

**Class: S.Y. B.Com. (Semester – III)**

**Paper Code: COMBC2301**

**Paper: I**

**Credit: 3 Credits**

**Title of Paper: Business Communication-I**

**No. of lectures: 48**

**Objectives of the Course:**

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new methods and channels in business communication.
3. To provide knowledge of various soft skills applying in business communication.
4. To develop business communication skills through the application and exercises.

**Course outcomes:**

This course will be helpful to understand the concept and process of business communication.

It will develop awareness regarding various methods and channels of business communication.

It will provide special knowledge of various soft skills applying in business communication.

The students can understand about job application letters and how to write resumes.

<b>Unit No.</b>	<b>Contents</b>	<b>Periods</b>
<b>1</b>	<b>Introduction of Business Communication:</b> 1.1 Introduction, Meaning, Definition. 1.2 Features, Process of Communication. 1.3 Importance & Principles of Business Communication. 1.4 Barriers to Communication & Remedies.	<b>14</b>
<b>2</b>	<b>Methods and Channels of Communication</b> 2.1 Methods of Communication along with Merits and Demerits 2.2 Channels of Communication in the Organization and their Types, Merits & Demerits.	<b>08</b>
<b>3</b>	<b>Soft Skills:</b> 3.1 Meaning, Definition, Importance of Soft Skills <b>3.2 Elements of Soft Skills:</b> 3.2.1 Grooming Manners and Etiquettes 3.2.2 Interview Skills 3.2.3 Group Discussion 3.2.4 Oral Presentation	<b>16</b>
<b>4</b>	<b>Job Application Letters</b> 4.1 Meaning, Types of job Application Letter 4.2 Drafting of Job Application Letters, Bio-Data/Resume	<b>10</b>
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

**Class : S. Y. B. Com. (Semester- III)**

**Title of Paper : CORPORATE ACCOUNTING – I**

**Paper Code : COMCA2302**

**Paper : PAPER - I**

**Credit : 04**

**No. of lectures: 48**

❖ **Learning Objectives:**

- To know and make aware about Indian Accounting Standards.
- To develop awareness about Corporate Accounting in conformity with the provisions of Companies Act and Accounting as per Indian Accounting Standards.
- To introduce about the meaning and concept of holding and subsidiary companies. Also to aware about its accounting procedure.
- To know the various methods of valuation of shares.

❖ **Learning Outcome:**

The course will help the students to get a thorough knowledge about corporate accounting. It would also enable the students to know about application of accounting standards, concept of holding and subsidiary companies. It will also help the students to make valuation of shares of companies through learning various methods of valuation.

## **CONTENTS**

<b>Unit 1: Accounting Standards In India:</b> (Theory Only)	<b>(10)</b>
Meaning & Concept, Applicability, Objectives, Scope, Discloser Policy of AS 5, AS10, AS 14 and AS 21 with examples	
<b>Unit 2: Company Final Accounts:</b> (Numerical Problems)	<b>(16)</b>
2.1 Forms and contents as per Provisions of Companies Act; 2013 (As amendment up to the beginning of the relevant academic year) as per Revised Schedule – VI.	
2.2 Preparation of Income Statement.	
2.3 Preparation of Balance Sheet.	

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**Unit 3: Holding Company Account:** (Numerical Problems) (12)

- 3.1 Meaning and Introduction of Holding & Subsidiary Company,
- 3.2 Concepts of Percentage of Shares, Capital Profit, Revenue Profit, Minority Interest, Cost of Control.
- 3.3 Preparation of Consolidated Balance Sheet of Holding Company (with one subsidiary only).
- 3.4 Adjustment of Inter-Company Transactions & Unrealized Profit of Stock.

**Unit 4: Valuations of Shares:** (Theory & Numerical Problems) (10)

- 4.1 Concept of Valuation of Shares,
- 4.2 Need for Valuation of Shares,
- 4.3 Special Factors affecting Valuation of Shares,
- 4.4 Methods of Valuation - (a) Net Assets Method, (b) Yield Basis Method, (c) Fair Value Method.

**Recommended Books & Journals:**

- Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
- Advanced Accountancy: By S.P. Jain & K.N. Narang ( Kalyani Publishers)
- Company Accounts: By S.P. Jain & K.L. Narang
- Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
- Corporate Accounting: By Mukharji & Hanif
- Corporate Accounting: By Dr. K. N. Jagtap, Dr. S. D. Zagade, Dr. H. M. Jare
- Accounting Standards – Institute of Chartered Accountants of India.
- The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.
- The Accounting World: ICFAI Hyderabad
- Journal of Accounting & Finance: Accounting Research Association of Jaipur.

**Assessment Pattern:**

<b>a) Internal Assessment</b> (For internal assessment teacher can choose any one or more of the following methods: Internal Test, Presentation, Field Work, Assignment, Lab Practical, Assigning Internship to Students etc)	<b>: 40 Marks</b>
<b>b) External Examination</b> (For external examination the Question Paper should consist of: Theory Questions: 30% & Problems: 70%)	<b>: 60 Marks</b>
<b>Total Marks</b>	<b>: 100 Marks</b>

# **Title of Paper: Macro Economics- I**

**Paper Code:Credit: COMBE2303**

**Lectures: 48**

## **Objectives:**

1. To acquaint students with the basic concepts of Macro Economics.
2. To help students understand the behaviour of the economy as a whole.
3. To equip students with the tools for analysing the relationship among broad aggregates.

## **Outcomes**

1. Students would be able to understand the functioning and interlink ages amongst macro-economic variables.
2. The course will equip the students with the tools to understand the behaviour of the economy.
3. The students would be able to they would be able to apply economic reasoning to problems of the economy.

