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| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I**  |
| **Course:** FINANCIAL ACCOUNTING- 1   | **Course Code:**  |
| **Teaching Scheme**  | **Evaluation Scheme**  |
|   **Lecture** **(Hours per week)**  |   **Practical** **(Hours per week)**  | **Tutori al** **(Hours per week)**  |   **Credit**  | **Continuous** **Assessment (CA)** **(Marks - 40)**  | **Semester End** **Examinations (SEE)** **(Marks- 60** **in Question Paper)**  |
| 3 |    |    | 3 | 40  | 60   |
| **Learning Objectives:** * To appraise the identification, recording, classification and summarization of business transactions account-wise.
* To analyse the computation of Profit/Loss by comparing the incomes with expenses relating to a particular period.
* To review the Financial position of  business by recording assets and liabilities of business.
* To study proper classification of expenditure and receipts to ascertain correct profit/loss and financial stability and position of business.
* To analyse and interpretate the accounts to improve the profitability and performance in future.
 |
| **Course Outcomes:** After completion of the course, learners would be able to:  **CO1**: To analyse proper identification, recording, classification and summarization of business transactions.  **CO2:** To discuss the computation of Profit/Loss for the year and to know the Financial position of business  **CO3:** To demonstrate how to classify the expenditures and receipts  **CO4:** To illustrate analysis and interpretation of accounts in order to improve the profitability and performance in future.   |
|    |
| **Outline of Syllabus: (per session plan)**  |
| **Module**  | **Description**  | **No of Hours**  |
| **1**  | Nature, Purpose of Accounting   | 5  |
| **2**  | Books of Accounts   | 10   |
| **3**  | Introduction to Financial Statements   | 15   |
| **4**  | Preparation of Final Accounts   | 15   |
|    | **Total**  | **45**  |

|  |  |  |
| --- | --- | --- |
| **Module**  | **Topic**  | **No. of Hours/Credits**  |
| **Module 1**  | Nature, Purpose of Accounting.   | 04 |
|    | Meaning and scope of Accounting: Need, development & Definition of Accounting, persons interest in Accounting disclosure, branches of accounting Accounting concepts and Accounting Standards   |    |
| **Module 2**  | Books of Accounts   | **10**  |
|    | Journals, ledger, subsidiary books Trial Balance,  Financial Accounting framework, Capital & Revenue.   |    |
| **Module 3**  | Introduction to Financial Statements   | **15**  |
|    | Treatment of Depreciation Accounting; methods of recording depreciation and methods of providing depreciation as per AS-4, Issue of Shares – Book Building system   |    |
| **Module4**  | Preparation of Final Accounts   | 15  |
|    | Final Accounts including Manufacturing Account, Trading,  Profit & Loss Account and Balance sheet Final Accounts of Partnership Firm, Manufacturing Account, Trading, Profit & Loss Account and Balance sheet.  Introduction to company final accounts.  Recent developments in the subject   |    |

**Essential Readings**

1. Introduction to Accountancy by T.S. Grewal,  S. Chand and Company (P) Ltd., New Delhi
2. Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi

**Supplementary Readings**

1. Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
2. Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
3. Financial Accounting by LesileChandwichk, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi

**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 40% of total marks per course. The second component will be a Semester end examination with a weightage of 60% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

Details of Continuous Assessment (ICA): 40% of the total marks per course:

Continuous Assessment details: Total 20 Marks

Component 1 (CA -1) Assignment 10 marks

Component 2 (CA -2) Class Test 10 marks

Details of Semester End Examination: 60% of the total marks per course.

Duration of the examination will be **One Hour.** Total Marks: 30

Paper Pattern:

Total Three questions will be asked

Q. 1 is compulsory.

Solve any one from remaining TWO questions.

Each Question carries 15 Marks each.

Note: 15 marks questions can be sub-divided as per the length/ level of difficulty of the question.

Details of Semester End Examination: 60% of the total marks per course.

Duration of examination will be Two hour. Total Marks: 60

Paper Pattern:

Total Five questions will be asked.

Q.1 is compulsory.

Solve any THREE from remaining FOUR questions.

Each Question carries 15 marks each.

Note: 15 marks questions can be sub-divided as per the length/ level of difficulty of the question.

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| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I**  |
| **Course:** Introduction to Financial System  | **Course Code:**  |
| **Teaching Scheme**  | **Evaluation Scheme**  |
| **Lecture** **(Hours per week)**  | **Practical** **(Hours per week)**  | **Tutori al** **(Hours per week)**  | **Credit**  | **Continuous** **Assessment (CA)** **(Marks - 40)**  | **Semester End** **Examinations (SEE)** **(Marks- 60** **in Question Paper)**  |
| 3  |   |   | 3  | 40 | 60  |
| **Learning Objectives:** * This course is designed to be an overview of the major functions of financial markets, institutions, instruments and services, to understand the theoretical framework of the subject of development of financial services sector.
* Emphasis is on evolution of Financial Services sector, its management and its regulation.
* This forms the base to understand and appreciate importance of the sector in any economy.
 |
| **Course Outcomes:** After completion of the course, learners would be able to: **CO1:** Explain the development of financial system **CO2:** Apply the theory in real business scenarios **CO3:** Getting a managers perspective business **CO4:** Review the functions and process of banking and insurance sector  |
|   |
| **Outline of Syllabus: (per session plan)**  |
| **Module**  | **Description**  | **No of Hours**  |
| **1**  | Overview of Financial System  | 12  |
| **2**  | Financial Markets  | 11  |
| **3**  | Financial Instruments  | 11  |
| **4**  | Financial Institution & Services.  | 11  |
|   | **Total**  | **45**  |

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| --- | --- | --- |
| **Module** | **Topic**  | **No. of Hours/Credits**  |
| Module I  | Overview of Financial System  |   |
|   | An introduction to the financial system, Overview of financial system, Functions of a financial system, Evolution of financial systems (capital market oriented), Financial systems in India compared with those in developed nations and developing nations, Constituents of the financial system and interrelationships between various components. Financial Regulators.  | 12  |
| Module II  | Financial Markets  |   |
|   | Capital markets, Money Markets, Foreign Exchange Market, Commodity Markets, Derivative Markets, Meaning, classification and structure, sub-segments, Role played, participants  | 11  |
| Module III  | Financial Instruments  |   |
|   | Meaning and classification of financial instruments (multiple ways of classifying financial instruments), Types of financial instruments, Evaluation of financial instruments (risk return trade-off), Characteristics of financial instruments, New financial instruments  | 11  |
| Module IV  | Financial Institution & Services.  |   |
|   | Types of financial institutions, Evaluation of financial institution. Types of financial Services, Evaluation of financial Services. Characteristics of financial Services, New financial Services. Recent developments in the subject  | 11  |

**Essential Readings:**

1. Gordon E. & Natarajan K. Financial Markets & Services, Himalaya Publishing House.
2. Indian Financial System, Machiraju.R.H, Vikas Publishing House.
3. Indian Financial System, Khan M.Y Tata Mcgraw Hill.

