



Anekant Education Society's

Tuljaram Chaturchand College, Baramati

(Empowered Autonomous)

Two Year Master Degree Program in Commerce

(Faculty of Commerce and Management)

BOS in Marketing

CBCS Syllabus

M.Com. Part I Semester –I

For Department of Commerce Tuljaram Chaturchand ollege, Baramati

Choice Based Credit System Syllabus (2026 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2026-27

Title of the Programme: M.Com**Preamble**

AES's Tuljaram Chaturchand College has made the decision to change the syllabus of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined 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 outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in commerce and management and the evolving approaches in various domains of Commerce and Management and related subjects, the Board of Studies in Business Administration, Law and International Business, Accounting, Taxation, Financial Markets and Portfolio Management, Cost and Management Accounting and Marketing at Tuljaram Chaturchand College, Baramati, Pune, have developed the curriculum for the first semester of M.Com., which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A commerce master degree equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. Master graduates in commerce find opportunities in various fields, including Accounting and taxation, Management, Marketing, Business

Administration, Finance and financial services, Share Trading, Entrepreneurships, Professionals, Consultancies, Teaching and many other domains. Throughout their three-year degree program, students explore the several components of commerce and management from local to global. They learn to identify and analyses several aspects of Commerce and Management, understand their importance by comparing at local, national and global levels. The curriculum also delves into the intricate relationship between recent trends in commerce and management and the changing business environment, examining how recent changes and business cultural develops over the time. Students specializing in commerce gain an understanding of the subjects like Accounting, Business Administration, Marketing, Finance, Human Resources, etc. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing business era.

Overall, revising the commerce syllabus in accordance with the NEP 2020 ensures that students receive an education that is relevant, comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing business world.

Programme Specific Outcomes (PSOs)

- PSO1. Problem Analysis:** Illustrate the ability to analyze business related problems in both rural and urban areas and propose effective solutions accounting, taxation and other related field.
- PSO2. Socio-economic Survey Project:** Possess the skills necessary to conduct socio-economic survey projects, enabling them to assess the development status of specific social groups or sections of society by considering business phenomena.
- PSO3. Individual and Teamwork:** Effectively collaborate as individuals and as members or leaders in diverse teams and multidisciplinary settings of the business and professions.
- PSO4. Application of Modern Technology:** Apply various modern technologies for data collection and field surveys applicable to current business scenario.
- PSO5. Effective Business Communication:** Enable to communicate with the help of modern means of communication at local and global level.
- PSO6. Critical Thinking:** Demonstrate the ability to understand and address critical issues in personal and professional life.
- PSO7. Development of Observation Skills:** Through field experiences, students will develop strong observational skills and the ability to identify socio-economic problems in localities.
- PSO8. Human perception and behaviour:** Understanding and learning human perception and behaviour to acquire the commerce knowledge over the time, is essential to improve decision making process.
- PSO9. Effective Citizenship:** Exhibit empathetic social and economic concern, an equity-centred approach to national development, and actively engage in civic life through volunteering as business leader.
- PSO10. Management Skills:** Understand and apply management principles to their work, functioning effectively as individuals and as members or leaders in diverse, multidisciplinary teams.
- PSO.11 Ethics:** Recognize different value systems, including their own, understand the moral dimensions of their decisions, and take responsibility for their actions in personal and professional life.
- PSO12. Business Ethics and Sustainability:** Comprehend the societal and ethical impact of their knowledge and exhibit an understanding of the need for sustainable development.
- PSO13. Identification of critical problems and issues:** Detection and identification of the critical problems and spatial issues are essential for business sustainable development.

