantages And Disadvantages Of International Trade	
3.3	Terms Of Trade: Meaning And Types	
3.4	Balance Of Trade And Balance Of Payment : Disequilibrium In Balance Of Payment, Causes And Remedies	
<b>Module 4</b>	<b>FOREIGN EXCHANGE</b>	<b>15</b>
4.1	Meaning And Concepts Of Exchange Rate	
4.2	Types Of Exchange Rate: Fixed, Floating , Spot, And Future, Merits And Demerits	
4.3	Purchasing Power Parity (PPP) Theory	

#### **❖ OUTCOMES OF THE COURSE:**

1. The business cycle phenomenon in the economy and they will be able to take practical decision at their business level in future.
2. Understand public finance system and analysis its impact on economy and citizen of the country.
3. The trade in business practices & determination of rate of exchange.
4. To understand Macro Economics components & concept.
5. The concept of National income and application of computing National

income.

6. Changing value of money and its impacts on developing Economy.

**❖ LIST OF REFERENCE BOOKS:**

1. Monetary Theory – Vaisha M. C.
2. Principles of Economics – Agrawal H. S.
3. Advanced Economic Theory – Jhingan M. L.
4. Macro Economics – Benkam
5. Theory of International Trade – Haberler
6. Economics of J. M. Keynes – Dudley Dillard
7. Economics, 114 Ed by P. A. Samuelson and William D. Nordhan (Mc Graw Hill International)
8. An Introduction of positive Economics – R. G. Lipsey and K. A. Criyatal (8th Ed.) ELBS, Oxford University Press.
9. Monetary theory K. K. Dewett
10. Modern Economics Theory – D. M. Mithani
11. Samagralaxi Arthashastra – Dr. Bhalerao
12. Samagralaxi Arthashastra – Desai, Joshi

**Chairman**  
**BOS in Economics**

**Academic Council 5(5.7)**  
**15<sup>th</sup> June, 2022**

**UG: Commerce Programme:** B.Com.-II (Specialization in Marketing)

To be implemented from **A.Y. 2022-2023**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

**TITLE: ENTREPRENEURSHIP DEVELOPMENT-I (2281305)**

**Preamble:**Entrepreneurs are the engines that drive economic development and job creation, allowing every nation to compete in the global marketplace.India, as a far more developed and forward-thinking country than some third-world countries, can serve as a catalyst for entrepreneurial development.*The aim of introducing students to entrepreneurship is to encourage them to see it as a viable, lucrative, and desirable career option.*To be competitive, entrepreneurs must have a strong foundation in a variety of key areas.This course will cover a wide range of topics, including the definition of an entrepreneur, new venture opportunities and challenges, the benefits and drawbacks of entrepreneurship, the importance of creativity and innovation in entrepreneurship, business plans, project management, and venture financeetc.

Sr. No.	Learning Objectives
---------	---------------------

<b>1</b>	To familiarize the students with concepts of entrepreneurship, business incubation, business plan, project management.
<b>2</b>	To understand role of entrepreneur, characteristics of entrepreneurship, entrepreneurship theories, role of creativity in entrepreneurship, methods of project appraisal.
<b>3</b>	To discuss opportunities for entrepreneurs in India and abroad, growth of entrepreneurship in India during pre-independence and post independence period, reasons for business plan failures.

<b>ENTREPRENEURSHIP DEVELOPMENT-I</b>		<b>Hours</b>
<b>SEMESTER III</b>		
<b>Module 1</b>	<b>Introduction to Entrepreneurship</b>  <b>A. Entrepreneur</b> Introduction – Meaning & Definition of Entrepreneur – Qualities of a successful Entrepreneur - Functions of Entrepreneur – Advantages of becoming an entrepreneur – Role of Entrepreneur - Types of Entrepreneurs - Opportunities for Entrepreneurs in India and abroad & Global <i>Entrepreneurship &amp; Development Index</i>  <b>B. Entrepreneurship</b> Introduction, Meaning & Definition, Growth of Entrepreneurship in India: Pre-Independence and Post-Independence - Characteristics of Entrepreneurship – Factors stimulating entrepreneurship – Barriers to entrepreneurship  <b>C. Entrepreneurship Theories:</b> Schumpeter’s Theory of Innovation - Frank Hyneman Knight’s ‘The Uncertainty Bearing theory of Entrepreneurship’ – David McClelland’s Achievement Motivation Theory and Kakinada Experiment.	<b>15 Lectures</b>
<b>Module 2</b>	<b>Creativity and Innovation in Entrepreneurship:</b>  <b>A. Role of creativity in Entrepreneurship:</b> the creative process, types - the Innovation process, types of innovation, Divergent Vs Convergent Thinking, sources of innovation, Jugaad to Frugal Innovation – Red Vs. Blue Ocean Strategy towards	<b>15 Lectures</b>

