

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/101

Subject Name: - Financial Accounting

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand basics of concepts of accounting, the process of accounting. Details of partnership accounting and accounting of non-trading organization.

Course Objectives:-

To understand the basic concepts of accounting, to explain details about partnership accounting, to acquaint with accounting of non-trading concerns and to identify the basics of tally

Course Outcomes:-

- To understand all the basics of double entry book keeping
- To define and explain about partnership
- To calculate different methods of depreciation
- To identify and calculate farm accounting revenues and the profitability
- To understand the basics of tally and computerized accounting.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/102

Subject Name: - Business Economics (Micro)

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand basics of business economics, to know the production function, cost concepts, market structure and factor pricing.

Course Objectives:-

To understand the demand analysis, law of demand, elasticity and the total revenue concepts. The production function with law of variable proportions and law of returns are explained. Types of costs and the market structure identifying monopoly, monopolistic competition and oligopoly are explained.

Course Outcomes:-

- Micro economic setup with market mechanism is explained.
- The demand analysis with elasticity of demand is explained.
- Laws of proportions and returns to scale are explained.
- Types of costs are defined
- Market structure with concepts monopoly, monopolistic completion and oligopoly are defined.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/103

Subject Name: - Marketing

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to know the concepts of marketing, to understand 4P's of marketing mix and to identify the recent trends in marketing.

Course Objectives:-

To understand the definition of market, marketing, functions of marketing, to know the features of branding, define and explain product mix and pricing methods.

Course Outcomes:-

- To understand concept of Market, Marketing.
- To understand Classifications of Marketing.
- To understand 4P's of Marketing Mix.
- To know the explanation of Market Mix, Product Mix.
- To know the recent trends in marketing.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/104F

Subject Name: - Functional English

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand communication skills in English. It is intended to develop basic conversational and writing skills in English

Course Objectives:-

To understand communication skills in English, to acquaint with basic conversational skills, to acquaint with basic writing skills, to develop reading habits.

Course Outcomes:-

- Students, after learning functional English identify reading skills and grammar
- They understand the conversational skills
- They select the correct writing skills for functional English
- They identify common grammatical errors in English.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/104J

Subject Name: - Japanese

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand communication skills in Japanese. It is intended to develop basic conversational and writing skills in Japanese

Course Objectives:-

To understand communication skills in Japanese, to acquaint with basic conversational skills, to acquaint with basic writing skills, to develop reading habits.

Course Outcomes:-

- Students, after learning Japanese, identify reading skills and grammar
- They understand the conversational skills
- They select the correct writing skills for Japanese
- They identify common grammatical errors in Japanese.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester I

Subject Code: - BCOM19/105

Subject Name: - Computational Skills

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week: - 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand basics of Computers along with the Typing speed and to develop the knowledge of Word, Excel and PowerPoint

Course Objectives:-

To understand in details uses of word excel and PowerPoint. to understand the basis of computer.

Course Outcomes:-

- Students, after learning Computational Skills, identify typing speed and basics of computer
- They understand the Microsoft office, Word, Excel and PowerPoint
- To understand the evolution of computer
- To understand what are input and output devices
- To understand what are primary and secondary storage systems.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester II

Subject Code: - BCOM19/106

Subject Name: - Environment

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the importance of environment and the eco-system. It is intended to explain the social issues related to environment.

Course Objectives:-

To provide students knowledge about the environment, eco-system and bio-diversity. To understand the environmental issues like pollution, social and human related issues.

Course Outcomes:-

- Students understand importance of environment and natural resources.
- They become aware about the eco-system and bio-diversity.
- Explanation about environmental and social issues are explained.
- Determination of factors affecting environment is made.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester II

Subject Code: - BCOM19/107

Subject Name: - Fundamentals of Banking

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts in banking and the services provided by a commercial bank. It is intended to acquaint students with different types of negotiable instruments and the modern technology used in banks

Course Objectives:-

To understand the basic knowledge of banking. To identify the functions of commercial banks. To know the procedure of opening different accounts. To know the design of lending principals.

