



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

Syllabus for F.Y.B.Com

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Compulsory English-I
Course Code	21CBCO111
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
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.	Inculcate in students intellectual and theoretical finesse.
3.	To develop oral and written communication skills of the students so that their employability enhances
4.	Help students improve the range and depth of their vocabulary.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Students appreciate shorter literary texts and understand the socio-cultural comments implicit in a literary text.
2.	Students understand the realistic yet creative use of language in a literary text.
3.	Students develop communicative skills.
4.	Students improve their intellectual capacities and caliber.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Prose and Short Stories	24
	1.The Beggar- Anton Chekhov	
	2.The Nightingale and the Rose- Oscar Wilde	
	3.Muhammad Yunus: An Economics for Peace- Farida Khan...	
	4.The Model Millionaire – Oscar Wilde	
Unit II	Poetry	10
	1.Up-Hill- Christina Rossetti 2.Stay Calm- Grenville Kleiser	
Unit III	Language Skills : Building Vocabulary	12
	1.Synonyms and Antonyms 2.Collocation: Words that go together 3.Word formation, Suffixes and prefixes	
Unit IV	Communication and Life Skills	8
	1.Meeting and Greeting People and Dialogue (Internals) 2.Group Discussions, Interview and Interviewing Skills (Internals) 3.Presentation Skills (Internals)	

References:

- Board of Editors, ed. *Success Avenue*. Hyderabad: Orient BlackSwan, 2019



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Financial Accounting-I
Course Code	21CBCO112
Semester	I
No. of Credits	3 + 1

Objectives of the Course

Sr. No.	Objectives
1.	To impart knowledge of basic accounting concepts.
2.	To create awareness about application of these concepts in business world.
3.	To impart skills regarding Computerized Accounting.
4.	To impart knowledge regarding finalization of accounts of various establishments.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	To give Knowledge about various accounting Concepts, Conventions and Principles & emerging trends in accounting. To impart knowledge about various Accounting Standards
2.	To impart knowledge about process of dissolution of partnership firm.
3.	To give knowledge about Accounting for Professionals
4.	To give Knowledge about conceptual framework of the GST ,various Components of GST & understand the types of taxes under GST and to understand the Registration process under GST for business establishments.

Syllabus

Unit No.	Title with Contents	No. of Lectures (54)
I	Accounting Concepts, Conventions and Principles and an overview of Emerging Trends in Accounting & Introduction to Accounting Standards	12
	1. Accounting Concepts, Conventions and Principles: <ul style="list-style-type: none"> i. Money Measurement ii. Business Entity. iii. Dual Aspect iv. Periodicity Concept v. Realization Concept vi. Matching Concept vii. Accrual / Cash Concept viii. Consistency Concept ix. Conservatism Principle x. Materiality Concept xi. Going Concern Concept xii. Historical Cost Concept 	3
	2. Emerging Trends in Accounting <ul style="list-style-type: none"> i. Inflation Accounting ii. Creative Accounting iii. Environmental Accounting iv. Human Resource Accounting v. Forensic Accounting 	2
	3. Introduction and Relevance of Accounting Standards <ul style="list-style-type: none"> i. Overview of Accounting Standards in India-Concept, Need, Scope and Importance. Procedures for Issue of Accounting Standards 	2

	<p>ii. Accounting Standard – 1: Disclosure of Accounting Policies</p> <p>a) Purpose</p> <p>b) Areas of Policies</p> <p>c) Disclosure of Policies</p> <p>d) Disclosure of Change in Policies</p> <p>e) Illustrations</p> <p>1</p>	
	<p>iii. Accounting Standard– 2: Valuation of Inventories (Stock)</p> <p>a) Meaning, Definition</p> <p>b) Applicability</p> <p>c) Measurement of Inventory</p> <p>d) Disclosure in Final Account</p> <p>e) Explanation with Illustrations</p> <p>2</p>	
	<p>iv. Accounting Standard– 9: Revenue Recognition</p> <p>a) Meaning and Scope</p> <p>b) Transactions Excluded</p> <p>c) Sale of Goods</p> <p>d) Rendering of Services</p> <p>e) Effects of Uncertainties</p> <p>f) Disclosure</p> <p>g) Illustrations on AS-9</p> <p>2</p>	
II	Piecemeal Distribution of Cash	14
	<p>1.Introduction & Meaning of Piecemeal Distribution of Cash</p> <p>i. Asset taken over by a partner,</p> <p>ii. Treatment of past profits or past losses in the Balance sheet</p> <p>iii. Contingent liabilities</p> <p>2</p>	

