



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce,
Baramati
(Autonomous)

Three/Four Year Honours/Honours with Research B.Com. Degree
Program in Marketing
(Faculty of Commerce)

CBCS Syllabus
FYBCom (Marketing)

For Department of Commerce

NEP-2.0
Choice Based Credit System Syllabus
(2024 Pattern)

(As Per NEP-2020)

To be implemented from Academic Year 2024-2025

Title of the Programme: FYBCom (Marketing)

Preamble

AES's Tuljaram Chaturchand College has decided to change the syllabus of various faculties from June, 2023 by taking into consideration the guidelines and provisions given in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcomes for the development of the students. The credit structure and the courses framework provided in the NEP are nationally accepted and internationally comparable.

The rapid changes in science and technology and new approaches in different areas of Commerce and related subjects, Board of Studies in Marketing of Tuljaram Chaturchand College, Baramati - Pune has prepared the syllabus of FYBCom Marketing Semester - I under the Choice Based Credit System (CBCS) by following the guidelines of NEP 2020, NCrF, NHEQF, Prof. R.D. Kulkarni's Report, GR of Gov. of Maharashtra dated 20th April, 16th May 2023 and 13th March, 2024 and Circular of SPPU, Pune dated 31st May 2023 and 2nd May, 2024.

we will explore fundamental concepts such as market, marketing functions, market segmentation, marketing mix, branding, advertising, and digital marketing strategies, consumer protection act, business ethics, entrepreneurship development, We will delve into case studies that illustrate how businesses effectively connect with their target audiences and adapt to ever-evolving market conditions.

By the end of this course, you will not only grasp theoretical frameworks but also develop practical skills essential for designing innovative marketing campaigns and contributing to organizational growth. Get ready to explore the art and science of influencing consumer perceptions and behaviors, and to critically analyze marketing strategies that drive business outcomes.

Programme Specific Outcomes (PSOs)

PSO1. A Fundamental knowledge and coherent understanding:

:Able to acquire broad multidisciplinary knowledge in different educational domains and their links to various field of study in Marketing.

PSO2. Critical thinking and problem-Solving Skills:

Students will be able to conduct investigation on complex problem solving through the design of experiments, analysis and interpretation of data to arrive at valid conclusion.

PSO3. Teamwork:

The students should be able to able to work constructively, cooperatively, effectively and respectfully as part of a team.

PSO4 Traditional knowledge into modern application:

Students should be able to acquire and apply traditional knowledge system in to modern and professional domain.

PSO5. Multidisciplinary competence:

The student should be able to demonstrate the acquisition of knowledge of the values and beliefs of multiple disciplines. The student should be able to perceive knowledge as an environmental friendly, extensive, interconnected, and interconnected faculty of consciousness that encourages design, interpersonal, and empathetic and understanding environmental challenges across disciplines

PSO6. Critical Thinking: Demonstrate the ability to understand and address critical issues in physical and cultural environments.

PSO7. Innovation, Employability and Entrepreneurial Skills:

The students should be able to identify opportunities and pursue those opportunities to create value and wealth for the betterment of the individual and society at large as well as be suitable for employment, as an entrepreneur focused, and serve as a role model for ethical and responsible economic professionals.

PSO8 Ethics: Recognize different value systems, including their own, understand the moral dimensions of their decisions, and take responsibility for their actions.

List of Board of Studies Member

Sr. No.	Name of Member	Designation
1.	Dr. Megha Badve	Chairman
2.	Dr. Janardhan Pawar	Internal Member
3.	Dr. Vivek Bale	Internal Member
4.	Ms. Shweta Borawake	Internal Member
5.	Dr. Madhavi Kamthe	External Member Vice-Chancellor Nominee
6.	Dr. Sanjay Parab	External Member from other University
7.	Dr. Rupesh Shah	External Member from other University
8.	Dr. Bhagyashri Tekawade	Industry Expert
1.	Shri. Sushilkumar Somani	Meritorious Alumni
10.	Shri. Bhagyesh Birasdar	PG Student
10.	Shri. Bhagyesh Birasdar	PG Student

Resolution No. 2: The credit distribution structure for B.Com. degree programme in Marketing(2024 pattern) has been unanimously approved by all members of
th Credit

**Distribution Structure for Three/Four Year Honours/Honours with Research Degree Programme
With Multiple Entry and Exit options as per National Education Policy (2024 Pattern as per NEP-2020)**