	<p>Purple Ocean Strategy -Case Study with reference to India</p> <p><b>B. Business Incubation:</b> Meaning – Benefits– Classification of Business Incubators – Services Provided by Business Incubators</p>	
<b>Module 3</b>	<p><b>Initiating Entrepreneurial Venture</b></p> <p><b>A. Idea Generation:</b> Sources of business idea - Searching and selecting business ideas- Methods of ideas generation</p> <p><b>B. Business Plan: Meaning</b> – Contents of Business Plan – Significance of Business Plan – Formulation of Business Plan - Business Plan failures</p>	<b>15 Lectures</b>
<b>Module 4</b>	<p><b>Project Management:</b></p> <p>Meaning of Project, Characteristics - Project Life Cycle - Classification of Project – Project Management – Phases of Project Management – Need of Project Management - Project Appraisal: Concept – Methods of Project Appraisal: Economic Analysis, Financial Analysis, Market Analysis, Technical Feasibility, Managerial Competence – Environment Clearance for Small Scale Sector– Case Study ‘Create a creative business idea and present it in class for critical evaluation by other students on its uniqueness and feasibility.</p>	<b>15 Lectures</b>

#### Course Outcomes:

Sr. No.	By the end of this course the students will be able ....
1	To recognize the function of the entrepreneur, as well as the characteristics of a successful entrepreneur and the benefits of starting a business.
2	To appreciate the types of entrepreneurs and growth of entrepreneurship in India.
3	To analyze the potential for entrepreneurs in India and abroad, as well as the philosophies of entrepreneurship.
4	To understand the features of entrepreneurship, the factors that promote entrepreneurship, and the hurdles to entrepreneurship.
5	To understand the terms creativity and innovation, as well as their various types, divergent vs. convergent thinking, jugaad, and frugal innovation, and the red, blue, and purple strategies that change over time.
6	To gain an understanding of the concept of business incubation as well as the services offered by business incubators.



7	To identify the sources of business ideas and the methods for generating them
8	To examine the concept business plan and the causes for its failure.
9	To learn about projects, project life cycles, project management, and project appraisal techniques.

#### SEMESTER IV

#### ENTREPRENEURSHIP DEVELOPMENT-II (2281405)

Sr. No.	Learning Objectives
1	Students will learn about entrepreneurship development programmes, women's entrepreneurship, rural entrepreneurship, agri-preneurship, social entrepreneurship, corporate entrepreneurship, and intellectual property rights.
2	To comprehend the significance of EDPs, Institutional Finance for Entrepreneurs, rising entrepreneurship trends, and government initiatives to support entrepreneurship.
3	To explore the roles of institutions that provide funding for entrepreneurship development, women's issues, rural and agribusiness entrepreneurs, and successful startup experiences in India.

SEMESTER IV		
<b>Module 1</b>	<b>Entrepreneurship Development in India:</b> Introduction – Importance of Entrepreneurship Development – Entrepreneurship Development Programme - Meaning – Need for EDPs – Objectives of EDPs – Phases of EDP Evaluation of EDPs – Problems of EDPs - <b>Institutional Finance to Entrepreneurs</b> - EDI - SIDO – NIESBUD – NISIET -SIDBI - DIC – MIDC – Industrial Estates (Concept and Functions)	<b>12 Lectures</b>
<b>Module 2</b>	<b>Emerging Trends in Entrepreneurship:</b> <b>A. Women Entrepreneurship</b> Concept, Definition of Women Entrepreneur – Functions of Women Entrepreneurs – Types of Women Entrepreneurs - Growth of Women Entrepreneurship in India – Women Entrepreneur Associations – Problems of Women Entrepreneurs – Prospects to Women Entrepreneurship – Case Study with reference to Solapur <b>B. Rural Entrepreneurship</b> Introduction – Meaning, Need of Rural Entrepreneurship – Problems in Rural	<b>18 Lectures</b>

