Curriculum Enrichment 1.3.1 -

Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values into the curriculum



Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous College)

(A Constituent College of Karmaveer Bhaurao Patil University, Satara)

Board of Studies in English for Business Communication

(2023-24 to 2025-26)

B. Com I

Syllabus

English for Business Communication

Semester I

Module I

Description – Places, Persons, Giving Direction

The Search: The One Minute Manager

Module II

Business Communication: Telephone & Email Communication

The Hare and The Tortoise:

Module III

Business Communication:: Memos, Notice, Office Order

The Best Investment: I Ever Made – A. J. Cronin

Semester II

Module I

Curriculum Vitae & Letter of Application

The House of God: Munshi Premchand

Module II

Writing Business Letters: Inquiry, Reply, Response, Placing an order, Complaint Letter.

The Lost Dog- Penelope Livil

Module III

English for General Purposes: Family Communication, Introducing yourself, Introducing to others, Conversation with Strangers, Conversation at Market, English For Writing SMS.

If You're Wrong, Admit it: Dale Carnegie



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Dhananjayrao Gadgil College of Commerce, Satara

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B. Com-I (Semester-I)

Subject- General Insurance Skills (SEC) (Credits-02)

Sub. Code: 2312204

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To articulate the students with the concept of Fire Insurance and Marine Insurance

To give insight into nature and cover given under different General Insurance Schemes

To familiarize with insurance regulatory and controlling authority

Course Outcomes:

Acquaintance with the concept of Fire Insurance and Marine Insurance

Insight into nature and cover given under different Insurance Schemes

Familiarization with insurance regulatory and controlling authority

Unit	Name & Contents of Units	Credit	No .of	Teaching
		assigned		
No			Lectures	Method

1	Unit I: Topic- Fire Insuranceand Marine Insurance			Lecture Interactive
	Meaning ,Definition and Characteristics of fire insurance			ICT Based
	Procedure of taking fire Insurance policy			
	Cancellation, forfeiture and renewal of policy	01		
	Settlement of claims		15	
	B) Marine Insurance			
	1.5 Meaning &Definition			
	1.6 Procedure of taking marine insurance policy			
	1.7 Marine Losses and perils			
	1.8 Clauses of marine insurance policy			
	Practical: Collect information about awareness about general insurance in your area.			
2	Unit II: Topic- General Insurance: (only nature &cover)			Lecture Interactive ICT Based
	Motor Insurance			ICI Buseu
	Personal Accidental and Sickness Insurance			
	Health Insurance			
	Student Insurance plan	01		
	PradhanmantriSurakshaBimaYojana			
	Crop Insurance		15	
	Live Stock Insurance			
	Practical: Study of schemes of govt. as well as General Insurance policy.			

References:

- P. K. Gupta, Fundamental of Insurance (2011), Himalaya Publishing House, 2ndedition.
- P. K. Gupta, Insurance and Risk Management(2015), Himalaya Publishing House, 5th edition
- R. Haridas, Life Insurance in India (2011), New Century Publications, 1stedition.
- M. N. Mishra and Dr. S.B. Mishra, Insurance Principles and Practices (2014), S. Chand Higher Academic, 20th edition.
- B.S. Bhola and M.G. Garg, Insurance Management (2007), Deep and Deep Publications, 1st edition.
- G. S. Panda, Principles and Practices of Insurance, Kalyani Publishers Ludhiana.
- M. Aribkhan Theory and practice of Insurance' Educational Book House, Aligarh.
- M. N. Mishra-'Insurance principles and practice' S. Chand & company Ltd. New Delhi.
- S. Balachandran, General Insurance, Insurance Institute of India, Mumbai.



Dhananjayrao Gadgil College of Commerce, Satara

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B.Com (Business Administration) - Semester- II

Banking System in India Paper -II

(Year 2023-24 to 2025-26)

Course Outcomes:

- 1. Learner will understand the concept and importance of banking industry
- 2. Learner will able to apply the knowledge of loan products in banking practices
- 3. Learners will become expert in banking practices
- 4. Learners will able to conduct retail banking business in appropriate manner

Marks: 50		Total Lectures of Teaching: 30	Credits: 2	
Unit-	Financial Institutions in Inc	dia		
1:	Development Banks - Features and Functions –NABARD and SIDBI,			
	Development Banks – NHB	and EXIM		15
	Mutual Fund - Meaning, Typ	bes, Schemes and Importance		
	Insurance Companies – Life Insurance and General Insurance Companies			
Unit-	Reserve Bank of India			
2:	Organizational Structure and	Functions of RBI		
	Monetary Policy - Objectives and Tools/Instruments 15			15
	Important Initiatives Taken by RBI for Banking and Financial System			
	RBI's Institutes – DICGC, IDRBT and BRBNMPL			

Suggested Activities: Practical, Case study & Visit to commercial and cooperative banks

Reference Books:

Indian Institute of Banking and finance (IIBF) (2015) Banking Products and Services, M/s Taxman Publications Pvt. Ltd

IIBF (2016), Digital Banking, M/s Taxman Publication Ltd.

IIBF (2012) IT Security, M/s Taxman Publications Pvt. Ltd

IIBF (2011) Handbook on debt. Recovery in English, M/s Taxman Publications Pvt. Ltd.

The Art of Vetter Retail Banking (2005), Croxford, Hugh et al. john Wiley and sons

Achieving Excellence in Retail Banking (2003), Leichtfuss, Reinhold, John Wiley and sons- 2003

IIBF (2010) International Banking, M/s Macmillan India Limited

HUFBAUER, G.C. (1975) The multinational corporation and direct investment. In P.B. Kenen, ed., International Trade and Finance: Frontiers for Research. New York: Cambridge Unive



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Board of Studies in English for Business Communication

(2023-24 to 2025-26)

B. Com I

Syllabus

English for Business Communication

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If You're Wrong, Admit it: Dale Carnegie

Reference Books:

Jadhav, G.V. 2022. Business Communication. Akshardhara Offset, Satara.

Bisen, Vikram and Priya. 2009. Business Communication. New Delhi: New Age

International Limited.

Chaturvedi, P.D. 2011. Business Communication: Concepts, Cases and

Applications. New Delhi: Dorling Kindersley.

Kaul, Asha. 2007. Business Communication. New Delhi: PHI Learning.

Lesikar, Raymond V. et al. 2008. Business Communication. Noida: McGraw-Hill



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Applications. New Delhi: Dorling Kindersley.

Kaul, Asha. 2007. Business Communication. New Delhi: PHI Learning.

Lesikar, Raymond V. et al. 2008. Business Communication. Noida: McGraw-Hill

Education.
Website:
https://hbr.org/2012/12/reclaim-your-creative-confidence

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Name of the Programm	Semester – II			
Name of the Course (Subject): Financial Accounting Skills P – II (SEC) (Paper Code - 2302204)				
Semester End Exam	Continuous Comprehensive	Total Marks	Credit Assigned - 02	
(SEE) 30 Marks	Evaluation (CCE) 20 Marks			
		50		

Syllabus as per NEP 2020 (Introduced from July 2023)

Course Objectives:

To understand about bills of exchange and promissory notes.

To know analysis procedure of financial statements.

Course Outcomes:

Students can understand the accounting treatment regarding bills of exchange.

Students can acquire computing and analytical skills.

Unit No	Name & Contents of Units	Credit Assigne d	No .of Lectures	Teaching Method
	Bills of Exchange			
	Introduction and Difference between promissory notes & bills of exchange			Lecture
1	Accounting treatment of bills of exchange	1	15	Discussion
	Endorsement and discounting of bills			PPT
	Accommodation Bills			Videos
	Practical: Seminar on bills of exchange.			
	Ratio Analysis			Lecture
2	Meaning and components of Financial Statements	1	15	Discussion
	Meaning and importance of ratios and ratio analysis			PPT

Reference	Liquidity ratios: Meaning and Types			Videos
Christine	Profitability ratios: Meaning and Types Jonick, (2017). Principles of Management Accounting. Univers	sity of North	ı Georgia Pı	ess, North
Georgia.	Practical: Download a financial statements of any company			
Man Mol	or business for ratio analysis nan & S.N Goyal. Principles of Management Accounting. Sahit	yaBhavan, <i>A</i>	Agra.	

S.K.R. Paul. Management Accounting. New Central Book Agency, Callcuta.

P.C. Tulsian, Bharat Tulsian&TusharTulsian (2022). Financial Accounting. Sultan Chand and Sons, New Delhi.

Bhushan Kumar Goyal (2021). Basic Financial Accounting Volume 1 & 2. Taxmann's, New Delhi.

Websites:

www.icai.org

www.icsi.org

www.icmai.org

Other:

Relevant Apps

News Papers and Channels



Dhananjayrao Gadgil College of Commerce, Satara

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Board of Studies in English for Business Communication

(2023-24 to 2025-26)

Syllabus

B. Com BM I Sem I & II,

B. Com IT I Sem I & II

Subject: Communication Skills in English

and

BCA I Sem I & II

Subject: English for Business Communication

Unit	Title of the Content	Sub- Content			
Semeste	Semester I				
		1. Completeness			
		2. Conciseness			
		3. Consideration			
_	The Seven C's of the Effective Communication	4. Concreteness			
I		5. Clarity			
		6. Courtesy			
		7. Correctness			
	Communication: Its interpretation	1. Basics			
II		2. Nonverbal Communication			

		3. Barriers to Communication
		1. Reading Skills
		2. Note-making
III	Required Skills	3. Précis Writing
		4. Audio Visual Aids
		5. Oral Communication
Semester	 · II	
		1. Transitions
		2. Spelling Rules
	Mechanics of Writing	3. Hyphenation
I		4. Transcribing Numbers
		5. Abbreviating Technical and Non-Technical Terms
		6. Proof Reading
		1. Effective Writing
		2. Types of Business
		Reports
		3. Structure of Reports
		4. Gathering
		Information
II	Report Writing	5. Organization of the
		Material
		6. Writing Abstracts and
		Summaries
		7. Writing Definitions
		8. Visual Aids

		9. User Instruction
		Manual
		1. Letter Components and Layouts
		2. Planning a letter
	Business Communication at Work Place	3. Process of Letter writing
***		4. Email Communication
III		5. Memo and Memo Reports
		6. Employment Communication
		7. Notice Agenda and Minutes of Meeting
		8. Brochures



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Board of Studies in English for Business Communication

(2023-24 to 2025-26)

Syllabus

B. Com BM I Sem I & II,

B. Com IT I Sem I & II

Subject: Communication Skills in English

and

BCA I Sem I & II

Subject: English for Business Communication

	1. Reading Skills			
Pagnirod Skills	2. Note-making			
required Smiles	3. Précis Writing			
	4. Audio Visual Aids			
	5. Oral Communication			
Semester II				
	1. Transitions			
	2. Spelling Rules			
Mechanics of Writing	3. Hyphenation			
	4. Transcribing Numbers			
	5. Abbreviating Technical and Non-Technical Terms			
	6. Proof Reading			
	1. Effective Writing			
	2. Types of Business			
	Reports			
	3. Structure of Reports			
	4. Gathering			
	Information			
	5. Organization of the			
Report Writing	Material			
	6. Writing Abstracts and			
	Summaries			
	7. Writing Definitions			
	8. Visual Aids			
	9. User Instruction			
	Manual			

		Letter Components and Layouts
		2. Planning a letter
	Business Communication at Work Place	3. Process of Letter writing
TIT		4. Email Communication
III		5. Memo and Memo Reports
		6. Employment Communication
		7. Notice Agenda and Minutes of Meeting
		8. Brochures



Dhananjayrao Gadgil College of Commerce, Satara

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B. Com (Bank Management)-I (Semester-II)

Subject- Service Marketing-(Minor) (Credits-02)

Sub.Code: 2302207

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To describe the concept of service marketing.

