



Progressive Education Society's

**Modern College Of Arts, Science and
Commerce, Ganeshkhind, Pune - 411 016
(Autonomous)**

Syllabus for
S. Y. B. Com.

Introduction:

Commerce education provides a foundation of knowledge, skills, and attitude perspectives required to enter professional world. Commerce education is different from other disciplines. This education stresses on developing the people and making effective use of available resources. It equips students to deal with the complexities of the business environment, make informed decisions, and contribute to the success of organization. So the commerce education needs to be more dynamic, skill based and incorporate all changes at global and local level. The curriculum for Commerce faculty should be adapted and re-structured to meet the future challenges of the economic, manufacturing and service sectors.

Programme Objectives:

- 1 To develop diverse skills of students like critical thinking, problem solving, decision making, communication and leadership.
- 2 To equip students with necessary knowledge and skill to start and run a business.
- 3 To make students aware about global economic trends, international business concepts and cultural understanding.
- 4 To teach students importance of ethical behavior in business world.
- 5 To enhance employability skills of students to pursue careers in finance, marketing, human resources, or any other business-related field.
- 6 To encourage students to stay updated about industry trends, new technologies, and evolving business practices.

Programme Specific Outcomes (PSOs):

- 1 To develop students verbal and written communication skills.
- 2 To make students aware about corporate accounting principles, rules and regulations.
- 3 To make them understand business environment and equip them with necessary skill to start their own venture.
- 4 To familiarize the students to the basic theories and concepts of Macro Economics and their application.
- 5 To provide basic knowledge and understanding about various concepts of Business Management and help the students to develop cognizance of the importance of management principles.
- 6 To create awareness among the students about legal environment relating to the company law.
- 7 To create the awareness about the role of banking in economic development and functioning of private and public sector banking in India.

Examination Pattern:**Second Year B. Com. Semester – III**

Course Code	Course / Title of Paper	Total No. of Credits	Internal Assessment	Semester End Assessment		Total Marks
				Semester End Exam	Practical Exam	
23-COB231	Corporate Accounting- I	3	30	70	—	100
23-COB232	Principles & Functions of Mangement	3	30	70	--	100
23-COB233	Business Economics - I (Macro)	3	30	70	--	100
23-COB234	Business Communication - I	4	30	50	20	100
23-COB235	Elements of Company Law- I	3	30	70	--	100
23COB236(a)	Cost and Works Accounting- I	4	30	50	20	100
23-COB236(b)	Banking & Finance I	4	30	50	20	100
23-COB236(c)	Business Entrepreneurship I	4	30	50	20	100
23-COB236(d)	Marketing Management I	4	30	50	20	100
23-COBEA1	Environmental Awareness course -I	2	-	-	-	50

Second Year B. Com. Semester – IV

Course No.	Course / Title of Paper	Total No. of Credits	Internal Assessment	Semester End Assessment		Total Marks
				Semester End Exam	Practical Exam	
23-COB241	Corporate Accounting- II	3	30	70	-	100
23-COB242	Principles & Functions of Management II	3	30	70	--	100
23-COB243	Business Economics - II (Macro)	3	30	70	--	100
23-COB244	Business Communication - II	4	30	50	20	100
23-COB245	Elements of Company Law- II	3	30	70	--	100
23COB246(a)	Banking and Finance II	4	30	50	20	100
23-COB246(b)	Cost and Works Accounting II	4	30	50	20	100
23-COB246(c)	Business Entrepreneurship II	4	30	50	20	100
23-COB246(d)	Trends in Marketing II	4	30	50	20	100
23-COBEA2	Environmental Awareness course -I	2	-	-	-	50

Suggested internal assessment tools for courses:

The concerned teacher shall announce the units for which internal assessment will take place. A teacher may choose one of the methods given below for the assessment.

1. Students Seminar
2. Short Quizzes / MCQ Test
3. Home Assignments
4. Tutorials/ Practical
5. Oral test
6. Research Project
7. Group Discussion

8. Study Tour
9. Written Test
10. PPT presentation
11. Field Visit
12. Industrial Visit
13. Viva

Teaching Methodology:

1. Classroom Teaching
2. Guest Lectures
3. Group Discussions
4. Surveys
5. Power Point Presentations
6. Visit to Institutions / Industries
7. Research Papers & Projects
8. E-content

Subject List

SEMESTER III

Sr. No.	Subject Type	Subject Code & Title	Credits			Total No. of Lectures
			Theory	Practical	Total	
1	Core	23-COB231 Corporate Accounting-I	3		22	45
2	Core	23-COB232 Principles & Functions of Management-I	3			45
3	Core	23-COB233 Business Economics (Macro)-I	3			45
4	Core	23-COB234 Business Communication-I	3			45
5	Core	23-COBP234 Business Communication-I	1			
6	Core	23-COB235 Elements of Company Law –I	3			45
7	Elective	23-COB236(a) Cost & Works Accounting (Paper-I)-I	3			45
8	Elective	23-COBP236(a) Cost & Works Accounting (Paper-I)-I		1		
9	Elective	23-COB236(b) Banking & Finance (Paper-I)-I	3			45
10	Elective	23-COBP236(b) Banking & Finance (Paper-I)-I		1		
11	Elective	23-COB236(c) Business Environment & Entrepreneurship (Paper-I)-I	3			45
12	Elective	23-COBP236(c) Business Environment & Entrepreneurship (Paper-I)-I		1		
13	Elective	23-COB236(d) Marketing Management(paper-I)-I	3			45
14	Elective	23-COBP236(d) Marketing Management(paper-I)-I		1		

