



**M. C. E. Society's  
Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1  
(Autonomous) Affiliated to Savitribai Phule Pune University  
NAAC accredited 'A' Grade

**F.Y.B.Com Compulsory English**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Compulsory English-II</b>
<b>Course Code</b>	21CBCO121
<b>Semester</b>	II
<b>No. of Credits</b>	3

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To offer relevant and practically helpful pieces of prose and poetry to students so that they not only get to know the beauty and communicative power of English but also its practical application
2.	To encourage them to understand and appreciate prose writings of well-known writers.
3.	To motivate them to enjoy the intrinsic rhythmic beauty of lyrical poetry.
4.	To develop oral and written communication skills of the students so that their employability enhances
5.	Help students improve the range and depth of their vocabulary.

**Course Specific Outcome**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Students appreciate shorter literary texts and understand prose writings of well-known writers in a literary text.

2.	They are able to understand and appreciate short lyrical poems.
3.	They are able to write short reports, personal and business letters.
4.	To develop oral and written communication skills of the students so that their employability enhances.
5.	Students appreciate shorter literary texts and understand prose writings of well-known writers in a literary text.

### Syllabus

Unit No	Title with Contents	No. of Lectures
<b>Unit I</b>	<b>Prose and Short Stories</b>	<b>24</b>
	1. Indra Nooyi: A Corporate Giant- Indra Krishnamurthy Nooyi 2. Appro JRD- Sudha Murthy 3. Fur- Saki 4. After Twenty Years- O' Henry	
<b>Unit II</b>	<b>Poetry</b>	<b>10</b>
	1. O Captain! My Captain- Walt Whitman 2. Stopping by woods on a Snowy Evening – Robert Frost	
<b>Unit III</b>	<b>Language Skills : Grammar</b>	<b>12</b>
	1. Articles 2. Prepositions 3. Conjunctions 4. Simple Compound and Complex Sentences	
<b>Unit IV</b>	<b>Communication and Life Skills</b>	<b>08</b>
	1. Letter Writing, Report Writing and Blog Writing (Internals) 2. Preparing a SOP (Internals) 3. Resume Writing and E-Mails (Internals) 4. Non – verbal Communication (Internals)	

**References:**

1. Board of Editors, ed. *Success Avenue*. Hyderabad: Orient BlackSwan, 2019
2. Murphy, Raymond. *Intermediate English Grammar*. 2nd ed. Cambridge University Press.
3. Tickoo, M.L., Subramanian, A.E., and Subramaniam, P.R. *Intermediate Grammar Usage and Composition*. OrientBlackswan.



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### **Syllabus for B.COM**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Financial Accounting-II</b>
<b>Course Code</b>	21CBCO122
<b>Semester</b>	II
<b>No. of Credits</b>	4

#### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To impart knowledge of various software used in accounting
2.	To impart knowledge about final accounts of Departmental Accounting
3.	To impart knowledge about valuation of intangible assets
4.	To impart knowledge about accounting for leases

#### **Course Specific Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	To acquaint students with Computerized accounting, its application and utility.
2.	To Learn the concept of intangible assets and the methods of their valuation.
3.	To Understand the process and methods of leasing.
4.	To impart knowledge about Final Accounts of Departmental Accounts.

## Syllabus

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>I.</b>	<b>Software used in Accounting</b>	<b>12</b>
	1.Types of Accounting Software 2.Use of Accounting Software 3.Installation of Accounting Software 4.Advantages and disadvantages of Accounting Software 5. Voucher entry and Report Generation including GST transactions	2 1 1 1 7
<b>II.</b>	<b>Valuation of Intangibles</b>	<b>14</b>
	1.Valuation of Goodwill (Problem) 2.Valuation of Brands 3.Valuation of Patents, Copyright and Trademark , Brands	8 3 3
<b>III.</b>	<b>Accounting for Leases</b>	<b>14</b>
	1.Types of Lease (Finance Lease and Operating Lease) 2.Finance Lease (Hire Purchase and installment) (Theory) 3.Operating Lease 4.Royalty: Minimum Rent, Short Workings, Recoupment Of Short Working, Lapse of Short Working Journal Entries and Ledger Accounts in the Books of Landlord and Lessee	1 2 2 9
<b>IV.</b>	<b>Accounting for Departmental Accounts</b>	<b>14</b>
	1.Meaning and Introduction 2.Methods and Techniques 3.Allocation of expenses 4.Inter Departmental Transfers 5.Provision for unrealized profits 6.Problems on Departmental Final Accounts	1 1 2 2 7

**References:**

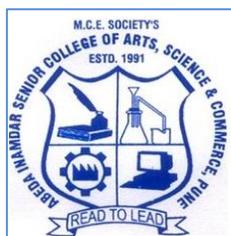
- Shukla M.C./ Grewal T.S. & Gupta S.C. (2017). Advanced Accounts (Library edition) (19th ed.). S. Chand Publishing.
- Tulsian, P. C., Tulsian, B., & Tulsian, T. (2020). Tulsian's Financial Management for CA Intermediate (New syllabus) | For paper 8a. McGraw-Hill Education.
- GOYAL, V. K., & GOYAL, R. (2012). Corporate Accounting. PHI Learning Pvt.
- Sharma, P., & Bhalla, K. (2020). Problems and solutions in Advanced Accounting for CA Intermediate: For group 2 - Paper 5 (CA examination series). McGraw-Hill Education.
- Garg, K. (2011). Accounting Standards & IFRS (with FREE download).