<b>Unit 1</b>	<b>Introduction to Macro Economics</b>	<b>08</b>
	A) Meaning, Nature and Scope of Macro Economics	
	B) Significance and Limitations of Macro Economics	
	C) Difference Between Micro and Macro Economics	
<b>Unit 2</b>	<b>National Income</b>	<b>14</b>
	A) Various Concepts of National Income	
	B) Circular Flow of Income	
	C) Methods and Difficulties in National Income Estimation	
<b>Unit 3</b>	<b>Theories of Output and Employment</b>	<b>14</b>
	A) Classical Theory of Employment	
	B) Criticism of Classical Theory of employment by Keynes	
	C) Keynesian Theory of Employment	
<b>Unit 4</b>	<b>Money</b>	<b>12</b>
	A) Definitions and Evolution of Money	
	B) Functions of Money	
	C) Demand for Money	
	D) Supply of Money and Multiple Credit Creation by Commercial Banks	

## **Reference Books:**

1. Macro Economics, H L Ahuja, S Chand Publications
2. Sthul Arthashastra (Marathi), Ram Deshmukh, Vidya Prakashan

**Class: S.Y. B.Com. (Semester – III)**

**Paper Code: COMBM2304**

**Paper: I**

**Title of Paper: Business Management-I**

**Credit: 3 Credits**

**No. of lectures: 48**

**Objectives of the Course:**

1. To provide basic knowledge & understanding about business management concept.
2. To provide an understanding about various functions of management.
3. To equip students with the attitude that they need for effective business management.

**Course outcome:**

The course will help the students to get a thorough knowledge about Business Management. This will provide an understanding about various functions of management. This will also help to equip students with the attitude that they need for effective business management.

<b>Unit No.</b>	<b>Contents</b>	<b>Periods</b>
<b>1</b>	<b>Unit –I INTRODUCTION TO MANAGEMENT</b> 1.1 Introduction, Meaning, Definition 1.2 Management- Is it Science, Art or profession? 1.3 Characteristics of Professional Management 1.4 Level of Management, Managerial Skills 1.5 Challenges before Management 1.6 Brief Review of Management Thought with reference to FW Taylor & Henry Fayol	<b>12</b>
<b>2</b>	<b>Unit –II Planning and Decision Making</b> <b>2.1 Planning</b> 2.1.1 <b>Forecasting-</b> Meaning & Techniques 2.1.2 <b>Planning-</b> Introduction, Meaning, Definition 2.1.3 Importance, Types of Planning, Steps in Planning, Limitations. <b>2.2 Decision Making</b> 2.2.1 Meaning, Types of Decisions & Steps in Decision Making	<b>12</b>
<b>3</b>	<b>Unit –III Organization and Staffing</b> <b>3.1 Organization</b> 3.1.1 <b>Organization-</b> Meaning, Process & Principles 3.1.2 Departmentalization, Organization Structure 3.1.3 Authority and Responsibility 3.1.4 Centralization verses Decentralization, Team Work. <b>3.2 Staffing</b> 3.2.1 <b>Staffing-</b> Meaning, Need & Importance of Staffing 3.2.2 Recruitment-Sources and Methods of Recruitment.	<b>12</b>
<b>4</b>	<b>Unit –IV Direction and Communication</b> <b>4.1 Direction</b> 4.1 <b>Direction-</b> Meaning, Elements, Principles, Techniques & importance 4.2 <b>Communication-</b> Meaning, Process of Communication 4.2.1 Importance of Effective Communication.	<b>12</b>
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

1. Principles of Management - Koontz & O'Donnel
2. The Management Process - R S Davar
3. Essentials of Management - Koontz & O' Donnel Tralei McGraw Hill Publishing House
4. Business Administration - Mritunjoy Banerjee
5. Principles & Practice - T N Chhabra, Dhanapat Rai & Co. of Management.
6. Management – LM .Prasad.
7. Super Highway: Bill Gates Foundation
8. Makers of Modern India - NBT Publishers
9. Indian Business leaders

**Class : S.Y. B.Com. (Semester III) Title of Paper: Elements of Company Law-I**  
**Paper Code : COMCL2305 No of lectures: 48**  
**Paper I**  
**Credits : 3 Credits**

**A) Course Objectives:**

- 1) To impart students with the knowledge of fundamentals of Company Law.
- 2) To update the knowledge of provisions of the Companies Act of 2013.
- 3) To apprise the students of new concepts involving in company law regime.
- 4) To acquaint the students with the duties and responsibilities of Key Managerial Personnel.
- 5) To impart students the provisions and procedures under company law.

**B) Course Outcomes:**

This Course help to getting the knowledge of fundamentals of Company Law, update the knowledge of provisions of the Companies Act of 2013, impart students the various concepts, provisions and procedures under company law.

<b>Sr. No.</b>	<b>Contents</b>	<b>Lectures</b>
<b>Unit 1</b>	<b>Introduction to the Companies Act 2013:</b> 1.1. Background and Salient Features of the Act of 2013, 1.2. Meaning and definitions, Nature, Features of a company, 1.3. Types of Companies 1.4. Distinction between Private and Public company	<b>10</b>
<b>Unit 2</b>	<b>Formation and Incorporation of a Company:</b> 2.1. Promotion: Meaning of the term ‘Promoter’, Legal Position of Promoters. 2.2. Registration/Incorporation of a company- Procedure, Documents to be filed with ROC. Certificate of Incorporation 2.3. Raising of capital: Minimum capital subscription stage 2.4. Commencement of business 2.5. Memorandum of Association: Meaning and importance, Forms and contents 2.6. Articles of Association: Meaning, Contents of Articles, Distinction between Memorandum of association and Articles of association. 2.7. Prospectus: Meaning and Definition Contents of Prospectus, Types of Prospectus	<b>14</b>
<b>Unit 3</b>	<b>Capital of the Company :</b> 3.1 Various Modes for Raising of Share Capital including private placement, public issue, rights issue, bonus shares. 3.2 Employees Stock Option Scheme (ESOS), Sweat Equity Shares, Buy-back of shares. 3.3 Allotment of Shares: Meaning, procedure of allotment of shares. 3.4 Calls On Shares: Meaning, procedure for making Calls. 3.5 Share Certificates: Meaning, Provisions regarding issue of share certificates 3.6 Share Capital – Definition, kinds, Concept of securities and types	<b>14</b>
<b>Unit 4</b>	<b>Forfeiture and Transfer of Shares:</b> 4.1 Meaning of forfeiture of shares, procedure of forfeiture of Shares. 4.2 Surrender of shares, Distinction between forfeiture and Surrender of shares. 4.3 Transfer and transmission of shares - meaning and procedure of transfer of shares. Distinction between Transfer and Transmission of Shares	<b>10</b>
<b>Total Periods</b>		<b>48</b>