	iv. Realization expenses/amount kept aside for expenses v. Adjustment of actual, Treatment of secured liabilities, vi. Treatment of preferential liabilities like Govt. dues/labour dues etc. 2. Problems on Surplus Capital Method 3. Problems on Insolvency of partner and Maximum Loss Method.	6 6
III	Accounting for Professionals	16
	1.Problems on Accounting for Professionals such as : i. Doctors ii. Solicitors iii. Chartered Accountants iv. Architects	5 4 4 3
IV	Introduction to Goods and Services Tax laws and Accounting (GST)	12
	1. Constitutional Background of GST, Concepts and definition of GST. 2. Integrated Goods And Service Tax, Central Goods And Service Tax , State Goods And Service Tax and Union Goods & Service Tax 3. Input and Output Tax credit 4. Procedure for registration under GST 5. Problems on calculation of GST	1 2 2 2 2 3

References:

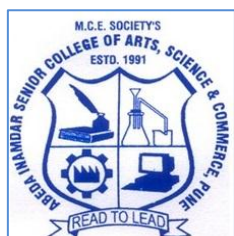
- Gupta, S. C. (1997). Advanced Accounts (Complete). S. Chand Publishing.
- Tulsian, P. C. (2002). Financial Accounting. Pearson Education India.
- GOYAL, V. K., & GOYAL, R. (2012). Corporate Accounting. PHI Learning Pvt.
- Batra, C. A. (2019). GST Audit. Wolters Kluwer India Pvt.

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

Component	Percent
Theory	40%
Practical/ Problems	60%

Practical for Semester– I

Topic	Mode of Practical
Constitutional Background of GST, Concepts and Implications of GST.	Library Assignment
Integrated Goods And Service Tax, Central Goods And Service Tax And State Goods And Service Tax	Guest Lecture
Procedure for registration under GST Visit to a Business establishment	Presentation
Input and Output Tax credit	Power Point Presentation



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Syllabus for FYBCOM
(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Economics (Micro)–I
Course Code	21CBCO113
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To impart knowledge of business economics
2.	To analyze and interpret charts and graphs
3.	To understand basic theories, concepts of microeconomics and their application
4.	To help the students understand price determination in varied demand and supply conditions
5.	To understand theories of production function and impact of scale on cost of production

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Understand and apply the various economic principles for the purpose of decision making in real life business settings.
2.	Understand the concept of utility and its application in analyzing consumer behavior.
3.	Make use of the basic concepts of Demand, Supply, Equilibrium and their

	determinants.
4.	Apply the concept of elasticity of demand for making various demand related decisions.
5.	Understand production and theories of production to handle business decisions.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to business economics and basic concepts	13
	1. Meaning, Nature, Scope and Significance of Business Economics 2. Concept of Micro and Macro Economics 3. Tools for Economic Analysis: Functional Relationship, Schedules, Graphs and Equations 4. Basic Concepts: Household, Consumer, Plant, Firm, and Industry 5. Goals of Firms: Economic and Non-Economic	
Unit II	Consumer Behavior	13
	1. Utility: Concept, Types, and Measurement 2. Cardinal Approach: Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility 3. Consumer Surplus: Concept and Measurement 4. Ordinal Approach: Indifference curve Analysis- Concept, Characteristics, Consumer Equilibrium	
Unit III	Demand and Supply Analysis	14
	1 Concept of Demand 2. Determinants of Demand 3. Law of Demand 4. Elasticity of Demand: <ul style="list-style-type: none"> i. Price Elasticity of Demand: Meaning, Types, Measurement, Uses, and Significance ii. Income Elasticity of Demand: Meaning, Types, and 	

	Measurement iii. Cross Elasticity of Demand: Meaning, Types, and Measurement 5. Supply: Concept, Determinants, and Law of Supply 6. Equilibrium of Demand and Supply for Price Determination	
Unit IV	Production Analysis	14
	1. Concept of Production Function 2. Total, Average, and Marginal Product 3. Concept of Isoquant and Iso-cost 4. Law of Variable Proportions 5. Law of Returns to Scale 6. Economies and Diseconomies of Scale: Internal and External	

References:

- Koutsoyiannis, A. (2003). *Modern microeconomics* (2nd ed.). MacMillan Press.
- Mankiw, N. G. (2016). *Principles of microeconomics* (8th ed.). Cengage Learning.
- Besanko, D., & Braeutigam, R. (2013). *Microeconomics* (5th ed.). Wiley India.
- Ahuja, H. L. (2019). *Principles of microeconomics* (22nd ed.). S. Chand Publishing.
- Bernheim, B. D., & Whinston, M. (2018). *Microeconomics* (5th ed.). Tata McGraw-Hill Education.
- Pindyck, R., & Rubinfeld, D. (2018). *Microeconomics* (9th ed.). Pearson.
- Lipsey, R., & Chrystal, A. (2020). *Economics* (14th ed.). Oxford University Press.
- Refer to the below link for recorded video explanation:

https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf_HPr012tvSF1



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F.Y.B.Com. Mathematics

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Mathematics and Statistics-I
Course Code	21CBCO-114A
Semester	I
No. of Credits	3 (1 Unit equivalent to 1 Credit)