**Note: The breakup of marks in the Examination will be as follow**

<b>Component</b>	<b>Percent</b>
Theory	40%
Practical/ Problems	60%

**Practical for Semester– II**

<b>Topic</b>	<b>Mode of Practical</b>
Introduction to Computerized Accounting, Accounting software, Features, advantages and disadvantages	Library Assignment
Company creation	Hands-on-Training
Group & Ledger Creation & Voucher entry	Hands-on-Training



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### **Syllabus for FYBCOM**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Business Economics (Micro)–II</b>
<b>Course Code</b>	<b>21CBCO123</b>
<b>Semester</b>	<b>II</b>
<b>No. of Credits</b>	<b>3</b>

#### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To understand basic concepts of micro economics and their application
2.	To understand the tools and theories of economics for solving the problem of decision making by consumers and producers
3.	To understand the problem of scarcity and choices.

#### **Course Specific Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Interpretation of cost curves, integrate cost and revenue concepts, draw inferences
2.	Analyze features of different kinds of markets and evaluating pricing strategies
3.	Develop ability to understand the market structures under imperfect competition
4.	Understand the theory of marginal productivity.
5.	Understand the concept and theories in factor pricing

## Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>Unit I</b>	<b>Cost and Revenue</b>	<b>14</b>
	1. Concepts and Types of Cost <ul style="list-style-type: none"> <li>i. Economic Cost and Accounting Cost</li> <li>ii. Private Cost and Social Cost</li> <li>iii. Actual Cost and Opportunity Cost</li> <li>iv. Explicit Cost and Implicit Cost</li> <li>v. Incremental Cost and Sunk Cost</li> <li>vi. Fixed Cost and Variable Cost</li> </ul> 2. Relation between Total Cost, Average Cost, and Marginal Cost 3. Cost Curves in the Short run and Long run 4. Concept of Total Revenue, Average Revenue, and Marginal Revenue, and their interrelationship	
<b>Unit II</b>	<b>Pricing Under Perfect Market Conditions</b>	<b>10</b>
	1. Meaning of Market and its types 2. Pure Competition: Meaning and Features 3. Features of Perfect Competition 4. Price Determination in Perfect Competition 5. Equilibrium of Firm and Industry in Short Run and Long Run	
<b>Unit III</b>	<b>Pricing Under Imperfect Market Conditions</b>	<b>14</b>
	1. Meaning of Imperfect Competition 2. Monopoly: Features and Equilibrium, Price Discrimination 3. Monopolistic Competition: Features and Equilibrium 4. Oligopoly: Concept and Features 5. Duopoly: Concept and Features 6. Comparison of Perfect and Imperfect Competition	
<b>Unit IV</b>	<b>Factor Pricing</b>	<b>16</b>
	1. Marginal Productivity Theory of Distribution 2. Rent <ul style="list-style-type: none"> <li>i. Meaning and concept</li> </ul>	

	<ul style="list-style-type: none"> <li>ii. Ricardian Theory of Rent</li> <li>iii. Modern Theory of Rent</li> <li>iv. Concept of Quasi Rent</li> </ul> <p>4. Wages</p> <ul style="list-style-type: none"> <li>i. Meaning and Concept</li> <li>ii. Types of Wages <ul style="list-style-type: none"> <li>a) Minimum Wages</li> <li>b) Money Wages</li> <li>c) Real Wages</li> <li>d) Subsistence Wages</li> <li>e) Fair Wages</li> </ul> </li> <li>ii. Backward Bending Supply Curve of Labour</li> <li>iii. Role of Collective Bargaining in Wage Determination</li> </ul> <p>5. Interest</p> <ul style="list-style-type: none"> <li>i. Meaning and Concept</li> <li>ii. Loanable Funds Theory</li> <li>iii. Liquidity Preference Theory</li> </ul> <p>6. Profit</p> <ul style="list-style-type: none"> <li>i. Meaning and Concept</li> <li>ii. Risk Bearing Theory of Profit</li> <li>iii. Uncertainty Bearing Theory of Profit</li> <li>iv. Dynamic Theory of Profit</li> <li>v. Innovation Theory of Profit</li> </ul>	
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**References:**

- Ahuja, H. L. (2018). *Advanced economic theory: Microeconomic analysis* (21st ed.). S. Chand and Company.
- Hirshleifer, J. (2005). *Price theory and applications* (7th ed.). Prentice Hall.
- Samuelson, P. A., & Nordhaus, W. D. (2019). *Microeconomics* (2019 ed.). McGrawhill International.
- Lipsey, R. G. (1993). *First principles of economics* (2nd ed.). Weidenfeld & Nicolson.