**Supplementary Readings:**

1. Financial Institutions and Markets, BholeL.M,TataMcgraw Hill.
2. The Indian Financial System, Desai, Vasantha Himalaya Publishing House.

**Evaluation Pattern:-**

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 20 marks**

**Assignment: - 20 marks**

**SEMESTER END ASSESSMENT: 60 MARKS             DURATION: 2 HOURS**

**Question Paper Pattern for Theory Subjects (Semester –end Examination)**

**All questions are compulsory**

|  |  |  |
| --- | --- | --- |
| Q. No.  | Particulars  | Marks  |
| Q.1.  | Answer in Brief (Any 2 out of 3) a) b) c)  | 12     |
| Q.2.  | Answer in Brief (Any 2 out of 3) a) b) c)  | 12     |
| Q.3.  | Answer in Brief (Any 2 out of 3) a) b) c)  | 12     |
| Q.4.  | Answer in Brief (Any 2 out of 3) a) b) c)  | 12     |
| Q.5.  | Read the following Case Study and answer the questions that follow.  | 12  |

**MICROECONOMICS**

**Module 1: Production, Cost and Revenue Analysis (15 hours)**

Production in the short and long run - Law of Variable proportions and Law of returns to scale, Economies and Diseconomies of Scale.

Cost analysis – cost concepts, fixed and variable costs, total, average and marginal costs, cost curves in short and long run – behaviour and inter-relationship.

Revenue analysis - total, average and marginal revenue, revenue structures under perfect and imperfect competition.

**Module 2: Market Structures (15 hours)**

Perfect Competition - Features, equilibrium of firms in the short and long run.

Monopoly- Features, equilibrium of firms in the short and long run.

Monopolistic competition – Features.

Oligopoly – Features with kinked demand Curve.

References:

1. Gregory Mankiw, Principles of Economics, South-Western College Publishing; 7th edition December 2013
2. Paul A. Samuelson and William D. Nordhaus, Microeconomics, McGraw Hill Education, 19th edition
3. Dominick Salvatore (adapted by Rakesh Shrivatsava), Managerial Economics: Principles and Worldwide Application, OUP, New Delhi 7th edition
4. H.L Ahuja, Principles of Microeconomics, 22e, S Chand Publication.
5. Frank Robert. H, Bernanke. Ben S., Principles of Economics, McGraw Hill Education
6. Paul Keat, Philip. K. Young and Sheejata Banerjee, Managerial Economics, Pearson Education, 2016
7. William A. McEachern and Simrit Kaur, Micro economics: A South-Asian Perspective, Cengage Learning, 2018
8. Jeffery M Perloff, Microeconomics 7th edition Pearson education 2019
9. Robert Pindyck & Daniel Rubinfeld Microeconomics 8th edition, Pearson education
10. D.D. Chaturvedi & S.L Gupta Business Economics: Theory & Application.

**Evaluation Pattern**

Weightage to Semester End Examination and Internal Continuous Assessment will be 60:40 respectively.

**For courses carrying 2 credits**

Courses carrying 2 credits shall be evaluated for total of 50 marks, which means 30 marks Semester End Examination and 20 marks for Internal Continuous Assessment.

1. For Internal Continuous Assessment, there shall be two tests of 10 marks each held at regular intervals during the semester. These tests may be conducted either in online mode or as a pen paper test. An average of marks obtained in the 2 tests shall be considered as final marks.

The other component for 10 marks shall be chosen by the department. This can be a project/ assignment/ field study/ seminar/group discussion and so on.

1. For Semester End Examination, the question paper pattern shall be as follows:

Maximum Marks: 30
Duration: One hour
All questions will be compulsory carrying 15 marks each with internal choice

Q. 1 Based on Module 1 of the syllabus
Answer any two out of the following questions: (7.5 X 2 =15 marks) A. Descriptive
B. Numerical or application based
C. Numerical or application based / Case study

Q. 2 Based on Module 2 of the syllabus
Answer any out of the following questions: (7.5 X 2 =15 marks) A. Descriptive
B. Numerical or application based
C. Numerical or application based / Case study

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| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester : I** |
| **Course : Course : Business Mathematics****Academic Year: 2023-2024 Batch: 2023-2025** |  | **Code:** |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lectures** | **Practicals** | **Tutorials** | **Credits** | **Internal Continuous Assessment (ICA)****(weightage)** | **Term End Examinations (TEE)****(weightage)** |
| **30** | **Nil** | **Nil** | **02** | **20 Marks** | **30 Marks** |
|

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| **Internal Component** |
| **Class Test (Duration 30 Mins)** | **Projects / Assignments** | **Class Participation** |
| **10 Marks** | **10 Marks** | **-** |

 |
| **Learning Objectives :**1. To provide an overview to the students with the basic concepts involved in Mathematics.
2. To apply the basics of Mathematical skills which are imperative in Economics and Management.
 |
| **Learning Outcomes :** After completion of the course, students would be able to:1. Illustrate the basic concepts of Share Market and Mutual Funds.
2. Illustrate the knowledge of Maxima, Minima and applications in Economics
3. To understand the various issues involved in the collection, analysis and arriving at conclusive

 Decisions regarding quantitative data. |
| **Pedagogy:**The objective of the course is to encourage students to learn and appreciate the use of the various tools of Mathematics and Statistical Techniques with regard to scientific management in businesses. Hence,1. Adaptive teaching methods.
2. To invoke Computational thinking in problem solving.
3. Classroom session with applications in MS-excel in Tutorial Lecture.
4. Students would be given project/field work for better understanding of the concepts.
 |
| **Detailed Syllabus: ( per session plan )****Session Outline For Mathematical and Statistical Techniques I****Each lecture session would be of one hour duration (60 sessions)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module** | **Module Content** | **Module Wise Pedagogy Used** | **Module Wise****Duration** | **Module Wise Reference Books** |
| I | **Shares and Mutual Funds**1. **Shares**: Concept of share, face value, market value, dividend, equity shares,