**Recommended Books:**

- 1) Company Law Procedure K.V.Shanbhogue Bharat Law House
- 2) Company Procedures and Registrar of Companies M.L.Sharma Tax Publishers
- 3) Company Law Procedures S.Kannan, V.S.SowrirajanTaxmann
- 4) Concise Commentary on companies Act Mamta Bhargava Shreeji Publishers
- 5) Company Law & Secretarial Practice Dr.K.R.Chandratre Bharat Law House
- 6) Guide to Memorandum, Articles and Incorporation of Companies M.C.Bhandari,R.D.Makheeja  
Wadhwa & Company
- 7) Company Rules & Forms Bhargava & Bhargava Taxmann
- 8) Company Law Practice Manual Adesh Ojha & Other The Tax Publishers
- 9) Guide to Company Law Procedure M.C.Bhandari Wadhwa & Company
- 10) Guide to the Companies Act A.Ramaiya Wadhwa & Company

**Title of Paper: Indian Banking System-I**

**Paper Code:**

**Credit: 03**

**Lectures: 48**

**A) Learning Objectives:**

- 1) To create the awareness among the students of Indian banking system.
- 2) To enable students to understand the reforms and other developments in the Indian Banking.
- 3) To provide students insight into the functions and role of Reserve Bank of India.

**B) Learning Outcome:**

The main outcome of this course is acquaint students with various new concepts of Banks and modern technology in banking.

1) There will be practical and practical examinations for the special subjects at S.Y.B.Com. and T.Y.B.Com. Levels.

2) A student must offer the same Special Subject at T.Y.B.Com. which he has offered at S.Y.B.Com.

3) Every semester has three practicals and practical examination.

**Topic- I                  Commercial Banks in India                  14**

1.1 Public sector Banks (SBI & Nationalized Banks) Background, Mergers Banks.

1.2 Private Sector Banks (Old & New) - Classification & Features.

1.3 Cooperative Banks (SCB, DCCB, PACS) - Features.

1.4 Foreign banks in India- Functions.

**Topic-II New Banking Environment                  10**

2.1 Micro finance.

2.2 Payment banks.

2.3 Small finance Bank.

2.4 Green banking.

2.5 Investment banking.

**Topic-III Non Performing Assets                  12**

3.1 NPA- Concept, Classification and Criteria.

3.2 Identification and Causes of NPA.

3.3 Impact of NPA.

3.4 Management of NPA.

**Topic-IV Reserve Bank of India                  12**

4.1 RBI- Establishment and Nationalization.

4.2 Organization and Management of RBI

4.3 Functions of RBI

4.4 RBI Credit Control- Instruments.

4.5 Changing role of RBI-Promotional role, Development role & Regulation work.

**Recommended Books:**

1. Report on Trends and Progress of Banking in India: Reserve Bank of India Publication.
2. Indian Banking System (Hkkjrh; cW ad O;olk; iz.kkyh) - Prin. Dr. B. R. Sangle



**Class: S. Y. B. Com. (Semester- III)**

**Paper Code: COMCWA2306B**

**Paper: I**

**Title of Paper: Cost and Works Accounting Special Paper-I**

**Credit: 3 Credits**

**No. of lectures: 48**

**Objectives:**

1. To familiarize and acquire adequate knowledge with the basic cost concepts required for effective decision making in the firms
2. To understand the basic concepts and processes used to determine product costs
3. To acquaint the students about various methods involved in cost ascertainment systems.

**Learning Outcome:**

1. Explain the basic concept of cost and how costs are presented in financial statements
2. Describe how cost accounting is used for decision making and performance evaluation.
3. To provide knowledge of Material Control, purchase procedure and purchase documentation

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<b>Unit No.</b>	<b>TOPIC</b>	<b>Periods</b>
	<b>Unit 1 Basics of Cost Accounting</b>	<b>(16)</b>
	1.1. Concept of Cost, Costing, Cost Accounting and Cost Accountancy, 1.2.Limitations of Financial Accounting. 1.3.Origin of Costing. 1.4.Objectives of Costing. 1.5. Advantages & Limitations of Costing. 1.6. Difference between Financial Accounting and Cost Accounting. 1.7.Cost Units and Cost Center.	
	<b>Unit 2 Elements of Cost</b>	<b>(06)</b>
	2.1.Material, Labour and Expenses. 2.2.Classification of Costs.	
	<b>Unit 3 Cost Sheet, Tender and Quotation</b>	<b>(10)</b>
	3.1 Preparation of Cost Sheet (Theory & Problems) 3.2 Quotation, (Theory & Problems) 3.3 Tender. (Theory & Problems)	
	<b>Unit 4 Material Control</b>	<b>(16)</b>
	4.1.Need and Essentials of Material Control. 4.2.Functions of Purchase Department. 4.3.Purchase Procedure. 4.4.Purchase Documentation. 4.5.Stock Levels. 4.6.Economic Order Quantity. (EOQ)	
	<b>Total Periods</b>	<b>48</b>