	<p>Entrepreneurship – NGO and Rural Entrepreneurship</p> <p><b>C. Agri-Preneurship</b></p> <p>Introduction – Need for developing agri-preneurship in India – opportunities for developing agri-preneurship – Challenges involved in developing Agri-Preneurship</p> <p><b>D. Social Entrepreneurship:</b> Meaning – Social entrepreneurship in Practice in India – <i>Case Study</i></p> <p><b>E. Corporate Entrepreneurship:</b> Nature of Corporate Entrepreneurship – Definition - Need - Corporate Entrepreneurship Process: Strategic Renewal, Innovation, Corporate Venturing</p>	
<b>Module 3</b>	<p><b>Government Initiatives to Promote Entrepreneurship</b></p> <p>a) <b>Startup India</b> – Concept, Objectives, Benefits, Registration for Startup India, Government Measures to Promote Startup Culture in the Country</p> <p>b) <b>Stand up India:</b> Concept, Objectives, Features -Eligibility Criteria – difference between startup India and Stand up India</p> <p>c) <b>Make in India:</b> Concept, Objectives, Advantages, – Registration Process – Impact of Make in India on the economy - Drawbacks of Make in India - Difference between Make in India Vs. Made in India</p> <p>d) <b>Mudra Yojana:</b> Concept, Features, Benefits, Types of Mudra Loan, Impact of Mudra Yojana on Economy.</p> <p>e) STEP, JAM, TREAD, SEED. Department of Science &amp; Technology (DST)-NewGen Innovation and Entrepreneurship Development Centre – Concept and Features</p>	<b>15 Lectures</b>
<b>Module 4</b>	<p><b>Intellectual Property Rights and Entrepreneurship</b></p> <p>Introduction to IPR and Entrepreneurship – Patents: Meaning, Types and Patent Process – Copyrights: Meaning &amp; Objectives – Trademarks: Meaning, Functions, Benefits - Geographical Indications</p>	<b>10 Lectures</b>
<b>Module 5</b>	<p><b>Successful Startup Stories in India:</b> Paytm - Flipkart - MakeMyTrip - Byju's – Zomato – Case Study of Solapur Manufacturing Startup</p>	<b>5 Lectures</b>

**Course Outcome:**

Course Outcomes	By the end of this course the students will be able ....
<b>1</b>	To learn about EDPs, identify EDP challenges, and analyze institutional financing for entrepreneurs, non-profits, and rural entrepreneurship
<b>2</b>	To recognize the challenges associated with women entrepreneurship, rural entrepreneurship, agri-preneurship, social entrepreneurship, and corporate entrepreneurship.
<b>3</b>	To inform and benefit students with the government initiatives such as Start-up India, Make in India, Mudra Loan Scheme, and others.
<b>4</b>	To understand the obstacles to establishing agri-preneurship and the opportunities for women entrepreneurs
<b>5</b>	Students will be introduced to the fundamentals of intellectual property rights, including patents, copyright, trademarks, and geographical indicators
<b>6</b>	To encourage students to start their own businesses by introducing them to well-known Indian start-ups.

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- Lectures – Blended learning
- Reference Books with e-books
- Seminars & Group Discussions, Paper Presentations, Debate etc.
- E-lectures downloaded
- Exhibitions

**Evaluation System: Total 50 Marks**

- SEE: 35 Marks
- CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Books Recommended:**

1. R. Gopal, Pradip Manjrekar -Entrepreneurship & Innovation Management –Abe Books
2. Desai, Vasant Entrepreneurship Management: Passion, Works, Wonders, Himalaya Publishing House
3. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
4. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
5. Dr. R.C. Bhatia Entrepreneurship – Business and Management- Sultan Chand & Sons, 2020
6. R. C. Agarwal, Dr. B. K. Mehta, Entrepreneurship and Small Business: SBPD Publishing House, Agra
7. Dr. S. S. Khanaka, 'Entrepreneurial Development' S. Chand
8. Sangeeta Sharma, 'Entrepreneurship Development' PHI Learning