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Board of Studies (BOS) in Marketing

From 2025-26 To 2027-28

Sr. No.	Name of Member	Designation
1.	Dr. Megha Badve	Chairperson
2.	Dr. Janardhan Pawar	Internal Member
3.	Dr. Niranjan Shah	Internal Member
4.	Dr. Vivek Bale	Internal Member
5.	Ms. Shweta Borawake	Internal Member
6.	Dr. Manisha Bhosale	Internal Member
7.	Dr. Manisha Shelkhande	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
8.	Dr. Sandeep Lokhande	Subject Expert from SPPU, Pune
9.	Dr. Manoj Meghrajani	Subject Expert from Outside the Parent University
10.	Shri. Dhawal Wagholikar	Representative from industry/corporate sector/allied area
11.	Shri. Abhinandan Shah	Member of the College Alumni
12.	Ms. Gadekar Tanaya	PG Student
13.	Ms. Doshi Nirzara	UG Student

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TULJARAM CHATURCHAND COLLEGE OF ARTS, SCIENCE AND COMMERCE, BARAMATI
Empowered Autonomous, NAAC A++

Credit Structure (NEP-2020)

Credit Distribution Structure for (M. Com.) (2026 Pattern)

Year	Level	Sem.	Major		RM	OJT	RP	Cum. Cr.
			Mandatory	Electives				
I	6.0	Sem-I	14 (T) 4*3+2*1	04 (T)	04 (T)	--	--	22
		Sem- II	14 (T) 4*3+2*1	04 (T)	--	04 (P)	--	22
Cumulative Credit of 1st Year			28	08	04	04	--	44
Exit option: PG Diploma (40-44 Credits) after Three Year UG Degree								
II	6.5	Sem-III	14 (T) 4*3+2*1	04 (T)	--	--	04 (P)	22
		Sem- IV	12 (T) 4*3	04 (T)	--	--	06 (P)	22
Cumulative Credit of 2nd Year			26	08	--	--	10	44
Total Credits I & II Year			54	16	04	04	10	88

Abbreviations: Sem.: Semester; OJT: On Job Training; Internship/ Apprenticeship; FP: Field projects; RM: Research Methodology; RP: Research Project; Cumulative Credits: Cum. Cr.

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati (Empowered Autonomous)

Credit Structure of M. Com. Part I (2026 Pattern)

Level	Sem.	Course Type	Course Code	Title of Course	Theory / Practical	No. of Credits
6.0	I	Major (Mandatory)	COM-501-MRM	Financial Data Analysis	Theory	4
			COM-502-MRM	Advanced Accounting I	Theory	4
			COM-503-MRM	Direct Tax I	Theory	4
			COM-504-MRM	Strategic Management	Theory	2
		Major (Elective)	COM-505-MJE(A)	Production and Operation Management	Theory	4
			COM-505-MJE(B)	Modern Marketing Techniques	(Any One)	
		Research Methodology	COM-506-RM	Research Methodology	Theory	4
					Total Credits Sem. -I	22
6.0	II	Major (Mandatory)	COM-551-MRM	Accounting for Managerial Decisions	Theory	4
			COM-552-MRM	Advanced Accounting II	Theory	4
			COM-553-MRM	Direct Tax II	Theory	4
			COM-554-MRM	Industrial Economics	Theory	2
		Major (Elective)	COM-555-MJE(A)	Financial Management	Theory	4
			COM-555-MJE(B)	Buyer Behaviour	(Any One)	
		OJT	COM-556-OJT	On Job Training	Practical	4
					Total Credits Sem. -II	22
					Cumulative Credits for PG Diploma – I and II	22+22 =44

CBCS Syllabus as per NEP 2020 for M.Com. Part I Semester I (2026Pattern)

Name of the Programme	: M.Com.
Programme Code	: PCOM
Class	: M.Com. Part I
Semester	: I
Course Type	: Major Elective (Theory)
Course Code	: COM-505-MJE (B)
Course Title	: Modern Marketing Techniques
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To recall and reproduce the various concepts related to marketing.
2. To demonstrate the relevance of marketing environment a new or existing business across variety of sectors.
3. To apply marketing principles and theories to the demands of marketing function and practice in the real world scenarios.
4. To enable to examine and list marketing issues pertaining to segmentation, targeting and marketing environmental forces.
5. To examine the impact of marketing mix on technology and social responsibility of marketing.
6. To explain the interrelationships between segmentation, targeting and marketing environment.
7. To discuss alternative approaches to segmentation, targeting and the marketing environment.