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**Recommended Books:**

1. S.P. Lyengar - Cost Accounting Principles and Practice, Sultan Chand, & Sons Accounting Taxman's, New Delhi.
2. M.N. Arora - Cost Accounting Principles and Practice Vikas Publishing House Pvt.Ltd. New Delhi.
3. S.N. Maheshwari and S.N.Mittal- Cost Accounting, Theory and Problems, Mahavir book Depot, New Delhi
4. B.L. Lall and G.L. Sharma - Theory and Techniques of Cost Accounting. Himalaya Publishing House, New Delhi.
5. V.K. Saxena and Vashista - Cost Accounting – Text book. Sultan Chand and Sons – New Delhi
6. V.K. Saxena and Vashista - Cost Audit and Management Audit.Sultan Chand and Sons – New Delhi
7. Jain and Narang - Cost Accounting Principles and Practice. Kalyani Publishers
8. N.K. Prasad - Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd.,Calcutta.
9. N.K. Prasad - Advanced Cost Accounting Syndicae Pvt Ltd., Calcutta.
10. R.K. Motwani - Practical Costing. Pointer Publisher,Jaipur
11. R.S.N. Pillai and V. Bhagavati - Cost Accounting.
12. Hornefgrain and Datar - Cost Accounting and Managerial Emphasis.
13. Cost Accounting - Bhatta HSM, Himalaya Publication
14. Cost Accounting - Prabhu Dev, Himalaya Publication
15. Advanced Cost Accounting - Made Gowda, Himalaya Publication

**Journals -**

1. Cost Accounting Standards - The ICWA of India, Calcutta
2. Management Accountant - The ICWA of India, Calcutta

**Website -** [icwajournal@hotmail.com](mailto:icwajournal@hotmail.com)

CD: -On Cost-Sheet Prepared by Asian Center for Research and Training, Pune.  
Trimurti, 27B, Damle Complex, Hanuman Nagar, Senapati Bapat Road, Pune-16  
[director\\_acrtpune@yahoo.co.in](mailto:director_acrtpune@yahoo.co.in)

## **S.Y. B.Com.**

### **SEMESTER – III**

#### **PAPER - I**

#### **Subject :- Business Statistics-III**

The main objective of this course is to acquaint students with the basic concepts of concepts, techniques & applications of Statistical Methods in business.

#### **A) Learning Objectives:**

1. Understand and masters the concepts, techniques & applications of Statistical Methods with real life situations.
2. To develop the skills of solving real life problems using Statistical Methods.
3. To make students to understand the art of applying statistical techniques to solve some real life problems
4. To gain knowledge of Statistical Computations using statistical software.

#### **B) Learning Outcome:**

Students should be able to:

1. Learn techniques & applications of Statistical Methods and Operations Research with real life situations.
2. Learn business situations with real life situations.
3. Learn vital rates for in real life situations.
4. Learn preparation of life tables for real life situations.

#### **1 Theory of Attributes (up to order three only):**

Introduction Classification, Notation, dichotomy, types of classes, Order of a class, dot operator to find relation between class frequency ( up to order three, Fundamental set of class frequencies, Consistency up to three attributes, Independent and Association of two attributes, Yule's Coefficient of association, example and problems. **(14)**

#### **2 Multiple Regression, Multiple and Partial Correlation:**

Introduction, Multiple Regression, Statement of equation of plane of regression of  $X_1$  on  $X_2$  and  $X_3$ . Standard Error of Estimate, Partial and Multiple Correlation, Advantages and limitations of multiple Correlation Analysis. example and problems **(16)**

#### **3 Vital Statistics :**

Introduction, Methods of collecting vital Statistics, Mortality rates : CDR, ASDR, STDR (direct method), Fertility rates: CBR, ASFR, TFR, GFR Population Growth rate: GRR and NRR, example and problems.

**(10)**

#### **4 Life Tables:**

Introduction, Construction of life table, functions (  $l_x$ ,  $d_x$ ,  $p_x$ ,  $q_x$ ,  $L_x$ ,  $T_x$ ,  $e_x$ ) and their interpretation, Expectation of life, example and problems. **(08)**

**S.Y. B.Com.**  
**Marketing Management Special Paper I**  
**Subject Name -: Marketing Management (Semester III)**  
Optional Paper  
**Medium of Instruction: English/Marathi**

**Objectives of the Course:**

1. To understand the concept, process, components, features and importance of Marketing Management.
2. To develop awareness regarding current marketing environment in India.
3. To provide knowledge of various communication media applying in marketing communication.
4. To develop retail marketing skills through the application and exercise.

**Course outcome:**

This course will understand the concept and process of marketing management. It will develop awareness regarding current marketing environment in India. It will provide special knowledge of various communication media applying in marketing communication. The students can understand about the retail marketing skills.

**Medium of Instruction: English/Marathi**

Unit No.	Sem-I	Periods
1	Elements of Marketing Management 1.1 Meaning, Nature and Scope of Marketing Management 1.2 Components of Marketing Management. 1.3 Marketing Characteristics in Indian context. 1.4 Marketing Management process. 1.5 Marketing Planning	<b>16</b>
2	<b>Current Marketing Environment in India</b> 2.1 With special reference to Liberalization, Globalization and Privatization 2.2 Economic Environment- demographic, technological, natural, political, social-cultural. 2.3 Change in market practices – global marketing –case studies	<b>10</b>
3	<b>Marketing Communications:</b> 3.1 Meaning, Definition and objectives 3.2 Marketing communication mix 3.3 Traditional media 3.4 New Age media 3.5 Marketing communication through product cues 3.6 Different forms of appeal for communication	<b>14</b>
4	<b>Retail Marketing</b> 4.1 Meaning and Definitions of Retail Marketing 4.2 Types of Retailers 4.3 Role of Retail Marketing.	<b>08</b>
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

1. Marketing Management – Philip Kotler
2. Marketing Management- Rajan Saxena
3. Marketing Management-Indian context- global prespective-Ramaswami Namakumari
4. Marketing Management – Pankaj Madan & Hemraj Verna Amit Mittal
5. Marketing Management – (Text and Cases)- Rajagopal
6. Marketing Concepts and cases – Michael J. Etzel, Bruce J. Walker, Willam J. Stanton, Ajay Pandit
7. Introduction to e-commerce – Nidhi Dhawan
8. Electronic Commerce- Bharat Bhaskar
9. Retailing and E-tailing –S. L. Gupta, Mittal & Nayyar
10. E-Commerce: Fundamentals and Applications – Henry Chan, Lee

**Paper Code: COMBC2401**

**Paper: II**

**Credit: 3 Credits**

**Title of Paper: Business Communication - II**

**No. of lectures: 48**

**Objectives of the Course:**

1. To understand the concept, & Drafting of Business Letters.
2. To know the various types of business Letters.
3. To understand the Drafting and writing of Reports.
4. To develop awareness regarding new trends in business communication.