**Dr. Ms. V K Purohit**  
**Chairman, BOS in Commerce**

**Academic Council 5(5.7)**  
**15<sup>th</sup> June, 2022**

**UG: Commerce Programme: B.Com.-II (Marketing)**

To be implemented from A.Y. 2022-2023

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

**TITLE: RETAIL MARKETING - SEMESTER IV**

**Learning Objectives:**

- Discuss the definition and concept of retailing, as well as its functions and a broad overview of the retail market.
- To characterize the qualities of retailers, as well as the many types of retailing and retail ownership.
- Explore retailing tactics, evaluate retailers' worldwide development initiatives, and explain the concept of the retail value chain
- To describe the notion of retail branding as well as the benefits of building and strengthening a retail brand.
- To understand the challenges like merchandising mix, retail differentiation, supply chain management and also competition from supplier's brand in the Indian perspective.

**Unit 1:**

**Introduction to Retailing and Concept of Retail**

Defining Retailing—Functions of Retailing/Retailer—Social and Economic Importance of Retailing—Nature of Retailing and Distribution Supply Chain—Wholesalers vs. Retailers—Global Retail Market – Opportunities in retail business

**Unit 2:**

**Types of Retailer**

Retailer Characteristics, Functions and Services —Food Retailers — Food Retail in India —Retail Models in India: Current and Emerging —Integration of Food Industry – The Key Driver of Food Retail in India —Evolution of Organized Retailing —Types of Ownership —Retail Channels —Benefits of Multi-channel Retailing

**Unit 3:**

**A. Strategic Planning in Retailing**

Retail Market Strategy —Levels of Strategy for Retail Organizations— Strategic Retail Planning Process —Alternate Retail Strategies —Target Market and Retail Formats —International Retailing

## **B. Retail Branding and Positioning**

Retailers as Brands — Advantages of a Retail Brand — Brand Architecture Retail Brand Positioning — Retail Brand Image — Principles of Successful Retail Branding

### **Unit 4:**

Retailing in India- Opportunity and Challenges The Indian Retail Sector — Key Trends in Urban India. — Key Trends in Rural India. — The Hidden Challenges — Strategies to Overcome Challenges Right Positioning — Effective Visual Communication — Strong Supply Chain Changing the Perception

### **Teaching-Learning Equipment's/Tools/Methods/etc.:**

- o Lectures – Blended learning
- o Reference Books with e-books, E-lectures downloaded
- o Seminars & Group Discussions, Paper Presentations, Debate etc.

### **Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Dr. Ms. V. K. Purohit**  
**Chairman, BOS in Commerce**

Academic Council 5(5.7)

15<sup>th</sup> June, 2022

**PG: Commerce Programme:** B.Com.-I (Specialisation in Marketing)

To be implemented from **A.Y. 2021-2022**

**System:** Choice Based Credit System (CBCS) with SGPA and CGPA

**B.O.S. in:** Commerce

## **SEC-2: TOURISM MANAGEMENT**

**Preamble:** The course is designed to cater to the needs of students who desire extensive knowledge in the field of Tourism Management. To gain the understanding of tourism concepts, components required for tourism Business. To provide, students with basic knowledge of Tourism management to enable them to apply the same in their practical life.

### **Objectives:**

1. To gain the understanding of concept of tourism.
2. To provide students basic knowledge of tourism management.
3. To provide students basic knowledge of components required for tourism business and attributes of successful tourism entrepreneur.