- Kardes, F. R. (2002). *Consumer behavior and managerial decision making* (2nd ed.). Prentice Hall.
- Hubbard, R. G., O'Brien, A. P., & Hubbard, G. P. (2019). *Microeconomics* (7th ed.). Prentice Hall.
- O'Sullivan, A., Sheffrin, S. M., & Perez, S. J. (2020). *Microeconomics: Principles, applications, and tools* (10th ed.). Prentice Hall.
- Case, K. E., & Fair, R. C. (2019). *Principles of economics* (13th ed.). Pearson Education.
- Refer to the below link for recorded video explanation:  
[https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf\\_HPr012tvSF1](https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf_HPr012tvSF1)

**Syllabus: 21CBCO-124A– Business Mathematics and Statistics -II**

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>Unit I</b>	<b>Matrices and Determinants</b>	<b>10</b>
	1. Definition of matrices.	1
	2. Types of matrices.	1
	3. Algebra of matrices.	2
	4. Determinant of matrices.	2
	5. System of equations.	2
	6. Solution of system of linear equations by adjoint method (upto3 variables only).	2
<b>Unit II</b>	<b>Linear Programming Problem (LPP) and Transportation Problem</b>	<b>12</b>
	1. Concept of LPP.	1
	2. .Formulation of LPP.	1
	3. Solution of LPP by graphical method	2
	4. Concept of Transportation Problem	1
	5. Initial Basic Feasible Solution	1
	6. North West Corner Method	2
	7. Least Cost Method (LCM)	2
	8.Vogel’s Approximation Method	2
<b>Unit III</b>	<b>Correlation and Regression</b>	<b>08</b>
	1. Concept and types of correlation,Scatterdiagram,Interpretationwithrespe cttomagnitudeanddirection of relationship.	1
	2. Karl Pearson’s coefficient of correlation for ungrouped data.	1
	3. Spearman’s rank correlation coefficient.(with tie and without tie)	2
	4. Concept of regression, Lines of regression of Y on X for ungrouped data, prediction using lines of regression on Y on X where Y- dependent variable and X- independent variable.	2

	5. Regression coefficients and their properties (without proof). Examples and problems.	2
<b>Unit IV</b>	<b>Index numbers</b>	<b>16</b>
	1. Concept of index number, price index number, price relatives.	2
	2. Problems in construction of index number.	2
	3. Construction of price index number: Weighted index Number, Laspeyre's, Paasche's and Fisher's method.	3
	4. Cost of living/ Consumer price index number: Definition, problems in construction of index number.	3
	5. Methods of construction: Family budget and aggregate expenditure. Inflation, Uses of index numbers, commonly used index numbers.	3
	6. Examples and problems.	3
<b>Unit-V</b>	<b>Probability Theory</b>	<b>08</b>
	1. Concept of random experiment/trial and Possible outcomes; Sample Space and Discrete Sample Space.	2
	2. Events their types, Algebra of Events, Mutually Exclusive and Exhaustive Events, Complimentary events.	3
	3. Classical definition of Probability, conditional probability, Independence of Events: $P(A \cap B) = P(A) P(B)$ , Simple examples.	3

**Textbooks:**

1. Business Mathematics-Dr. S.M. Shukla, Dr. R.R. Sharma, Sahitya Bhawan Publications, Agra.

Unit I: Chapter 1, Chapter 2, Chapter 3.

2. Operation Research- Prem Kumar Gupta, Dr. D.S. Hira.

Unit II: Chapter 2(2.1, 2.2, 2.3, 2.6, 2.9, 2.10), Chapter 3 (3.1, 3.2, 3.3 section 3.5 upto Vogel's Approximation Method (VAM).)

3. Mathematical Statistics-J.N. Kapur and H.C. Saxena S. Chand Publication 20th Edition.

Unit III and Unit IV: Chapter 1, Chapter 2, Chapter 3, Chapter 10.

4. Business Mathematics and Statistics- N.G. Das, J.K. Das McGraw Hill, New Delhi.

Unit IV: Chapter: Index Numbers.

5. Probability and Statistics with Reliability, Quality, and Computer Science

Applications- Kishor Trivedi Prentice Hall of India, New Delhi.

Unit V: Chapter 1.

### **Reference Books:**

1. A Textbook of Business Mathematics (for B.Com and BBA courses of all Indian Universities) – Dr. Padmalochan Hazarika, S Chand and Company Limited.
2. Fundamentals of Mathematical Statistics Gupta S. C. and Kapoor V. K., Sultan Chand and sons 23, Daryaganj, New Delhi 110002.
3. Statistical Methods Gupta S. P. and Kapoor V. K., Sultan Chand and sons 23, Daryaganj, New Delhi 110002.
4. Applied Statistics Mukhopadhyaya Parimal New Central Book Agency Pvt. Ltd. Calcutta.
5. Fundamentals of Statistics Goon A.M., Gupta, M.K. and Dasgupta, B. World Press Calcutta.