**Course outcomes:**

This course will offer and understand the layout, essential qualities of business letters. The students can come to know various types of business letters and drafting of these letters. It will provide knowledge of various types of reports and how to write reports. It will develop the awareness about new technologies in business communication and how to operate it in the business communication.

<b>Unit No.</b>	<b>Contents</b>	<b>Periods</b>
<b>1</b>	<b>Business Letters:</b> 1.1 Meaning, Importance, Qualities or Essentials of Business Letters 1.2 Physical Appearance, and Layout of Business Letter	<b>12</b>
<b>2</b>	<b>Types and Drafting of Business Letters:</b> 2.1 Enquiry Letters 2.2 Replies to Enquiry Letters 2.3 Order Letters 2.4 Credit and Status Enquiries 2.5 Sales Letters 2.6 Complaint Letters 2.7 Collection Letters 2.8 Circular Letters	<b>14</b>
<b>3</b>	<b>Report Writing:</b> 3.1 Types of Reports & its Characteristics, 3.2 Essential requirements, Writing & Planning of reports, 3.3 Outline, issues for analysis, writing reports.	<b>10</b>
<b>4</b>	<b>New Technologies used in Business Communication:</b> 4.1 Email, Websites, Electronic Clearance System, Writing a Blog 4.2 Social Media Network: Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp, VoiceMail, Short Messaging Services, Video Conferencing	<b>12</b>
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.

**SYLLABUS FOR S. Y. B. Com. (w. e. from June, 2020)**  
**Academic Year 2020-21**

**Class : S. Y. B. Com. (Semester- IV)**

**Title of Paper : CORPORATE ACCOUNTING – II**

**Paper Code : COMCA2402**

**Paper : PAPER - II**

**Credit : 04**

**No. of lectures: 48**

❖ **Learning Objectives:**

- To know the concept of reconstruction and its procedure.
- To introduce about the meaning and procedure of amalgamation and absorption of companies.
- To make aware the students about the conceptual aspects of liquidation of companies.
- To introduce about the inventory and payroll accounting using Tally software.

❖ **Learning Outcome:**

The course will help the students to get knowledge about corporate accounting procedure such as reconstruction of companies, amalgamation and absorption of companies. It would also enable the students to know the procedure of liquidation or winding up of companies. This course will also help the students to make aware about the use of tally accounting software in companies for recording inventory as well as payroll accounting and generation of reports.

**CONTENTS**

<b>Unit 1: Accounting for Reconstruction:</b> (Numerical Problems)	<b>(10)</b>
1.1 Introduction, Meaning and Types of Reconstruction	
1.2 Meaning and Concept of Internal Reconstruction	
1.3 Accounting Entries: Alteration of Share Capital, Reduction of Share Capital, Reduction in Liabilities, Cancellation of Expenses, Losses etc.	
1.4 Preparation of Balance Sheet after Internal Reconstruction	
<b>Unit 2: Accounting for Amalgamation and Absorption:</b> (Numerical Problems)	<b>(16)</b>
2.1 Introduction & Meaning of Amalgamation and Absorption,	
2.2 Concept of Vendor and Purchasing Companies	
2.3 Purchase Consideration – Lump sum, Net Asset & Net Payment Meth	
2.4 Accounting Entries in the books of Vendor and Purchasing Companies	
2.5 Preparation of Balance Sheet after Amalgamation and Absorption (Simple problems excluding merger and acquisition)	

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**Unit 3: Company Liquidation Accounts:** (Numerical Problems) (10)

3.1 Meaning and Introduction of Liquidation of Company

3.2 Modes of winding-up,

3.3 Preparation of Statement of Affairs and Deficiency Account.

**Unit 4: Inventory and Payroll Accounting using Tally:** (Basic Theory & Lab Practical) (12)

**4.1 Inventory Accounting:** Introduction & Features of Inventory Accounting,

Creation of Unit (Simple and Compound), Stock Group, Stock Items,

Vouchers entries including GST, Report: Stock Summary.

**4.2 Payroll Accounting:** Introduction, Features of Payroll, Creation of Payroll units, Pay heads, Pay Slip, Pay Sheet, Payroll Reports, Statement of Payroll.

**Recommended Books & Journals:**

- Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
- Advanced Accountancy: By S.P. Jain & K.N. Narang ( Kalyani Publishers)
- Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
- Accounting Standards – Institute of Chartered Accountants of India.
- The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.
- The Accounting World: ICFAI Hyderabad
- Journal of Accounting & Finance: Accounting Research Association of Jaipur.

**Academic Year 2020-2021**  
**Subject: Economics**  
**Class: S.Y.B.COM Year : II (Semester-IV)**  
**Title of Paper : Macro Economics- II**  
**Paper Code: COMBE2403                      Credit: 03                      Lectures: 48**

**Objectives:**

1. To acquaint students with the basic concepts of Macro Economics.
2. To help students understand the behaviour of the economy as a whole.
3. To equip students with the tools for analysing the relationship among broad aggregates.

**Outcomes**

1. Students would be able to understand the functioning and interlink ages amongst macro-economic variables.
2. The course will equip the students with the tools to understand the behaviour of the economy.
3. The students would be able to they would be able to apply economic reasoning to problems of the economy.