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the basic concepts in Finance and Business Mathematics and Statistics.
2.	To familiar the students with applications of Statistics and Mathematics in Business.
3.	To acquaint students with some basic concepts in Statistics.
4.	The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Demonstrate mastery of mathematical concepts that are foundational in business mathematics, including functions and their mappings, linear systems and their solutions.
2.	Demonstrate an understanding of basic marketing mathematics by solving

	relevant problems, including trade discounts, cash discounting, and markup and markdown calculations.
3.	Apply the principles of simple interest to solve relevant problems in financial applications such as simple-interest-based loans.
4.	Use the principles of compound interest to solve relevant problems in financial applications, for example, those involving annuities, loans and mortgages, bonds and sinking funds, and investment decisions.

Sr. No.	Course	Semester	Continuous Internal Evaluation (Internal Marks)	EndSemesterExam (External Marks)	TotalMarks	Credits
1.	21CBCO-114A – Bussiness Mathematics and Statistics -I	I	40	60	100	3
2.	21CBCO-124A – Bussiness Mathematics and Statistics - II	II	40	60	100	3

For Continuous Internal Evaluation (CIE), Evaluation will be done continuously. Internal assessment will be of **40** marks. These 40 marks are divided as follows:

Component	Marks
CIE I: Online MCQ Test (Conducted out of 20 scaled down to out of 10)	10

CIE II: Mid Semester Examination (Conducted out of 20 scaled down to out of 10)	10
CIE III: Students' Active Participation in Classroom	05
CIE IV: Course teacher will adopt any three out of the following methods for internal assessment under CIE IV, each carrying 5 marks. <ul style="list-style-type: none"> • Presentations • Research Projects/ Article • Assignments • Tutorials • Oral examination • Open book test 	15

Syllabus: 21CBCO-114A – Business Mathematics and Statistics -I

Unit No.	Title with Contents	No. of Lectures
Unit I	Interest and Annuity	12
	1. Simple Interest.	1
	2. Compound Interest.	1
	3. Equated Monthly Installment (EMI) by interest of reducing balance and flat interest methods.	2
	4. Ordinary Annuity.	2
	5. Sinking funds.	2
	6. Annuity due.	2
	7. Present value and future value of annuity	2
Unit II	Shares and Mutual Funds	10
	1. Concepts of shares.	1
	2. Face value.	1
	3. Market value.	1
	4. Dividend.	1
	5. Equity shares.	1

	6. Preferential shares.	1
	7. Bonus shares.	1
	8. Concept of Mutual funds.	1
	9. Change in Net Asset Value (NAV).	1
	10. Systematic Investment Plan (SIP).	1
Unit III	Concept of Statistics	08
	1. Role of Statistics in business.	1
	2. Tabulation, Data Condensation.	1
	3. Graphical Methods, Attributes and variables.	1
	4. Classification.	1
	5. Frequency distribution.	1
	6. Cumulative frequencies (LCF, MCF).	1
	7. Graphs: Histogram, Frequency Polygon.	1
	8. Diagrams: Simple bar diagram, multiple bar diagram, pie diagram.	1
Unit IV	Population and Sample	08
	1. Definition of Statistics.	2
	2. Scope of Statistics in Economics, Management Science and Industry.	2
	3. Concept of population and sample, methods of data collection: Census and sampling with illustration.	2
	4. Methods of random sampling – SRSWR, SRSWOR, Stratified, Systematic (Description of sampling procedures only).	2
Unit-V	Measures of Central Tendency and Measures of Dispersion	16
	1. Frequency distribution: Raw data, attributes and variables.	3
	2. Classification of data, frequency distribution, cumulative frequency distribution, Histogram and ogive curves.	3
	3. Requisites of ideal measures of central	3

	tendency, Arithmetic Mean, Median and Mode for ungrouped and grouped data.	
	4. Combined mean, Merits and demerits of measures of central tendency, Geometric mean: definition, merits and demerits, Harmonic mean: definition, merits and demerits, Choice of A.M., G.M. and H.M.	3
	5. Concept of dispersion, Measures of dispersion: Range, Variance, Standard deviation (SD) for grouped and ungrouped data, combined SD, Measures of relative dispersion: Coefficient of range, coefficient of variation. Examples and problems.	4