Preferential shares, bonus shares, Right issue of Share, Split and Consolidation.b. **Mutual Funds**: types of Mutual funds, Simple problems on calculation of Net income after considering entry load, dividend, change in Net Asset Value (N.A.V.) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.) systematic withdrawal plan (S.W.P.). | Classroom sessions with computational thinking. | 7+8 | 1.Financial Mathematics by Prarthana Shahi.(Ane’s Student Edition)2.Business mathematics and statistics by V.R.Nikam (Chandralok Prakashan) |
| II | **Derivative of functions and Applications :**1. **Functions:** Introduction to functions and Types of Functions: Explicit, Implicit, Single valued, Multi valued, constant, polynomial, Exponential and logarithmic (concepts only) Functions in Economics: Demand function, Supply Function, Cost Function, Total Revenue function, Profit Function
2. **Derivatives:** Derivatives as rate Measure: Derivatives of $xn, ex, ax, log x .$ Rules of differentiation: Scalar multiplication, Sum, difference, product, Quotient and chain rule (statement only) simple problems. Problems on parametric, taking log on both sides not included.
3. **Applications of Derivatives concerning only economic applications:**

Marginal Cost, Marginal Revenue, Elasticity of Demand, Maxima and Minima for functions in Economics and Commerce. (Examination Questions on this unit should be application oriented only.) | Classroom sessions with adaptive methods & computational thinking | 3+7+5 | 1. Business Mathematics D.C.Sancheti and V.K.Kapoor.(Sultan Chand & Sons.2.Mathematics for business economics by J.D. Gupta, P.K.Gupta and Man Mohan |

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 10**

**2 internal test of 10 marks will be conducted and then average of these 2 will be taken as final 10 marks for ICA 1**

**.**

**Term End Examination Question Paper Pattern**

**Total Marks: 30**

Q1 Answer any **two** out of the following Three questions (based on Module I) 5\*2=10

Q2 Answer any **two** out of the following Three questions (Based on Module II)  5\*2=10

Q3 Answer any **two** out of the following Three questions ( Based on Both Module I&II) 5\*2=10

**Reference Books:-**

1. Business Mathematics - D. C. Sancheti and V. K. Kapoor - Sultan Chand & Sons, 2006
2. Mathematics for Business Economics - J. D. Gupta, P. K. Gupta and Man Mohan - Tata Mc‐ Graw Hill Publishing Co. Ltd., 1987
3. Schaum Series STATISTICS - Murray Spiegel, Larry Stephens - Mc Graw Hill
4. Operations Research - Gupta and Kapoor - S. Chand & Sons Co.
5. Business Mathematics & Statistics - B Aggarwal - Ane Book Pvt. Limited
6. Statistical Methods - S.G. Gupta - S. Chand & Sons Co
7. Statistics for management - Richard Levin, David S. Rubin, Sanjay Rastogi /Masoos Husain Siddiqui – Pearson
8. Mathematics & Statistics - Ajay Goel & Alka Goel - Taxmann’s Publication
9. Quantitative Techniques of Decision Making - Anand Sharma - Himalaya Publishing House
10. Business Statistics Using Excel & SPSS - Nick Lee & Mike – SAGE
11. Business mathematics and statistics - V.R.Nikam - (Chandralok Prakashan)

**Prepared by:**

**Chairperson HOD:**  Sunil Kadam.

**Faculty Members:**  Dr.Vandana Misra.

Dr.Meena Vazirani

Pradeep Varma.

Dr Ruchi Agrawal

Bhakti Manjrekar

**Approved by:**

**VC Nominee:**  Dr. Anant Phirke

**Subject Expert**

**( outside parent University)**: Prof.Meena Patil (SNDT University.)

                      Dr Dharmendra Yadav

National Institute of Health & Family Welfare (NIHFW), New Delhi.

**Industry representative:**  Mr. Sagar Jajal

**Meritorious Student:** Mr. Kevin Shah

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| **Programme : Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester : I** |
| **Course : Business Analytics** | **Code :**  |
| **Suggested Lectures per week** |  **02** |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | **Theory** |
| **Internal****20 Marks**  | **External****30 Marks** |
| **30**  | **Nil** | **Nil** | **02** |
|  |
| **Internal Component**  |
| **Class Test (Duration 20 Mins)** | **Projects / Assignments** | **Class Participation** |
| **10 Marks** | **10 Marks** | **---** |
|  |
| **Learning Objectives :*** To demonstrate knowledge of basic concepts and terminologies in business analytics.
* To dissect vast data into meaningful information.
* To deduce a business problem into clearly defined and articulated problem statement for assessment.
 |
|  |
| **Learning Outcomes :*** Students will be able to use business analytics in managerial decision making
 |
|  |
| **Pedagogy : Classroom learning , Presentation, Theory Notes, Assignments, Case Study** |
|  |

**Modules at a glance:**

|  |  |  |
| --- | --- | --- |
| Sr. No. | Modules  | No. of Lectures |
| 1 | Introduction to Business Analytics, Data Bases, Data Warehousing and Data Mining | 9 |
| 2 | Analytics Methodology | 7 |
| 3 | Visualization of Data | 7 |
| 4 | Business Analytics Future Trends | 7 |
|  | Total | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module** | **Content** | **Pedagogy**  | **Duration** | **Reference Books** |
| I | **Introduction to Business Analytics, Data Bases, Data Warehousing and Data Mining**Concept of analytics, Types of Analytics, Application fields - Marketing Analytics, Finance Analytics, HR Analytics, Operation Analytics, organisation and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business & Society.Types of Data Sources- Structured Vs Semi structured Vs Unstructured data, Data Warehouse Vs Databases, Relational Database vs Non-Relational Database, RDBMS Data structures, Columnar Data structures. Data Mining meaning, Association Rules and clustering, Decision trees, Random forests. | PPT Theory NotesCase study | 9 | * Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication
* Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, John Wiley & Sons
* Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, Pearson Education
 |
| II | **Analytics Methodology**Introduction to Analytics Methodology, preparing objectives & identifying data requirements, Data Collection, Understanding data, Data preparation – Data Cleansing, Normalisation, Data preparation, Data Blending, Data Modeling, Evaluation & feedback | PPT Theory NotesCase study | 7 | * Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication
* Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, John Wiley & Sons
* Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, Pearson Education
 |
| III | **Visualization of Data**Introduction, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency Measures of Central Tendency and Dispersion; Box Plot; Basic probability concepts, conditional probability, Probability distributions, Continuous and discrete distributions, sequential decision making. | PPT Theory NotesCase study | 7 | * Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication
* Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, John Wiley & Sons
* Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, Pearson Education
 |
| IV | **Business Analytics Future Trends**Role of Artificial Intelligence in Business, Machine Intelligence, Competitive Intelligence, Text Mining, Web Analytics (Web content mining, Web usage mining, Web structure mining), Role of Intelligent Agents in e-business, e-commerce, m-commerce, Location Analytics, Intelligent Agent in search & retrieval, Personalization and Comparison), Social Networking Analysis, Big Data Tools & Techniques, Content Analytics (Sentimental Analysis & Opinion Analysis). Ethical and Legal considerations in Business Analytics | PPT Theory NotesCase study | 7 | * Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication
* Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, John Wiley & Sons
* Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, Pearson Education
 |