## **CONTENTS**

<b>TOURISM MANAGEMENT</b>		
<b>SEMESTER-III</b>		
	<b>Topic</b>	<b>Hours</b>
<b>Module 1</b>	<b>Introduction to Tourism</b>	<b>10 Lectures</b>

	Nature, Scope, Significance. Types and Forms of Tourism: Inter-regional and intra-regional Tourism, inbound and outbound tourism, domestic, international tourism. Components of Tourism. Cultural Tourism-Meaning-Definition-importance, Government support system for tourism in India- Schemes of Ministry of Tourism Government of India and Government of Maharashtra for promoting Tourism sector.	
<b>Module 2</b>	<b>Tourism Development Through the Times</b> Growth and Development of Tourism, History of Travel, Travel in 21st Century, Recent Trends. Impact of Tourism-Economic, Social, Cultural, Environmental impact.	<b>10 Lectures</b>
<b>Module 3</b>	<b>Basic Infrastructure for The Tourism Transport</b> Forms of Transport, Transport network. Tourist Transportation: Air transportation: Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India: Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise. Accommodation, Types of Accommodation, Other infrastructure and catering –Basic tourist requirements and types.	<b>10 Lectures</b>

## REFERENCES

1. Bhatia A. K.: International Tourism Fundamental & Practices, SterlingPublishers, New Delhi, 1995.
2. Bhatia A. K: Tourism Development: Principles, Practices & Philosophy SterlingPublishers, New Delhi, 1995.
3. Douglas Pearce: Tourism Today: A Geographical Analysis, Longman ScientificTechnical, New York, 1987.
4. Douglas Pearce: Topics in Applied Geography, Tourism Development,Longman Scientific Technical, New York, 1995.
5. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
6. Kotler, Philip: Marketing Management & Hospitality and Tourism Marketing
7. Dr. R.C. Bhatia Entrepreneurship – Business and Management- Sultan Chand & Sons, 2020
8. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali PublishingHouse, New Delhi.

## Learning Outcomes:

Students will able to:

1. Understand and apply the knowledge of tourism management in their life
2. Apply the knowledge of tourism management to set his own tourism enterprise
3. Tourism entrepreneur success stories in India encourage students to pursue entrepreneurship
4. Get placement in Tourism Business Organizations as a Manager

## Teaching-Learning Equipment's/Tools/Methods/etc.:

- o Lectures – Blended learning
- o Reference Books with e-books
- o Seminars & Group Discussions, Paper Presentations, Debate etc.
- o E-lectures downloaded

**Evaluation System: Total 100 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Dr. R. M. Khilare**  
**Chairman, BOS, Management**

**B.COM MARKETING**

Academic Council 5(5.7)  
15<sup>th</sup> June, 2022

**SEC-3: SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

**Learning Objectives:**

- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.

Module	Content	Lectures
<b>Module 1</b>	<b>Supply Chain Management:</b> Concept, objectives, significance - Process view of a supply chain-cycle and push pull view - Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling - Achieving tradeoff between customer service and cost	<b>12</b>
<b>Module 2</b>	<b>Physical Distribution</b> Definition, Importance, participants in physical distribution process - Marketing Channels – Definition and Importance - Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods and Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel - Functions of Marketing Channels - Performance appraisal of Channel Members - Channel Conflicts and Techniques to resolve channel conflicts	<b>8</b>
<b>Module 3</b>	A. <b>Procurement:</b> Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation B. <b>Warehouse and Dispatch Management</b> a. Types of Warehousing, Warehouse Layout Docking and Marshaling, Warehouse Safety Management C. <b>Inventory</b> - Need and Types of Inventory	<b>5</b>

<b>Module 4</b>	<b>Current Trends in Supply Chain Management</b> Green Supply Chain Management - Role and Future of IT in the Supply Chain	<b>5</b>
	<b>Total Lectures</b>	<b>30</b>

**Teaching-Learning Equipment's/Tools/Methods/etc.:**

- o Lectures – Blended learning
- o Reference Books with e-books, E-lectures downloaded
- o Seminars & Group Discussions, Paper Presentations, Debate etc.

**Evaluation System: Total 50 Marks**

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Dr. Ms. V. K. Purohit**  
**Chairman, BOS in Commerce**

Shri. Sangameshwar  
Education Society's  
Sangameshwar College,  
Solapur (Autonomous)

**FINAL SYLLABUS OF CURRICULUM FOR  
UNDER GRADUATE COURSE CBCS w.e.f.**

**2021**



Course: B.A. II, B. Com II, B.Sc. II, B. B. A. II, B.C.A, B.Sc. (ECS) II

(Semester IV)

For All Faculty

**Syllabus of Environmental  
Studies**



(Syllabus as Per UGC Guidelines UGC Letter – File No. 13-01/2000 (EA/ENV/COS-01 Dated 14th May, 2019)