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**Format for Syllabus**

**Syllabus for F.Y.B.Com.**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	Computer Concepts and Application -II
<b>Course Code</b>	21CBCO124B
<b>Semester</b>	2
<b>No. of Credits</b>	3

### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To make the students familiar with E-Commerce Tools
2.	To make the students familiar with the basics of E-Marketing, Customer Relationship Management and Supply chain management.
3.	To make the students familiar with the concepts and different types of Electronic payment system. Introduction to Digital Signature and Digital Certificates and security in EPS.
4.	To make awareness among students about applications of Internet in Commerce.
5.	To enable make awareness among students about e-commerce and M commerce. Advantages and disadvantages of M-commerce and its applications.

### **Course Specific Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Students will be able to know E-Commerce and the different types of e-Commerce. Role of Internet in E-commerce. Various activities in E-Commerce. Also the Types, Opportunity and development of business using E-commerce.
2.	Students will be able to learn the difference between the traditional marketing and E-Marketing. The Goals and objective, Advantages and how to maintain the Web-site. They will learn the E-CRM and



	<p>Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.</p> <p><b>E-Customer Relationship Management:</b> Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer’s information repository, Campaign management, Event triggers, business logic and rules repository, Forecasting and planning tools, Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.</p> <p><b>Supply Chain Management:</b> Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.</p>	<p>5</p> <p>5</p>
<b>III</b>	<b>Electronic Payment System</b>	<b>16</b>
	<p><b>Electronic Data Interchange</b> Introduction to EDI, EDI Architecture Financial EDI, Overview of the technology involved in EDI</p> <p><b>Introduction to EPS</b> Application of Online payment system ,Introduction to EFT (Electronic Fund Transfer) Types of EFT ( NEFT, RTGS), E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.</p>	<p>6</p> <p>5</p>

	<b>Introduction to Digital Signature and Digital Certificates</b> Stages of SET Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card	<b>5</b>
<b>IV</b>	<b>Introduction to M-Commerce</b>	<b>8</b>
	Definition, Need and Scope, Advantages and disadvantages of M-commerce, M-Commerce and its applications. Types of M-Commerce, Products and Services of M-Commerce, Mobile payment application.	4
	Difference between E-commerce and M-Commerce	4

**References:**

1. Eckert-Mauchly, Computers and Commerce: A Study of Technology and Management, MIT Press
2. Dr. Kishor Jagtap, Information Technology, Tech-Max Publications, Pune
3. Margaret Levine Young, Internet: The Complete Reference 2e, Tata McGraw Hill Education Private Limited
4. A. Banks, On the Way to the Web: The Secret History of the Internet and Its Founders 2e, Apress Publication



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## **Syllabus for FYBCOM**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Banking and Finance-II</b>
<b>Course Code</b>	21CBCO125
<b>Semester</b>	II
<b>No. of Credits</b>	03

### **Course Objectives:**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To develop the working capability of students in banking sector.
<b>2.</b>	To Make the Students aware of Banking Business and practices.
<b>3.</b>	To enlighten the students regarding the new concepts introduced in the banking system.

### **Course Specific Outcome**

<b>Sr. No.</b>	<b>Course Outcome</b>
<b>1.</b>	To know the different Lending Principles, CIBIL Score and CIBIL Agencies, to know the Balance Sheet of Commercial Bank.
<b>2.</b>	To know the meaning and definition of Negotiable Instruments, to know the various types of Negotiable Instruments like Promissory Note, Bill of Exchange, and different type of Cheques, etc.

<b>3.</b>	To know the meaning and definition of Endorsement and different types of Endorsement.
<b>4.</b>	To know the different new Technologies in Banking sector such as Debit Card, Credit Card, Cheque/Cash Deposit Machine, Mobile /Net Banking, online payment platform etc.

## Syllabus

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>I.</b>	<b>Lending Principles and Balance Sheet of Commercial Bank:</b>	<b>14</b>
	1. Lending Principles i. Safety ii. Liquidity iii. Profitability iv. Diversification of risks v. Other Principles of Lending	6
	2. Conflict between Liquidity, Profitability and Safety	3
	3. Customer assessment through CIBIL and other similar agencies	3
	4. Balance Sheet of Commercial bank.	2
<b>II.</b>	<b>Negotiable Instruments:</b>	<b>14</b>
	1. Definition, meaning and characteristics of Negotiable Instruments-	3
	2. Types of Negotiable Instrument. i. Promissory Note ii. Bill of Exchange iii. Cheque	6
	3. Types of Cheque	3