<b>Unit 1</b>	<b>Value of Money</b>	<b>14</b>
	A) Meaning and Concept of Value of Money	
	B) Fisher's Quantity Theory of Money	
	C) Cash Balance Approach	
<b>Unit 2</b>	<b>Inflation and Deflation</b>	<b>12</b>
	A) Meaning and Types of Inflation	
	B) Causes and Effects of Inflation	
	C) Deflation- Meaning Causes and Effects	
<b>Unit 3</b>	<b>Trade Cycles</b>	<b>8</b>
	A) Meaning and Features of Trade Cycles	
	B) Phases of Trade Cycles	
	C) Policy and Control of Trade Cycles-	
<b>Unit 4</b>	<b>Public Finance</b>	<b>14</b>
	A) Meaning, Nature and Scope of Public Finance	
	B) Public Revenue and Expenditure	
	C) Types of Taxation	
	D) Principles and Effects of Taxation	

**Reference Books:**

3. Macro Economics, H L Ahuja, S Chand Publications
4. Sthul Arthashastra (Marathi), Ram Deshmukh, Vidya Prakashan



**Class: S.Y. B.Com. (Semester – IV)**

**Paper Code: COMBM2404**

**Paper: II**

**Credit: 3 Credits**

**Title of Paper: Business Management-II**

**No. of lectures: 48**

**Objectives of the Course:**

1. To adopt the right leadership style based on the exigencies of the situation.
2. To provide an understanding about recent trends in business management.
3. To enhance the knowledge and skills of students with changing business environment.

**Course outcome:**

The course will help the students to adopt the right leadership style based on the exigencies of the situation. This will provide an understanding about recent trends in business management. This will also help to enhance the knowledge and skills of students with changing business environment.

<b>Unit No.</b>	<b>Contents</b>	<b>Periods</b>
1	<b>Unit –I Motivation</b> <b>1.1 Motivation</b> 1.1.1 <b>Motivation-</b> Meaning, Importance 1.1.2 Theories of motivation, Maslow’s Need Hierarchy Theory, Herzberg’s Two factors Theory, Douglas Mc Gregor’s Theory of X & Y &Ouchi’Theory Z.	12
2	<b>Unit –II Leadership and Indian Management Thinkers</b> <b>2.1 Leadership</b> 2.1.1 Meaning, Importance, Qualities 2.1.2 Functions of a Leader, Leadership Styles for Effective Management <b>2.2 Indian management thinkers-</b> Mahatma Gandhi,Dr. Babasaheb Ambedkar, Pandit Jawaharlal Neharu,Chatrapati Shivaji Maharaj	12
3	<b>Unit –III Co-ordination and Control</b> <b>3.1Co-Ordination And Control</b> 3.1.1 <b>Co-Ordination-</b> Meaning and Need, Techniques of establishing Co-ordination, difficulties in establishing co-ordination 3.1.2 <b>Control-</b> Need, Steps in the Process of Control	12
4	<b>Unit-IV RECENT TRENDS IN BUSINESS MANAGEMENT</b> <b>4.1 Business Ethics-</b> Introduction, Meaning, Definition, Needs, Scope, Code of conduct for Professional Management <b>4.2Corporate Social Responsibility-</b> Introduction, Meaning, Definition, CSR of Business in India- CSR committee, Activities. <b>4.3 Corporate Governance-</b> Introduction, Historical background, Need and Importance <b>4.4 Disaster Management-</b> Introduction, Meaning, Definition, Types, Importance <b>4.5Management of Change-</b> Introduction, Dimension of change, Planned change, Resistance to change <b>4.6 Schemes of Govt.</b> 4.6.1 Make in India 4.6.2 Make in Maharashtra, 4.6.3 Startup India.	12
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

1. Principles of Management - Koontz & O’Donnel
2. The Management Process - R S Davar
3. Essentials of Management - Koontz & O’ DonnelTralei McGrow Hill Publishing House
4. Business Administration - Mritunjoy Banerjee
5. Principles & Practice - T N Chhabra, Dhanapat Rai &Co.of Management.
6. Management – LM .Prasad.
7. Super Highway: Bill Gates Foundation
8. Makers of Modern India - NBT Publishers
9. Indian Business leaders

**Class : S.Y. B.Com. (Semester IV) Title of Paper: Elements of Company Law-II**  
**Paper Code : COMCL2405 No of lectures: 48**  
**Paper II**  
**Credits : 3 Credits**

**A) Course Objectives:**

1. An understanding of how companies are governed and respective roles of the Company Directors and Shareholders.
- 2 An understanding of the role of a shareholder, share register and the principles and procedures involved in share registration.
- 3 Understanding of the Listing requirements, the prospectus and knowledge of the practical procedures involved.

**B) Course Outcomes:**

This Course help to getting the knowledge the duties and responsibilities of Key Managerial Personnel, understanding the companies meeting procedures under company law, understanding the companies winding up.

<b>Sr. No.</b>	<b>Contents</b>	<b>Lectures</b>
<b>Unit 1</b>	<b>E-Governance and E-Filing:</b> 1.1 Introduction- Meaning and objectives of E-Governance 1.2 E-filing - Definition, Advantages, Procedure 1.3 DIN-Directors Identification Number	<b>08</b>
<b>Unit 2</b>	<b>Management of Company:</b> 2.1 Board of Directors: Definition, Powers, Role 2.2 Director: Meaning Types, Qualifications and Disqualifications, Powers, Duties, Remuneration of Directors 2.3 Managing Director- Meaning, features and Distinction between Director and Managing Director 2.4 Corporate Social Responsibility- Concept, Activities under CSR	<b>14</b>
<b>Unit 3</b>	<b>Company Meetings:</b> 3.1 Board Meeting – Meaning and Kinds 3.2 Conduct of Meetings - Formalities of valid meeting [Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting 3.3 Meeting of Share Holders A. Annual General Meeting B. Extraordinary General Meeting 3.4 Provisions regarding convening, constitution, conducting of General Meetings (Section 101 to 114)	<b>14</b>
<b>Unit 4</b>	<b>Revival and Re-habilitation of Sick Companies</b> 4.1 Determination of sickness of company, application for revival and re-habilitation. (Section 253 to 269) 4.2 Compromises, Arrangements and Amalgamation: Concept and Purposes of Compromises, Arrangements, Amalgamation, Reconstruction 4.3 Winding –up: Meaning of winding-up, Compulsory winding-up, Members' voluntary winding-up, Creditors' voluntary winding-up	<b>12</b>
	<b>Total Periods</b>	<b>48</b>

**Recommended Books**

- 1) Bharat's – Companies Act, 2013 with comments, Edited by: Ravi Puliani, Advocate Mahesh Puliani, Bharat Law House Pvt. Ltd., New Delhi, 19th Edition, 2013.
- 2) Introduction to Company Law, Karn Gupta, Publication: LexisNexis, 2013, Gurgaon, Haryana, India.