For All UG Second year

Semester IV With effect

from June -2021

10<sup>th</sup> August, 2021

**All UG Fourth Semester Compulsory Course**  
**Environmental Studies (CBCS - Syllabus) – 2021**

- 1) **Title of the Paper:** Environmental Studies
- 2) **Total Hours:** 60 hours

**Structure for Environmental  
Studies**

	Name and type of the paper		L/P	Credits	Total Marks	SEE	CA*
	Type	Name					
Class& code	For All UG Semester IV (Second year)						
All UG II Year (4th Semester) (EVS)	Ability Enhancement Course (AECC)	Environmental Studies	60	04	50	35	15

Compulsory: \*Unit Test / Assignment/ Seminar/ Nature Visits / Field Work / Field Tour/ Industrial visits of 1-2 days and submission of report is compulsory under internals marks (CA)

1. This course is not considered as a passing head for counting passing heads for ATKT
2. Student must pass this subject for award of the degree

**Evaluation Scheme:**

Theory paper has 50 marks out of which 35 marks will be for Term End examination (SEE) and 15 marks for College Internal Assessment (CA). The candidate has to appear for internal evaluation of 15 marks and external evaluation (College Examination) of 35 marks.

**A) College Internal Evaluation:**

In case of theory paper, internal examination has to conduct by College Marks for internal assessment shall be given based on Unit Test / Assignment/ Seminar/ Nature Visits / Field Work

/ Field Tour/ Industrial visits of 1-2 days and submission of report is compulsory under internals marks (CA)

**B) External Evaluation (End of Term College Examination):**

Nature of Theory question paper:

- 1) Theory paper is of 35 marks.
- 2) Theory paper will be of 2 hours duration
- 3) Students have to attempt all the questions.

## Structure of the Course

**CBCS B.Com. PART II SEMESTER - IV AECC – EVS**

---

**Paper: Environmental Studies (2100433)**

(Theory 35 + Internal 15 = 50  
Marks)

**COURSE CREDIT:- 3L + 1T/H=4**

**COURSE CONTACT HOUR :- 50 L+ 10T/H=60**

<b>Sr. No.</b>	<b>Module</b>	<b>Module contact hours</b>
<b>1</b>	<b>Introduction to environmental studies</b>	<b>04</b>
<b>2</b>	<b>Ecosystems</b>	<b>06</b>
<b>3</b>	<b>Natural Resources: Renewable and Non-renewable Resources</b>	<b>08</b>
<b>4</b>	<b>Biodiversity and Conservation</b>	<b>08</b>
<b>5</b>	<b>Environmental Pollution</b>	<b>08</b>
<b>6</b>	<b>Environmental Policies &amp; Practices</b>	<b>08</b>
<b>7</b>	<b>Human Communities and the Environment</b>	<b>08</b>
<b>8</b>	<b>Field work</b>	<b>10</b>
	<b>Total</b>	<b>60</b>

## **Environmental Studies (AECC) (2100433)**

### **Learning Objectives:**

- To acquaint students with the concept of environmental studies
- To compare the relation between human and environment
- To analyze the resources and biodiversities
- To aware with environmental issues and policies

### **Outcomes:**

- Explain the basic concepts in Environmental Studies
- Categorize Ecosystems in different regions
- Examine Natural Resources and Associated Problems
- Motivate people for the conservation of environment
- Justify the need of sustainable development,
- Field study to a local area to document environmental assets

### **Module 1: Introduction to environmental studies**

04

- 1.1 Multidisciplinary nature of environmental studies
- 1.2 Scope and importance of environmental studies
- 1.3 Concept of sustainability and sustainable development

### **Module 2: Ecosystems**

06

- 2.1 Concept, Structure and function of ecosystem
- 2.2 Energy flow in an ecosystem: food chains, food webs and ecological succession.
- 2.3 Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **Module 3: Natural Resources: Renewable and Non-renewable Resources** 08