Level/ Difficulty	Sem	Subject DSC-1				Subject DSC-2	Subject DSC-3	GE/OE	SEC	IKS	AEC	VEC	CC	Total
4.5/100	I	4(T)				4(T)	4(T)	2(T)	2 (T)	2(T) (Generic)	2(T)	2(T)	--	22
	II	4(T)				4(T)	4(T)	2(T)	2 (T)	--	2(T)	2(T)	2(T)	22
Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor Continue option: Student will select one subject among the (subject 1, subject 2 and subject 3) as major and other as minor and third subject will be dropped.														
Level/ Difficulty	Sem	Credits Related to Major				Minor	--	GE/OE	SEC	IKS	AEC	VEC	CC	Total
		Major Core	Major Elective	VSC	FP/OJT/CE P/RP									
5.0/200	III	6(T)	--	2 (T)	2(FP)	4(T)	--	2(T)	--	2(T)	--	2(T)	22	
	IV	6(T)	--	2 (T)	2(CEP)	4(T)	--	2(T)	2 (T)	--	2(T)	--	2(T)	22
Exit option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4credits core NSQF course/Internship OR Continue with Major and Minor														
5.5/300	V	12(T)	4(T)	2 (T)	2(FP/CEP)	2(T)	--	--	--	--	--	--	22	
	VI	12(T)	4(T)	2 (T)	4 (OJT)	--	--	--	--	--	--	--	22	
Total 3Years		44	8	8	10	18	8	8	6	4	8	4	6	132
Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor														
6.0/400	VII	10 (T)	4(T)	--	4(RP)	4(RM)(T)	--	--	--	--	--	--	22	
	VIII	10 (T)	4(T)	--	6(RP)	--	--	--	--	--	--	--	22	
Total 4Years		64	16	8	22	22	8	8	6	4	8	4	6	176
Four Year UG Honours with Research Degree in Major and Minor with 176 credits														
6.0/400	VII	10 (T)	4(T)	--	--	4(RM) (T)	--	--	--	--	--	--	22	
	VIII	10 (T)	4(T)	--	4 (OJT)	--	--	--	--	--	--	--	22	
Total 4Years		72	16	8	14	22	8	8	6	4	8	4	6	176
Four Year UG Honours Degree in Major and Minor with 176 credits														
T = Theory P = Practical DSC = Discipline Specific Course OE = Open Elective SEC = Skill Enhancement Course IKS = Indian Knowledge System AEC = Ability Enhancement Course VEC = Value Education Course CC = Co-curricular Course VSC= Vocational Skill Course OJT= On Job Training CEP= Community Engagement Project FP= Field Project RP= Research Project														

Course Structure for F.Y.B.Com Sem I (NEP 2.0 2024 Pattern)

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	DSC 1	ACC-101-GEN	Financial Accounting I	Theory	04
	DSC 2	MKT-101-GEN	Principles of Marketing	Theory	04
		ADM-101-GEN	Basics of Business Administration	Theory	04
	DSC 3	STA-101-GEN	Business Statistics I	Theory	04
		ECO-101-GEN	Banking and Finance	Theory	04
		CMA-101-GEN	Cost Accounting I	Theory	04
	Open Elective (OE)	MKT-102-OE	Introduction to Entrepreneurship	Theory	02
	Skill Enhancement Courses (SEC)	ACC-103-SEC	Financial Accounting I (Practical)	Theory	02
		MKT-103-SEC	Marketing Management I (Practical)	Theory	02
		STA-103-SEC	Business Statistics I (Practical)	Theory	02
		ECO-103-SEC	Banking and Finance I (Practical)	Theory	02
		ADM-103-SEC	Business Administration I (Practical)	Theory	02
		CMA-103-SEC	Cost Accounting I (Practical)	Theory	02
	Ability Enhancement Course (AEC)	ENG-104-AEC	AEC1 (English)	Theory	02
	Value Education Course (VEC)	EVS-105-VEC	Environmental Science	Theory	02
Indian Knowledge System (IKS)	GEN-106-IKS	Generic IKS1	Theory	02	
Total Credits Semester-I					22

Course Structure for F.Y.B.Com Sem II (NEP 2.0 2024 Pattern)

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
II	DSC 1	ACC-151-GEN	Financial Accounting II	Theory	04
	DSC 2	MKT-151-GEN	Consumer Protection and Business Ethics	Theory	04
		ADM-151-GEN	Principles of Business Administration	Theory	04
	DSC 3	STA-151-GEN	Business Statistics II	Theory	04
		ECO-151-GEN	Banking and Finance	Theory	04
		CMA-151-GEN	Cost Accounting II	Theory	04
	Open Elective (OE)	MKT-152-OE	Entrepreneurship Development I	Theory	02
	Skill Enhancement Courses (SEC)	ACC-153-SEC	Financial Accounting II (Practical)	Theory	02
		MKT-153-SEC	Marketing Management II (Practical)	Theory	02
		STA-153-SEC	Business Statistics II (Practical)	Theory	02
		ECO-153-SEC	Banking and Finance II (Practical)	Theory	02
		ADM-153-SEC	Business Administration II (Practical)	Theory	02
		CMA-153-SEC	Cost Accounting II (Practical)	Theory	02
	Ability Enhancement Course (AEC)	ENG-154-AEC	AEC2 (English)	Theory	02
	Value Education Course (VEC)	EVS-155-VEC	Constitution of India	Theory	02
Co-curricular Course (CC)	GEN-156-IKS	NSS/NCC/Physical Education/Cultural/Yoga	Theory	02	
Total Credits Semester-II					22