Course Outcomes:-

- Students will learn the functions of commercial banks.
- They understand the different types of accounts and types of customers.
- The lending procedure, credit creation is explained
- The negotiable instruments are defined with the types of endorsements
- The modern technology used in banking is explained.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester II

Subject Code: - BCOM19/108

Subject Name: - Entrepreneurship Awareness

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to acquaint students with basics of entrepreneurship. It is intended to cater the awareness about Indian business environment with problems faced.

Course Objectives:-

To understand the Indian banking environment with the problems faced. The role of the government agencies is explained along with national and international agencies.

Course Outcomes:-

- To understand Indian banking environment.
- To define the problems of growth
- To know the role of the government
- To identify national international agencies related to entrepreneurship

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester II

Subject Code: - BCOM19/109

Subject Name: - Business Management

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts of management. To identify the evolution of management thoughts contributed by management thinkers. To understand the functions of management.

Course Objectives:-

To understand the concepts of management. To know the explanation of the evolution of management thoughts. To define the functions of management like planning, organizing, forecasting etc.

Course Outcomes:-

- Students understand the basic concepts of management
- They appreciate the evolution of management thoughts
- They learn the functions of management and the organizational structure.
- To identify and appreciate the theories of leadership

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester II

Subject Code: - BCOM19/110

Subject Name: - Indian Legal System

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

Knowledge of law is essential for becoming a responsible citizen of the nation. The Indian Legal System originates from the British Legal System. There are various areas of law, being introduced in this course.

Course Objectives:-

The course has been designed for students to understand the basic framework of Indian Legal System. To understand the important provision of the constitution of India & the important commercial laws.

Course Outcomes:-

- Students understand the basic framework of Law in our nation
- They appreciate the main contents of the constitution of India
- To understand the outline of the Contract Act, etc .

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester III

Subject Code: - BCOM19/201

Subject Name: - Business Communication

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts communication, the types and formats of business letters, to understand the importance of reports writing and the use of information technology in communication.

Course Objectives:-

To understand the contents and types of a business communication. To know the various methods of communication. To know the importance of body language, to know the types of business letters and report writing.

Course Outcomes:-

- Students understand the importance and types of business communication.
- To identify the methods of communication.
- To define and explain the interpersonal skills and body language.
- To know the design of reports writing
- To identify the importance of information technology in communication

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester III

Subject Code: - BCOM19/202

Subject Name: - Corporate Accounting

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the importance of corporate accounting, to know the basic concepts of accounting standards, calculate accounts of holding companies and liquidation of companies.

Course Objectives:-

To understand the formalities in the issue of shares, to be able to calculate the profit prior to incorporation and the accounts of holding companies, to explain the various accounting standards prescribed. To calculate the process of liquidation of companies.

Course Outcomes:-

- To understand the process of issue of shares and their forfeiture
- To be able to calculate the profit prior to incorporation and accounts of holding companies
- To calculate the liquidation process of companies
- To explain the accounting standards

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester III

Subject Code: - BCOM19/203

Subject Name: - Corporate Law

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to acquaint with company law. This course is intended to cater the various aspects of company form of organization.

Course Objectives:-

To provide students with all basic knowledge about joint stock companies its documents and the procedures. Details of company management, documents up to winding up of a company are explained.

Course Outcomes:-

- Student understand joint stock company as a form of organization
- Identify important documents like shares, debentures and others.
- Detailed design of company management and its procedure of day to day working is observed
- Winding up procedure of company is identified and explained.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester III

Subject Code: - BCOM19/204

Subject Name: - Business Economics (Macro)

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the overview of Macroeconomics. It is intended to cater the areas like money, inflation, trade cycle, national income and public finance.

Course Objectives:-

To understand the basic concepts of Macro economics. Define money and theories of money. To know the theory of inflation and laws of market. Define concepts in national income and public finance.