- 3) The Companies Act, 2013. With notes to Legislative Clauses. 2014 Edition. Corporate Professionals – where excellence is Law, CCH – a Wolters Kluwer business. Wolters Kluwer (India) Pvt. Ltd., DLF – Cyber City, Gurgaon, Haryana (India)
- 4) Insights into the New Company Law – PrachiManekar LexisNexis, Gurgaon, Haryana, India, 2013.
- 5) Taxman's, Company Law Ready Reckoner, V.S. Datey, Printed at – Tan Prints (India) Pvt. Ltd. Jhajjar, Haryana, India., 13th September, 2013.
- 6) Analysis of Companies Act, 2013, Corporate Professionals – where excellence is Law., CCH – a Wolterskluwer business., Corporate Professionals India Pvt. Ltd., New Delhi, India., Published by – Wolters Kluwer (India) Pvt. Ltd., 2013.
- 7) Company Notices, Meetings and Resolutions R.Suryanarayanan Kamal Law House
- 8) Meetings and Resolutions A.M.Chakraborti, B.P.BhargavaTaxmann

## SEMESTER – IV

### PAPER - I

#### COMBS2401: Business Statistics-IV

The main objective of this course is to acquaint students with the basic concepts of concepts, techniques & applications of Statistical Methods and Operations Research

#### A) Learning Objectives:

1. Understand and masters the concepts, techniques & applications of Statistical Methods and Operations Research with real life situations.
2. To make students to understand the art of applying statistical techniques to solve some real life problems
3. To fit the appropriate time series model that can be used.
4. To gain knowledge of Statistical Computations using statistical software.

#### B) Learning Outcome:

Students should be able to:

1. Learn techniques & applications of Statistical Methods and Operations Research with real life situations.
2. Learn business situations with real life situations.
3. Learn the concept of time series.

#### 1 Time Series:

Introduction, Definition, Components of Time Series, The Trend, Seasonal variation , Cyclical variation, Irregular variation, Methods of estimating Trends, Moving averages (with periods 3,4,5), Fitting of trend line and second degree curve, Exponential smoothing, Example and problems (14)

#### 2 Simplex Method:

Definition of Linear programming problem , Canonical and standard form duality relation between primal and dual, example and problems on simplex method two iterations only, meaning of unbounded solution, basic feasible solution, alternate solution, degenerate solution (12)

#### 3 Transportation Problem (T.P). / optimization (only minimization):

Introduction, balanced and unbalanced TP, Initial Basic Feasible Solution (IBFS) using NWCR, MMM, VAM, Optimal solution using MODI method. Example and problems.

(12)

#### 4 Assignment Problem (A.P):

Introduction, concept minimization and maximization, Hungarian method example and problems (08)

**Class: S.Y.B.COM Year – II (Semester-IV)**

**Title of Paper: Indian Banking System-II**

**Paper Code: Credit: 03 Lectures: 48**

**A) Learning Objectives:**

- 1) To create the awareness among the students of Indian banking system.
- 2) To enable students to understand the reforms and other developments in the Indian Banking
- 3) To provide students insight into the functions and role of Reserve Bank of India.

**B) Learning Outcome:**

The main outcome of this course is to acquaint students with various new concepts of Banks and modern technology in banking.

- 1) There will be practical and practical examinations for the special subjects at S.Y.B.Com. and T.Y.B.Com. Levels.
- 2) A Student must offer the same Special Subject at T.Y.B.Com. which he has offered at S.Y.B.Com.
- 3) Every semester has three practicals and practical examination.

<b>Topic- I Financial Inclusion in India</b>	<b>12</b>
1.1 Financial Inclusion- Concept and Need.	
1.2 Various Initiatives for financial inclusion.	
1.3 Role of Financial Inclusion	
1.4 Challenges and Opportunities of Financial Inclusion.	
<b>Topic-II Development Banks in India</b>	<b>14</b>
2.1 Development Bank-Meaning and Objectives.	
2.2 Structure of Development Banks in India.	
2.3 Role of development Banks in India.	
2.4 Progress and Limitations of Development Banks in India.	
<b>Topic-III Modern Banking Environment</b>	<b>10</b>
3.1 Wholesale Banking and Retail Banking.	
3.2 Virtual banking and E-banking.	
3.3 Merchant banking and Universal banking.	
<b>Topic-IV Recent Trends in Indian Banking</b>	<b>12</b>
4.1 Basel Norms –II and III	
4.2 Bankruptcy Code	
4.3 Modern Autonomous System-Monetary Policy Committee, Bank Board Bureau, Payment Regulatory Board.	
4.4 Settlement System- NPCI, CCIL, NECS.	

**Recommended Books:**

1. Functions and Working of the RBI: Reserve Bank of India Publications.
2. Financial Sector Reforms and India's Economic Development: N.A.Majumdar
3. Central Banking and Economic Development: Vasant Desai
4. Monetary Economics: S.B. Gupta
5. Banking in India - S. Panandikar Banking: S.N. Maheshwar

**Class: S. Y. B. Com. (Semester- IV)**

**Paper Code: COMCWA2406B**

**Paper: II Title of Paper: Cost and Works Accounting Special Paper-II**

**Credit: 3 Credits No. of lectures: 48**

**Objectives:**

1. To Impart the Knowledge of Ascertainment of Material and Labour Cost Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle.
2. Describe materials control and material control procedures
3. Describe the special labor cost problems that exist and how accounting can help to solve them.