**Evaluation Pattern:-**

|  |  |  |  |
| --- | --- | --- | --- |
| Total Marks  | External Component  | Internal Component [ICA]  | Internal test: Assignment [ICA Component Breakup]  |
| 50 Theory | 30 | 20 | 10 | 10 |
| 1] For 50 Marks-ICA Test Component-2 test of 10 marks, Average of the 2.  |
|

**External Component Paper Pattern**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question No.**  | **Description**  | **Marks**  | **Total marks**  |
| Que 1  | Answer the following Questions: (CLO 1) Any 2/3  | 05x2  | 10  |
| Que 2  | Answer the following Questions: (CLO 2) Any 2/3   | 05x2  | 10  |
| Que 3  | Answer the following Questions: (CLO 3) Any 2/3  | 05x2  | 10  |
|    |    | **Total Marks**  | **30**  |

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| **Programme : Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester : I** |
| **Course : Digital Marketing** | **Code :**  |
| **Suggested Lectures per week**  | **2** |
| **Practical Session per week (per Batch)** | **-** |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | **Theory** |
| **Internal** | **External** |
| **30** | **-** | **Nil** | **02** | **20** | **30** |
|  |
| **Internal Component (Theory Break up )** |
| **Class Test**  | **Assignments** |
| **10** | **10** |
|  |
|  |
| **Learning Objectives :** |
| * To understand significance of Digital Marketing and its applications in Business and Various Sectors
* To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
* To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization
 |
| **Learning Outcomes :** |
| 1. Core concept about e-commerce, m-commerce, e business and digital marketing and Search Engine Optimization
2. Ability to design Email and Mobile marketing concepts in Digital marketing
3. Birds Eye view and future view of DM
 |
| **Pedagogy :** |
| * PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc.
 |

**Module 1 (10)**

**Introduction to marketing concepts:** definition & objectives of marketing, understanding marketing activities, P’s of marketing & marketing mix

**Introduction to digital Marketing**. Technology Behind DM. Concept of E-Commerce, M-Commerce and E-Business. Electronic Data Interchange (EDI)

**Digital Marketing Strategy**: Need, Defining. 4 Ps of Marketing and 10 Ps of Digital Marketing. Role of Web development in Digital Marketing.

**Module 2 (10)**

**Search**: Being found online. Search Engine Basics, Optimizing your website for SEO. Advertising on search engines, Mobile Search

**Understanding social media:**

Different forms of social media, social media dashboards.

**Understanding e-mail marketing**: Planning, measurement of success.

**Understanding mobile marketing:** Market size, Mobile gaming and applications. Mobile privacy, Mobile data. Building Multichannel Marketing Strategy

**Module 3 (10)**

**Various Software tools for Digital Marketing:** Marketo, Vocus, HubSpot, Yesware, Sailthru,

Optimove, LocalVox, MailChimp. Mind Mapping in Digital Marketing. Digital Marketing Process.

**Future of Digital Marketing:** Commercial Advantage, Censorship and privacy issues. Power of voice and thought Life without Google.

**References:**

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

Author: Damian Ryan

Digital Marketing for Dummies

Authors: Russ Henneberry, Ryan Deiss

**Evaluation Pattern:-**

**Evaluation Pattern:-**

|  |  |  |  |
| --- | --- | --- | --- |
| Total Marks  | External Component  | Internal Component [ICA]  | Internal test: Assignment [ICA Component Breakup]  |
| 50 Theory | 30 | 20 | 10 | 10 |
| 1] For 50 Marks-ICA Test Component-2 test of 10 marks, Average of the 2.  |
|

**External Component Paper Pattern**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question No.**  | **Description**  | **Marks**  | **Total marks**  |
| Que 1  | Answer the following Questions: (CLO 1) Any 2/3  | 05x2  | 10  |
| Que 2  | Answer the following Questions: (CLO 2) Any 2/3   | 05x2  | 10  |
| Que 3  | Answer the following Questions: (CLO 3) Any 2/3  | 05x2  | 10  |
|    |    | **Total Marks**  | **30**  |

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| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I** |
| **Course:** Stock Market Operations | **Course Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture (Hours per week)** | **Practical (Hours per week)** | **Tutori al (Hours****per week)** | **Credit** | **Continuous Assessment (CA)**  | **Semester End Examinations (SEE)**  |
| 02 |  |  | 02 | 20 | 30 |
| **Learning Objectives:*** To know the basics of the Stock Markets in India.
* To understand the functioning of Stock exchanges.
* To understand stock market operations in terms on structure, trading and settlement procedures, processes and related components etc.
 |
| **Course Outcomes:**After completion of the course, learners would be able to:* Understand the structure of Capital Markets in India.
* Understand Stock Exchange and it’s functioning.
* Understand trading and settlement system in Stock exchanges
 |
|  |
| **Outline of Syllabus: (per session plan)** |
| **Module** | **Description** | **No of Hours** |
| **1** | Introduction to Capital Markets in India | 10 |
| **2** | Trading and Settlement system in Stock Exchanges | 10 |
| **3** | Stock Market Indices | 10 |
|  | **Total** | **30** |
| **PRACTICALS** |  |

|  |  |  |
| --- | --- | --- |
| **Module** | **Topic** | **No. of Hours/Credits** |
| Module I | **Introduction to Capital Markets in India** |  |
|  | An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of capital – Problems of New Issues Market – IPO’s – Investor protection in primary market – Recent trends in primary market – SEBI measures for primary market. Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory framework for stock exchanges in India – Defects in working of Indian tock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India.  | 10 |
| Module II | **Trading And Settlement System in Stock Exchanges**  |  |
|  | Indian Stock Exchanges: **BSE** – Different trading systems – Share groups on BSE – BOLT System – Different types of settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – **NSE** – Market segments – NEAT system options – Market types, Order types and books – De-mat settlement – Physical settlement – Institutional segment – Funds settlement – Valuation debit – Valuation price – Bad and short delivery – Auction.  | 10 |
| Module III | **Stock Market Indices**  |  |
|  | Meaning, Purpose, and Consideration in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – BSE Sensex - Scrip selection criteria – Construction – Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction  | 10 |