To develop Knowledge about Quality Management in service marketing.

Course Outcomes: After Studying this Course Students will able to-

Description of the concept of service marketing

Development of knowledge about Quality Management and new trends in service marketing.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	Introduction to Service Marketing			
	1.1 Meaning Definition and Nature			
	1.2 Characteristics of Service			
	1.3 Difference Between Service and Product		15	Lecture
	1.4 7 Ps of Service Marketing	1	13	Interactive
	1.5 Importance of Service Marketing			ICT Based
	1.6 Types of Service Marketing			Project
	1.7 Service Marketing Triangle			

	Practical – Role Play Activity			
2	Quality Management and Banking Service Marketing			
	A) Quality Management Service Marketing.			Lecture
	2.1Meaning Definition and Nature			Interactive
	2.2Five Gap Model in Service Quality			ICT Based
	2.3 Reasons of Service Failure			Project
	2.4 Process of effective service recovery	1		
	B) Banking Service Marketing.		15	
	2.5 Meaning Definition and Nature			
	2.6Marketing Practices in Banking Service			
	2.7 Service Marketing Triangle			
	2.8 Recent trends in Service Marketing (Banking & Finance)			
	Practical – Go to the any bank and prepare a report on service marking practices using in the banks			

References:

- Dr. K. Karunakaran , Services Marketing (Text & Cases in Indian Context), 2001
- S. M. Jha, Service Marketing, Himalaya publishing house, 2019
- Dr. V. N. Joshi, Service Marketing, ChandralokPrakashan, 2015

Steve Baran Kim Harris & Toni Hilton, Service Marketing Text & Cases, published by S. Baran, K. Cassidy & T. Hilton, 2009

Service Marketing People, Technology & Strategy , Published by Christophe

Dhananjayrao Gadgil College of Commerce, Satara

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B.C.A- I (Semester-I)

Subject- English for Business Communication P-I (AEC)

Subject Code-2304106

(Credits-02) Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To enable the students to communicate effectively, impressively in English considering the global needs.

To prepare the students in English communication for vocational jobs.

To make them able, confident and competent for upcoming challenges

<u>Course Outcomes</u>: After completion of the course students will able to

communicate effectively and impressively.

apply for various jobs in market.

confront challenges related to communication, jobs and skill relatedissues.

Unit	Contents of Unit	Credit	No. of	Teaching Methods
No		Assigned	Hours	Adopted
	The Seven C's of the Effective			
	Communication			
	1.1 Completeness			
	Conciseness			1.Lecture2.PPT
	Consideration			1.Lecture 2.111
1				3. Videos 4. Practical
	Concreteness		10	Work
	Clarity		10	
	Courtesy			

	Correctness			
		2		
	Communication: Its interpretation			
	Basics			1.Lecture2.PPT
2	Nonverbal Communication			3.Videos 4.Practical Work
	Barriers to Communication			WOIK
	Required Skills			1.Lecture2.PPT
	Reading Skills			3.Videos 4.Practical Work
3	Note-making		10	WOIK
	Précis Writing			
	Audio Visual Aids			
	Oral Communication			

Reference Books:

Jadhav, G.V. 2022. Business Communication. Akshardhara Offset, Satara.

Bisen, Vikram and Priya. 2009. Business Communication. New Delhi: New AgeInternational Limited.

Chaturvedi, P.D. 2011. Business Communication: Concepts, Cases and

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Kaul, Asha. 2007. Business Communication. New Delhi: PHI



Dhananjayrao Gadgil College of Commerce, Satara

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Name of the Programme : BCA Part I Sem.I

Name of the Course (Subject): Environmental Science (VEC) (Paper Code) 2304107

End Semester	Continuous Comprehensive	Total Marks50	Credit Assigned - 02
Examination	Evaluation (CCE)20 Marks		Workload – 2 Hrs. Per
(ESE)30Marks			Week

Introduced from July 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learner will articulate the inter connected & interdisciplinary nature of environmental studies.

Learner will understand & evaluate global scale of environment problems.

Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
	Introduction to Environmental Science		Lecture Discussion PPT
	Definition, scope and importance		Videos
1	Multidisciplinary nature of environmental studies	15	
	1.3.Concept, structure and functions of Ecosystem1.4.Concept of Sustainable development		
	Environmental Pollution		
	Meaning and Definition of Pollution		
	Types of pollution		Lecture Discussion PPT
	Effects and Causes of Pollution		Videos
2	Contemporary approach (Global Warming, Acid	15	, racos

rain, Ozone layer depletion, Water conservation, Rain	
water harvesting, Watershed management)	
D-f	

References

Agarwal, K. A.2001, Environmental Biology, Nidhipubi Ltd., Bikaner.

Bharucha Erach, The Biodiversity of India, Mapin publishing Pvt. Ltd, Ahmedabad380013

Brunner R.C. Marine pollution, Clanderson press Oxford (TB)

Environmental Encyclopedia, Jaicopubl Hpise, Mumbai,1196p

De A.K, Environmental Chemistry, Wiley Wastern Ltd.



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Name of the Program : BCA-I Semester I

Name of the Course (Subject): National Service Scheme (NSS) Paper I, Course Code-

2304113

Continuous Internal	End Semester	Total Marks	Credit Assigned-02 Workload-2 Hrs
Assessment (CIA)-20	Examination		per Week
		- 50	
	(ESE) -30 Marks		
	, ,		

Introduced from July, 2023

Objectives:

Understand the community in which they work and live in relation.

Identify the needs and problems of the community and involve them in problem-solving.

Develop capacity to meet emergencies and natural disasters.

Practice national integration and social harmony and utilize their knowledge in finding practical solutions to individual and community problems.

Outcomes:

The students understand the different aspects and values National Service Scheme

It helpful to National Holistic Development

It is helpful to volunteer personal and leadership development.

The Volunteer will encourage and can motivate other members of the society throughCommunity Development Program

Unit No.	Title and Contents of Units	No. of	TeachingMethod
		Lectures	

1	National Service Scheme		
	History, Philosophy aims & objectives of NSS		LecturePPT
	Organizational structure of N.S.S. at National, State, University and College Levels	15	Videos
	Emblem, Flag, Motto, Song, Badge etc		
	N.S.S.RegularActivities		
2	Various Rallies: Awareness-Voter, AIDS etc.		LecturePractical
	Disaster Management	15	
	Community Development: Blood donation, Financial Literacy Women Empowerment		

Reference Reading Material

National Service Scheme A Youth Volunteers Program for Undergraduate Students, by Dr. J.S.D. Pawar, Dr. Amit Kumar Jain and Dr. Brijesh KumarRathi, Daya Publishing House, New Delhi, 110002

National ServiceScheme Manual (Revised), https://nss.gov.in/sites/default/files/manualNss2006.pdf

NSS Manual, https://nssmu.in/wp-content/uploads/2020/07/NSS-Manual.pdf



Dhananjayrao Gadgil College of Commerce, Satara

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Name of the Progarmme : M.Com - General / IT /BM

Managerial Economics (Paper –I)

Semester End Exam	Continuous	Total	Credit Assigned - 04
(SEE) 60 Marks	Internal	Marks	
	Assessment (CIA)		Workload – 6 Hrs Per Week
	40	100	

Syllabus for Academic Year 2023-24 to 2025-26

Course Outcome:

- 1. Understanding of micro-economic principles and managerial decisions
- 2. Application of economics theories in the field of managerial decision making
- 3. Applications of Production Analysis business sector
- 4. Applications of Consumer Behaviour product pricing

Uni	Name & Contents of Units	Lectures
t No		
	Unit I: Basics of Managerial Economics	
	Managerial Economics: Meaning, features and Scope	
1	Relationship of Managerial Economics with Other Disciplines	15
	Role and Responsibilities of Managerial Economists	
	Managerial Decision Making: Process and Importance	
	Unit II: Demand Analysis	
2	Types of Elasticity and its Calculations	15
	Factors Influencing Elasticity of Demand	

	Quantitative and Qualitative Methods of Demand Forecasting				
	Applications of Demand Forecasting -Case Study				
	Unit III: Consumer Behaviour				
3	Factors Affecting on Consumer Behaviour	15			
	Consumer Equilibrium and Consumer Surplus				
	Theory of Revealed Preference				
	Case study on Consumer Behaviour of Necessary and Luxury goods				
	Unit IV: Objectives of Firm and Production Analysis				
4	Objectives of Firms				
	Isoquants – Concept, Properties and Producer's Equilibrium	15			
4	Expansion Path and Returns to scale - Economic Region	13			
	Break Even Analysis and Manag				
	erial Applications				

References

Ahuja H.L. (2010). Business Economics.S. Chand & Company New Delhi-110055

Mithani D.M. and Murthy G.K. (2007). Fundamentals of Business Economics. Himalaya Publishing House.

Mankar V.G. (2000). Business Economics. Himalaya Publishing House, New Delhi.

Stonier A.W. and Hague D.C.(1961) A Text Book of Economic Theory, Congman green and Co. London.

Ahuja H.L. (2008). Modern Micro Economic: Theory and Applications.S. Chand and Co. Ltd, New Delhi.

Koutsoyiannis (1979). Modern Micro Economics. MacMillan Press Ltd. Londan.

Dewett K. K. (2006). Modern Economic Theory. S.Chand and Company Ltd., New Delhi.

JhinganM. L.(2012) Micro Economic Theory. Vrinda Publication (p) Ltd.

Dominick Salvatore (2011). Microeconomics. Shaum series, McGraw Hill Education.

Mithani D.M. (2011) Managerial Economics. Himalaya Publishing House, New Delhi



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Name of the Progarmme	e: M.Com - BM	Semester	·-I					
Bank Management Paper- II (Cyber Crimes and Fraud Management)								
Semester End Exam	Continuous	Total	Credit Assigned - 04					
(SEE) 60 Marks	Internal	Marks						
	Assessment (CIA)		Workload – 6 Hrs Per Week					
	40	100						

Introduced from 2022

Course Outcomes:

Learners will able to understand the concept and types of cyber crime

Learners will able understand methods and techniques of Fraud Management

Learners will able to understand the process of card related fraud in banking

Learners will able to apply legal provisions to solve cybercrime and fraud related to banking

Unit No	Name & Contents of Units	No .of Lectures.	
1	Cyber Crime Overview		
	Meaning and types of Cyber Crimes		
	Cyber Crime Methods: Stalking & Cyber Squatting- Cyber Extortion & Cyber Cheating- Cyber warfare & Cyber Terrorism - Phishing & Hacking	15	
	Computer Insecurity - Internet Crime & Internet fraud - User and Bank Failures & its Causes		
	Computer Hackers: Meaning and Types		
2	Fraud Management	15	

	Computer Fraud Protection: Prevention, Detection, Mitigation, Encryption and Decryption	
	Cyber Crime Reporting and Management	
	Cyber Crime Risk Management: Evidence Collection & Chain of Custody	
	Cyber Forensics: Meaning and Nature	
3	Frauds in Electronic Transactions	
	Payment Cards & Data Security	
	Electronic Card Frauds: Types and Precautions	15
	Mobile Banking Frauds: Types and Precautions	
	Recent issues and cases related to cyber frauds	
4	Legal Provisions	
	Information Technology Act – 2000	
	Prevention of Money Laundering Act 2002 (PMLA)	15
	Process of Cyber Crime Investigation	
	Bankers Role and Responsibilities regarding Cyber Crime	

References:

IIBF. (2020). Prevention of Cyber Crimes and Fraud Management, Macmillan India Ltd

IIFB (2020) Taxmann's Information System for Banks, Taxmann

Priyanka Tomar Sanjay Gautam (2019) Cybercrime and Preventive Measures, BPB Publications (May 11, 2021)

Ghosh S K, Srikanta Ghosh (1991) Crime and Security in Indian Banks, Ashish Publishing House

Dr. Madhu Tyagi (2017) Security Against Cyber-Crime: Prevention And Detect, Horizon Books (A Division of Ignited Minds Edutech P Ltd)

Rick Howard (2009) Cyber Fraud-Tactics, Techniques and Procedures, CRC Press



Rayat Shikshan Sanstha's

DhananjayraoGadgil College of Commerce, Satara

(An Autonomous and Constituent College of Karmaveer Bhaurao Patil, University, Satara)

M.Com-I

Business Administration/Advanced Accountancy/Bank Management/ Information Technology(Semester- I)

Subject- Organisational Behaviour Paper- I (Electives)

(Credits-04)

Sub.Code:2352105/2351105/2306105/2307105

Syllabus under (NEP-2020)

w.e.f June, 2023

Course Objectives:

To gain and understanding the concept of OrganisationalBehaviour

To Generate Foundations of Individual Behaviour abilities among the students.