	<ul style="list-style-type: none"> <li>i. Bearer Cheque</li> <li>ii. Order Cheque</li> <li>iii. Crossed Cheque</li> </ul> <p>4. Types of Crossing</p> <ul style="list-style-type: none"> <li>i. General Crossing</li> <li>ii. Special Crossing,</li> </ul> <p>5. Dishonour of Cheques</p>	2
<b>III.</b>	<b>Endorsement:</b>	<b>10</b>
	<p>1. Definition and meaning of Endorsement</p> <p>2. <b>Types of Endorsement-</b></p> <ul style="list-style-type: none"> <li>i. Blank Endorsement</li> <li>ii. Full Endorsement or Special Endorsement</li> <li>iii. Restrictive Endorsement</li> <li>iv. Partial Endorsement</li> <li>v. Conditional Endorsement</li> <li>vi. Sans Recourse Endorsement</li> <li>vii. Facultative Endorsement, Effects of Endorsement</li> </ul>	04  06
<b>IV.</b>	<b>Technology in Banking:</b>	<b>16</b>
	<p>1. Role and Uses of Technology in Banking</p> <p>2. i. Automated Teller Machine (ATM) – onsite and offsite ATM</p> <ul style="list-style-type: none"> <li>ii. Cash Deposit Machine</li> <li>iii. Cheque Deposit Machine</li> <li>iv. Passbook Printing Machine</li> <li>v. Note and Coin Counting Device, Fake Currency Detector</li> <li>vi. Credit Card and Debit Card –Personal Identification Number (PIN) – Use and Safety</li> <li>vii. Mobile Banking – Mobile Banking Applications <ul style="list-style-type: none"> <li>a. BHIM (Bharat Interface for Money)</li> <li>b. UPI (Unified Payments Interface)</li> <li>c. Net Banking,</li> </ul> </li> </ul>	3  8

viii. Core Banking	
3. Online enquiry and update facility, Home Banking-Corporate and Personal.	32
4. Precautions in using Technology in Banking, Current Trends in Banking Technology.	2

### References:

- Choudhry, M. (2012). The principles of banking. John Wiley & Sons.
- Gordon, E., & Natarajan, K. (2008). Banking: Theory, lay and practice.
- IIBF. (2008). Principles and practices of banking: (For Jaiib examinations) (2nd ed.). Macmillan.
- Kandasami K.P./ Natarajan S. & Parameswaran. (2009). Banking law and practice (4th ed.) S. Chand Publishing.
- MURALEEDHARAN, D. (2014). Modern banking: Theory and practice. PHI Learning Pvt.
- Shekhar, K. S. (1974). Banking theory and practice (21st ed.). Vikas Publishing House.



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### **Syllabus for FYBCOM- Marketing & Salesmanship II**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Marketing &amp; Salesmanship II</b>
<b>Course Code</b>	<b>21CBCO126</b>
<b>Semester</b>	<b>II</b>
<b>No. of Credits</b>	<b>03</b>

#### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To introduce the concept of Salesmanship.
<b>2.</b>	To make students aware about components of salesmanship.
<b>3.</b>	To inculcate the importance of Rural Marketing.
<b>4.</b>	To acquaint the students with recent trends in marketing and social media marketing.

#### **Course Specific Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will get the knowledge of Salesmanship and various approaches.
<b>2.</b>	Students will be able to understand the concept of sales management along

	with process of selling and technical terms used in sales field.
<b>3.</b>	Awareness and importance of Rural Marketing amongst students.
<b>4.</b>	Skills of Modern Marketing will be developed.

### Syllabus

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Salesmanship</b>	<b>14</b>
	1. Meaning and Definition of Salesmanship	<b>1</b>
	2. Features of Salesmanship	<b>1</b>
	3. Scope of Salesmanship	<b>1</b>
	4. Importance of CRM in salesmanship	<b>1</b>
	5. Utility of Salesmanship	<b>1</b>
	6. Elements of Salesmanship	<b>2</b>
	7. Types of Salesmanship	<b>2</b>
	8. Salesmanship : Arts or Science	<b>1</b>
	9. Salesmanship – a Profession	<b>2</b>
	10. Qualities of a Good Salesman	<b>1</b>
<b>II</b>	<b>Components of Selling</b>	<b>14</b>
	1. Introduction, Meaning and Definition	<b>1</b>
	2. Sales Operations	<b>3</b>
	i. Setting of Strategy	
	ii. Assigning territories	
	iii. Establishing Goals	
	iv. Sales Pipeline	
	3. Sales Strategy	<b>2</b>
	i. Stages in Process of Selling –	
	a. Pre-Sale Preparations	<b>1</b>
	b. Prospecting	<b>1</b>

	c. Pre-Approach	1
	d. Approach	1
	e. Sales Presentation	1
	f. Handling of Objections	1
	g. Close	1
	h. After Sales Follow-up	1
<b>III</b>	<b>Rural Marketing</b>	<b>14</b>
	1. Introduction	1
	2. Definition of Rural Marketing	2
	3. Features of Rural Marketing	2
	4. Significance of Rural Marketing	2
	5. Present Scenario of Rural Market	2
	6. Challenges and Opportunities in Rural Marketing	3
	7. Rural Advertising	2
<b>IV</b>	<b>Recent Trends in Marketing</b>	<b>12</b>
	1. Digital Marketing	3
	2. Green Marketing	3
	3. Niche Marketing	3
	4. Social Media Marketing- Challenges and Opportunities	3

### References:

- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2016). *Marketing management Asian perspective*.
- Saxena, R. (2005). *Marketing management*. Tata McGraw-Hill Education.
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- Panda, T., & Sahadev, S. (2019). *Sales and distribution management*.
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- Pradhan, S. (2006). *Retailing management 2E*. Tata McGraw-Hill Education.
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- Ramaswamy. (2013). *Marketing management*. Tata McGraw-Hill Education.
- Chopra, S., & Meindl, P. (2014). *Supply chain management: Strategy, planning, and operation*. Prentice Hall.