Reference books:-

1. Securities Laws and Capital Markets – ICSI – Executive Programme

2. Capital Markets: Institutions and Instruments by Frank J. Fabozzi, Franco Modigliani

3. Capital account liberalization and stability of capital markets in India: An empirical analysis by Laxmi R Nair

4. Regulation of Financial Intermediaries in Emerging Markets by T. T. Ram Mohan

5. Capital Markets in India by Rajesh Chakrabarti

**Evaluation Pattern:-**

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 10 marks**

**Assignment: - 10 marks**

**SEMESTER END ASSESSMENT: 30 MARKS                         DURATION: 1 HOUR**

**Question Paper Pattern for Theory Subjects  (Semester –end Examination)**

All questions are compulsory

|  |  |  |
| --- | --- | --- |
| Q. No.  | Particulars  | Marks  |
| Q.1.  | 1. Answer in brief

OR  B)    Answer in brief   |  8      |
| Q.2.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.3.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.4.  | Read the following Case Study and answer the questions that follow.  |  6  |

|  |  |
| --- | --- |
| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester : I**  |
| **Course : Basic & Advanced Excel****Academic Year: 2023-2024**  |  | **Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lectures** | **Practicals** | **Tutorials** | **Credits** | **Internal Continuous Assessment (ICA)****(weightage)** | **Term End Examinations (TEE)****(weightage)** |
| **30** | **Nil** | **Nil** | **02** | **20 Marks** | **30 Marks** |
|

|  |
| --- |
| **Internal Component** |
| **Class Test (Duration 20 minutes)** | **Projects / Assignments** | **Class Participation** |
| **10 Marks** | **10 Marks** | NIL |

 |
| **Learning Objectives :** 1. .To learn templates, charts creation using Excel
2. To learn Data Analytics using Excel
3. To learn Simulations using Excel
 |
| **Learning Outcomes :** 1. **Learner would be able to present data in the form of Visuals, Charts and Simulations**
2. **Decision Making, Risk Analysis using Excel**
 |
| **Pedagogy:** Lecture, PowerPoint Presentations,Video Clips,Case Studies, Role Plays, Group Discussion |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Module** | **Module Content** | **Module Wise Pedagogy Used** | **Module Wise****Duration** |
| I | Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheetsDrawing charts.Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validationFUNCTIONS AND FORMULAS: Understanding Screen Layout - Creating Auto List & Custom List - Entering, Selecting and Editing Data - Understanding References (Relative, Absolute & Mixed) - Working on Various Functions & Formulas - Common Basic Functions - Logical Functions - Text Functions - Date & Time Functions - Lookup & Reference Functions - Mathematical Functions - Conditional Functions - Referring Data from Different Worksheet & Workbook Formula–Auditing -Various Calculation Techniques - Working on Ranges | Lecture, Case Study , video clips and discussion | 10 Lectures |
| II |  PRESENTATION OF DATA: Sorting Techniques - Various Data Filtering Techniques - Formatting Techniques - Conditional Formatting - Number Formatting - Table Formatting - Protecting Sheets & Files - Understanding Various Excel Window Techniques - Viewing Excel Spreadsheet in various Layouts - Advanced Printing Techniques - Templates - Themes | Lecture , Case Studies | 10 Lectures |
| III | DATA ANALYSIS TOOLS: Data Consolidation - Text to Columns - Flash Fill - Remove Duplicates - Advanced Data Validation Techniques - What-if Analysis - Goal Seek - Data Table - Solver – Scenarios; Working with Tables - Creating Charts - Understanding Sparklines (Line, Column, Win/Loss) - Pivot Tables & Pivot Charts. | Lecture and Case Studies, Group Discussion | 10 Lectures |

**Reference Books**

SUGGESTED READINGS:

1. Excel 2013 Bible: John Walkenbach, Wiley.

2. Excel Data Analysis - Modeling and Simulation: Hector Guerrero, Springer.

3. Excel Functions and Formulas: Bernd Held,BPB Publications.

 4. Microsoft Excel 2013: Data Analysis and Business Modeling: Winston, PHI

 5. Financial Analysis and Modeling using Excel and VBA: Chandan Sengupta, Wiley

**Evaluation Pattern:-**

**Evaluation Pattern:-**

|  |  |  |  |
| --- | --- | --- | --- |
| Total Marks  | External Component  | Internal Component [ICA]  | Internal test: Assignment [ICA Component Breakup]  |
| 50 Theory | 30 | 20 | 10 | 10 |
| 1] For 50 Marks-ICA Test Component-2 test of 10 marks, Average of the 2.  |
|

**External Component Paper Pattern**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question No.**  | **Description**  | **Marks**  | **Total marks**  |
| Que 1  | Answer the following Questions: (CLO 1) Any 2/3  | 05x2  | 10  |
| Que 2  | Answer the following Questions: (CLO 2) Any 2/3   | 05x2  | 10  |
| Que 3  | Answer the following Questions: (CLO 3) Any 2/3  | 05x2  | 10  |
|    |    | **Total Marks**  | **30**  |