TEXTBOOKS:

1. Business Mathematics-Dr. S.M. Shukla, Dr. R.R. Sharma, Sahitya Bhawan Publications, Agra. –
Unit-I- Chapter 10, Chapter 11, Chapter 12.
2. Mathematical and Statistical Techniques- Dr. Abhilasha S. Magar, Manohar B. Bhagirath Himalaya Publishing House (First Edition 2015)
Unit-II- Chapter 1
3. Mathematical Statistics-J.N. Kapur and H.C. Saxena S. Chand Publication 20th Edition
Unit-III Chapter 1 (Sec 1.1 to 1.3)
Unit-V – Chapter 2 (Sec 2.1 to 2.3), Chapter 3 (Sec 3.1 to 3.2.5), Chapter 10 (Sec 10.1 to 10.4)
4. Sampling techniques. William G. Cochran. Wiley (3rd edition 2007).
Unit-IV.

REFERENCE BOOKS:

1. A Textbook of Business Mathematics (for B.Com and BBA courses of all India 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)

Course/ Paper Title	Computer Concepts and Application -1
Course Code	21CBCO114B
Semester	1
No. of Credits	3

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To make the students familiar with Computer environment.
2.	To make the students familiar with the basics of Operating System and business communication tools.
3.	To make the students familiar with basics of Network, Internet and related concepts.
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.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Students will be able to know the basics of computer operation and hardware.
2.	Students will be able to know the office automation tool like Ms-Word, Ms-Power Point, Ms-Excel and Ms-Access.
3.	Students will get the basic knowledge Computer Networks and network devices. How Internet works and uses of internet. Basics of network security, Search engine and Web Browsers.
4.	Students will get the basic knowledge use of computer and internet in the field of commerce. The students will be able to know the benefits of E-Commerce.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Computer and Operating system	14
	1. Introduction to Computer Definition, Block Diagram, Computer Hierarchy, Classification, Characteristics of Computer	2
	2. Computer System Hardware Computer Memory Input and Output Devices	2
	3. Definition – Software Software Types - System Software, Application Software	2
	4. Definition of Operating System Types of Operating Systems, Functions of Operating Systems	2
	5. Working with Windows Operating System: Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Adding or Removing New Programs using, Control Panel, Applications in windows (Paint, Notepad, WordPad, and Calculator)	3
	6. Introduction to Free and Open-Source Software	1
	7. Definition of Computer Virus, Types of Viruses, Use of Antivirus software.	2

Unit II	Office automation tools	14
	1. Definition of Information Technology (IT) 2. Benefits of Information Technology IT) 3. Applications of Information Technology (IT) 4. Office automation tools MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word MS-Excel: Introduction, Starting MS-Excel, Basics of Spread sheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel MS-PowerPoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS PowerPoint Data Processing: Files and Records, File Organization (Sequential, Direct/Random, Index)	1 1 2 3 3 2 2
Unit III	Introduction to Computer Network	14
	1. Introduction Importance of Networking Computer Network (LAN, WAN, MAN) 2. Network Components Hub, Switch, Bridge, Gateway, Router, Modem. 3 Network Topology, Wireless Network 4 Internet and Internet application Introduction, Internet evolution, Working of Internet, Use of Internet 5 Overview of World Wide Web (Web Server and Client) Introduction to Search engine and Searching the Web, Downloading files, Introduction to Web Browsers, Working with E-mail (creation and use of the same) 6 Introduction to Internet Security, Privacy, Ethical	3 2 2 2 3 2



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Syllabus for FYBCOM

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Banking and Finance-I
Course Code	21CBCO115
Semester	I
No. of Credits	03

Course Objectives:

Sr. No.	Objectives
1.	To provide knowledge of Fundamentals of Banking.
2.	To create awareness about various banking concepts.
3.	To conceptualize banking operations.
4.	To know the role of Reserve Bank of India.
5.	To know the classification of Indian Banks.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	To know the meaning, definition, and origin of banks, to know the different types of banks that exist in the Indian Banking System.
2.	To know the various types of Primary and Secondary Functions of Commercial Bank.