Course Outcomes:-

- To understand the basic concepts in macro economics
- To understand the theory of money
- To state and explain the laws of market
- To explain the trade cycle
- Identify sources of national income
- Calculate the extent of public finance

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester III

Subject Code: - BCOM19/205

Subject Name: - Organization Trade & markets

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

Study of organization structure is essential in commerce education. The trade & commerce has expanded with different types of markets. Interference of the State is also important.

Course Objectives:-

The nature of business in modern context has expanded a lot after studying this course student will understand organized as well as regulated market. Further the state in trade & role of Co-operatives & Securities Markets is explained in this course.

Course Outcomes:-

- To know the nature of business in modern context
- To study the extent of State in Trade.
- To understand Organize & Regulated Market
- To appreciate the principles of co-operative.
- To study the basics of Security Market & understand the recent trends in security markets

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester IV

Subject Code: - BCOM19/206

Subject Name: - MS Office

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts MS office, word, excel, power-point. Student should acquaint with the working on computer such as letter typing.

Course Objectives:-

- To provided students basic knowledge of computers hardware and software,
- Ms-word Excel , access.

Course Outcomes:-

- Students understand the basic of computers hardware and software.
- Definitions and functions of keys in Ms-Word, Excel, Access.
- Calculation of data with the use of excel .
- Design of presentations, slides and painting.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester IV

Subject Code: - BCOM19/207

Subject Name: - Business Regulatory Framework

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts in business related laws .It is intended to cater the students with legal background relating to business .

Course Objectives:-

To understand the concepts of business laws and to provided students knowledge of provisions of commercials laws .

Course Outcomes:-

- Students understand important sections of laws like Contract act,Sales of Goods Act ,Negotiable instrument and Consumers protection Act.
- Definition and explanations of various terms.
- Identify the case laws under these Act
- Explanation of the protection of consumer.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester IV

Subject Code: - BCOM19/208

Subject Name: - Advanced Accountancy

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the Frame work of Banking Cos and Insurances Companies .It is indented to cater students with advanced topic like Insurance claim ,Branch Account Analysis Of Financial data .

Course Objectives:-

To impart knowledge of financial accounts of banking and insurances companies. To understand the advanced topics likes accounting standards.

Course Outcomes:-

- Students understand the sets up of banks and insurance companies.
- Define and explain the technical terms NPA ,Insurance claim.
Identify the accounting standards of National and International
Calculated and analysis of financial data .

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester IV

Subject Code: - BCOM19/209

Subject Name: - Taxation & Auditing

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts of taxation. It is intended to cater the knowledge of auditing practices.

Course Objectives:-

To understand the concepts of Income tax, calculate the taxable income and the auditing practices.

Course Outcomes:-

- Students understand various definitions under income tax
- Computation of taxable income under various heads:- house property, capital gains and other sources.
- Identify principals of auditing
- Explanation of audit process
- Design of audit report and tax audit report

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester IV

Subject Code: - BCOM19/210

Subject Name: - GST

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The Goods & Services Tax (GST) has been introduced in India from July 2017. It has scrapped as many as 17 indirect taxes. A number of provisions for registration, documentation & report system has been devised under GST. The GST council plays an important role in the administration & changes in the GST tools. It is essential to study GST for commerce students.

Course Objectives:-

GST regime has brought a lot of changes in the Indirect taxes of India. Students will understand the basics of GST, number of concepts & the procedural part of GST. Documentation in GST & reporting system has to be understood.

Course Outcomes:-

- To understand the background, introduction & implementation of GST.
- To know the history of GST in India & other countries
- To study the concepts & procedure under GST
- To appreciate the role of GST council.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/301

Subject Name: - Soft Skills

Core / Complementary: - Complementary

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts of communication skill, stress management and basic legal knowledge.

Course Objectives:-

To understand the communication skills, importance of time management and CSR. The legal framework in India is explained.

Course Outcomes:-

- Students understand communication skills, body language.
- Importance of stress management.
- Identify the corporate social responsibilities
- Understand the basic legal framework

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/302C

Subject Name: - Cost & Works Accounting I

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts cost and works accounting.