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|  |  |
| --- | --- |
| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I** |
| **Course:** MARKETING OF FINANCIAL SERVICES - I | **Course Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture****(Hours per week)** | **Practical (Hours per week)** | **Tutorial (Hours per week)** | **Credit** | **Continuous Assessment (CA)****(Marks - 20)** | **Semester End Examinations (SEE)****(Marks- 30 in Question Paper)** |
| 2 |  |  | 2 | 20 | 30 |
| **Learning Objectives:*** To understand different financial services
* To understand different aspects of service marketing and crucial role of employees of service provider
 |
| **Course Outcomes:** After completion of the course, learners would be able to:* Learner will understand different associations and criteria related to service marketing
* Learner will learn particulars related to marketing of financial services
 |
|  |
| **Outline of Syllabus: (per session plan)** |
| **Module** | **Description** | **No of Hours** |
| 1 | Foundation of services marketing | 15 |
| 2 | Services Market Segmentation | 15 |
|  | **Total** | **30** |

|  |  |  |
| --- | --- | --- |
| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1**  | **Foundation of services marketing** |  |
|  | Foundation of services marketing – Introduction – The services concept – Service Industry – Nature of Service, Characteristics of Services, Classification of Services – Importance of Services Marketing – The Growth in Services – Global and Indian Scenario, Retail Financial Services: Investment Services – Insurance Services, Credit Services – Dimensions and drivers, Institutional Financial Service, Distinctive Characteristics of Services \_ Four I’s of Services – Intangibility, Inconsistency, Inseparability and Inventory, Managing Service Encounters.  | 15 |
| **Module 2** | **Services Market Segmentation** |  |
|  | Services Market Segmentation – Positioning and Differentiation of Services, Promotion and Communication – Designing and Managing Service Processes, Constructing and Service Environment – Managing People for Service Advantage – Service Quality and Productivity – Customer Relationship Management Customer Loyalty.Case studies and examples related to financial services | 15 |

**Suggested Readings**

1. Financial Services by Gordon and Natrajan
2. Marketing Management Dr. Amit Kumar
3. Marketing Financial Services: Christine Ennew, Trevor Watkins Mike Wright: Routledge

**Evaluation Pattern:-**

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 10 marks**

**Assignment: - 10 marks**

**SEMESTER END ASSESSMENT: 30 MARKS                         DURATION: 1 HOUR**

**Question Paper Pattern for Theory Subjects  (Semester –end Examination)**

All questions are compulsory

|  |  |  |
| --- | --- | --- |
| Q. No.  | Particulars  | Marks  |
| Q.1.  | 1. Answer in brief

OR  B)    Answer in brief   |  8      |
| Q.2.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.3.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.4.  | Read the following Case Study and answer the questions that follow.  |  6  |

|  |  |
| --- | --- |
| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I** |
| **Course: Presentations And Communication Techniques** | **Course Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture (Hours per week)** | **Practical (Hours per week)** | **Tutori al (Hours****per week)** | **Credit** | **Continuous Assessment (CA) (Marks - 20)** | **Semester End Examinations (SEE) (Marks- 30****in Question Paper)** |
| 2 | - | - | 2 | 20 | 30 |
| **Learning Objectives:** |
| 1. To familiarize the learner with the methods of communication for effective functioning in an organisation. 2.To help the learner understand the significance of effective communication in the corporate world3.To acquaint the learner with rapidly changing communication technology4.To facilitate development of the learner’s soft skills required for successful professional life |
|  |
| **Course Outcomes:**After completion of the course, learners would be able to:**CO1:** Enhance his/her communication skills to meet the challenges of the professional world and achieve success in his/her professional goals and contribute to the growth of the organization he/she is employed with**CO2:** Demonstrate effective presentation skills effective for employability.**CO3:** Analyze the different scenarios where communication is made between individuals or group of people and identify the barriers in communication and how to overcome them**CO4:** Develop written communication skills of email/letter writing. |
| **Outline of Syllabus: (per session plan)** |
| **Module** | **Description** | **No of Hours** |
| **1** | **Theory of Communication and Methods of Communication** | **05** |
| **2** | **Problems in Communication/ Barriers to Communication & Listening skills** | **04** |
| **3** | **Personnel Correspondence** | **04** |
| **4** | **Language and Writing Skills** | **02** |
| **5** | **Activity based learning****Presentations****Developing Listening/Writing skills** | **15**  |
|  | **TOTAL**  | **30** |
|  | **The course will be taught through theory and case studies** |  |
| **Module** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | **Theory of Communication:** Concept of Communication:Models of Communication – Linear / Interactive/ Transactional/; Shannon and Weaver. Meaning, Definition, Process, Need, Feedback; Emergence of Communication as a key concept in the Corporate and Global world **Methods of Communication:** Verbal and Non-Verbal | **05 hours** |
| **Module 2** | **Problems in Communication/ Barriers to Communication:** Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers**Listening**: Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills  | **04 hours** |
| **Module 3** | **Personnel Correspondence:** Job Application and Resume | **04 hours** |
| **Module 4** | **Language and Writing Skills:**Email etiquette | **02 hours** |
| **Module 5** | **Activity based learning****Presentations****Developing Listening/Writing skills** | **15 hours** |

#### **Evaluation Pattern**

The performance of the learner will be evaluated for 50 marks in two components. The first component will be a Continuous Assessment with a weightage of 40% of total marks per course. The second component will be a Semester end Examination with a weightage of 60% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

#### **Details of Continuous Assessment (CA)**

40% of the total marks per course:

|  |  |  |
| --- | --- | --- |
| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)** | Class Test (MCQ)Mean score of two class tests of 10 marks | 10 |
| **Component 2 (CA-2)** | Presentations  | 10 |

#### **Details of Semester End Examination**

60% of the total marks per course. Duration of examination will be of one hour.

|  |  |  |
| --- | --- | --- |
| **Question Number** | **Description** | **Total Marks** |
| Q1 | Essay type (Any 1 out of 2) | 10 |
| Q2 | Drafting of Job Application and Resume |  10 |
| Q3 | 1. Case Study
2. Email Etiquette
 | 10 (5+5) |
| **Total Marks** | **30** |

|  |  |
| --- | --- |
| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I** |
| **Course: Environment & Sustainability****Academic Year: 2023-2024****Batch: 2023-2026** |  | **Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture** | **Practical** | **Tutorial** | **Credit** | **Internal Continuous Assessment (ICA)****(weightage)** | **Term End Examinations (TEE)****(weightage)** |
| 30 | - | - | 2 | **20** | **30** |
| **Internal Component Assessment**

|  |  |
| --- | --- |
| **ICA 1****Class Test (Compulsory)****10** | **ICA 2****Assignment** **10** |