To understand Group Processes, Group dynamism and Interpersonal Behaviour

To Learn the concepts of Power and Politics

Course Outcomes:

Demonstrate the applicability of the concept of OrganisationalBehaviour

Generate Foundations of Individual Behaviour abilities among the students.

Analyze the complexities associated with management of the Group Behaviour

Able to understand the concepts of Power and Politics

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
	Introduction to Organisational Behaviour			
1	Meaning, Definition & Features			
	Nature & Significance			1.Lecture

				_
	Disciplines Contributing in the OB field	1	15	2.PPT
	Evolution of OB			3.Videos
	Models of OB			4.Practical Work
	Approaches to the study of OB			
	Practical -Prepare a PPT to be presented in the classroom on F.W. Taylor Scientific Management highlighting its relevance in present era.			
	Micro perspective of OB			
	2.1 Foundation of individual behavior-Personal factor, Environmental factor, Organizational factors, Psychological factors			1.Lecture 2.PPT
2	2.2 Personality – Meaning , Features, Determinant of personality, Sigmund Freud personality theory			3.Videos 4.Practical Work
	2.Leaning- Meaning and definition, learning theories, learning and OB			
	Attitude and Value	1	15	
	Perception- Meaning, Process			
	Practical- Identify negative personality traits and its impact. Do presentation of the same in the classroom for its validity.			
	Group Dynamics			.Lecture
	3.1 Group Dynamics – Meaning, Features & Types of Groups.			2. <i>PPT</i>
	220			3.Videos
	3.2 Reasons for joining informal groups			4 Practical Work
3	3.2 Reasons for joining informal groups 3.3 Group Processes and Functions			4.Practical Work
3		1	15	4.Practical Work
3	3.3 Group Processes and Functions	1	15	4.Practical Work
3	3.3 Group Processes and Functions3.4 Stages in Group Development	1	15	4.Practical Work

	Practical- Visit nearby organization to find out what manager do to build amicable relation among the group members? Prepare a report			
	Power & Politics			.Lecture
	Introduction, Meaning of Authority			2.PPT
	Introduction, Meaning of Power			3.Videos
	Difference between Authority & Power			4.Practical Work
4	Sources of Power			
	Organisational Politics – Introduction, Meaning, Features.			
	Factors affecting Organisational Politics.			
	Consequences of Organisational Politics.	1	15	
	Managing Organisational Politics.			
	Practical- Find out desirable qualities manager should posses to do effective and efficient management. Do presentation in the classroom			

References:

 $Organisational\ Behavior-Dr. NeeruVasishth-Taxman$

Management & Organizatinal Behavior (Text& Cases) – P.Subbarao – Himalaya Publishing House.

Organizational Behaviour Text, Course and Games- By K.Aswathappa. Himalaya publishing House, Mumbai.

Organizational Behaviour- By Final Luthans McGraw-Hill

Organizational Behaviour through Indian Philosophy- By M.N. Mishra, Himalaya Publication House.



Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous and Constituent College of Karmaveer Bhaurao Patil, University, Satara)

M.Com – I Business Administration (Semester- I)

Business Administration Paper I (Introduction to Business Administration) (Major)

(Credits-04)

Sub.Code: 2352101

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

Articulate the students with the basics with the concept of Business Administration.

Acquaintance with Environment analysis.

Provide Knowledge about Strategic Management.

Acquaintance with the concept of Comparative Management

Course Outcomes

- 1) Understand the concept of Business Administration.
- 2) Acquaintance with Environment analysis.
- 3) Knowledge of changing role of Strategic Management.
 - 4) Demonstrate of Comparative Management

Unit	Name & Contents of Units	Credit	No. of	Teaching
		Assigned		
No			Hours.	Method

1	Unit I: Business Administration:			Lecture, Interactive
	Business: Concept, Scope and Types			ICT Based
	Business Administration: Concept, importance and Characteristics	1	15	
	Emerging Challenges in business administration		13	
	Recent Trends in business administration			
	1.5 Role of Information Technology in Business Administration			
	Practical: Visit to business organization and to get information about business administration and Prepare report on it.			
2	Unit II: Business Environment:			Lecture Interactive ICT Based
	2.1 Concept, Definition and Importance			Discussion Method
	2.2 Characteristics of Business Environment			
	2.3 Environmental analysis-SWOC.QUEST,	1	15	
	2.4 Industry analysis, Situation analysis.			
	2.5Inter-relationship between business and environment			
	2.6 International Business Environment			
	Practical: Visit and make environmental analysis of any business organization and present seminar on SWOC analysis in the classroom			
3	Unit III: Strategic Management:			Discussion Methods.
	3.1. Concept & strategy			
	3.2. Process of Strategic Management			
	3.3. Levels of strategies			
	3.4. Strategic choice	1	15	
	3.5. Strategy implementation			
	3.6. Difficulties in strategy implementation			

	Practical: Visit to industry and develop strategic recommendation			
4	Unit IV: Comparative Management:			Discussion Methods
	4.1 Concept and importance			
	4.2 Scope of Comparative Management	1	15	
	4.3 Comparison between American and Japanese Management			
	4.4 Philosophy and Practices of Japanese Management			
	4.5 Features of Japanese Management			
	Practical: Compare Indian Management with Japanese Management			

References:

Knootz Weiandrich, Essentials of Management, McGraw Hill International.

Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai.

Bal Subramanian, CorporateGovernance.

Aswathappa, K., Legal Environment of Business, Himalaya Publ. House, Delhi. Amarchand D., Government and Business, Tata McGraw Hill, Mumbai.

- N. Mishra, Modern Business Organization & Management, Allied Publishers, Bombay.
- K. Aswathappa, Essentials of Business Administration, HimalayaPublications.
- S.C.Saxena, Business Administration, SahityaBhavanAgra.

Stephen Robbins, The Administrative Process.

J Batty McDonald, Industrial Administration & Managemen



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Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous and Constituent College of KarmaveerBhauraoPatil, University, Satara)

M.Com-I (Semester-II)

Subject- Business Administration P-IV

(Corporate Governance and Business Ethics)

(Mandatory) (Credits-04)

Sub.Code: 2352201

Syllabus under (NEP-2020)

w.e.f June, 2023

Course Objectives:

- **1.**To understand the concepts of Corporate Governance.
- **2**.To identify Forms and procedure of Corporate Restructuring.
- **3.** To Understand Basic concepts of Business Ethics.
- **4.** To Analyse corporate social Responsibility.
 - **B. Course Outcomes:** After studying this subject student will be able to -
- **1.** Understand the concepts of Corporate Governance.
- **2.** Analyze the need and importance of market Strategy.
- **3.** Understand the Ethical issues in marketing.

Unit	Contents of Unit	Credit	No. of	Teaching Methods
No	Contents of Onit	Assigned	Hours	Adopted

1	Introduction to Corporate			Lecture Method
	Governance			Field Visit Method
	Concept and Features			
	Need and Objectives			Survey Method
				Interactive
	1.3 Significance of Corporate Governance			ICT Based
			15	
	1.4 Limitations of Corporate Governance			
	1.5 Committee Report on Corporate Governance	01		
	1.6 Role of Board of Directors, Shareholders, Auditors.			
	Practical –Visit to Industry and subr	nit study Papart (on Corne	rata Cavarnanca
	1 ractical – visit to industry and subt	mi study Keport (лг согро	rate Governance.
2	Corporate Restructuring			Lecture Method
	2.1Concept and Features			Survey Method
	2.2 Forms of Corporate Restructuring			Case Study
	2.3 Procedure of			Interactive
	Merger/Amalgamation		15	ICT Based
	2.4 Procedure of Acquisition			ICI based
	/Takeover	01		
	2.5Forms and Benefits of Buy -Out			
	2.6 Procedure and Benefits of Financial Restructuring			
	Practical -Case study on Recent Cor	porate Restructu	ring	
3	Introduction to Business Ethics			Lecture Method
	3.1 Ethics			Case Study Method
	3.1.1 Meaning and Definition of		15	Project Method
	Ethics			
				Interactive

	 3.1.2 Values, Ethics and Code of Conducts 3.1.3 Nature and Objectives of Ethics 3.1.4 Need of Ethics 3.2 Business Ethics 	01		ICT Based
	3.2.1 Concept and Features of Business Ethics			
	3.2.2 Significance of Business Ethics			
	3.2.3 Factures Affecting Business Ethics			
	3.2.4 Arguments for and Against Business Ethics			
	Practical –Project on Business Ethics	,		
04	Corporate Social Responsibility (CSR)			Lecture Method Group Discussion
	4.1 Concept and Features CSR			Interactive
	4.2 Social Responsibilities of CSR	01	15	ICT Based
	4.3 Social Responsibilities of Business Organization			
	4.4Arguments for and against CSR			
	4.5 Areas of Social Responsibility of Business.			
	Practical –Group Discussion on CSR		1	

References:

- 1. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007.
- 2. Andrew Crane and DiarkMatten, Business Ethics, Oxford Publication, New Delhi, 2007
- **3**. Abhik Kumar Mukherjee Shaunak Roy, Entrepreneurship Development and Business Ethics, Oxford Education, New De

Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous College)

Constituent College of Karmaveer Bhaurao Patil University, Satara

Name of the Progarmme M.Com-I IT

Semester – I

Name of the Course (Subject): Subject:-Computer Networking Paper Code-

Objective of Syllabus

1) Objectives- To impart the knowledge of Computer Networks and its application areas.

Course Outcomes:

The students will be able to:

Visualize the different aspects of networks, protocols and network design models.

Analyze and compare different LAN protocols.

Examine various Data Link layer design issues and Data Link protocols.

Compare and select appropriate routing algorithms for a network.