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**F.Y.B.Com Additional English**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Additional English-II</b>
<b>Course Code</b>	21CBCO127A
<b>Semester</b>	II
<b>No. of Credits</b>	3

### Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
1.	To expose students to a good blend of old and new literary extracts having various themes that are entertaining, enlightening and informative so that they realize the beauty and communicative power of English.
2.	To encourage them to understand and appreciate prose writings of well-known writers.
3.	To motivate them to enjoy the intrinsic rhythmic beauty of lyrical poetry.
4.	Improve students' ability to read, write, and comprehend English in various contexts.
5.	Help students improve the range and depth of their vocabulary and language skills.

### Course Specific Outcome

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Students appreciate shorter literary texts and understand prose writings of well-known writers in a literary text
2.	They are able to understand and appreciate short lyrical poems.
3.	Students improve their intellectual capacities and develop communicative skills.

## Syllabus

<b>Unit No.</b>	<b>Title with Content</b>	<b>No. of Lectures</b>
<b>Unit I</b>		<b>14</b>
	1. Playing the English Gentleman - M.K Gandhi 2. All the World's a Stage - William Shakespeare	
<b>Unit II</b>		<b>14</b>
	1. The Open Window – Saki 2. Laugh and Be Merry – John Masefield	
<b>Unit III</b>		<b>14</b>
	1. The Pleasures of Ignorance – Robert Lynd 2. To Daffodils- Robert Herrick	
<b>Unit IV</b>	The Dear Departed – Stanley Houghton	<b>10</b>
<b>Unit V</b>	Business related Ted Talks (Internals)	<b>02</b>

### References:

1. Board of Editors, ed. *Pearls of Wisdom*. Hyderabad: Orient BlackSwan, 2019

### Online Resources:

**The Dear Departed:** <http://www.gowthambed.org/Assignments/ENGLISH-10-Ch2.pdf>



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## **Syllabus - FYBCOM**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	व्यावहारिक आणि उपयोजित मराठी (Additional Marathi II)
<b>Course Code</b>	21CBCO127B
<b>Semester</b>	II
<b>No. of Credits</b>	3

### **Objectives of the Course**

<b>Sr. No.</b>	<b>अभ्यासक्रमाची उद्दिष्टे :</b>
1.	मराठी भाषा, संस्कृती, साहित्य यांचे अध्ययन करणे.
2.	विविध क्षेत्रातील भाषा व्यवहाराचे स्वरूप व गरज समजावून देणे .
3.	जागतिकीकरणात विविध क्षेत्रांना सामोरे जाण्यासाठी भाषिक क्षमता विकसित करणे.
4.	व्यवहारा क्षेत्रातील मराठी भाषेचे स्थान स्पष्ट करणे.
5.	मराठीच्या कार्यालयीन व व्यावसायिक कामकाजात होणा-या वापराची माहिती करून घेणे.

Sr. No.	Learning Outcome
1.	विविध क्षेत्रीय मराठी भाषेच्या वापराची कौशल्य विकसित होतील
2.	विद्यार्थ्यांना कार्यालयीन व प्रशासनिक व्यवहारातील मराठीची ओळख होईल
3.	विविध क्षेत्रीय मराठी भाषेच्या वापराची कौशल्य विकसित होतील.
4.	विविध क्षेत्रातील भाषा व्यवहाराचे स्वरूप व गरज लक्षात येईल.
5.	कार्यालयीन व प्रशासनिक व्यवहारातील मराठीची ओळख होईल

### Syllabus

Unit No.	अभ्यासक्रमाचा तपशिल	No. of Lectures
Credit I	1. अर्ज लेखन :-	18
	अर्जाचे विविध नमुने:- i विनंती अर्ज ii नोकरीसाठी अर्ज iii माहितीच्या अधिकारातील अर्ज	
Credit I	प्रगत भाषिक कौशल्य :	18
	i. माध्यमांतील बातमी लेखन ii. सारांश लेखन iii. जाहिरातलेखन iv. घोषवाक्य	
Credit I	कार्यालयीन मराठी	18
	i. इतिवृत्त लेखन ii. माहितीपत्रक iii. जाहीर निवेदन iv. पारिभाषिक संज्ञा	