**CBCS Syllabus as per NEP 2020 for F.Y. B.Com. Semester I
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: I
Course Type	: Major Mandatory (Theory)
Course Code	: MKT-101-GEN
Course Title	: Principles of Marketing
No. of Credits	: 04
No. of Teaching Hours	: 48

Course Objectives:

1. To create awareness about market and marketing.
2. To establish link between commerce / Business and Marketing.
3. To understand the basic concept of marketing.
4. To know the relevance of marketing in modern competitive world.
5. To develop an analytical ability to plan for various marketing strategy.
6. To provide knowledge about marketing environment.
7. To get knowledge about buyer behaviour.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Demonstrate knowledge of marketing and its application, scope, types, importance and functions in today's world.
- CO2.** Accurately describe the recent trends i. e. Digital marketing, e-commerce, social media marketing etc. in the field of marketing.
- CO3.** Discuss the basic functions and functions of exchanges and subsidiary functions of marketing.
- CO4.** Analyze the marketing environment and also analyze internal and external factors of marketing environment.
- CO5.** Apply about product mix, price mix, place mix, physical evidence for marketing goods and services.
- CO6.** Explain buyer behaviour, their scope, significance, determinants, stages and buying process.
- CO7.** Identify various marketing organizations and scope of these organizations.

Topics and Learning Points**Unit 1: Basics of Marketing (12 Lectures)**

- 1.1 Market – Marketing – Introduction, Meaning, Definition, Scope, Types.
- 1.2 Importance of Marketing
- 1.3 Functions of Marketing – Basic Functions, Functions of Exchanges and Subsidiary Functions.
- 1.4 Marketing Mix – Introduction, Meaning, Definition, Scope and Significance

Unit 2: Marketing Organization and Marketing Environment (12 Lectures)

- 2.1 Introduction, Meaning and Definition
- 2.2 Scope and different forms of Organizations
- 2.3 Marketing Environment – Meaning, factors- internal and external
- 2.4 Marketing Organizations

Unit 3 Buyer Behaviour and Market Segmentation (12 Lectures)

- 3.1 Introduction, Meaning, Definition, Scope and Significance of Buyer Behaviour
- 3.2 Determinants of Buyer Behaviour, Stages of Buyer Behaviour,
- 3.3 Buying Process
- 3.4 Introduction, Meaning, Importance of Market Segmentation.
- 3.5 Bases for Segmentation

Unit 4 Product and Pricing Decisions (12 Lectures)

- 4.1 Concept of Product – Product Classification
- 4.2 Factors Considered for Product Management – Role of Product Manager
- 4.3 Factors Affecting Pricing Decisions
- 4.4 Pricing & Product, Product Life Cycle – Pricing Methods

References:

1. Marketing Management- Macmillan Publication- V.S.Ramaswamy, S.Namakumari
2. Principles of Marketing, - Hall of India Pvt. Ltd.- Philip Kotler, Gary Armstrong
3. Rural Marketing- Dorling Kindersley (India) Pvt. Ltd.-Pearson, Pradeep Kashyap
4. Marketing Management- Himalaya Publishing House- Dr. K. Karuna Karan
5. Marketing in India- Vikas Publishing House- S. Neelamegham

Mapping of Program Outcomes with Course Outcomes**Class:** F.Y.B.Com**Subject:** Principles of Marketing**Course:** Principles of Marketing**Course Code:** : MKT-101-GEN**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

Justification for the Mapping**PO1: A Fundamental Knowledge and Coherent Understanding:**

CO1. This will help the students to get in depth knowledge of marketing and its application in today's world; they can solve the problems of marketing.

CO2. The students acquaint the recent trends in the field of marketing; can cope up with the changes in market.

CO3. Students will get the knowledge of marketing and various approaches, can improve themselves to enter and sustain in the market.

PO2: Procedural Knowledge for Skill Enhancement:

CO5. This will help the students to develop techniques of marketing skills.

PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to know buyer behaviour, their scope, significance, determinants, stage and buying process.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

PO5: Analytical Reasoning Skills:

CO5. This will help the students to develop techniques of marketing skills.

PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of marketing and its application in today's world.

PO7: Multidisciplinary Competence:

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

CO7. This will help the students to understand about social Media.

PO8: Value Inculcation through Community Engagement:

CO4. This will help the students to create awareness and importance of marketing environment.

CO1. This will help the students to get in depth knowledge of marketing and its application in today's world.

PO12: Research-Related skills:

CO2. This would also enable the students to acquaint the recent trends in the field of marketing

**CBCS Syllabus for F.Y. B.Com. Semester I
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: I
Course Code	: MKT-103-SEC
Course Title	: Marketing Management I (Practical)
No. of Credits	: 02 Credits (Practical)
No. of Teaching Hours	: 30

Course Objectives:

1. To orient the students about recent trends in Marketing Management.
2. To create awareness about regarding advertising in India.
3. To acquaint the students with the aware about the new trends in advertising in modern world.
4. To help the students to provide special knowledge of appeals in advertisement.
5. To develop ability to Impart the knowledge of importance of advertising technologies and its day to day application.
6. To instills the knowledge about the Comparative Study of Advertising Media.
7. To aware new era in the E-Advertising

Course Outcomes:**By the end of the course, students will be able to:**

- CO1: This course will orient the students for recent trends in marketing management.
- CO2: It will create awareness regarding advertising in India.
- CO3: Aware about the new trends in advertising in modern world.
- CO4: It will provide special knowledge of appeals in advertisement.
- CO5: Impart the knowledge of importance of advertising technologies and its day to day application.
- CO6: The students can understand about the Comparative Study of Advertising Media.
- CO7: Acquaint with the use and importance with the new social media platforms of communication in marketing field, in the new era in the E-Advertising.

Topics and Learning Points**UNIT 1: Functions of Marketing****10 Lectures**

- 1.1 Design a layout for functions of marketing.
- 1.2 Visit a local store and analyze its functions.
- 1.3 Role Play: Simulate different types of functions of marketing and discuss their advantages and Disadvantages.
- 1.4 Case Study: Analyze real-world examples of functions of marketing and types of functions of marketing and present findings.
- 1.5 Group Discussion: Discuss role of functions of marketing in modern world
- 1.6 Students should maintain this activity in the practical journal provided by the institution.

UNIT 2: Marketing Organizations**10 Lectures**

- 2.1 Design a layout of marketing organizations.
- 2.2 Role Play: Simulate scenarios for different marketing organizations;
- 2.3 Group Discussion: Discuss the various marketing organizations.
- 2.4 Presentation – Students should present role of marketing organizations in India.
- 2.2 Students should maintain this activity in the practical journal provided by the institution

UNIT 3: Product and Pricing Decisions**10 Lectures**

- Presentation – Student should present their products and their pricing decisions.
- Group Discussion- students discuss the Comparative Study of product and pricing decisions.
- Role play- a teacher should ask the students to play role on product & pricing decisions.
- A teacher should ask students to write factors influencing pricing decisions.
- tudents should maintain this activity in the practical journal provided by the institution.

References:

- Retailing and E-tailing – S. L. Gupta, Mittal & Nayyar
- E-Commerce: Fundamentals and Applications – Henry Chan, Lee
- Marketing Management, Indian context – global prespective – Ramaswami Namakumari
- Marketing Management – Pankaj Madan & Hemraj Verma Amit Mittal
- Marketing Management (Text and Cases) – Rajagopal
- Marketing Concepts and cases – Michael J Etzel, Bruce J. Walker, Willam J Stanton Ajay Pandit
- Introduction to e-commerce – Nidhi Dhawan Electronic Commerce – Bharat Bhaskar

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Com

Subject: Marketing Management I(Practical)

Course: Marketing Management I (Practical)

Course Code: MKT-103-SEC

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	1		1			1							
CO 2	2			1						-	-	3	-
CO 3				2									
CO 4		2				2							
CO 5									2			1	
CO 6				2				1					
CO 7					1		1						2

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of advertising and its application in today's world; they can solve the problems of marketing.

CO2. The students acquaint the recent trends in the field of marketing and can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO4. The students apply methods to develop brand marketing skill through application and exercise.

PO3: Critical Thinking and Problem-Solving Skills:

CO1. Students can accurately describe the concept about advertising.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

CO3. Students can demonstrate the basic knowledge of various approaches in advertising.

CO 6. This will help the students to discuss the issues relating to different appeals and approaches in advertising.

PO5: Analytical Reasoning Skills:

CO7. This will help to acquaint students about advertising and branding.

PO6: Innovation, Employability and Entrepreneurial Skills:

CO 4. Students apply methods to develop brand marketing skill through application and exercise.