3.	To know the Procedure for Opening of Deposit Accounts, the documents required for Opening of Deposit Accounts, procedure to Operate Deposit Accounts, documents used while Operating Deposit Accounts, use of Debit Card, Credit Card, to know the procedure of Closure and Transfer of accounts, types of Individual and Institutional Account holders.
4.	To understand the different methods through which money/Fund can be transferred from one account to another account, to know Demand Draft, Real Time Gross Settlement, National Electronic Fund Transfer, PhonePe, Google Pay, Bharat Interface for Money(BHIM), Unified Payments Interface (UPI),etc.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Evolution of Banking and Structure of Indian Banking System:	14
	1. Meaning, Definition and Origin of 'Bank' 2. Evolution of Banking in Europe and Asia 3. Evolution of Banking in India 4. Structure of Indian Banking System 5. SBI	
Unit II	Functions of Commercial Bank:	12
	1.Primary Functions: i. Accepting Deposits: a. Demand Deposits-Current Deposit and Saving Deposits; b. Time Deposits - Fixed Deposit and Recurring Flexi Deposits (Auto Sweep) ii. Granting Loans and Advances: a. Short Term Loan- Overdraft Facility, Cash Credit Facility b. Term Loan	

	<p>2. Secondary Functions:</p> <p>i. Agency Functions-</p> <ul style="list-style-type: none"> a. Payment and Collection of a Cheque b. Bill and Promissory Note c. Execution of Standing Instructions d. Acting as a Trustee and Executor <p>ii. General Utility Functions-</p> <ul style="list-style-type: none"> a. Safe Custody b. Safe Deposit Vaults c. Remittance of Fund d. Pension payments e. Acting as a Dealer in Foreign Exchange (FOREX) Market. <p>iii. Distribution of Third Party Products-</p> <ul style="list-style-type: none"> a. Bancassurance b. Mutual Funds c. Issuance of Credit Card and Debit Card <p>iv. Non Fund Based Credit Facilities-</p> <ul style="list-style-type: none"> a. Letter of Credit b. Bank Guarantee and Deferred Payment <p>v. Government Business –</p> <ul style="list-style-type: none"> a. Collecting GST b. Stamp Duty c. Excise Payment, etc. <p>3. Reserve Ratios-</p> <ul style="list-style-type: none"> i. Cash Reserve Ratio ii. Statutory Liquidity Ratio- <p>4. Credit Appraisal and Credit Monitoring</p>	
Unit III	Procedure for Opening and Operating of Deposit Account	14
	<p>1. Procedure for Opening of Deposit Account: Know Your Customer Norms (KYC Norms), Application Form, Introduction, Proof of Residence, Specimen Signature, Nomination Facility, Importance, No Frill Account</p>	

	<p>2. Procedure for Operating Deposit Account:</p> <ul style="list-style-type: none"> i. Pay-in-slip ii. Withdrawal slip iii. Issue of Pass Book, (Current, Savings or Recurring Deposit) iv. Issue of Cheque Book v. Issue of Fixed Deposit Receipt vi. Issue of Debit/ATM Cards, Credit Card <p>3. Closure of Account, Transfer of Account & Death Claim Procedure</p> <p>4. Types of Account Holders</p> <ul style="list-style-type: none"> i. Individual Account Holders- <ul style="list-style-type: none"> a. Individual Account b. Joint Account c. Illiterate d. Minor e. No Frill Account ii. Institutional Account Holders- <ul style="list-style-type: none"> a. Sole Proprietorship b. Partnership Firm c. Joint Stock Company d. Hindu Undivided Family e. Clubs f. Associations g. Societies and Trusts 	
Unit IV	Methods of Remittance	14
	<ul style="list-style-type: none"> 1. Demand Draft 2. Bankers' Cheque 3. Electronic Funds Transfer (EFT) – <ul style="list-style-type: none"> i. Real Time Gross Settlement (RTGS) ii. National Electronic Funds Transfer (NEFT) iii. Procedure of fund transfer through NEFT/ RTGS 4. Society for Worldwide Interbank Financial Telecommunication (SWIFT) 5. Immediate Payment Service (IMPS) 	

	6. Introduction to Online Payment Platform – 7. PhonPDemand Draft 8. Bankers' Cheque 9. Electronic Funds Transfer (EFT) – i. Real Time Gross Settlement (RTGS) ii. National Electronic Funds Transfer (NEFT) iv. Procedure of fund transfer through NEFT/ RTGS 10. Society for Worldwide Interbank Financial Telecommunication (SWIFT) 11. Immediate Payment Service (IMPS) 12. Introduction to Online Payment Platform – i. PhonPe ii. Google Pay iii. Bharat Interface for Money(BHIM) iv. Unified Payments Interface (UPI) a. Interbank (Bank to Bank) and Intra Bank (Branch to Branch) Fund Transfer b. Google Pay c. Bharat Interface for Money(BHIM), d. Unified Payments Interface (UPI) e. Interbank (Bank to Bank) and Intra Bank (Branch to Branch) Fund Transfer	
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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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Course/ Paper Title	Marketing & Salesmanship I
Course Code	21CBCO116
Semester	I
No. of Credits	03

Objectives of the Course

Sr. No.	Objectives
1.	To introduce the basic concepts in Marketing.
2.	To give the students insight of the Marketing Environment, Segmentation and the Marketing Mix.
3.	To aware students on Product and Price Mix.
4.	To make students understand the concept of Place mix and Promotion Mix.
5.	To enable students to know sub-elements of Marketing Mix.