Examine the important aspects and functions of different layers in internetworking

Sr. No.	Syllabus Unit (Under autonomy)	Credit	Teaching	Teaching
		Assigned	Methods	Hours

1	a)Theory-Basics of Data communication			
	Data Communication concept -Components-sender, receiver, message, transmission media, Data Flowsimplex, half-duplex, or full-duplex, Networks-Definition, Advantages and disadvantages, Categories of Networks- LAN, WAN. MAN, Network Architecture-Client-Server and Peer to peer, Multiplexing – Frequency Division Multiplexing, Wavelength-Division Multiplexing, Time-Division Multiplexing, switching -Circuit switching, Packet Switching, Message Switching. b) Practical- Case study on Network topology	1	Lecture, PPT, Interactive Methods	05
			Method	
2	a)Theory- Transmission media and Reference Models Transmission Media: Guided Media - Twisted-Pair Cable, Coaxial Cable, Fiber-Optic Cable, Unguided Media: Radio Waves, Microwaves, Infrared, satellite communication Transmission Modes- Parallel and Serial -(Asynchronous, Synchronous, intro to swi	1	Lecture, PPT, Interactive Methods	10
	b)Practical- Case study on network components		Practical Method	05
3	a)Theory- Data link, Network and Transport layer) Reference Models- OSI reference model, TCP/IP reference model, Comparison of OSI and TCP/IP reference model, Protocol Standards, IP address scheme and characteristics of IP address. Data link Layer- Design issues, Framing, error detection and correction, Network layer- design issues of network layer, , Classless and Class full Addressing, Routing algorithm (shortest path, Flooding, distance vector), Congestion control, Transport layer - Transport Layer Primitives: listen, connect, send, receive, and disconnect, Protocols: TCP, UDP.	1	Lecture, PPT, Interactive Methods	10

	b) Practical- Case study on structure of different IP		Practical Mathada	05
	address scheme.		Methods	
4	a)Theory-Session, Presentation and Application layer			
	Session layer: Services- dialog management, synchronization, activity management, exception handling, Remote procedure calls,	1	Lecture, PPT, Interactive	10
	Presentation layer:- Services: Translation, compression, encryption, Cryptography: concept, symmetric key & asymmetric key cryptography,		Methods	
	Application layer: Functions, DNS, SMTP, SNMP, FTP, HTTP			

Reference Books:

Behrouz A. Forouzan: Data Communications and Networking, 4th Edition, Tata McGraw-Hill, 2006.

William Stallings: Data and Computer Communication, 8th Edition, Pearson Education, 2007.

Larry L. Peterson and Bruce S. David: Computer Networks - A Systems Approach, 4th Edition, Elsevier, 2007.

Andrew S. Tanenbaum: Computer Networks, 4th Edition, PHI.

Internetworking With TCP/IP, Douglas Comer, volume 1, Prentice-Hall Publisher, 2005

Nader F. Mir: Computer and Communication Networks, Pearson Education, 2007

Black, Data & Computer Communication,

Subject Name: Information Technology P- IV (Software Testing)

Subject/Paper Code:

OBJECTIVES:

To learn the criteria for test cases.

To learn the design of test cases.

To understand test management and test automation techniques.

To apply test metrics and measurements.

Uni t No	Name & Contents of Units	Credit Assigned	Teaching method/Ai ds	No of Lectures
1	Testing as an Activity – Testing as a Process – Testing Maturity Model- Testing axioms – Basic definitions – Software Testing Principles – The Tester's Role in a Software Development Organization – Origins of Defects – Cost of defects – Defect Classes – The Defect Repository and Test Design –Defect Examples- Developer/Tester Support of Developing a Defect Repository.	1	Lecture, Interactive Method	15
2	Test case Design Strategies – Using Black Box Approach to Test Case Design – Boundary Value Analysis – Equivalence Class Partitioning – State based testing – Cause-effect graphing – Compatibility testing – user documentation testing – domain testing - Random Testing – Requirements based testing – Using White Box Approach to Test design – Test Adequacy Criteria – static testing vs. structural testing – code functional testing – Coverage and Control Flow Graphs – Covering Code Logic – Paths – code complexity testing – Additional White box testing approaches- Evaluating Test Adequacy Criteria.	1	Lecture, Interactive Method	15
3	The need for Levels of Testing – Unit Test – Unit Test Planning – Designing the Unit Tests – The Test Harness – Running the Unit tests and Recording results – Integration tests – Designing Integration Tests – Integration Test Planning – Scenario testing – Defect bash elimination System Testing – Acceptance testing – Performance testing – Regression Testing – Internationalization testing – Ad-hoc testing – Alpha, Beta Tests – Testing OO	1	Lecture, Interactive Method	15

	systems – Usability and Accessibility testing – Configuration testing – Compatibility testing – Testing the documentation – Website testing.			
4	People and organizational issues in testing Organization structures for testing teams testing services – Test Planning – Test Plan Components – Test Plan Attachments Locating Test Items – test management – test process – Reporting Test Results – Introducing the test specialist – Skills needed by a test specialist – Building a Testing Group- The Structure of Testing GroupThe Technical Training Program.	1	Lecture, Interactive Method	15

REFERENCES:

- 1. Ilene Burnstein, —Practical Software Testing, Springer International Edition, 2003.
- 2. Edward Kit, Software Testing in the Real World Improving the Process, Pearson Education, 1995.
- 3. Boris Beizer, Software Testing Techniques 2nd Edition, Van Nostrand Reinhold, New York, 1990.
- 4. Aditya P. Mathur, —Foundations of Software Testing _ Fundamental Algorithms and Techniques||, Dorling Kindersley (India) Pvt. Ltd., Pearson Education, 2008.

Rayat Shikshan Sanstha's
Dhananjayrao Gadgil College of Commerce, Satara
(\mathbf{An})
Name of the Progarmme : M.Com-I (Information Semester –I
Technology)
Name of the Course (Subject): Cyber Security

Semester End Exam	Continuous Internal	Total Marks100	Credit
(SEE) 60 Marks	Assessment (CIA) 40		Assigned -
			04Workload
			– 4 Hrs Per
			Week

Introduced from June 2023

Course Objectives:

- 1. Learn the foundations of Cyber security and threat landscape
- 2. To equip students with the technical knowledge and skills needed to protect and defend against cyber threats.
- 3. To develop skills in students that can help them plan, implement, and monitor cyber security mechanisms to ensure the protection of information technology assets
- 4. To expose students to governance, regulatory, legal, economic, environmental, social and ethical contexts of cyber security
- 5. o expose students to responsible use of online social media networks

Unit	Name & Contents of Units	Credit	Teaching	Teaching
No		Assigned	Methods	Hours
1	Overview of Cyber security Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyber warfare, Case Studies.	1	Lecture, Interactive ICT Based Use of program	15
2	Cyber crimes Cybercrimes targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, virus, Trojans, ransom ware, data breach., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online extortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cyber squatting, Pharming, Cyber espionage, Crypto jacking, Dark net- illegal trades, drug	1	Lecture, Interactive ICT Based Use of program	15

	trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake news cybercrime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies			
3	Cyber Law Cybercrime and legal landscape around the world, IT Act, 2000 and its amendments. Limitations of IT Act, 2000. Cybercrime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies-AI/ML, Iot, Block chain, Dark net and Social media, Cyber Laws of other countries, Case Studies.	1	Lecture, Interactive ICT Based Use of program	15
4	Data Privacy and Data Security Defining data, meta-data, big data, and non- personal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges, Data protection regulations of other countries- General Data Protection Regulations(GDPR),2016 Personal Information Protection and Electronic Documents Act (PIPEDA)., Social media- data privacy and security issues	1	Lecture, Interactive ICT Based Use of program	15

References:

1. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit

Belapure and Nina Godbole, Wiley India Pvt. Ltd.

- 2. Information Warfare and Security by Dorothy F. Denning, Addison Wesley.
- 3. Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create



Rayat ShikshanSanstha's

Dhananjayrao Gadgil College of Commerce, Satara

A Constituent College of Karmaveer Bhaurao Patil University, Satara

B.Com (Accountancy/Business Administration/Financial Markets)

Semester- I Economics P-I

(Year 2023-24 to 2025-26)

Course Outcomes:

Able to apply of principles of economics in the field of managerial decision making

Able to apply economic reasoning to solve problems of business.

Able to stimulate students interest by showing the relevance and use of various economic theories.

	stimulate stadents inte	rest by showing the relevance and use of	various economic meories.		
Marks:	100	Total Lectures of Teaching: 60	Credits :4		
Unit-1	Introduction to Eco	nomics	,		
	Meaning and Scope	of Micro Economics			
	Meaning and Scope of Macro Economics				
	Goals of Business Fi	rm – Economic and Non-Economic			
	Business Decisions a	nd Business Economics			
Unit 2	Consumer Behavior	ir and Production Function			
	Concept of Demand	and Demand Function - Concept of Utility	y		
	Indifference curve- F	Properties - Consumer Surplus		15	
	Revealed Preference Theory				
	Short Run and Long	Run Production Function			
Unit 3	Demand Analysis				
	Meaning of Demand	and Factors Affecting on Demand			
	Elasticity of Demand	- Types of elasticity		15	
	Meaning and Importance of Demand forecasting				
	Meaning and Method	ds of Demand forecasting			
Unit 4	Markets and Price	Determination			
	Features and Price D	etermination in Perfect Competitive Mark	ket		
	Features and Price D	etermination in Monopoly		15	
	Features and Price Determination in Monopolistic Market				
	Features and Price D	etermination in Monopolistic Market			
	Features and Price D Oligopoly Market an	-			

Reference Books:-

Ahuja H.L. (2010). Business Economics.S. Chand & Company New Delhi-110055

Mithani D.M. and Murthy G.K. (2007). Fundamentals of Business Economics. Himalaya Publishing House, New Delhi.

Zambre G.N. (2004). Business Economics. Pimplapure Publisher, Nagpur.

Mankar V.G. (2000). Business Economics. Himalaya Publishing House, New Delhi.

Koutsoyiannis (1979). Modern Micro Economics. MacMillan Press Ltd. Londan.

Dewett K. K. (2006). Modern Economic Theory. S.Chand and Company Ltd., New Delhi.

Jhingan M. L.(2012) Micro Economic Theory. Vrinda Publication (p) Ltd.

Dominick Salvatore (2011). Microeconomics. Shaum series, McGraw Hill Education.

Mithani D.M. (2011) Managerial Economics. Himalaya Publishing House, New Delhi,

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Dhananjayrao Gadgil College of Commerce, Satara

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B.Com (Accountancy/Business Administration/Financial Markets)

Semester- II

Economics P-II

(Year 2023-24 to 2025-26)



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Dhananjayrao Gadgil College of Commerce, Satara

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A Constituent College of Karmveer Bhaurao Patil University, Satara

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Program: B.Com Part I, (Business Administration) Sem. I

Name of the Course (**Subject**): Component-**VEC** Course Code :2312107

Democracy, Good Governance and the Constitution of India						
Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02			
Assessment (CIA)-20 Marks	(SEE) -30 Marks	-50 Marks	Workload–2 Hrs/ Week			

Implementation: The Syllabus introduced from July, 2023

Objectives:

- 1. To introduce the students meaning of democracy, elections and good governance.
- 2. To help them to impart their knowledge to the society.

Outcomes:

The students understand the different aspects and values of the constitutional and democratic implications in the overall development of the state.

All students enroll themselves as voters.

The students will encourage and can motivate other members of the society to participate not only in election process but also electoral and political process in general.

Unit	Title and Contents of Units	No. of	Teaching
No.		Lectures	Method
1	The Constitution of India		
	Making of the Constitution Indian		Lecture
	Fundamental Rights and Fundamental Duties	15	PPT
	Directive Principles of State Policy		Videos
	Meaning, Definition and Types of Democracy		
	Dimensions of Democracy: Social, Economic and Political Democracy		
	Good Governance		Lecture
2	Meaning, Nature and Need	15	PPT
	Principles of Good Governance		Video
	Types of Good Governance		

Dimensions of Governance	
Challenges before Good Governance	



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Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous College)

A Constituent College of Karmveer Bhaurao Patil University, Satara

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Program: B.Com Part I, (Financial Markets) Sem. I

Name of the Course (**Subject**): Component-**VEC** Course Code :2310107

Democracy, Good Governance and the Constitution of India						
Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02			
Assessment (CIA)-20 Marks	(SEE) -30 Marks	-50 Marks	Workload-2 Hrs/ Week			

Implementation: The Syllabus introduced from July, 2023

Objectives:

- 1. To introduce the students meaning of democracy, elections and good governance.
- 2. To help them to impart their knowledge to the society.