 |
| **Learning Objectives:**1. To impart the Fundamental knowledge of Environment and Sustainability, and make the learners understand the complex human- environmental relationships.
2. To develop the critical thinking and problem-solving real data analysis through enhancing social entrepreneurship skills in the field of environment
3. To facilitate the process of linking Sustainable Development Goals on day-to-day activities and promote the idea of sustainability as introduced in the business
4. To orient learners towards the field work through observation and study of environmentally significant features in surroundings
 |
| **Learning Outcomes:** At the end of the course module, the students should be able to:1. Understand the relevance of the natural surroundings and its influence over human habitat
2. Learners will be encouraged to take steps for the conservation and sustainability of natural environment through sustainability
3. Learners will be encouraged with innovative and sustainable business solutions wrt Environment
 |
|

|  |
| --- |
| **Pedagogy:** The objective of the course is to encourage students to learn and to appreciate the use of the various tools. Hence, **1)** Short case studies would be either discussed in class or would be given to students as assignments for submission 2) Pertaining to the topic covered, students would be given project/field work which will be of practical nature. **3)** Besides, projects, newspapers articles, group discussion, etc will be taken up to link the topics with the current scenario.**Pre-requisite:** 1. Basic understanding of the relevance of natural environment and its spatial relevance 2. Awareness about existing conditions and issues in the field of Environment  |

 |
| **Session Outline For** **Each lecture session would be of one hour duration (30 sessions)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module** | **Module Content** | **Module Wise Pedagogy Used** | **Module Wise****Duration** | **Module Wise Reference Books** |
| I | **Environment, Ecosystem, Biodiversity** 1.1 Definition, Components, Structure * 1. Ecosystem- Meaning, Functions; Types of Ecosystems
	2. Biodiversity – Meaning, Global Bio-diversity Hotspots; Threats to Biodiversity; Biodiversity Conservation; CITES-1972
	3. Case Studies at local, national, international level
 | Field visitsClass room sessionsDocumentary screening | 10 | Bharucha, Erach (2004). Textbook for Environmental Studies for Undergraduate Courses of all Branches of Higher Education, University Grants Commission, New Delhi. 2004. Kaushik Anubha and Kaushik C. P. (2016) Perspectives in Environmental Studies, Fourth Edition, New Age International (P) Limited, Publishers.  Rajagopalan, R. (2016). Environmental studies: from crisis to cure. Oxford University Press.   |
| II | **Natural Resources*** 1. Resource- Classification, Resource Conservation; Water, Forest, Energy resources- Problems and Management
	2. Resource Potentials towards Green Economy through Energy Audit, Renewable Energy, International Solar Alliance
	3. Innovative Business Solutions in Resource sector
 | Class room sessionsDocumentary screening | 10 | Zimmerman’s World Resources and Industries’ Harper & Row Environmental Science- Botkins and Killer, Wiley, John & SonsWilliam P Cunningham, Mary Ann Cunningham, Environmental Science – Enquiry & Applications, McGraw Hill Education  |
| III | **Sustainable Development** & **SDG’s**3.1-Meaning, Need; Introduction to Sustainable Development Goals3.2 SDG agenda – 5 key opportunities for development; COVID 19 & SDGs3.3 Environmental Goals achievements – India 3.4 Integration of SDGs into Business strategy and operations, Sustainability Reporting and Impact Measurement  | Class room sessionsDocumentary screening | 10 | Daniele, Ponzi Dechen, Tsering and Jaco, Cilliers (2019). Strengthening the Environmental Dimensions of The Sustainable Development Goals in Asia and the Pacific Tool Compendium. Asian Development Bank and the United Nations Environment Programme  |

**Evaluation Scheme under NEP**

|  |  |
| --- | --- |
| **Evaluation Scheme**  |   |
| **Internal Continuous Assessment (ICA)** **(weightage)**  | **Term End Examinations (TEE)** **(weightage)**  | **Total**  |
| **20**  | **30**  | **50**  |

1. **Details of ICA-**

|  |  |  |
| --- | --- | --- |
| **Continuous Assessment**  | **Details**  | **Marks**  |
| **Component 1 (ICA-1)**  | Internal Class test  | 10  |
| **Component 2 (ICA-2)**  | Assignment  | 10  |

1. In ICA 1- 2 test of 10 marks, Average of the 2(offline)
2. Also, ICA 1- Application based

Q. 1 Concept based question Total Questions- 04 One mark each

Q.2. Questions based on small answers-          03 Two marks each

**B. Details of Semester End Examination** **-**Duration of examination- **One** hour

**Question paper pattern:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Question No.**  | **Description**  | **Marks**  | **Total marks**  |
| 1  | Answer the following Questions: (Module 1) Any 2/3  | 05x2  | 10  |
| 2  | Answer the following Questions: (Module 2) Any 2/3   | 05x2  | 10  |
| 3  | Answer the following Questions: (Module 3) Any 2/3  | 05x2  | 10  |
|   |   | **Total Marks**  | **30**  |

Prepared by Approved by

Signature Signature

Vaishali Kurhekar Dr Parag Ajagaonkar

HOD, Dept of Environmental Studies Principal

|  |  |
| --- | --- |
| **Program: Bachelor of Commerce (Financial Market) (2023-24)**  | **Semester: I** |
| **Course: ARTHANEETI** | **Course Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture****(Hours per week)** | **Practical (Hours per week)** | **Tutorial (Hours per week)** | **Credit** | **Continuous Assessment (CA)****(Marks - 20)** | **Semester End Examinations (SEE in Question Paper)** |
| 2 |  |  | 2 | 20 | 30 |
| **Learning Objectives:*** Basic introduction of Kautilya’s Arthashastra
* To explore the concepts of Raja-vidya (Leadership) and Raj-Vyavastha (Public

 administration) for Rashtra Nirman (National development)* Revisiting the ancient Indian wisdom from a modern perspective
* Application of these concepts in today’s administrative scenario
 |
| **Course Outcomes:** **The participants will-*** Know about the administrative methods given in Arthashastra
* Develop an interest in research and further study of the text
* Will have a result oriented approach in Public administration
* Inculcate leadership qualities in their personal and professional lives
 |
|  |
| **Outline of Syllabus: (per session plan)** |
| **Module** | **Description** | **No of Hours** |
| **1** | **Historical background & Introduction to Kautilya’s Arthashastra** | 15 |
| **2** | **Disaster Management, Income & Budgeting, Record Keeping of Government Department** | 15 |
|  | **Total**  | **30** |

|  |  |  |
| --- | --- | --- |
| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1**  | • Historical background of Kautilya’s Arthashastra• His life, work and teachings• Introduction to Kautilya’s Arthashastra• Understanding of the Saptanga of a Rajya (Swami,  Amatya, Janapada, Durg, Kosha Danda Mitra)• Revelance of Saptanga in todays’ context• How to use it in modern day public administration | **15** |
| **Module 2** | • Various 18 government departments (Adhyakshaprachara - Book 2 of Arthashastra)• Disaster management (Vyasana)• Record keeping of government departments• Focus on income and budgeting (Kosha adhyaksha)• Importance of Kosha (Treasury)• 40 ways to gather income for government | **15** |