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the Basic Concepts and recent trends of Market and Marketing.
2.	Students will develop an Idea about the Marketing Environment,

	Segmentation along with the basic concept and elements of Marketing Mix.
3.	Students will get proper insight of Product and Price Mix.
4.	Students will develop the skills of promoting a product along with gaining knowledge about the distribution channels.
5.	Students will get an insight of extended P's of marketing mix.

Syllabus

Unit No.	Title with Contents	No. of Lectures
I	Introduction to Market and Marketing	12
	1. Meaning and Definition of Market	1
	2. Classification of Markets	2
	3. Features of Market	1
	4. The New Marketing Trends	1
	5. Importance of Marketing	1
	6. Functions of Marketing:	5
	Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information.	
	7. Selling vs. Marketing	1
II	Marketing Environment, Segmentation and Marketing Mix	12
	1. Marketing Environment	4
	i. Meaning, Definition	
	ii. Factors affecting Marketing Environment (Internal & External)	
	iii. Impact of marketing Environment	
	2. Market Segmentation: -	4

	iv. Factors Influencing selection of Channels 2. Promotion Mix i. Meaning of Promotion Mix ii. Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion iii. Factors Affecting Promotion Mix iv. Methods of Sales Promotion	06
V	People, Processes and Physical Evidence Mix	8
	1. Meaning and Importance of Extended P's of Marketing	2
	2. People Mix	2
	3. Process Mix	2
	4. Physical Evidence Mix	2

References:

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- Saxena, R. (2009). *Marketing management* 4e. Tata McGraw-Hill Education.
- Panda, T., & Sahadev, S. (2019). *Sales and distribution management*.
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- Pradhan, S. (2011). *Retailing management: Text and cases*. Tata McGraw-Hill Education.
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- Ramaswamy. (2009). *Marketing management: Global perspective, Indian context*. Macmillan.
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(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Additional English-I
Course Code	21CBCO117A
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
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.	To develop literary sensibilities and communicative abilities among students.
5.	Help students improve the range and depth of Writing Skills.

Course Specific Outcome

Sr. No.	Learning Outcome
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.	To develop oral and written communication skills of the students so that their employability enhances.

Syllabus

Unit No.	Title with Content	No. of Lectures
Unit I		14
	1.My Financial Career - Stephen Leacock 2.The World Is Too Much With Us – William Wordsworth	
Unit II		14
	1. Do Insects Think? - Robert Benchley 2.The Fortune Teller - Joseph Furtado	
Unit III		14
	1.Good Manners – J.C Hill 2.Where the Mind is Without Fear - Rabindranath Tagore	
Unit IV	The Monkey's Paw- W.W Jacobs	10
Unit V	Business related Ted Talks (Internals)	02

References:

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

Online Resources:

The Monkey's Paw:

<https://www.kyrene.org/cms/lib/AZ01001083/Centricity/Domain/2259/The%20Monkeys%20Paw%20-%20text.pdf>



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Syllabus - FYBCOM

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	आधुनिक मराठी साहित्य आणि उपयोजित मराठी ‘भाषा साहित्य आणि कौशल्यविकास’(Additional Marathi I)
Course Code	21CBCO117B
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	अभ्यासक्रमाची उद्दिष्टे :
1.	जागतिकीकरणात विविध क्षेत्रांना सामोरे जाण्यासाठी भाषिक क्षमता विकसित करणे.
2.	व्यवहारा क्षेत्रातील मराठी भाषेचे स्थान स्पष्ट करणे.
3.	विद्यार्थ्यांना विविध क्षेत्रातील कर्तृत्ववान व्यक्तींच्या कार्याची व विचारांची ओळख करून देणे.
4.	मराठी साहित्यासंबंधी रुची निर्माण करणे.

Learning Outcome

Sr. No.	अभ्यासाची निष्पत्ती
1.	विविध क्षेत्रातील कर्तृत्ववान व्यक्तींच्या कार्याची व जडणघडणची ओळख निर्माण झाल्यामुळे जगण्याची प्रेरणा मिळेल .
2.	विद्यार्थ्यांमध्ये मराठी साहित्याची रुची निर्माण करणे.
3.	आस्वाद घेण्याची डोळस क्षमता विकसित करणे.
4.	विविध क्षेत्रीय मराठी भाषेच्या वापराची कौशल्य विकसित होतील .