Outcomes:

The students understand the different aspects and values of the constitutional and democratic implications in the overall development of the state.

All students enroll themselves as voters.

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Unit	Title and Contents of Units	No. of	Teaching
No.		Lectures	Method
1	The Constitution of India		
	Making of the Constitution Indian		Lecture
	Fundamental Rights and Fundamental Duties	15	PPT
	Directive Principles of State Policy		Videos
	Meaning, Definition and Types of Democracy		
	Dimensions of Democracy: Social, Economic and Political Democracy		
	Good Governance		Lecture
2	Meaning, Nature and Need	15	PPT
	Principles of Good Governance		Video
	Types of Good Governance		, 1400

Dimensions of Governance	
Challenges before Good Governance	



Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

(A constituent College of Karmaveer Bhaurao Patil University)

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programme:

BCA Part I

Sem. I

Name of the Course (Subject): Environmental Science

(Course Code-2304107)

Semester End	Continuous Comprehensive	Total Marks	Credit Assigned - 02
Exam (SEE) -	Evaluation (CCE) -20 Marks		
30Marks		-50 Marks	Workload- 2 Hrs./Week

Introduced from July, 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learner will articulate the interconnected and interdisciplinary nature of environmental studies.

Learner will understand & evaluate global scale of environment problems.

Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies 1.3.Concept, Structure and Functions of Ecosystem 1.4.Concept of Sustainable development	15	-Lecture -Discussion -PPT -Videos
2	Environmental Pollution Meaning and Definition of Pollution Types of pollution Effects and Causes of Pollution Contemporary Approaches- Global Warming, Acid Rain, Ozone Layer Depletion, Water Conservation, Rain Water Harvesting, Watershed Management	15	-Lecture -Discussion -PPT -Videos

Reference Books-

Agarwal, K. A.2001, Environmental Biology, Nidhi Pub. Ltd., Bikaner

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt .Ltd Ahmadabad

Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB)

Environmental Encyclopedia, Jaico Pub. House, Mumbai

Dr. A.K, Environmental Chemistry, Wiley Western Ltd.



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Dhananjayrao Gadgil College of Commerce, Satara

(A constituent college of Karmaveer Bhaurao Patil University)

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programme:

B.Com Part I (Bank Management), Sem. I				
Name of the Course (Subject): Environmental Science (Course Code- 2302107)				
Semester End	Continuous Comprehensive	Total Marks	Credit Assigned - 02	
Exam (SEE) - 30Marks	Evaluation (CCE) -20 Marks	-50 Marks	Workload- 2 Hrs./Week	

Introduced from July, 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learner will articulate the interconnected and interdisciplinary nature of environmental studies.

Learner will understand & evaluate global scale of environment problems.

Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies 1.3.Concept, Structure and Functions of Ecosystem 1.4.Concept of Sustainable development	15	-Lecture -Discussion -PPT -Videos
2	Environmental Pollution Meaning and Definition of Pollution Types of pollution Effects and Causes of Pollution Contemporary Approaches- Global Warming, Acid Rain, Ozone Layer Depletion, Water Conservation, Rain Water Harvesting, Watershed Management	15	-Lecture -Discussion -PPT -Videos

Reference Books-

Agarwal, K. A.2001, Environmental Biology, Nidhi Pub. Ltd., Bikaner

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt .Ltd Ahmadabad

Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB)

Environmental Encyclopedia, Jaico Pub. House, Mumbai

Dr. A.K, Environmental Chemistry, Wiley Western Ltd.



Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

(A constituent college of Karmaveer Bhaurao Patil University)

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programme:

]	B. Com I (Accountancy)	Sem. II	
Name of the Course (Subject): Environmental Science		ce	(Course Code-2211207)
Semester End	Continuous Comprehensive	Total Marks	Credit Assigned - 02
Exam (SEE) - 30Marks	Evaluation (CCE) -20 Marks	-50 Marks	Workload- 2 Hrs./Week

Introduced from July, 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learner will articulate the interconnected and interdisciplinary nature of environmental studies.

Learner will understand & evaluate global scale of environment problems.

Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies 1.3.Concept, Structure and Functions of Ecosystem 1.4.Concept of Sustainable development	15	-Lecture -Discussion -PPT -Videos
2	Environmental Pollution Meaning and Definition of Pollution Types of pollution Effects and Causes of Pollution Contemporary Approaches- Global Warming, Acid Rain, Ozone Layer Depletion, Water Conservation, Rain Water Harvesting, Watershed Management	15	-Lecture -Discussion -PPT -Videos

Reference Books-

Agarwal, K. A.2001, Environmental Biology, Nidhi Pub. Ltd., Bikaner

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt .Ltd Ahmadabad

Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB)

Environmental Encyclopedia, Jaico Pub. House, Mumbai

Dr. A.K, Environmental Chemistry, Wiley Western Ltd.



Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

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Name of the Programme:

	B. Com I (Finance Markets)	Sem-II		
Name of the Cou	Name of the Course (Subject): Environmental Science			
Semester End	Continuous Comprehensive	Total Marks	Credit Assigned - 02	
Exam (SEE) - 30Marks	Evaluation (CCE)-20 Marks	-50 Marks	Workload-2 Hrs./Week	

Introduced from July, 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learnerwill articulate the interconnected and interdisciplinary nature of environmental studies.

Learner will understand and evaluate global scale of environment problems.

Unit No.	Name & Contents of Units	No .of Lectures	Teaching Method
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies 1.3.Concept, Structure and Functions of Ecosystem 1.4.Concept of Sustainable development	15	-Lecture -Discussion -PPT -Videos
2	Environmental Pollution Meaning and Definition of Pollution Types of pollution Effects andCauses of Pollution Contemporary Approaches- Global Warming,Acid Rain,Ozone Layer Depletion, Water Conservation, Rain Water Harvesting, Watershed Management	15	-Lecture -Discussion -PPT -Videos

Reference Books-

Agarwal, K.A.2001, Environmental Biology, Nidhi Pub.Ltd., Bikaner

BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt .Ltd Ahmadabad

Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB)

Environmental Encyclopedia, Jaico Pub. House, Mumbai

Dr. A.K, Environmental Chemistry, Wiley Western Ltd.



Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous College)

A Constituent College of Karmveer Bhaurao Patil University, Satara

Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Program: B.Com I (Accountancy) Sem. I

Name of the Course (Subject): National Service Scheme (NSS), Paper I, Course Code-2310117

Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02
Assessment (CIA)-20marks	(SEE) -30 Marks	-50 marks	Workload-2 Hrs/ Week

Introduced from July, 2023

Objectives:

Understand the community in which they work and the in relation.

Identify the needs and problems of the community and involve them in problem-solving.

Develop capacity to meet emergencies and natural disasters.

Practice national integration and social harmony and utilize their knowledge in finding practical solutions to individual and community problems.

Outcomes:

The students understand the different aspects and values National Service Scheme

It helpful to National Holistic Development

It is helpful to volunteer personal and leadership development.

The Volunteer will encourage and can motivate other members of the society through Community Development Program

Unit No.	Title and Contents of Units	No. of	Teaching
		Lectures	Method
1	National Service Scheme		Lecture
	History, Philosophy aims & objectives of NSS		PPT
	Organizational structure of N.S.S. at National, State,	15	
	University and College Levels.		Videos
	1.3 National Emblem: Flag, Motto, Song, Badge etc		

	N.S.S. Regular Activities		
2	2.1 Awareness Rallies-The Constitution Day, Voter Day,		
	Superstition, AIDS etc.		Lecture
	2.2 Disaster Management	15	Practical
	2.3 Community Development: Blood donation, Financial		
	Literacy, Women Empowerment		



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NSS Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020

Name of the Program:

B. Com. I (Bank Management), Semester -I

Name of the Course (Subject): National Service Scheme (NSS) Paper I, Course Code-2302113

Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02
Assessment (CIA)-20	(SEE) -30 Marks	-50	Workload –2 Hrs per Week

Introduced from July, 2023

Objectives:

- 1) Understandthecommunityinwhichtheyworkandthein relation.
- 2) Identifytheneedsand problemsofthecommunityandinvolvetheminproblem-solving.
- 3) Developcapacitytomeetemergenciesandnaturaldisasters.
- 4) Practicenationalintegrationandsocialharmonyand utilizetheirknowledgeinfindingpracticalsolutionstoindividualandcommunityproblems.

Outcomes:

The students understand the different aspects and values National Service Scheme.

It helpful to National Holistic Development.

It is helpful to volunteer personal and leadership development.

The Volunteer will encourage and can motivate other members of the society through Community Development Program.

Unit No.	Title and Contents of Units	No. of	Teaching
		Lectures	Method

1	National Service Scheme		T
			Lecture
	History, Philosophy aims & objectives of NSS		PPT
	Organizational structure of N.S.S. at National, State, University and College Levels	15	Videos
	C) Emblem, Flag, Motto, Song, Badge etc.		
	N. S. S. Regular Activities		
2	A) Various Rallies: Awareness-Voter, AIDS etc.		Lecture
	B) Disaster Management	15	
	C) Community Development: Blood donation, Financial		Practical
	Literacy Women Empowerment		



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Physical Education Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programme: B.Com I (Accountancy)			Semester – II
Name of the Course (Subject): Physical Education- Paper II, Course Code-			rse Code- 2310218
Semester End Exam (SEE) 30 Marks	Continuous Internal Assessment (CIA) 20	Total Marks	Credit Assigned - 02
		50	Workload – 2 Hrs Per Week

Syllabus

Course Objectives:

The objectives of physical education are the development of health, neuro-muscular coordination, emotional development, social development, mental development, and physical development.

The objective of this course is to facilitate the understanding of how psychological factors influence involvement and performance in sports setting. The course will explore such topics as Achievement motivation, Goal setting in sports.

Course Outcome:-

Improve student's brain health.

Help manage weight, reduce the risk of disease.

Strengthen bones and muscles, and improve your ability to do everyday activities.

Adults who sit less and do any amount of moderate-to-vigorous physical activity gain some health benefits.

Unit No.	Title and Contents of Units	No .of Lecture s	Teaching Method
	Physical Fitness and Wellness		Lecture
1	1.1 Health Related Physical Fitness	15	PPT

	Body Composition		Videos
	Muscular Endurance		Practical Work
	Muscular Strength		
	Cardiovascular Endurance and Flexibility		
	1.2 Skill Related Physical Fitness:		
	Balance/ Co-ordination/Agility/ Speed Power/Reaction Time		
	Sports Management and Planning in Sports		
	2.1 Introduction of Sports Management		Lecture
2	2.2 Management of Intramural and Extramural Competition	15	PPT
	2.3 Meaningand Type of Planning		Videos
	2.4 Principle of Planning		Practical Work
	2.5 Importance of Effective Planning		



Dhananjayrao Gadgil College of Commerce, Satara

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Physical Education Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programn	ne: B.Com I (Financial Markets)		Semester – II
Name of the Course (St	ubject): Physical Education- Pa	aper II, Cou	rse Code- 2310218
Semester End Exam	Continuous Internal	Total Marks	Credit Assigned - 02
(SEE) 30 Marks	Assessment (CIA) 20	50	Workload – 2 Hrs Per Week

Syllabus

Course Objectives:

The objectives of physical education are the development of health, neuro-muscular coordination, emotional development, social development, mental development, and physical development.