 **Reference books**

1. Kautilya's Arthashastra - R. P. Kangle
2. Glossary of Technical Words of Kautilya - Prof. Shashirekha
3. A few other research papers as reading material.
4. Kautilya’s Arthashastra - RP Kangle (Sanskrit sutras -also available in English

And Marathi translations)

1. Kautilya Arthsahstra, Prof. Shashirekha, Cosmo Publication, New Delhi

**Evaluation Pattern:-**

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 10 marks**

**Assignment: - 10 marks**

**SEMESTER END ASSESSMENT: 30 MARKS                         DURATION: 1 HOUR**

**Question Paper Pattern for Theory Subjects  (Semester –end Examination)**

All questions are compulsory

|  |  |  |
| --- | --- | --- |
| Q. No.  | Particulars  | Marks  |
| Q.1.  | 1. Answer in brief

OR  B)    Answer in brief   |  8      |
| Q.2.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.3.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.4.  | Read the following Case Study and answer the questions that follow.  |  6  |

|  |  |
| --- | --- |
| Program : **Bachelor of Commerce (Financial Market) (2023-24)**  | Semester  |
| Course : Indian Management Thoughts and Practices  | Code :  |
| Teaching Scheme | Evaluation Scheme |
| Lecture | Practical | Tutorial | Credits | Theory | Practical |
| Internal | External | Internal | External |
| 30 | Nil | Nil | 2 | 20 Marks  |  30 Marks | Nil | Nil |
|  |
|  |
| Learning Objectives1. To understand the relevance of Indian Ethos & its applications in Management.2. To acquaint learners with the concepts of Karma and Self- Management.3. To understand the Indian approach to personality development.4. To understand the Indian approach towards leadership, motivation & stress Management.  |
| Learning Outcomes1. Learners will be able to understand the meaning of Ethos. Learners will also be able to apply the Indian ethos in managing oneself as well as business.2. Learners will be able to understand the applications of Karma and Self- Management lessons in personal & professional setting.3. Learners will be able to appraise the value of embracing yoga, meditation and other aspects of personality development.4. Learners will be able to understand the importance of meditation as a stress management technique. They will also be able to compare the global approaches to motivation at workplace. |
| Pedagogy* PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc.
 |

|  |
| --- |
| Detailed Syllabus Plan |
| Module | Module Content | Module wise Pedagogy Used | Duration of Module |
| I | **Introduction to Indian Ethos*** Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.
* Indian concept of learning:Gurukul System of Learning, Meaning, Features, Advantages, Disadvantages, Modern System of Learning Vs. Gurukul System of Learning.
* Indian Heritage in Business, Management, Production and Consumption.
 | PPTs, Group discussions, Videos, Case studies, Activity | 8 |
| II | **Karma, & Self-Management*** Karma: Meaning, Importance of Karma to Managers, Nishkama Karma.
* Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection
* Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma
* Concept of Vasudhaiva Kutumbakam
* Self-Management: Personal growth and Lessons from Ancient Indian Education System.
 | PPTs, Group discussions, Videos, Case studies, Activity | 8 |
| III | **Personality Development*** Personality Development: Meaning, Determinants, Indian Ethos and Personality Development
* Personality development through yoga – Meaning, Significance of yoga.
* The three paths/marga – Bhakti, Karma and Jnana. The three gunas – sattva, rajas, tamas.
* Individual – a being with infinite capabilities and potentials – is a result of your own actions Koshas: the concept of man.
 | PPTs, Group discussions, Videos, Case studies, Activity | 6 |
| IV | **Stress Management, leadership &** **Motivation*** Stress Management Techniques- a. Meditation: Meaning, Techniques, Advantages, Mental Health and its Importance in Management/self-development, Brain Storming, Brain Stilling
* Leadership: qualities of leaders with special reference to Indian thoughts. Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta.
* Motivation – Meaning, Indian Approach to Motivation, Techniques. Indian approach vis-à-vis American and Japanese approaches.
 | PPTs, Group discussions, Videos, Case studies, Activity | 8 |

References:

1. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
2. Bhatta, S.K., Business Ethics & Managerial Values.
3. Dave, Nalini V: Vedanta and Mana
4. Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
5. Chakraborty, S.K.: Managerial Effectiveness and Quality of Work life – Indian Insights, Tata McGraw Hill Publishing Company, New Delhi – 1987
6. Chakraborty, S.K.: Management by Values, Oxford University Press 1991.
7. Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
8. Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
9. Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
10. Joseph Des Jardins, An Introduction to Business Ethics , Tata Mc Graw Hill, 2009
11. S K Chakraborty, Management by Values, Oxford University Press, New Delhi, 2008
12. Management Theory, Rao M. & Rao S., Kanishka Publishers Distributor
13. Indian Ethos in Management, P.K. Ghosh
14. Ethics, Indian Ethos and Management, S. Balachandran and others, Shroff Publishers and Distributors Pvt. Ltd.

**Evaluation Pattern:-**

**Details of Internal Continuous Assessment (ICA)**

**Internal Test Marks : 10 marks**

**Assignment: - 10 marks**

**SEMESTER END ASSESSMENT: 30 MARKS                         DURATION: 1 HOUR**

**Question Paper Pattern for Theory Subjects  (Semester –end Examination)**

All questions are compulsory

|  |  |  |
| --- | --- | --- |
| Q. No.  | Particulars  | Marks  |
| Q.1.  | 1. Answer in brief

OR  B)    Answer in brief   |  8      |
| Q.2.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.3.  | 1. Answer in brief

OR       B)    Answer in brief   |  8      |
| Q.4.  | Read the following Case Study and answer the questions that follow.  |  6  |

Signature Signature

(Concerned Faculty/HOD) (Principal)