- 3.1 Land resources and land use change; Land degradation, soil erosion and desertification.
- 3.2 Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and Tribal populations.
- 3.3 Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water International & inter-state.
- 3.4 Energy resources: Renewable and non- renewable energy sources, use of alternate energy

sources, growing Energy needs, case studies

## Module 4: Biodiversity and Conservation

08

- 4.1 Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- 4.2 India as a mega-biodiversity nation; Endangered and endemic species of India
- 4.3 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

4.4 Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

4.5 Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

## Module 5: Environmental Pollution

08

5.1 Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks

5.2 Solid waste management: Control measures of urban and industrial waste.

5.3 Pollution case studies.

## Module 6: Environmental Policies & Practices

08

6.1 Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

6.2 Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

6.3 Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

## Module 7: Human Communities and the Environment

08

7.1 Human population growth: Impacts on environment, human health and welfare.

7.2 Resettlement and rehabilitation of project affected persons; case studies.

7.3 Disaster management: floods, earthquake, cyclones and landslides.

7.4 Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

7.5 Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

7.6 Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

## Module 8: Field work

10

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site: Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems: pond, river, Delhi Ridge, etc.

## Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P.H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, and Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339:36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M.L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C.E. 1971. *Biology and Water Pollution Control*. W.B. Saunders.
19. Wilson, E.O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.
21. पर्यावरण अभ्यस, डॉ एन बी तेली, डॉ. एन. एन. चक्रदेव इत्यादी
22. पर्यावरण अभ्यस, डॉ बलभीम चव्हाय

**Chairman**  
**BOS Environment Studies**

Academic Council 5(5.8.2)  
15<sup>th</sup> June, 2022

**Department of English**

**B. COM. (Marketing) Part – II Semester- III & IV**

**Optional English- III & IV**

CBCS Semester Pattern Syllabus

(w.e.f. June 2021-22, 2022-23, 2023-2024)

**Course Credits: L4**

**Course Contact Hours: 60**

(SEE=35 + CA=15 = 50 Marks)

**SEM-III**

**Optional English- III British Literature-III (2281301)**

Sr. No	Module	Module Credit	Contact Hours
1	LiterarySurveyTopics	1	15
2	Drama	1.5	23
3	Poetry	1	15
4	Literary Terms	0.5	07
	<b>TOTAL</b>	<b>04</b>	<b>60</b>

**SEM-IV**

**Optional English- IV Indian Writing in English- IV (2281401)**

Sr. No	Module	Module Credit	Contact Hours
1	Survey Topics	1	15
2	Poetry	1	15
3	Drama	1	15
4	Novel	1	15
	<b>TOTAL</b>	<b>04</b>	<b>60</b>

**Semester–III**

**Optional English- III (2281301)**

**Title: British Literature**



**Course Credits: L4**

**Course Contact Hours: 60**

**(SEE= 35 + CA= 15 = 50 Marks)**

### Course Objectives:

1. To introduce the students with various schools and trends in the historical development of British Literature
2. To acquaint the students with representative writers of British Literature
3. To sensitize the students to the process of critical interpretation of literary texts
4. To acquaint the students with the genre 'Drama' in British Literature
5. To familiarize the students with certain important Literary Terms and Concepts

### Course Outcomes: After completing the course, students will be able to:

1. Show their acquaintance with various trends and schools of British Literature.
2. Demonstrate their knowledge of the representative writers of British Literature.
3. Critically interpret and appreciate literary works.
4. Evaluate the genre 'Drama'.
5. Define Literary Terms and Concepts.

## Syllabus

### **Module 1: Literary Survey Topics**

**Credit: 01**

1. The 16th Century Drama
2. Metaphysical Poetry
3. Restoration Comedy
4. Anti Sentimental Comedy

### **Module 2: Drama**

**Credit: 1.5**

1. Oliver Goldsmith - She Stoops to Conquer

### **Module 3: Poetry**

**Credit: 01**

1. ToHisCoyMistress-AndrewMarvell
2. Soldier-RupertBrooke
- 3.NoSecondTroy- WilliamButlerYeats
4. UndertheGreenwoodTree-WilliamShakespeare
5. DoverBeach-MatthewArnold
6. Ode ona Grecian Urn-JohnKeats

#### **Module 4: LiteraryTerms**

Credit:0.5

1. CanonofLiterature
2. Flatand RoundCharacters
3. BiographyandAutobiography
4. Confidant
5. NovelandNovella
6. HeroicCouplet
7. Paradox
8. Pastoral
9. PoeticJustice
10. PoeticDiction