The objective of this course is to facilitate the understanding of how psychological factors influence involvement and performance in sports setting. The course will explore such topics as Achievement motivation, Goal setting in sports.

Course Outcome:-

Improve student's brain health.

Help manage weight, reduce the risk of disease.

Strengthen bones and muscles, and improve your ability to do everyday activities.

Adults who sit less and do any amount of moderate-to-vigorous physical activity gain some health benefits.

Unit No.	Title and Contents of Units	No .of Lecture s	Teaching Method
	Physical Fitness and Wellness		Lecture
1	1.1 Health Related Physical Fitness	15	PPT

	Body Composition		Videos
	Muscular Endurance		Practical Work
	Muscular Strength		
	Cardiovascular Endurance and Flexibility		
	1.2 Skill Related Physical Fitness:		
	Balance/ Co-ordination/Agility/ Speed Power/Reaction Time		
	Sports Management and Planning in Sports		
	2.1 Introduction of Sports Management		Lecture
2	2.2 Management of Intramural and Extramural Competition	15	PPT
	2.3 Meaningand Type of Planning		Videos
	2.4 Principle of Planning		Practical Work
	2.5 Importance of Effective Planning		



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A Constituent College of Karmveer Bhaurao Patil University, Satara

A revised syllabus and scheme of examination (curricular course) as per New Education Policy-2020

Name of the Programme: B. Com. I (Accountancy)		Semester-I	
Name of the Course(Subject): Fundamentals and Practice of Yoga, Paper I, Course Code-2310119			
Semester End Exam	Continuous Internal	Total Marks	Credit Assigned-02
(SEE)-30 marks	Assessment (CIA)-20 marks	-50	Workload -2Hrs per week

Syllabus

Course Objectives:

The aim of the course is to provide the scientific knowledge of yoga practice.

Athlete and nonathletic for develop their physical as well as mental efficiency and performance.

Course Outcomes

Students will understand the meaning of Yoga.

Student learns Yogic and Cleansing practices.

Students will get knowledge practice of Yogasana.

It will helps to the students to enhance the academic performance.

Unit No.	it No. Title and Contents of Units	No.of	Teaching
		Lectures	Methods
	Fundamentals of Yoga		
	Definition and Meaning of Yoga		Lecture
	Developments in Yoga	15	PPT

Scope of Yoga		Videos
Need of Yoga		Practicalwork
Yoga Education Organization in India		
Yogic Practices		
Prayer Prayer		Lecture
Concept and performance of Pranavam		PPT
Cleansing Practice –		Videos
Neti, Tratak, Kapalbhati	30	Practicalwork
Yogasana-		
Standing Posture		
Sitting Posture		
Prone Posture and		
Supine Posture		



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A Revised Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programme: B. Com. I (Bank Management)	Semester-I
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Name of the Course(Subject): Fundamentals and Practice of Yoga, Paper I, Course Code-2302115

Semester End Exam	Continuous Internal	Total Marks	Credit Assigned-02
(SEE)-30marks	Assessment(CIA)-20 marks	-50	Workload -2Hrs/week

Syllabus

Course Objectives:

The aim of the course is to provide the scientific knowledge of yoga practice.

Athlete and nonathletic for develop their physical as well as mental efficiency and performance.

Course Outcomes

Students will understand the meaning of Yoga.

Student learns Yogic and Cleansing practices.

Students will get knowledge practice of Yogasana.

It will helps to the students to enhance the academic performance.

UnitNo.	Title and Contents of Units	No.of	Teaching
		Lectures	Methods
	Fundamentals of Yoga		
	Definition and Meaning of Yoga		Lecture
	Developments in Yoga	15	PPT
	Scope of Yoga		Videos
	Need of Yoga		Practicalwork

Yoga Education Organization in India		
Yogic Practices		
Prayer Prayer		Lecture
Concept and performance of Pranavam		PPT
Cleansing Practice –		Videos
Neti, Tratak, Kapalbhati	30	Practicalwork
Yogasana-		
Standing Posture,		
Sitting Posture,		
Prone Posture and		
Supine Posture		



Dhananjayrao Gadgil College of Commerce, Satara

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A Revised Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020

Name of the Programme: B. Com. I (Financial Markets)

Semester–II

Name of the Course(Subject): Yogic Practice, Pranayam and Dhyan, Paper II, Course Code-2310219

Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02
Assessment (CIA)-20	(SEE) -30 Marks	50	Workload-2Hrs Per Week

Implementation: The Syllabus introduced from July, 2023

Course Objectives:

The objectives of yoga practice are the development of health, neuro-muscular coordination, emotional development, social development, mental development, and physical development.

The objective of this course is to facilitate the understanding of how psychological factors influence.

Involvement and performance in yoga practice. The course will explore such topics as Achievement motivation, Goal setting in career.



Karmveer Bhaurao Patil University, Satara

Syllabus and Scheme of Examination (Curricular Course) of subject Democracy, Good Governance and the Constitution of India as per New Education Policy-2020.

Name of the Program: BBA I (Aviation) Sem. I

Name of the Course (Subject):

Democracy, Good Governance and the Constitution of India

Continuous Internal	Semester End Exam	Total Marks	Credit Assigned-02
Assessment (CIA)-20 Marks	(SEE) -30 Marks	-50 Marks	Workload–2 Hrs/ Week

Implementation: The Syllabus introduced from July, 2023

Objectives:

- 1. To introduce the students meaning of democracy, elections and good governance.
- 2. To help them to impart their knowledge to the society.

Outcomes:

The students understand the different aspects and values of the constitutional and democratic implications in the overall development of the state.

All students enroll themselves as voters.

The students will encourage and can motivate other members of the society to participate not only in election process but also electoral and political process in general.

Unit No.	Title and Contents of Units	No. of	Teaching
110.		Lectures	Method
1	The Constitution of India		Lecture
	Making of the Constitution Indian		PPT
	Fundamental Rights and Fundamental Duties	15	Videos
	Directive Principles of State Policy		
	Meaning, Definition and Types of Democracy		

	Dimensions of Democracy: Social, Economic and Political Democracy		
	Good Governance		
2	Meaning, Nature and Need Principles of Good Governance	15	Lecture PPT
	Types of Good Governance Dimensions of Governance Challenges before Good Governance		Video



Karmaveer Bhaurao Patil University

Syllabus and Scheme of Examination (Curricular Course) of **BBA I**(Aviation) **Sem II** as per New Education Policy-2020.

Name of the Programme:

BBA I(Aviation) **Sem. II**

Name of the Course (Subject): Environmental Science

Exam (SEE) - Evaluation (CCE) -20 Marks	
30Marks -50 Marks	Workload- 2 Hrs./Week

Introduced from July, 2023

Course Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Course outcomes:

Learner will articulate the interconnected and interdisciplinary nature of environmental studies.

Learner will understand & evaluate global scale of environment problems.

Unit	Name & Contents of Units	No .of	Teaching
No		Lectures	Method
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies 1.3.Concept, Structure and Functions of Ecosystem 1.4.Concept of Sustainable development	15	-Lecture -Discussion -PPT -Videos

	Environmental Pollution		
	Meaning and Definition of Pollution		-Lecture
2	Types of pollution	15	-Discussion
2	Effects and Causes of Pollution	15	-PPT
	Contemporary Approaches- Global Warming, Acid Rain,		-Videos
	Ozone Layer Depletion, Water Conservation, Rain Water		
	Harvesting, Watershed Management		

Reference Books-

Agarwal, K. A.2001, Environmental Biology, Nidhi Pub. Ltd., Bikaner

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt .Ltd Ahmadabad

Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB)

Environmental Encyclopedia, Jaico Pub. House, Mumbai

Dr. A.K, Environmental Chemistry, Wiley Western Ltd.



Karmveer Bhaurao Patil University, Satara

Physical Education Syllabus and Scheme of Examination (Curricular Course) as per New Education Policy-2020.

Name of the Programmo	Semester – I				
Name of the Course (Subject): Physical Education, Paper I					
Semester End Exam (SEE) 30 Marks	Continuous Internal Assessment (CIA) 20	Total Marks	Credit Assigned - 02		
	, ,	50	Workloa	nd – 2 Hrs Per Week	

Syllabus

Course Objectives:

The aim of the course to provide develop motor abilities like strength, speed, endurance, coordination, flexibility, agility and balance, as they are important aspects for good performance in different games and sports.

The scientific knowledge of sports training and conditioning which help to the athlete or non-athlete for development their physical efficiency and performance.

Course Outcome:-

Improve your brain health,

Help manage weight, reduce the risk of disease,

Strengthen bones and muscles, and improve your ability to do everyday activities.

Adults who sit less and do any amount of moderate-to-vigorous physical activity gain some health benefits.

Unit No.	Title and Contents of Units	No .of Lectures	Teaching Method
	Physical Education and Physical Fitness 1.1 Meaning and definitions of the Physical Education		Lecture
1	1.2 Objective and Importance of the Physical Education	15	PPT Videos
	1.3 Meaning and definitions of the Physical Fitness1.4 Principles of the Physical Fitness		Practical work

	Sports Training		
	2.1 Introduction, Meaning and Definition of Sports Training		Lecture
2	2.2 Principles of Sports Training	15	Videos
	2.3 Significance of Sports Training		Practical work
	2.4 Method of Sports Training		



Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous and Constituent College of Karmaveer Bhaurao Patil, University, Satara)

B. Com (Bank Management) -I (Semester-II)

Subject- Service Marketing-(Minor) (Credits-02)

B.Com (Bank Management)

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To acquaintance with the basic concept of service marketing.

To development Knowledge about Quality Management in service marketing.

To understanding new trends in service marketing.

Course Outcomes: After Studying this Course Students will able to-

Understand basic concept of service marketing

Introduced Knowledge about Quality Management in service marketing.

Expressing new trends in service marketing.

Remembering (Knowledge): Recall the meaning, definition, and nature of service marketing. Remember the characteristics of service marketing.

Understanding (Comprehension): Comprehend the meaning, definition, and nature of quality management in service marketing. Understand the five gap model in service quality and its significance.

Analyzing (Analysis): Analyze the meaning, definition, and nature of banking service marketing. Identify and analyze different types of users of banking services.

Applying (Application): Apply the 7 Ps of service marketing in developing a comprehensive marketing plan for a service.

Creating (Synthesis): Design a customer-centric service marketing strategy, incorporating the 7 Ps and concepts of service quality management.

Evaluating (Evaluation): Evaluate the effectiveness of service marketing strategies and their impact on customer satisfaction and loyalty.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	Introduction to Service Marketing 1.1 Meaning Definition and Nature 1.2 Characteristics of Service Marketing 1.3 Importance of Service Marketing 1.4 Difference Between Service and Product 1.5 7 Ps of Service Marketing Practical – Role Play Activity	0.66	10	Lecture Interactive ICT Based Project
2	Quality Management in Service Marketing 2.1 Meaning Definition and Nature 2.2 Five Gap Model in Service Quality 2.3 Techniques of improving Service Quality 2.4 Reasons of Service Failure 2.5 Process of effective service recovery Practical – Seminar	0.67	10	Lecture Interactive ICT Based Seminar
3	Banking Service Marketing 3.1 Meaning Definition and Nature 3.2 Marketing Practices in Banking Service 3.3 Types- Users of Banking Services 3.4 Service Marketing Triangle 3.5 Recent trends in Service Marketing (Banking & Finance)	0.67	10	Thought provoking Methodology/ ICT Based Audio/Visuals

Practical – Group Discussion			
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References:

Dr. K. Karunakaran , Services Marketing (Text & Cases in Indian Context), 2001

S. M. Jha, Service Marketing, Himalaya publishing house, 2019

Dr. V. N. Joshi, Service Marketing, Chandralok Prakashan, 2015

Steve Baran Kim Harris & Toni Hilton, Service Marketing Text & Cases, published by S. Baran, K. Cassidy & T. Hilton, 2009



Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous and Constituent College of Karmaveer Bhaurao Patil, University, Satara)

B. Com (Information Technology) -I (Semester-II)

Subject- Service Marketing-(Minor) (Credits-02)

B.Com (Information Technology)

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To acquaintance with the basic concept of service marketing.