PO7: Multidisciplinary Competence:

CO7. This will acquaint students about advertising and branding.

PO8: Value Inculcation through Community Engagement:

CO 6. The students can discuss the issues relating to different appeals and approaches in advertising.

PO9: Traditional Knowledge into Modern Application:

CO5. Students can apply methods to get knowledge about the role of advertising in modern era.

PO12: Research-Related skills:

CO2. This will help to develop awareness regarding advertising media.

PO13: Teamwork

CO7. The students can acquaint about advertising and branding.

Assessment Pattern:

<p>Internal Assessment For internal assessment teacher can choose any one or more of the following methods: Internal Test, Presentation, Assignment, Assigning Internship to Students etc.)</p>	: 20 Marks
<p>External Examination (For external examination the Viva-voce/Oral should consist of: Practical Journal: 50% & Oral: 50%)</p>	: 30 Marks
Total Marks	: 50 Marks

**CBCS Syllabus as per NEP 2020 for F.Y. B.Com. Semester I
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: I
Course Type	: Open Elective (Theory)
Course Code	: MKT-102-OE
Course Title	: Introduction to Entrepreneurship
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce various business organizations.
2. To enable students to apply this knowledge in enhancing their skills in the field of entrepreneurship.
3. To understand entrepreneurship concept thoroughly.
4. To make the students aware about the Business Environment.
5. To create entrepreneurial awareness among students.
6. To give the students the basic knowledge of Entrepreneurship.
7. To inculcate knowledge of various aspects of Entrepreneurship.

Course Outcomes:

By the end of the course, students will be able to:

CO1. Accurately describe the concept of entrepreneur and features of entrepreneurs. Describe concept, importance, and features of entrepreneur.

CO2. Demonstrates a comprehensive understanding about the fundamentals of starting and operating business.

CO3. Apply methods to inculcate about various traits and qualities of entrepreneurs

CO4. Discuss the issues relating to various forms of Business organizations and try to find out the solution for that.

CO5. Analyse to acquaint with problems of entrepreneurs and collective problems of entrepreneurs.

CO6. Explain in detail the factors affecting on entrepreneurship development

CO7. Identify to apply this knowledge in practically by enhancing their skills in the field of entrepreneurship and entrepreneurship development.

Topics and Learning Points

Unit 1 Business Organizations:

(10 Lectures)

- 1.1 Introduction, Sole Proprietorship, Joint Hindu Family,
- 1.2 Partnership, Limited Liability Partnership, Joint Stock Company,
- 1.3 Co-operative Society, Franchising.

Unit 2: Entrepreneurship

(10 Lectures)

- 2.1 Definitions, Concept, Characteristics.
- 2.2 Functions of entrepreneurs in economic development.
- 2.3 Entrepreneurial traits, types, qualities and functions of entrepreneurs.

Unit 3: Factors affecting Entrepreneurship Development

(10 Lectures)

- 3.1 Internal factors,
- 3.2 External factors, Social factors, Economical factors, Political factors, Cultural factors,
- 3.3 Psychological factor, Technological factors, Educational and International factors.

References:

1. Dynamics of Entrepreneurship Development and Management – Desai Vasant – Himalaya Publishing house
2. Small Scale Industries & Entrepreneurship – Dr. Vasant Desai, Himalay Publications
3. Entrepreneurship – Rober D Histrith – Tata McGraw Hill Publishing House
4. Entrepreneurial Development – Khanka – S. Chand
5. Entrepreneurial Development – Gupta, Shrinivasan – S Chand
6. Essentials of Business Enviornment- K. Aswathappa- Himalaya Publishing House
7. Entrepreneurship Development & Small Scale Entreprise – Third Edition – Poornima M. Charantimath – Pearson

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Com.

Subject: Introduction to Entrepreneurship

Course: Introduction to Entrepreneurship

Course Code: MKT-102-OE

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of entrepreneurship and its application in today's world; they can solve the problems of entrepreneurship.

CO2. The students acquaint the recent trends in the field of entrepreneurship; can cope up with the changes in market.

CO3. Students will get the knowledge of entrepreneurship and various approaches, can improve themselves in enter and sustain in the market.

PO2: Procedural Knowledge for Skill Enhancement:

CO5. This will help the students to develop techniques of entrepreneurship skills.

PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to factors affecting on entrepreneurship development.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship.

PO5: Analytical Reasoning Skills:

CO5. This will help the students to develop techniques of entrepreneurship skills

PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of entrepreneurship and its application in today's world.

PO7: Multidisciplinary Competence:

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship.

CO7. This will help the students to understand about various businesses.