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

- CO1.** Accurately describe the various concepts, principles, framework and terms related to the functions and role of marketing. Also describe the impact of globalization on marketing.
- CO2.** Demonstrate the relevance of marketing management to a new or existing business across variety of sectors.
- CO3.** Apply marketing principles and theories to the demands of marketing function and practice in the real world scenarios.
- CO4.** Examine and list marketing issues pertaining to segmentation, targeting and marketing environmental forces.
- CO5.** Analyze the impact of marketing mix on technology and social responsibility of marketing. Also analyze political, social, legal environment in the view of marketing.
- CO6.** Explain the interrelationships between segmentation, targeting and marketing environment.
- CO7.** Identify alternative approaches to segmentation, targeting and the marketing environment. Identify the stage of product or service in accordance with PLC.

Topics and Learning Points

Unit 1: Introduction to Marketing (15 Lectures)

- 1.1 Meaning, Definition & Functions of Marketing
- 1.2 Scope of Marketing, Evolution of Marketing,
- 1.3 Core concepts of marketing –Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Meta-markets, Digital Markets,
- 1.4 Impact of Globalization, Technology and Social Responsibility on Marketing.

Unit 2: Marketing Environment (15 Lectures)

- 2.1 Concept of Environment, Macro Environment & Micro Environment
- 2.2 Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment,
- 2.3 Analyzing the Political, Economical, Socio-cultural, Technical and Legal Environment

Unit 3: Segmentation, Target Marketing (15 Lectures)

- 3.1 Segmentation - Concept, Need & Benefits, Bases for segmentation.
- 3.2 Levels of segmentation, Criteria for effective segmentation,
- 3.3 Concept of Target Markets and criteria for selection.

Unit 4. Marketing Mix: (15 Lectures)

- 4.1 Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence.
- 4.2 Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC),
- 4.3 Relevance of PLC,
- 4.4 Types of PLC and Strategies across stages of the PLC

References:

1. Principles of Marketing- Philip Kotler, Gary Armstrong,
2. Marketing Management- Sherlekar
3. Marketing Management- Ramaswamy & Namakumari- Macmillan.
4. Marketing Management- Himalaya Publishing House- Dr. K. Karuna Karan
5. Marketing Management- Kalyani Publishing Company, New Delhi

Mapping of Program Outcomes with Course Outcomes

Class: M. Com. I

Subject: Modern Marketing Techniques

Course: Modern Marketing Techniques

Course Code: COM-505-MJE (B)

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		PO10	PO11	PO13	PO14
CO 1	1		-	1		1							
CO 2	2									-	-		-
CO 3			1									2	
CO 4		2			2								
CO 5									2				
CO 6								1					
CO 7							1						2

Justification for the Mapping

PO1: Comprehensive & Advanced Knowledge:

CO1. This will help the students to get in depth knowledge of Marketing Techniques 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 Techniques; can cope up with the changes in market.

PO2: Analytical and Critical Thinking:

CO 4. This will help to analyze and solve marketing problems in the complex and fast changing business environment.

PO3: Research Orientation:

CO3. This will help to inculcate knowledge of Marketing Techniques through practical approach.

PO4: Critical Thinking and Problem-Solving Skills:

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

PO5: Ethical and Professional Values

CO4. This will help to analyse and solve marketing problems in the complex and fast changing business environment.

PO6: Communication Skills

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

PO7: Problem Solving and Decision Making

CO7. This will orient students in segmentation, targeting and the marketing environment.

PO8: Entrepreneurship and Innovation

CO6. This will help to develop the awareness amongst the students about digital marketing.

PO9: Lifelong Learning

CO5. This will help to provide special knowledge of political, social, legal environment in the view of

PO10: Employability and Career Readiness

CO2. This will demonstrate the relevance of marketing management to a new or existing business across variety of sectors.