To development Knowledge about Quality Management in service marketing

To understanding new trends in service marketing.

Course Outcomes: After Studying this Course Students will able to-

Understand basic concept of service marketing

Introduced Knowledge about Quality Management in service marketing

Expressing new trends in service marketing.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	Introduction to Service Marketing			
	1.1 Meaning Definition and Nature			
	1.2 Characteristics of Service Marketing		10	
	1.3 Importance of Service Marketing	0.66		Lecture Interactive
	1.4 Difference Between Service and Product			ICT Based Project

	1.5 7 Ps of Service Marketing			
	Practical -			
2	Quality Management in Service Marketing			
	2.1 Meaning Definition and Nature			Total or Talenta
	2.2 Five Gap Model in Service Quality			Lecture Interactive ICT Based Seminar
	2.3 Techniques of improving Service Quality		10	
	2.4 Reasons of Service Failure	0.67		
	2.5 Process of effective service recovery			
	Practical –Seminar			
3	IT- Service Marketing			
	3.1 Meaning Definition and Nature			
	3.2 Dimensions of IT Service	0.67		
	3.3 Service Market Segmentation of IT Users.		10	Thoughtprovoking Methodology/ ICT
	3.4 Marketing Practices in IT Services			Based
	3.5 Marketing Mix for IT Services			Audio/Visuals
	Practical – Group Discussion			

References:

Dr. K. Karunakaran, Services Marketing (Text & Cases in Indian Context), 2001

S. M. Jha, Service Marketing, Himalaya publishing house, 2019

Dr. V. N. Joshi, Service Marketing, Chandralok Prakashan, 2015



Dhananjayrao Gadgil College of Commerce, Satara

(An Autonomous and Constituent College of Karmaveer Bhaurao Patil, University, Satara)

B. A -I (Semester-II)

Subject- Service Marketing- (Minor) (Credits-02)

B.A()

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

To acquaintance with the basic concept of service marketing.

To development Knowledge about Quality Management in service marketing.

To understanding new trends in service marketing.

Course Outcomes: After Studying this Course Students will able to-

Understand basic concept of service marketing

Introduced Knowledge about Quality Management in service marketing.

Expressing new trends in service marketing.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	Introduction to Service Marketing			
	1.1 Meaning Definition and Nature			
	1.2 Characteristics of Banking Service Marketing		40	
	1.3 Importance of Banking Service Marketing		10	Lecture Interactive ICT Based Project
	1.4 Difference Between Service and Product	0.66		
	1.5 7 Ps of Service Marketing			

	Practical – Role Play Activity			
2	Quality Management in Service Marketing			
	2.1 Meaning Definition and Nature			Lecture Interactive
	2.2 Five Gap Model in Service Quality			ICT Based Seminar
	2.3 Techniques of improving Service Quality	0.67	10	
	2.4 Reasons of Service Failure			
	2.5 Process of effective service recovery			
	Practical – Seminar			
3	Recent Trends in Service Marketing			
	3.1 Meaning Definition and Nature			
	3.2 Business Process Outsourcing – Importance			Thought provoking
	3.3 Knowledge Process Outsourcing- Types			Thought provoking Methodology/ ICT Based
	3.4 Marketing Process Outsourcing-Advantages			Audio/Visuals
	3.5 Recent trends in Service Marketing	0.67	10	
	Practical – Group Discussion		10	

References:

- Dr. K. Karunakaran , Services Marketing (Text & Cases in Indian Context), 2001
- S. M. Jha, Service Marketing, Himalaya publishing house, 2019
- Dr. V. N. Joshi, Service Marketing, Chandralok Prakashan, 2015

Steve Baran Kim Harris & Toni Hilton, Service Marketing Text & Cases, published by S. Baran, K. Cassidy & T. Hilton, 2009

Service Marketing People, Technology & Strategy , Published by Christopher Lovelock, $\boldsymbol{2}$

B. Com – II Business Administration(Semester- III)

 ${\bf Subject-Business~Administration~(Fundamentals~of~Entrepreneurship) Paper-I~(Major)}$

(Credits-04)

Sub.Code:2312301

Syllabus under (NEP-2020)

With effect from:- June,2024

Course Objectives:

To assess students with basics of Entrepreneurship.

To articulate knowledge of qualities and factors affecting entrepreneurship.

To develop small and medium business formation ability among students.

To illustrate students with entrepreneurship development process.

Course Outcomes:

Assessment of basics of entrepreneurship.

Articulation of qualities and impact of factors on development of entrepreneurship.

Illustration with entrepreneurship development process.

Sr.	Content	Learning	Teaching	Teaching
No.		Outcomes	Methods	Hours
	Entrepreneur and Entrepreneurship			
	A) Entrepreneur:			
	Meaning and Definition			
	Qualities of Entrepreneurs			
	Functions of Entrepreneur			
UnitI	B) Entrepreneurship:	Acquaintance	Lecture,	
	Meaning and Definition	with concept and qualities of entrepreneur.	Interactive ICT Based	15 Periods

	1.5. Entrepreneur and Entrepreneurship Factors contributing to growth of Entrepreneurship Obstacles before entrepreneurship inmodern era., Theories of Entrepreneurship - Joseph Schumpeter's Innovation Theory, McClelland's Theory of need achievement,			
UnitII	Micro, Small and Medium Enterprises (MSME) Meaning and Definition as per MSME Act 2018 Features and Importance of MSME Schemes for promoting MSME: Khadi and Village Industry Commission, Mudra yojana, Chief minister Employment Generation Program (CMEGP) Problems & remedies of MSME Formation of small enterprise	Knowledge regarding MSME	Lecture InteractiveICT Based Discussion Method Visit	15 Periods
UnitIII	Entrepreneurship Development: Concepts, Kakinada Experiment Objectives and need of ED Scope of Entrepreneurship development Process of EDP Problems and measures of EDP inIndia Institutional support for Entrepreneurship development-EDII, NIESBUD, MCED, DIC.	process		15 Periods

	Women Entrepreneurship:	Understanding	Lecture	
		about new Trends		
UnitIV	Definition & Characteristics, Types	in the area of	BasedProject	15 Periods
		Entrepreneurship		
	Problems of women entrepreneurs	•	Industrial	
	Remedies for women Entrepreneurship			
	development in India.			
	Role of Self Help Groups (SHGs) in Women			
	Entrepreneurship Development.			
	Success stories of women entrepreneurs –			
	Veena Patil, Indira Nooyi. (Food &			
	Beverages)			
	Dofowonaeg hooks			

References books:

Dynamics of Entrepreneurial Development & Management By Vasant Desai.

Udyojakata by Prabhakat Deshmukh

Entrepreneurship Development in India by C.B. Gupta & N.P. Shrinivasan

Project preparation Appraisal, implementation By Prasanna Chandra

Entrepreneurship and small Business management By Shukla M. B.

Entrepreneurial Development by Khanak S. S.

Entrepreneurial Development by Godron E. & Natarajan K.

Entrepreneurial Development by Tanejasatish & Gupta S. L.

Current Trends in Entrepreneurship by Mohan S. Elangovan R.

Entrepreneurship Robert D. Hisrich Michael, P. Peter

Dr. Parag Ajagaonkar, Dr. Anjali Patkar, Introduction to

B. Com – II Business Administration (Semester- IV)

Subject- Business Administration (Agriculture and Service Entrepreneurship) Paper-II (Major)

(Credits-04)

Sub.Code:2312401

Syllabus under (NEP-2020)

With effect from:- June,2024

Course Objectives:

To asses students the basic concept of rural and women entrepreneurship

To articulate knowledge of identification of project and designing of project report.

To illustrate students the problems of family business.

Course Outcomes:

Students will acquaint with the concept of rural and women entrepreneurship.

Students will able to prepare project report and its management.

Students will encourage through successful stories of Entrepreneurs.

Sr.	Content	Learning	Teaching	Teaching
No.		outcomes	Methods	Hours
UnitI	Rural and Argo EntrepreneurshipA)Rural Entrepreneurship: Meaning and Concept, Importance Problems of Rural Entrepreneurship Strategies for Rural EntrepreneurshipDevelopment, B) Argo Entrepreneurship Meaning, Concept and Characteristics Role and Importance of agriculture sector Scope in Agricultural Sector Problems and Measures in AgroEntrepreneurship, Success Story:		Lecture, Interactive ICT Based Videos on SHG, s and Lijjat papad.	15 Periods

	Sahyadri Argo Producers company, Nashik			
	2.8 Dnyaneshwar Bodak			
	Entrepreneurship in Service Sector			
	Entrepreneursing in Service Sector			
	1.1 Service entrepreneurship: Meaning definition and characteristics	II 1	I4	
	1.2 Importance of service entrepreneurship	0 3	Interactive	
UnitII		concept and scope of rural	l C1 Buseu	15
		and Agro	Method	Periods
		Entrepreneurs hip.	Industrial visit	
	1.5 Success story – Infosys	•		
	1.6 Hanumant Gaikwad (BVG Group)			
	Project Management:		Lecture Doing	
	Concept of project		through learning ICT Based Module	
UnitIII	Sources of project/ business opportunity	Identification of business	presentation	15
		opportunities	•	Periods
	Stages of Project Management			
	Reasons for failure of project			
	Project report on- Retail stores, Hotel, <i>Agri business</i> , Beauty Parlor, Online Business.			
	Recent Trends in Entrepreneurship			
	Intrapreneur, Webpreneurs, Digital entrepreneur.			
	Franchising- Concept, Characteristics& importance.		Lecture	
		Development	InteractiveICT Based	
Unit-IV		of abilities to become		15
		successful Entrepreneurs	Video on successful	Periods

Entrepreneurship and Skill Hub - Innovation, Invention and Incubation	Entrepreneu rs.
4.3.4 Unicorn Startup	
norr oneom surrup	

References books: Paper I& II

Dynamics of Entrepreneurial Development & Management by Vasant Desai.

Udyojakata by Prabhakat Deshmukh

Entrepreneurship Development in India by C.B.Gupta & N.P. Shrinivasan

Project preparation Appraisal, implementation By Prasanna Chandra

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Entrepreneurial Development by Khanak S. S.

Entrepreneurial Development by Godron E. & Natarajan K.

Entrepreneurial Development by Tanejasatish & Gupta S. I.

Current Trends in Entrepreneurship by Mohan S. Elangovan R.

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BCA II Sem - III

Subject- Fundamentals of Entrepreneurship Paper-I (Credits-02)

Sub.Code: 2304306

Syllabus under (NEP-2020)

w.e.f June,2024

Course Objectives:

- 1) To Acquaint the basic concept of Entrepreneur & Entrepreneurship.
- 2) To develop Knowledge about women Entrepreneurship.