अभ्यासक्रम

Unit No.	विषयाचा तपशिल	No. of Lectures
१	कल्पनविस्तार :- तात्विक विवेचन, कल्पनाविस्तार म्हणजे काय? घोषवाक्य करणे .	19
2	अभ्यास पुस्तक :- उत्कर्षवाटा	35

References:

Sr. No.	Author	Title of the Book	Publication
1.	संपादक:- प्रा. डॉ.शिरीष लांडगे, प्रा.डॉ. राजेंद्र सांगळे	‘उत्कर्षवाटा’	शब्दालय प्रकाशन श्रीरामपूर,
2.	प्रा.डॉ.के.पी.शहा	मराठी व्याकरण	ओम पब्लिकेशन्स, शाहूपुरी २री गल्ली, कोल्हापूर.



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	वैकल्पिक हिंदी (ADDITIONAL HINDI- I)
Course Code	21CBCO117C
Semester	I
No. of Credits	3 (1 Unit equivalent to 1 Credit)

Objectives of the Course

Sr. No.	Objectives
1.	छात्रों को हिंदी कवि एवं काव्य साहित्य से परिचित कराना
2.	हिंदी कहानी साहित्य द्वारा छात्रों को देश, समाज व जीवन के वास्तव से अवगत कराना
3.	हिंदी भाषा द्वारा संवाद, वक्तृत्व आदि गुणों को विकसित करना
4.	उद्योग, व्यवसाय के क्षेत्र में प्रयुक्त हिंदी, अंग्रेजी शब्दों, आँकड़ों का उचित ज्ञान देना
5.	आज के दौर में कंप्यूटर के प्रयोग को देखते हुए हिंदी कंप्यूटिंग-यूनिकोड, इंटरनेट तथा हिंदी सॉफ्टवेयर आदि से छात्रों को परिचित कराना

Course Specific Outcomes

Sr.No.	Learning Outcome
1.	हिंदी साहित्यिक ज्ञान से छात्रों का व्यक्तित्व निखर जाएगा
2.	हिंदी साहित्य के अध्ययन से छात्रों में मूल्यों के प्रति सजगता उत्पन्न होगी
3.	हिंदी भाषा के अध्ययन से छात्र अपने भावों तथा विचारों की स्पष्ट रूप से अभिव्यक्ति कर पाएँगे
4.	छात्र व्यावहारिक एवं कार्यालयीन क्षेत्र में हिंदी भाषा का प्रयोग सफल रूप से कर पाएँगे
5.	अंक, गणितीय चिह्न, हिंदी कंप्यूटिंग आदि के अध्ययन से ज्ञान में वृद्धि होगी

Syllabus

Unit No.	Title with Contents	No. of Lectures45
इकाई I	काव्य साहित्य	20
	एक बूँद - आयोध्यासिंह उपाध्याय 'हरिऔध' स्वदेश के प्रति - सुभद्राकुमारी चौहान जो बीत गई - हरिवंशराय बच्चन पिता के जूते - अशोक वाजपेयी पेड़ की पुकार - शंभुनाथ सिंह	4 4 4 4 4
इकाई II	कहानी साहित्य	20
	उसने कहा था - चंद्रधर शर्मा गुलेरी परीक्षा - प्रेमचंद भोलाराम का जीव -हरिशंकर परसाई जंगल का दाह - स्वयंप्रकाश सबसे कठिन काम - मधु कांकरिया	4 4 4 4 4
इकाईIII	साहित्येतर पाठ्यक्रम	14

अंक तथा गणितीय चिन्हों का देवनागरी में लेखन	4
हिंदी कंप्यूटिंग:	5
यूनिकोड, इंटरनेट, हिंदी सॉफ्टवेयर	5

References:

Sr. No.	Author	Title of the Book	Publication
1.	संपा. हिंदी अध्ययन मंडल, सावित्रीबाई फुले पुणे विश्वविद्यालय, पुणे,	साहित्य सौरभ	परिदृश्य प्रकाशन, मुंबई
2.	मधुरेश	हिंदी कहानी का विकास	लोकभारती प्रकाशन, नई दिल्ली
3.	रामस्वरूप चतुर्वेदी	आधुनिककवितायात्रा	लोकभारती प्रकाशन, नई दिल्ली
4.	विनोद कुमार मिश्र	कंप्यूटर व सूचना प्रौद्योगिकी शब्दकोश	राधाकृष्ण प्रकाशन, दरियागंज, न्यू दिल्ली
5.	डॉ. मधुकर राठोड, डॉ. गुरुदत्त राजपूत	प्रयोजनमूलक हिंदी	अन्नपूर्णा प्रकाशन, साकेतनगर कानपुर
6.	डॉ. कैलाशचंद्र भाटिया, रचना भाटिया	प्रयोजनमूलक व्यावहारिक हिंदी भाषा	तक्षशिला प्रकाशन, अंसारी रोड, दरियागंज, नई दिल्ली