PO8: Value Inculcation through Community Engagement:

CO4. This will help the students to create awareness and importance of entrepreneurship

PO9: Traditional Knowledge into Modern Application:

CO1. This will help the students to get in depth knowledge of entrepreneurship and its application in today's world.

PO12: Research-Related skills:

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship

**CBCS Syllabus as per NEP 2020 for F.Y. B.Com. Semester II
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: II
Course Type	: Major Mandatory
Course Code	: MKT-151-GEN
Course Title	: Consumer Protection & Business Ethics
No. of Credits	: 04
No. of Teaching Hours	: 48

Course Objectives:

1. To introduce the concept of consumer.
2. To make the students aware about consumer rights, duties and mechanism for resolving their disputes. .
3. To make the students aware about laws relating to consumers.
4. To understand the issues relating to problems of consumers.
5. To acquaint the students with consumer and consumer movement.
6. To create awareness among students about various issues of consumers.
7. To enable students to apply this knowledge in enhancing their skills in the field of consumer protection.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concept of consumer and features of consumers.
- CO2.** Describe importance, scope and features of consumer movement.
- CO3.** Demonstrates a comprehensive understanding about consumer rights, duties and mechanism for resolving their disputes.
- CO4.** Apply methods about various laws related to consumer protection in India. Apply the Law for consumer protection.
- CO5.** Discuss the issues relating to problems of consumers and mechanism for solving the disputes.
- CO6.** Analyse to acquaint with consumer and consumer movement and collective problems of consumers.
- CO7.** Explain in detail the problems of consumers, rural problems and urban problems.

CO8. Identify to apply this knowledge in practically by enhancing their skills in the field of consumer protection and procedure of filing complaint.

Topics and Learning Points

Unit 1: Consumer and Problems of Consumers (12 Lectures)

1. 1 Consumer: Concept, Meaning, Definition and Features
1. 2 Rights, Duties and Responsibilities of Consumers.
- 1.3 Problems of Consumers: Rural and urban, Its Nature and Types
1. 4 Defect in Goods-Deficiency in Services, Unfair Trade Practices, Restricted Trade Practices

Unit 2: Consumer Protection Act, 1986: (As per Amendments in 2015) (14 Lectures)

- 2.1 Background – Need, Scope and Features
2. 2 Definitions- Consumer-Goods-Services- Complaints, Complainant- Defect in Goods- Deficiency in Services, Unfair Trade Practices, Restricted Trade Practices.
- 2.3 Mechanism for Redressal - Composition and working of Consumer Disputes Redressal Agencies:
 - a) District Consumer Disputes Redressal Forum
 - b) State Consumer Disputes Redressal Commission
 - c) National Consumer Disputes Redressal Commission
- 2.4. Procedure of filing complaints

Unit 3: Conceptual framework of Business Ethics (12 Lectures)

3. 1 Concept of Business Ethics, Meaning and Nature
3. 2 Definition, Importance and Scope of Business Ethics
- 3.3 Types of Business Ethics – Professional business ethics, ethics of accounting information, ethics in production, ethics of intellectual property skill, knowledge

Unit 4: Business Ethics in Modern Time (10)

- 4.1 Social Responsibilities of Business
- 4.2 Business Ethics and Environmental Issues,
 - a) Ethical Issues in Marketing
 - b) Ethical Issues in Human Resource Management

References:

1. Law of Consumer Protection in India- P.K. Majumdar (2011), Orient Publishing Co. New Delhi.
2. Practical Guide to Consumer Protection Law, Anup K. Kaushal (2006), Universal Law Publishing Co, New Delhi.
3. Consumer Protection Laws, Prof. RakeshKhanna, (2005) Central Law Agency, Alahabad.
4. Business Ethics and Corporate Governance, S.K. Bhatia 92005),
5. Consumer Protection Law, Dr. S. R. Myneni,(2010), Asia Law House, Hyderabad. 6. Law of Consumer Protection, Dr. Gurbax Singh, Bharat Law Publication, Jaipur.

6. Ethics in Management- S.A. Sherlekar , Himalaya Publication New Delhi
7. Business Ethics and corporate Governance - S S Khanka S. Chand Publication Mumbai.

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3													
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Com.

Subject: Consumer Protection & Business Ethics

Course: Consumer Protection & Business Ethics

Course Code: MKT-151-GEN

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of consumer protection and its application in today's world; they can solve the problems of consumer protection & Business Ethics.

CO2. The students acquaint the recent trends in the field of consumer protection can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO5. This will help the students to develop techniques of consumer protection skills.

PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to acquaint with consumer and consumer movement and collective problems of consumers.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of consumer protection & Business Ethics.

PO5: Analytical Reasoning Skills:

CO5. This will help the students to develop techniques of consumer protection skills

PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of consumer protection and its application in today's world.