Course Outcomes:

- 1) Description of the concept of Entrepreneur & Entrepreneurship.
- 2) Development of knowledge about Problems of women entrepreneurs.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	A. Entrepreneur			
	Meaning and Concept			
	1.2 Qualities of Successful Entrepreneur	1		
	1.3 Functions of Entrepreneur			Lecture Interactive ICT
	1.4 Types of Entrepreneurs			Based Project
	1.5 Obstacles to become an entrepreneur			
	B. Entrepreneurship		15	
	Meaning and Concept			
	Characteristics of Entrepreneurship			
	1.3 Importance of Entrepreneurship			
	1.4 Skills of Entrepreneurship			
	1.5 Types of Entrepreneurships			
	Practical – Seminar			
2	Women Entrepreneurship:			
	2.1 Definition & Characteristics			Thought provoking
	2.2 Problems of women entrepreneurs	1		Methodology/ ICT Based
	2.3 Remedies for women Entrepreneurship development in India.			Audio/Visuals
	2.4 Role of Self-Help Groups (SHGs) in Women Entrepreneurship Development.		15	
	2.5 Success stories of women entrepreneurs – Veena Patil, Chetana Sinha.			
	Practical – Seminar			

References:



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BCA II Sem - IV

Subject-Fundamentals of Entrepreneurship Paper-II (Credits-02)

Sub.Code: 2304406

Syllabus under (NEP-2020)

w.e.f June,2023

Course Objectives:

- 1) Students will acquaint with the knowledge of Technology in Entrepreneurship.
- 2) To develop Knowledge about Recent Trends in Entrepreneurship.

Course Outcomes:

- 1) Description of the concept of Technology in Entrepreneurship.
- 2) Development of knowledge about Recent Trends in Entrepreneurship.

Unit No	Contents of Unit	Credit Assigned	No. of Hours	Teaching Methods Adopted
1	Government Initiatives 1.1 Mudra Yojana – Objectives and Functions			Lecture Interactive ICT Based Project
	1.2 Dena Shakti Scheme – Impact of the Dena Shakti Scheme on women entrepreneur	1	15	
	1.3 Annapurna Scheme – Features			
	1.4 Stand Up India – Features			
	1.5 Pradhan Mantri Rozgar Yojana – Features			
2	Recent Trends in Entrepreneurship and Success Stories-			Thought provoking Methodology/
	A. Recent Trends in Entrepreneurship:	1		ICT Based Audio/Visuals
	1. Impact of Technology on Entrepreneurship	_		Audio/ visuais
	2. Recent Tips to Become a Successful Entrepreneur In IT.			
	3. Recent Top 8 Entrepreneurship trends (Related IT)		15	
	B. Success Story of Indian Entrepreneur:		13	
	1. Flipkart-Binny Bansal and Sachin Bansal.			
	2. Swiggy- Rahul Jaimini, Nandan Reddy and Sriharsha Majety.			
	3. Zomato- Deepinder Goyal.			
	4. Nykaa- Falguni Nayar.			
	Practical –Seminar			

References:

Dynamics of Entrepreneurship Development -Vasant Desai

Entrepreneurship Development in India- C.B.Gupta and N.P.Srinivasan

Entrepreneurship Development- S.S. Khanka

Entrepreneurship Development-Gordon E and Nataraja

Karmaveer Bhaurao Patil University, Satara

BBA (Aviation Management)

Syllabus Semester I

Sr. No.	Content	Credit Assigned		Teaching Methods
1	The Constitution of India Making of the Constitution Indian Fundamental Rights and Fundamental Duties Directive Principles of State Policy Meaning, Definition and Types of Democracy Dimensions of Democracy: Social, Economic and Political Democracy	1	15	Lecture.PPT
2	Good Governance Meaning, Nature and Need Principles of Good Governance Types of Good Governance Dimensions of Governance Challenges before Good Governance	1	15	Lecture,.PPT.

Reference Books -

Subhash C. Kashyap, Indian Political System

Niranjan Gopal Jalal, Politics in India

Sarkar, S. (2001). Indian democracy: the historical inheritance, the Success of India's Democracy, 23-46

Villian Rodridge, The Essence of Dr. B.R. Ambedkar in the Constitution & Democracy

S.R. Maheshwari, The Indian Administration

Chandra, B. (1999). Essays on contemporary India. Har-Anand Publicatio

CULTURAL HERITAGE OF INDIA (Credits-02)

(History of Indian Aviation)

Objectives:

To impart basic knowledge of Computer Applications

Understand basic concepts and terminology of information technology.

Have a basic understanding of personal computers and their operations.

SSr. NO.	Syllabus Unit	Credit	T Teaching Methods	TTeachin g Hours
		Assigned		3
	Introduction to Computers: Introduction, Definition, Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification of Computers, Applications of Computer, Capabilities and limitations of computer.	1	L Lecture, PPT, Interactive Methods	15
	Basic Computer Organization: Role of I/O devices in a computer system. Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System, Touch Screen, and Output Units: Monitors and its types. Printers: Impact Printers and its types. Non-Impact Printers and its types, Plotters, types of plotters, Sound cards, Speakers.	1	L Lecture, PPT, Interactive Methods	15
	Storage Fundamentals: Primary Vs. Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, EEPROM. Secondary Storage: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives.	1	LLecture, PPT, Interactive Methods	15
	SSoftware: Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets Presentation, Graphics, DBMS s/w.	1	LLecture, PPT, Interactive Methods	15

Reference Books:

Computer Fundamentals by P.K.Sinha

Introduction to Information Technology by Rajaraman V

Introduction to Information Technology: ITL Education Solutions Limited by ITL ESL

Objectives:

To gain knowledge of basics in Environmental concept.

To understand the effects of pollution from various sources.

Unit No	Name & Contents of Units	Credits Assigned	No .of Hours	Teaching Method		
1	Introduction to Environmental Science Definition, Scope and Importance Multidisciplinary nature of Environmental Studies Concept, Structure and Functions of Ecosystem Concept of Sustainable development		15	Lecture Discussion PPT Videos		
2	Environmental Pollution Meaning and Definition of Pollution Types of pollution Effects and Causes of Pollution Contemporary Approaches- Global Warming, Acid Rain, Ozone Layer Depletion, Water Conservation, Rain Water Harvesting, Watershed Management		15	Lecture Discussion PPT Videos		
	Reference Books- Agarwal, K. A.2001, Environmental Biology, Nidhi Pub. Ltd., Bikaner Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd Ahmadabad Brunner R.C. Marine Pollution, Clanderson Press Oxford (TB) Environmental Encyclopedia, Jaico Pub. House, Mumbai Dr. A.K, Environmental Chemistry, Wiley Western Ltd					

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B.Com. III

Semester-V

(Compulsory Paper)

Business Regulatory Framework, Paper-I, Subject Code:

Objectives:

To create legal awareness among the students.

To acquaint the students with the latest laws governing business and commercial transactions.

Sr. No	Content	Learning Outcomes	Teaching Methods	No. of Lectures
1	Unit-I Law of Contract-General Principles (Indian Contract Act, 1872) Definition of Business Law and its sources Definition, essential element and kinds of contract Offer and Acceptance Capacity of Parties Consideration Free Consent and Legality of Objectives Void Agreements Discharge of Contract Remedies for Breach of Contract	Knowledge about the Law of Contract- General Principles (Indian Contract Act, 1872)	Lecture, Interactive ICT Based Use of case lets	15
2	Unit-II Special Contract: Indemnity and Guarantee Contract: 2.1.1 Definitions 2.1.2 Parties to contracts	Acquaintan ce with the Special Contract	Lecture Interactive ICT Based	15

	2.1.3 Distinction between a Contract of		Discussion	
	Indemnity and a Contract of Guarantee		Method	
	2.1.4 Types of Guarantee			
	Contract Bailment and Pledge:			
	2.2.1 Definitions			
	2.2.2 Features			
	2.2.3 Distinction between Bailment and Pledge			
	Contract of Agency:			
	2.3.1Definition			
	2.3.2 Modes of creation of agency and its termination.			
3	Unit-III Sale of Goods Act		Lecture	
	3.1 Contract of sale of goods: Concept and essentials		Interactive	
	3.2 Sale and Agreement to Sale	Acquaintan ce with	ICT Based	15
	3.2 Conditions and Warranties	Sale of Goods Act.	Group Discussion	
	3.3 Performance of contract of sale		Industrial	
	3.4 Unpaid seller and his rights		Visit	
4	Unit-IV Limited Liability Partnership Act, 2008	Acquaintan	Lecture	
	4.1 Salient features of Limited Liability Partnership Act	ce with Limited	Interactive	
	4.2 Nature of limited liability partnership	Liability Partnership Act, 2008	ICT Based	15
	4.3 Incorporation of limited liability partnership	ACI, 2000	Discussion Methods.	
	4.4 Limitations of liability of LLP and partners			

Reference Books:

- 1) Business Law- Kavita Krishnamurthi
- 2) Essentials of Business and Industrial Laws- B.S. Moshal
- 3) Business Law- M.C. Kuchhal
- 4) Elements of Mercantile Law- N.D. Kapoor

- 5) Mercantile Law- Arun Kumar
- 6) Mercantile Law- S.S.Gulshan
- 7) The Principles of Mercantile Law- Avtarsingh
- 8) Commercial and Industrial Law-A.K. Sen and J.K. Mitra

Websites:

- 1) http://www.answers.com/topic/contracts-legal
- 2) http://www.lectlaw.com/def/1031.html
- 3) www. expert.com, Expert Law Library

Concerned bare Acts may also be referred.

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B.Com. III

Semester-VI

(Compulsory Paper)

Business Regulatory Framework Paper II Subject Code:

Objectives:

- 1. To create legal awareness among the students.
- 2. To acquaint the students with the latest laws governing business and commercial transactions

Sr. No	Content	Learning Outcomes	Teaching Methods	No. of Lectures
1	Unit-1: Consumer Protection Act and Right to Information Act 2005 Definitions of Consumer, Complaint, Complainant, Service, Defect, Deficiency Unfair Trade Practices, Consumer Dispute, Restrictive Trade Practices Rights of Consumers Consumer Dispute Redressal Agencies: District,	Knowledg e about the Consumer Protection Act and Right to Informatio n Act 2005	Lecture, Interactive ICT Based Use of case lets	15
	State and National Commissions RIT Act-Nature, Scope and Importance			
2	Unit-2: Law Relating to Corporate Business Entities 2.1 Incorporation of a company, doctrine of Ultravires and Doctrine of Indoor Management 2.2 Company Management 2.3 Types of Company Meetings & Resolutions 2.4 Mergers and Acquisitions	Acquainta nce with Law Relating to Corporate Business Entities	Lecture Interactive ICT Based Discussion Method	15

	2.5 Winding up of Company			
3	Unit-3: The Securities and Exchange Board of India (SEBI)Act, 1992 3.1 Powers and functions of SEBI 3.2 Role of stock exchanges 3.3 Recognition of stock exchanges 3.4 Trading of securities 3.5 Listing of securities 3.6 Regulation of Depositories	Acquainta nce with The Securities and Exchange Board of India (SEBI)Act , 1992	Lecture Interactive ICT Based Group Discussion Industrial Visit	15
4	 4.1 E-commerce: Nature, formation, legality and recognition 4.2 Intellectual Property Rights: Patent, Copy Right, Trademark and Industrial Design (only concepts) 4.3 Digital Signature: Need, formation, functions, Digital Significance Certificate and Revocation of Digital Signature 4.4 Cyber crimes and offences 4.5 Penalties for cyber crimes 	Acquainta nce with Business Transactio ns and Cyber Law	Lecture Interactive ICT Based Discussion Methods.	15

Reference Books:

- 1) Business Law- KavitaKrishnamurthi
- 2) Essentials of Business and Industrial Laws- B.S. Moshal
- 3) Business Law- M.C. Kuchha