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Semester I

Course/ Paper Title	Additional Urdu Paper I
Course Code	21CBCO117D
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	educate the basic concepts of and terminologies of commerce
2.	Develop the thought provoking ability among the pupils.
3.	Develop the skill of translation among the pupils.
4.	Enhance the skill of writing letters

Course Specific Outcomes

Sr. No.	Learning Outcome
1.	Unlock the communication skills of the students.
2.	Enhance the reading, writing, and translation skills of the students.
3.	Understand the Commercial Terminologies in Urdu
4.	Students can communicate through letter writing.

Syllabus

Unit No.	Title with Contents	No. of Lectures
I	<ul style="list-style-type: none"> History & Development of Urdu Nazm Nigari , Definition, Techniques & Kind of nazm. اردو نظم کا آغاز ، ارتقاء، تاریخ، اور اقسام Life Skecth, Poetic Arts & Trends of Allama Iqbal & his Nazm Nigari علامہ اقبال کی حیات و شخصیت، ادبی خدمات، نظم نگاری Critical study of Bang-e- Dara بانگ درا کا تنقیدی جائزہ <p>Selected Poems from Bange Dara Part</p> <p>بانگ درا کی منتخب نظمیں</p> <ul style="list-style-type: none"> Himala ہمالہ Aql O dil عقل و دل Hamdardi ہمدردی Ishq Aur Maut عشق اور موت Hindustani Bachon ka Qaumi Geet ہندوستانی بچوں کا قومی گیت 	25
II	<ul style="list-style-type: none"> History and Evolutionary Development of Short Stories, Techniques of Afsana. افسانے کی تاریخ، آغاز و ارتقا اور اجزائے ترکیبی Life Sketch, Literary work of Prem Chand پریم چند کی حیات و شخصیت، ادبی خدمات اور افسانہ نگاری <p>Short Stories by Munshi Prem Chand</p> <ul style="list-style-type: none"> Gilli Danda گلی ڈنڈا Eid Gaah عید گاہ 	15
III	<ul style="list-style-type: none"> Essay writing مضمون نویسی Terminologies اصطلاحات Letter writing خط نویسی 	14

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References:

Sr. No.	Author	Title of the Book	Publication
1.	Allama Iqbal	Bange Dara	Educational Publishing House, Ali Garh
2.	Qamar Raees	Numainda Mukhtasar Afsane	Educational Publishing House, Ali Garh
3.	Sumbul Nigar	Urdu Shairi ka Tanquidi Mtala	Educational Publishing House, Ali Garh
4.	Maulvi Abdul Haque	Qawaede Urdu	Maktaba Jamia, Delhi



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Semester I

Course/ Paper Title	Additional Arabic I
Course Code	21CBCO117E
Semester	I
No. of Credits	3

Objectives of the Course

Sr. No.	
1.	To introduce the oriented & foreign language such as Arabic.
2.	To impart the basic knowledge of Arabic language & Literature among the pupils.
3.	To develop the skill of translation among the students.

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	Grammar: Topics are as follows. <ul style="list-style-type: none"> • Huruful Hija • Vowels • Zamair • Ajza-e-Kalemah(Ism-Fel-Harf) • Huruful Jaar • Asmaul Ishrah • Mausuf-wa-sifat • Almutbada-wal-khabar • Fele Mazi • Fele Muzara. 	18
II	Translation: Arabic –English- Arabic The essential Arabic by- prof. Rafi’el Imad Faynan. Lessons: - 1 to 07 (only Exercises)	18
III	Terminology: Commercial Terminology (Selected) (Days, months, bank, hotels, office& Business related selected words.)	18

References:

Sr. No.	Author	Title of the Book	Publication
1.	Sirajuddin Nadwi	Tuhfatun-Nahw (Urdu)	MarkaziMaktabaIslami-Delhi
2.	Prof. rafi,el-Imad Faynan	The Essential Arabic (English)	Goodword- books. NewDelhi
3.	Dr. Syed Ali	Arabic for beginners (English)	Arabic Publications of India Madras(Chennai).