PO7: Multidisciplinary Competence:

CO2. This would also enable the students to acquaint the recent trends in the field of consumer protection & Business Ethics.

CO7. This will help the students to understand about Business Ethics.

PO8: Value Inculcation through Community Engagement:

CO4. This will help the students to create awareness and importance of consumer protection.

PO9: Traditional Knowledge into Modern Application:

CO1. This will help the students to get in depth knowledge of consumer protection and its application in today's world.

PO12: Research-Related skills:

CO2. This would also enable the students to acquaint the recent trends in the field of consumer protection.

**CBCS Syllabus for F.Y. B.Com. Semester II
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: II
Course Code	: MKT-153-SEC
Course Title	: Marketing Management II (Practical)
No. of Credits	: 02 Credits (Practical)
No. of Teaching Hours	: 30

Course Objectives:

1. To orient the students about recent trends in Marketing Management.
2. To create awareness about regarding advertising in India.
3. To acquaint the students with the aware about the new trends in advertising in modern world..
4. To help the students to provide special knowledge of appeals in advertisement.
5. To develop ability to Impart the knowledge of importance of advertising technologies and its day to day application.
6. To instills the knowledge about the Comparative Study of Advertising Media.
7. To aware new e r a i n t h e E-Advertising

Course Outcomes:**By the end of the course, students will be able to:**

CO1: This course will orient the students for recent trends in marketing management.

CO2: It will create awareness regarding defects in goods and services.

CO3: Aware about the new trends in filing complaint about goods and services in modern world.

CO4: It will provide special knowledge of business ethics.

CO5: Impart the knowledge of importance of business ethics and its day to day application.

CO6: The students can understand about the Comparative Study of Advertising Media.

CO7: Acquaint with the use and importance with the new social media platforms of communication in marketing field, in the new e r a i n t h e E-Advertising.

Topics and Learning Points**UNIT 1: Defects in Goods and Services****10 Lectures**

- 1.1 Design examples of defects in goods and services.
- 1.2 Visit a local store and analyze its goods and services.
- 1.3 Role Play: Simulate different types of defects in goods and services in market and discuss their advantages and Disadvantages.
- 1.5 Case Study: Analyze real-world examples of defects in goods and services of market and present findings.
- 1.5 Group Discussion: Discuss different types of defects in goods and services in modern world.
- 1.7 Students should maintain this activity in the practical journal provided by the institution.

UNIT 2: Procedure for filing complaint**10 Lectures**

- 2.1 Role Play: Simulate scenarios for different defects of goods and services.
- 2.2 Visit District Consumer Disputes Redressal Forum
- 2.3 Group Discussion: Discuss the Unfair Trade Practices, Restricted Trade Practices.
- 2.3 Presentation – Students should present consumer complaint application with example.
- 2.3 Students should maintain this activity in the practical journal provided by the institution

UNIT 3: Business Ethics in Modern Times**10 Lectures**

- Presentation – Student should present their Social Responsibilities of Business
- Visit a local store and analyze its business ethics
- Group Discussion- students discuss the Ethical Issues in Marketing, Ethical Issues in Human Resource Management
- .Role play- a teacher should ask the students to play role on business ethics in modern times.
- A teacher should ask students to write ethical issues of businesses with example.
- Students should maintain this activity in the practical journal provided by the institution.

References:

- Retailing and E-tailing – S. L. Gupta, Mittal & Nayyar
- E-Commerce: Fundamentals and Applications – Henry Chan, Lee
- Marketing Management, Indian context – global perspective – Ramaswami Namakumari
- Marketing Management – Pankaj Madan & Hemraj Verma Amit Mittal
- Marketing Management (Text and Cases) – Rajagopal
- Marketing Concepts and cases – Michael J Etzel, Bruce J. Walker, Willam J Stanton Ajay Pandit
- Introduction to e-commerce – Nidhi Dhawan

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Com

Subject: Marketing Management II (Practical)

Course: Marketing Management II (Practical)

Course Code: MKT-153-SEC

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	1		1			1							
CO 2	2			1						-	-	3	-
CO 3				2									
CO 4		2				2							
CO 5									2			1	
CO 6				2				1					
CO 7					1		1						2

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of advertising and its application in today's world; they can solve the problems of advertising.

CO2. The students acquaint the recent trends in the field of advertising media and can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO 4. The students apply methods to develop brand marketing skill through application and exercise.

PO3: Critical Thinking and Problem-Solving Skills:

CO1. Students can accurately describe the concept about advertising.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

CO3. Students can demonstrate the basic knowledge of various approaches in advertising.

CO 6. This will help the students to discuss the issues relating to different appeals and approaches in advertising.