**References:**

<b>Sr. No.</b>	<b>Author</b>	<b>Title of the Book</b>	<b>Publication</b>
1.	डॉ नसिराबादकर	व्यावहारिक मराठी	प्रकाशन कोल्हापूर.
2.	डॉ. स्नेहल तावरे	व्यावहारिक मराठी	स्नेहवर्धन प्रकाशन, पुणे
3.	डॉ कल्याण काळे डॉ. पुंडे	व्यावहारिक मराठी	निराली प्रकाशन,पुणे.
4.	संपा. डॉ भास्कर शेळके.	प्रसारमाध्यमे आणि मराठी भाषा-	
5.	डॉ. मनोहर रोकडे	व्यावहारिक आणि उपयोजित मराठी	स्नेहवर्धन प्रकाशन, पुणे
6.	पुणे विद्यापीठ प्रकाशन	व्यावहारिक आणि उपयोजित मराठी	पुणे विद्यापीठ प्रकाशन, पुणे
7.	प्रा.डॉ.के.पी.शहा	मराठी व्याकरण	ओम पब्लिकेशन्स, शाहूपुरी २री गल्ली, कोल्हापूर.



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**F.Y.B.Com. (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	वैकल्पिक हिंदी (Additional Hindi II)
<b>Course Code</b>	21CBCO127C
<b>Semester</b>	II
<b>No. of Credits</b>	3(1 Unit equivalent to 1 Credit)

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	छात्रों को हिंदी काव्य साहित्य से परिचित कराना
2.	छात्रों को हिंदी कहानी साहित्य से अवगत कराना
3.	हिंदी भाषा द्वारा संवाद कौशल विकसित करना
4.	छात्रों को अनुवाद लेखन से अवगत कराना
5.	छात्रों को विज्ञापन लेखन से अवगत कराना

## Course Learning Outcome

Sr. No.	Learning Outcome
1.	हिंदी साहित्यिक एवं व्यावहारिक ज्ञान से छात्रों का आत्मविश्वास बढ़ेगा
2.	हिंदी साहित्य के अध्ययन से छात्रों में मूल्यों के प्रति सजगता उत्पन्न होगी
3.	रोजगार के लिए नई दृष्टि प्राप्त होगी

## Syllabus

Unit No	Title with Contents	No. of Lectures
इकाई I	काव्य साहित्य	20
	अब की लौटा तो - कुँवर नारायण	4
	कलगी बाजरे की - स. ही. वात्स्यायन 'अज्ञेय'	4
	माँझी का पूल - केदारनाथ सिंह	4
	गजल: जो लक्ष्य है मिलेगा - डॉ. गिरिराज अग्रवाल	4
	एक बार फिर आओ - जयप्रकाश कर्दम	4
इकाईII	कहानी साहित्य	20
	पानी और पूल - महीप सिंह	4
	दिल्ली में एक मौत- कमलेश्वर	4
	पहलवान की ढोलक - फणीश्वरनाथ रेणु	4
	बच्चे का सपना - शेखर जोशी	4
	बोलने वाली औरत - ममता कालिया	4
इकाईIII	साहित्येतर पाठ्यक्रम	14
	अनुवाद, स्वरूप, परिभाषा, व्यावहारिक पक्ष	5
	विज्ञापन लेखन	5
	पारिभाषिक शब्दावली (कार्यालयीन 100 शब्द)	4

**References:**

<b>Sr. No.</b>	<b>Author</b>	<b>Title of the Book</b>	<b>Publication</b>
1.	संपादक, हिंदी अध्ययन मंडल, सावित्रीबाई फुले पुणे विश्वविद्यालय, पुणे,	साहित्यसौरभ	परिदृश्य प्रकाशन, मुंबई
2.	मधुरेश	हिंदी कहानी का विकास –, लोकभारती प्रकाशन, नई दिल्ली	लोकभारती प्रकाशन, नई दिल्ली
3.	रामस्वरूप चतुर्वेदी	आधुनिककवितायात्रा	लोकभारती प्रकाशन, नई दिल्ली
4.	डॉ. मानिक मृगेश	राजभाषाविविधा	वाणी प्रकाशन, नई दिल्ली
5.	डॉ. मधुकर राठोड, डॉ. गुरुदत्त राजपूत	प्रयोजनमूलकहिंदी	अन्नपूर्णप्रकाशन, साकेतनगर, कानपुर



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Semester II

<b>Course/ Paper Title</b>	Additional Urdu Paper II
<b>Course Code</b>	21CBCO127D
<b>Semester</b>	II
<b>No. of Credits</b>	3

#### Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
1.	To educate the basic concepts of Modern Prose & Poetry Writing.
2.	To increase the aesthetic sense among the pupils.
3.	To develop the aesthetic value of poetry among the students.
4.	To develop the analytical sense of the pupil.

#### Course Specific Outcomes

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Unlock the communication skills of the students.
2.	Formation of the correct sentences.
3.	Students can understand the basic concept which will help in communication.
4.	Students can understand the aesthetic value of Urdu Poetry.