Course Objectives:-

To understand the concepts of elements of cost:- material, labour and other expenses. Classification of costs and types of costs. Labour turnover, labour cost, remuneration and incentives.

Course Outcomes:-

- Students acquaint with the knowledge of various cost concepts
- To understand recording and ascertaining costs
- Calculations relating to material and labour costs.
- To understand store organization, material accounting and inventory turnover

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/303C

Subject Name: - Cost & Works Accounting II

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts of overheads, process costing and operating costing. It is indented to understand the advance knowledge of capacity costing, job costing, operating costing and process costing.

Course Objectives:-

To understand the definition of overheads. Collection allocation, apportionment and reapportionment of overheads, under and over absorption of overheads. To know different methods of costing :- job costing and contract costing.

Course Outcomes:-

- Students understand the concepts, principles and application of overheads.
- They understand various methods of costing and their application
- They understand operating costing, cost unit, cost sheet for transport
- To know the meaning of process costing:- inter process profit and theory

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/304C

Subject Name: - Cost & Works Accounting III

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to impart training regarding techniques of cost control. To know the marginal costing, breakeven-point, budgetary control, standard costing and uniform costing.

Course Objectives:-

To understand the training regarding techniques of cost control. To create awareness among the student's regarding cost control and cost reduction. It provide training as regards concept, procedures and legal provisions of cost audit and develop the skills in cost control and in cost audit.

Course Outcomes:-

- Students understand marginal costing
- They understand budgetary control
- They know uniform costing and inter firm comparison
- Understand Standard costing, cost audit and target costing.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/302E

Subject Name: - Entrepreneurship Development I

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basic concepts entrepreneur. It helps to understand entrepreneur and entrepreneurship. it is contents the autobiography of entrepreneurs which helps the student to gain the path given by successful entrepreneurs.

Course Objectives:-

To understand the concepts of group entrepreneurship. to understand challenges and barriers to entrepreneurship development. Understand the meaning of creativity and innovation.

Course Outcomes:-

- Students understand social responsibility of business.
- Strategies of leadership, social audit
- Students understand entrepreneurship in service industry.
- Students understand franchising

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/303E

Subject Name: - Entrepreneurship Development II

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of business opportunities and market survey.

Course Objectives:-

To understand the concepts to develop their entrepreneurial competence. To develop knowledge and understanding in creating and managing new venture. To understand the autobiography of various entrepreneurs.

Course Outcomes:-

- Students understand business opportunities and market survey
- Students understand various institutional and government support for new ventures
- Students understand about their own business plan
- Students understand about business crises, sickness and its management
- Students get the knowledge about key tools and techniques to set up new business ventures

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/304E

Subject Name: - Entrepreneurship Development III

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of innovation sources of innovation and creativity. To understand internal and external business situation. To understand the leadership.

Course Objectives:-

To understand the concepts of entrepreneurship. It helps to understand the behavioral aspects of entrepreneurship. it understands the entrepreneurial competencies.

Course Outcomes:-

- Students understand the concepts of leadership, motivation and stress management
- Students understand internal and external business situation
- Students understand stress management and entrepreneurial motivation
- Students understand theories of motivation

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester V

Subject Code: - BCOM19/305

Subject Name: - Study of Business Houses

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

Indian economy is one of the leading economics of the world. All round economic development of India is mainly contributed by the development in industries & business. It is essential to study the role of business houses in India.

Course Objectives:-

Indian industry has long tradition over 100 years. Starting with Agro based industries, automobile, chemical & pharma industries have developed. In the last few decades the IT sector has been contributing a grate. It is necessary to study the role & contribution of these sectore in the Indian Economy.