#### **Reference Books:**

1. Daiches, David. A Critical History of English Literature, Volume 1 to 4. New Delhi:AlliedPublishersPvt.Ltd.,2005
2. Ford, Boris (ed). The Pelican Guide to English Literature. London: Penguin Books,1991
3. Goldsmith,Oliver.SheStoopstoConquer.US:ReadHowYouWant,2008
4. Kastan,DavidScott(ed).TheOxfordEncyclopediaofBritishLiterature. London:OxfordUniversityPress,2005.
5. Martinez,NancyC.GuidetoBritishPoetryExplication.Boston,MA:G.K.Hall,1995

**Semester-IV**  
**Optional English- IV (2281401)**

## Indian Writing in English

**Course Credits: L4**

**Course Contact Hours: 60**

**(SEE= 35 + CA= 15 = 50 Marks)**

### Syllabus

#### Course Objectives:

1. To introduce students to Indian socio-cultural scenarios as reflected in the writings of post-independence Indian English writers.
2. To help them understand the pluralistic dimensions and different genres of Indian English literature.
3. To acquaint them with variety of themes, styles as reflected in the prescribed texts.

#### Course Outcomes: By the end of the course, students will be:

1. Appreciate the diversity of modern literatures and the similarities between them
2. Understand and creatively engage with the notion of nation and nationalism
3. Appreciate the impact of literary movements on various Indian literatures
4. Critically engage with significant social issues like caste and gender
5. Understand the historical trajectories of Indian literatures

### Syllabus

#### Module 1: General/Survey Topics

Credit: 01

1. Characteristic features of Post-independence Indian drama (with reference to prescribed texts)
2. Postmodern Indian novel

#### Module 2: Poems

Credit: 01

1. Arun Kolatkar: The Bus.
2. Kamala Das: A Hot Noon in Malabar

3. VikramSeth:RoundandRound.
4. ImtiazDharker:AnotherWoman.
5. AghaShahidAli:PostcardfromKashmir

### **Module 3: Drama**

Credit:01

1. *BravelyFoughttheQueen*byMaheshDattani

### **Module 4: Novel**

Credit:01

1. *ShadowLines*by AmitavGhosh

## **ReferenceBooks:**

1. Dattani, Mahesh. Collected plays, *Bravely Fought the Queen*. New Delhi: Penguin Books, 2000  
Ghosh, Amitav. *Shadow Lines*, New Delhi: Ravi Dayal, 1988
2. Parthasarathy, R. (ed). *Ten Twentieth Century Indian Poets*. London: Oxford University Press-2001
3. Shivadasani, Menka. (ed).: *Anthology of Contemporary Indian Poetry*. Vol. 1. United States: Michael Roothenberg Big Bridge Press, 2004
4. Mehrotra, A.K. (ed). *Oxford Indian Anthology of Twelve Indian Modern Poets*. Oxford University Press, 1993
5. King, Bruce. *Three Indian Poets: Nissim Ezekiel, A.K. Ramanujan, Dom Moraes*; OUP, 1991
6. Iyengar, K.R. Srinivas: *Indian Writing in English*. Noida: Sterling Pvt. Ltd., 1962
7. Naik, M.K: *A History of Indian English Literature* Sahitya Akademi, New Delhi: 1982
8. Iyer, Natesan Sharada. *Musing on Indian Writing in English*. Delhi: S Waroop Book Publishers Pvt .Ltd, 2007

9. Chakraborty, Kaustav. (ed). Indian Drama in English. Delhi: PHI Learning Pvt. Ltd., 2014
10. Dwivedi, A.N. Studies in Contemporary English Drama. New Delhi: Atlantic publications, 2017
- Upase, Dr. S.S.: Power in Karnad's Plays. Varanasi: ABS Publication, 2016
11. Nand. Kumar: Indian English Drama; Study in Myths. Delhi: Swarup & Sons, 2003
12. Bharucha, N. and Sarang, Vilas (edi). Indian English Fiction – 1980-90: An Assessment New World Literature series

**Chairman**  
**BOS in English**