## Syllabus

Unit No.	Title with Contents	No. of Lectures
I	<ul style="list-style-type: none"> <li>• History &amp; Development of Urdu Ghazal , Definition &amp; Techniques اردو غزل کا آغاز ، ارتقا، تاریخ ا، ہیئت اور اجزائے ترکیبی</li> <li>• Life Skecth, Poetic Art Jigar Muradabi &amp; Hasrat Mohani جگر مرادآبادی اور حسرت موبانی کی حیات و شخصیت، ادبی خدمات اور غزل گوئی</li> </ul> <p style="text-align: center;"><b>جگر مراد آبادی کی غزلیں</b></p> <p style="text-align: center;">۱۔ کام آخر جذبہ بے اختیار آ ہی گیا دل کچھ اس طرح سے تڑپا ان کو پیار آ ہی گیا</p> <p style="text-align: center;">۲۔ دنیائے ستم یاد نہ اپنی ہی وفا یاد اب مجھ کو نہیں کچھ بھی محبت کے سوا یاد</p> <p style="text-align: center;"><b>حسرت موبانی کی غزلیں</b></p> <p style="text-align: center;">۱۔ بھلاتا لاکھ ہوں لیکن برابر یاد آتے ہیں الہی ترک الفت پر وہ کیوں کر یاد آتے ہیں</p> <p style="text-align: center;">۲۔ گرفتار محبت ہوں اسیر دام الفت ہوں میں رسوائے جہان آرزو ہوں یعنی حسرت ہو</p>	25
II	<ul style="list-style-type: none"> <li>• History and Evolutionary Development of Techniques of Tanz O Mizah طنز و مزاح کی تاریخ، آغاز و ارتقا</li> <li>• Life Sketch, Literary work of Imtiyaz Ali Taaj &amp; Patras Bukhari شوکت تھانوی اور پطرس بخاری : حیات و شخصیت، ادبی خدمات اور طنز و مزاح نگاری</li> </ul> <p style="text-align: center;">لاٹری کا ٹکٹ از شوکت تھانوی</p> <p style="text-align: center;">Savere jo kal Meri Aankh Khuli By Patras Bukhari سویرے جو کل میری آنکھ کھلی از پطرس بخاری</p>	15

<b>III</b>	Grammar	
	Kinds of Sentences      جملے کی اقسام ✚ <b>Sanatein</b> صنعتیں • Talmeeh                              تلمیح • Tashbih                                تشبیہ • Istearah                                استعارہ • Tazad                                    تضاد • Mubalegha                            مبالغہ • Husn-e- Taleel                        حسن تعلیل • Tajnees-e Taam                        تجنیس تام • Tajnees-e Naqis                        تجنیس ناقص • Laf O Nashr                            لف و نشر	<b>14</b>

**References:**

Sr. No.	Author	Title of the Book	Publication
1.	Patras Bukhari	Mazameen-e Patras	NCPUL, New Delhi
2.	Hasrat Mohani	Kuliyate Hasrat	Kitabi Duniya, Delhi
3.	Dr. Yusufi Hsaini	Hasrat ki Shayeri	Maktaba Jamia Delhi
4.	Aatishe Gul	Jigar Muradabadi	Maktaba Jamia Delhi
5.	Sumbul Nigari	Urdu Saheri ka Tanquidi Mtala	Educational Book Hose, Ali Garh
6.	Maulvi Abdul Haque	Qawaede Urdu	Maktaba Jamia Delhi



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Semester II

<b>Course/ Paper Title</b>	Additional Arabic Paper II
<b>Course Code</b>	21CBCO127E
<b>Semester</b>	II
<b>No. of Credits</b>	3

### Objectives of the Course

Sr. No.	
1.	To introduce the oriental & Foreign Language such as Arabic.
2.	To impart the basic knowledge of Arabic language & literature among the pupils.
3.	To develop the aesthetic sense among the students.
4.	To develop the skills of translation among the pupils.

### Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Students can understand the basic Arabic language.
2.	Students can read and write in Arabic.

## Syllabus

Unit No.	Title with Contents	No. of Lectures
I	Prose: Prescribed book –Easy Arabic Course Edited by Prof. V. Abdur Rahim Lessons=1to10	18
II	Poetry: Prescribed book: Sahrul Bayan – Part I Compiled by: Mohd. Alauddin Nadwi Lessons:07,08,10,13,15,17	18
III	Letter Writing: Commercial & Business Concerned letter in Arabic	18

## References:

Sr. No.	Author	Title of the Book	Publication
1.	Prof.V.Abdur Rahim,Published	Durus-u-Allughat Al-Arabiah	Islamic Book service Darya GangNewDelhi
2.	Sirajuddin Nadwi	Tuhfatun-Nahw (Urdu)	MarkaziMaktabaIslami-Delhi
3.	Prof. rafi,el-Imad Faynan	The Essential Arabic (English)	Goodword- books. NewDelhi
4.	Dr. Syed Ali	Arabic for beginners (English)	Arabic Publications of India Madras(Chennai).