Course Outcomes:-

- To know the history & developments of business houses in India
- To understand the extent of various industrial activates in India
- To appreciate the contribution of leading business houses in the Economic development of India.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/306

Subject Name: - Tally

Core / Complementary: - Skill Enhancement

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the basics of tally. To know the concepts of inventory in tally. To know various tally vouchers,

Course Objectives:-

To understand the concepts in tally. Understanding inventory options in tally. It helps in understanding tally vouchers credit note vouchers, purchase voucher and debit note vouchers.

Course Outcomes:-

- Students understand overview of tally
- Students understand working with tally
- Students understand inventory in tally
- Students understand tally vouchers.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/307B

Subject Name: - Banking and Finance I

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand Indian banking system in India. It helps to understand commercial banking. To understand private sector and public sector banking.

Course Objectives:-

To understand the concepts of co-operative banking in India. To understand the center banking – reserve bank of India. To understand the problems of nationalized banks, rationale and objective of reforms.

Course Outcomes:-

- Students understand and acquaint with Indian banking system
- Students aware of latest banking system
- They understand details about banking sector reforms
- They are acquaint with role of reserve bank of India

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/308B

Subject Name: - Banking and Finance II

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand Indian money market, Indian capital market, non banking finance companies, specialized financial institutional and investment institutions in India

Course Objectives:-

To understand the concepts of Indian money market, specialized financial institutions and investment institutions India. To know the meaning and functions of capital market. Menaing of NBFC and functions of NBFC's

Course Outcomes:-

- Students acquaint with financial market and it various segments
- Students understand operations and developments in financial market in India
- Students understand functioning and role of financial institutions in Indian economy

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/309B

Subject Name: - Banking and Finance III

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of law relating to banking in India. Negotiable instruments: - to know promissory note, bills of exchange and cheque. To understand relationship between banker and customer

Course Objectives:-

To understand the concepts of securities for advances – principles of secured advances, precautions to be taken by the banker while advancing against documents of title to goods. To understand project appraisal and recovery measures.

Course Outcomes:-

- Students understand laws relating to banking in India
- Students understand Negotiable Instrument Act.
- To understand Paying banker and collecting banker
- To know project appraisal system and recovery measures

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/307M

Subject Name: - Marketing Management I

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of Marketing, evolution of marketing, scope of marketing. To understand factors affecting marketing environment. To understand marketing planning, control of marketing operations. To understand features and principles of Customer Relationship Management.

Course Objectives:-

To understand the concepts of market research. To understand market research and marketing research. To know the marketing services its features classification and strategies. To understand new product development strategy.

Course Outcomes:-

- Students understand Marketing Communication
- To understand marketing new product development strategy
- To understand rural marketing / agri marketing

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/308M

Subject Name: - Marketing Management II

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of modern marketing techniques. Developing marketing skills in students.

Course Objectives:-

To understand the concepts of marketing management. To understand Market segmentation. To understand buyer behavior, buying process, basics for segmentation patterns of market segmentation.

Course Outcomes:-

- Students understand ethics and social responsibilities of market, social market
- Students understand customer relationship management
- They understand retail marketing
- They understand international marketing

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/309M

Subject Name: - Marketing Management III

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week :- 04(1 hour per lecture)

Introduction:-

The course has been designed for students to understand the concepts of meaning scope elements of advertising. To understand advertising media classification, characteristics of different media comparative study of advertising.

Course Objectives:-

To understand the concepts of construction of advertising material. To understand constructional of advertising material. Future of advertising in India

Course Outcomes:-

- Students understand advertising media in detail
- Students understand advertising layout
- Students choose advertising as a career
- Students understand branding

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - B.com – Semester VI

Subject Code: - BCOM19/310

Subject Name: - E-commerce

Core / Complementary: - Core

Credits: - 04

No. Of Lectures per week: - 04(1 hour per lecture)

Introduction:-

. The course has been designed for students to understand the concepts of meaning scope elements of E-commerce. To study the current trends in commerce.

Course Objectives:-

To understand the concepts of E-commerce, its importance and current needs of e-commerce.

Course Outcomes:-

- Students understand current trends in commerce
- Students understand e-commerce
- Students choose advertising in social media