PO5: Analytical Reasoning Skills:

CO7. This will help to acquaint students about advertising and branding.

PO6: Innovation, Employability and Entrepreneurial Skills:

CO 4. Students apply methods to develop brand marketing skill through application and exercise.

PO7: Multidisciplinary Competence:

CO7. This will acquaint students about advertising and branding.

PO8: Value Inculcation through Community Engagement:

CO 6. The students can discuss the issues relating to different appeals and approaches in advertising.

PO9: Traditional Knowledge into Modern Application:

CO5. Students can apply methods to get knowledge about the role of advertising in modern era.

PO12: Research-Related skills:

CO2. This will help to develop awareness regarding advertising media.

PO13: Teamwork

CO7. The students can acquaint about advertising and branding.

**CBCS Syllabus as per NEP 2020 for F.Y. B.Com. Semester I
(2024 Pattern)**

Name of the Programme	: B.Com.
Programme Code	: UCCO
Class	: F.Y. B.Com
Semester	: I
Course Type	: Open Elective (Theory)
Course Code	: MKT-152-OE
Course Title	: Entrepreneurship Development I
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To motivate students to make their mind set for taking up entrepreneurship as career.
2. Understanding the dynamic role of entrepreneurship and small business.
3. Create and exploit innovative business ideas and market opportunities.
4. To inform students about family business.
5. To aware students about challenges faced by family businesses
6. To give knowledge to students about woman entrepreneurs in India.
7. To make them ready to prepare Business Plan.

Course Outcomes:**By the end of the course, students will be able to:**

- CO1.** This course will help to understand problems and challenges related to entrepreneurship.
- CO2.** The students can come to know various governmental institutions providing facilities to entrepreneurs.
- CO3.** The students can prepare Business Plan & project report for their business.
- CO4.** Analyze the various family businesses.
- CO5.** Apply knowledge about the preparation of Business plan.
- CO6.** Explain recent trends in women entrepreneurs in India.
- CO7.** Identify various challenges faced by family businesses, women entrepreneurs.

Topics and Learning Points

Unit No.	Name of the Topic	Periods
I	Entrepreneur- 1.1 Definition, Concept, Characteristics. 1.2 Functions of entrepreneurs in economic development. 1.3 Entrepreneurial traits, types, qualities and functions of entrepreneurs. 1.4 Difference between Entrepreneur & Entrepreneurship	12
II	Need & Importance of Entrepreneurship- 2.1 Need & Importance of Entrepreneurship--Unemployment-Poverty-Regional imbalance- Social injustice-Inflation-Parallel Economy-Lack of Technical knowledge and information 2.2 Factors affecting Entrepreneurship Development- Internal factors, External factors,	10
III	Woman Entrepreneur- 3.1 concept, Opportunities for Women entrepreneur , 3.2 Women entrepreneurs in Semi-Urban and Rural sector 3.3 Challenges and problems of women Entrepreneurship	8
	Total Periods	30

Recommended Books & Journals

1. Entrepreneurial Development – Khanka – S. Chand
2. Entrepreneurial Development – Gupta, Shrinivasan – S Chand
1. Essentials of Business Environment- K. Aswathappa- Himalaya Publishing House
2. A Complete guide to successful Entrepreneurship – Pandya G. N. – Vikas PublishingHouse
3. Trainers Manual – NIESBUD, Mumbai
4. Trainers Manual – NIMID, Mumbai
5. Business Environment- Tandon B.C.

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Com.

Subject: Entrepreneurship Development I

Course: Entrepreneurship Development

Course Code: MKT-152-OE

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

Justification for the Mapping

PO1: Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of entrepreneurship and its application in today's world; they can solve the problems of Entrepreneurship Development

CO2. The students acquaint the recent trends in the field of entrepreneurship; can cope up with the changes in market.

CO3. Students will get the knowledge of entrepreneurship and various approaches, can improve themselves in enter and sustain in the market.

PO2: Procedural Knowledge for Skill Enhancement:

CO5. This will help the students to develop techniques of entrepreneurship development skills.

PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to factors affecting on entrepreneurship development.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship.

PO5: Analytical Reasoning Skills:

CO5. This will help the students to develop techniques of entrepreneurship skills

PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of entrepreneurship and its application in today's world.

PO7: Multidisciplinary Competence:

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship.

CO7. This will help the students to understand about social Media.

PO8: Value Inculcation through Community Engagement:

CO4. This will help the students to create awareness and importance of entrepreneurship

PO9: Traditional Knowledge into Modern Application:

CO1. This will help the students to get in depth knowledge of marketing and salesmanship and its application in today's world.

PO12: Research-Related skills:

CO2. This would also enable the students to acquaint the recent trends in the field of entrepreneurship