**Learning Outcome:**

1. Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle.
2. Describe materials control and material control procedures
3. Describe the special labor cost problems that exist and how accounting can help to solve them.

<b>Unit No.</b>	<b>TOPIC</b>	<b>Periods</b>
	<b>Unit 1 Material Accounting</b>	<b>(16)</b>
	1.1. Stores Location and Layout.	
	1.2 Types of Stores Organization.	
	1.3 Classification and Codification of Material.	
	1.4 Stores and Material Records Bin Card, & Store Ledger etc.	
	1.5 Issue of Material and Pricing Methods of Issue of Material:-	
	a. FIFO.	
	b. LIFO.	
	c. Simple Average Methods.	
	d. Weighted Average Methods.	
	1.7. Stock valuation, Use of computer in store Accounting.	
	<b>Unit 2 Inventory Control</b>	<b>(08)</b>
	2.1. Stock Taking, Periodic and Perpetual Method.	
	2.2. ABC Analysis.	
	2.3. Inventory Ratios.	
	<b>Unit 3 Labour Cost, Remuneration and Incentives</b>	<b>(16)</b>
	3.1. Records & Methods of Time Keeping and Time Booking study of new methods,	
	<b>3.2. Methods of Remuneration-</b>	
	❖ Time Rate System,	
	❖ Piece Rate system,	
	❖ Taylor's Differential Piece rate System.	
	<b>3.3. Incentive Plan</b>	
	❖ Halsay Premium Plan,	
	❖ Rowan Premium Plan.	
	❖ Group Bonus Schemes.	
	<b>Unit 4 Overheads-</b>	<b>(08)</b>
	4.1. Meaning and definition of overheads.	
	4.2. Classification of overheads	
	<b>Total Periods</b>	<b>48</b>

**Recommended Books :**

- 1.S.P. Lyengar - Cost Accounting Principles and Practice, Sultan Chand , & Sons Accounting Taxman's, New Delhi.
- 2.M.N. Arora - Cost Accounting Principles and Practice Vikas Publishing House Pvt.Ltd. New Delhi.
- 3.S.N. Maheshwari and S.N.Mittal- Cost Accounting, Theory and Problems, Mahavir book Depot, New Delhi
- 4.B.L. Lall and G.L. Sharma - Theory and Techniques of CostAccounting. Himalaya Publishing House, New Delhi.
- 5.V.K. Saxena and Vashista - Cost Accounting – Text book. Sultan Chand and Sons – New Delhi
- 6.V.K. Saxena and Vashista - Cost Audit and Management Audit.Sultan Chand and Sons – New Delhi
- 7.Jain and Narang - Cost Accounting Principles and Practice. Kalyani Publishers
- 8.N.K. Prasad - Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd.,Calcutta.
- 9.N.K. Prasad - Advanced Cost Accounting Syndicae Pvt Ltd., Calcutta.
- 10.R.K. Motwani - Practical Costing. Pointer Publisher,Jaipur
- 11.R.S.N. Pillai and V. Bhagavati - Cost Accounting.
- 12.Hornefgrain and Datar - Cost Accounting and Managerial Emphasis.
- 13.Cost Accounting - Bhatta HSM, Himalaya Publication
- 14.Cost Accounting - Prabhu Dev, Himalaya Publication
- 15Advanced Cost Accounting - Made Gowda, Himalaya Publication

**Journals -**

- 1.Cost Accounting Standards - The ICWA of India, Calcutta
- 2.Management Accountant - The ICWA of India, Calcutta

**Website** - [icwajournal@hotmail.com](mailto:icwajournal@hotmail.com)

CD: -On Cost-Sheet Prepared by Asian Center for Research and Training, Pune. Trimurti, 27B, Damle Complex, Hanuman Nagar, Senapati Bapat Road, Pune-16  
[director\\_actrpune@yahoo.co.in](mailto:director_actrpune@yahoo.co.in)

**S.Y. B.Com.**  
**Marketing Management Special Paper II**  
**Subject Name -: Marketing Management (Semester IV)**  
**Optional Paper**  
**Medium of Instruction: English/Marathi**

**Objectives of the Course:**

1. To orient the students about recent trends in Marketing Management.
2. To create awareness about marketing of eco friendly products in the society through students
3. To acquaint the students with the use of E-Marketing in competitive environment.
4. To help the students to understand the influence of marketing planning and market information system.

**Course outcome:**

This course will orient the students for recent trends in marketing management. It will create awareness regarding eco friendly products in India. It will provide special knowledge of e-marketing in competitive environment. The students can understand about the retail marketing planning and market information system.

**Medium of Instruction: English/Marathi**

Unit No.	Sem-II	Periods
1	Marketing Environment and Market Segmentation 1.1 Meaning and Definitions, Factors affecting Marketing Decisions 1.2 Types of Marketing Environment. 1.3 Market Segmentation- Meaning, Definitions, Essentials of Effective Market Segmentation.	10
2	Green Marketing: 2.1 Meaning, Definition and Importance 2.2 Role of Marketing Manager in Green Marketing. 2.3 Marketing Mix of Green Marketing 2.4 Principles of success of green products 2.5 Case Studies	14
3	<b>Marketing Planning, Marketing Information System, Marketing Research</b> 3.1 Marketing Planning: Meaning, Scope, Importance, Essential steps in Marketing planning 3.2 Marketing Information System: Concept, Components and Importance of Marketing Information System 3.3 Marketing Research : Meaning, Definitions, Objectives and Scope of Marketing research, Types and Techniques of Marketing Research, Use of Marketing Research in Management, Areas of Marketing Research	12
4	<b>E- Marketing</b> 4.1 Meaning and Definitions and utility of E- Marketing 4.2 Advantages, Limitations and Challenges before E-Marketing 4.3 Online and Offline marketing 4.4 Present status of E-Marketing in India 4.5 Scope for E-Marketing in Indian scenario 4.6 Online Marketing Strategies	12
	<b>Total Periods</b>	<b>48</b>

**Recommended Books:**

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