15	Core	23-COBEA1 Environment Awareness Course-I	2			
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SEMESTER IV

Sr. No.	Subject Type	Subject Code & Title	Credits			Total No. of Lectures
			Theory	Practical	Total	
1	Core	23-COB241 Corporate Accounting-II	3		22	45
2	Core	23-COB242 Principles & Functions of Management-II	3			45
3	Core	23-COB243 Business Economics (Macro)-II	3			45
4	Core	23-COB244 Business Communication-II	3			45
5	Core	23-COBP244 Business Communication-II		1		
6	Core	23-COB245 Elements of Company Law – II	3			45
7	Elective	23-COBP246(a) Cost & Works Accounting (Paper-I)-II	3			45
8	Elective	23-COBP246(a) Cost & Works Accounting (Paper-I)-II		1		
9	Elective	23-COB246(b) Banking & Finance (Paper-I)-II	3			45
10	Elective	23-COBP246(b) Banking & Finance (Paper-I)-II		1		
11	Elective	23-COB246(c) Business Environment & Entrepreneurship (Paper-I)-II	3			45
12	Elective	23-COBP246(c) Business Environment & Entrepreneurship (Paper-I)-II		1		
13	Elective	23-COB246(d) Trends in Marketing (paper-I)-II	3			45
14	Elective	23-COBP246(d) Trends in Marketing (paper-		1		

		I)-II				
15	Core	23-COBEA1 Environment Awareness Course-II	2			

Syllabus

Semester III

Subject Code: 23-COB231

Subject: Corporate Accounting I (3 Credit Course)

Total Lectures = 45

Unit	Corporate Accounting I	No of lecture (45)
I	Accounting Standards <ul style="list-style-type: none">• Meaning, Definition, Objectives, Advantages and Applicability of accounting Standards-7, 10, 14, and 21 with Practical Examples.	10
II	Profit Prior to Incorporation <ul style="list-style-type: none">• Introduction to the Process on incorporation of a company.• Difference between incorporation and commencement of a company.• Accounting of incomes and expenses during Pre- and Post-Incorporation period.• Basis of allocation and apportionment of income and expenses for the Pre-and Post-Incorporation period	11
III	Company Final Accounts <ul style="list-style-type: none">• Preparation of company final Accounts Forms and content as per Provisions Schedule III of the Companies Act 2013 with the amendments for the relevant academic year.• Related adjustments and their treatment.	16
IV	Valuation of Shares <ul style="list-style-type: none">• Meaning, Definition, Need and Importance of Valuation,• Special Factors affecting Valuation of Shares,• Methods of Valuation• Net Assets Method Yield Basis Method Fair Value Methods	8

Reference books:

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
2. Advanced Accountancy: By S.P. Jain & K.N. Narang (Kalyani Publishers)
3. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L. Narang
5. Advanced Accounts: By Paul Sf.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K. Maheshwari
7. Corporate Accounting: By Mukharji & Hanif
8. Accounting Standards -as issued by Institute of Chartered Accountants of India.

Subject Code: 23-COB232

Subject: Principles and functions of Management I (3 Credits)

Total Lectures = 45

Unit	Corporate Accounting I	No of lecture (45)
I	Introduction to Management <ul style="list-style-type: none">• Meaning definition of Management• Need for Management study• Process and Functions of management• Levels of management• Management is an Art, Science and Profession	10
II	Management Thoughts <ul style="list-style-type: none">• Introduction,• Evaluation of Management thoughts Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, C.K.Pralhad in development of management thoughts	10
III	Understanding Management : Planning and Decision Making <ul style="list-style-type: none">• Meaning, definition and nature of Planning• Forms and types of Planning• Process of Planning• Advantages and Limitations of Planning• Meaning and techniques of Forecasting• Meaning, Types and Process of decision making	10
IV	Management at Work : The process of organizing and staffing <ul style="list-style-type: none">• Meaning, Process and Principles of Organizing• Concept of Authority and Responsibility• Delegation of Authority- Meaning, Difficulties in delegation of authority• Staffing-Meaning and Process of staffing• Recruitment: Meaning, Sources of recruitment	10
V	Result orientation: <ul style="list-style-type: none">• Direction and Team Work• Direction- Meaning, Elements, Principles, Techniques Concept of Team Work, principles regarding interpersonal communication	5

Reference books:

1. Essentials of Management - Horold Koontz and Iteinz Weibrich - McGrawHillsInternational
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - NewDelhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management By FrancisCherunilam Himalaya Publishing House
10. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - NewDelhi
11. Business Organization & Management - Dr. Y.K. Bhushan
12. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
13. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
14. Business organization and Management by Talloo by Tata McGraw Hill
15. Business Environment and Policy – A book on Strategic Management By FrancisCherunilam Himalaya Publishing House

Subject Code: 23-COB233

Subject: Business Economics (Macro) I 3 Credits

Total Lectures = 45

Unit	Topic	No of lectures
I	Introduction to Macro Economics <ul style="list-style-type: none">• Meaning and Definition of Macro Economics.• Nature of Macro Economics.• Scope of Macro Economics.• Significance of Macro Economics.• Limitations of Macro Economics.• Macro-Economic Objectives.	15
II	National Income <ul style="list-style-type: none">• Meaning• National Income.• Importance of Various Concepts of National Income and their relationship– GDP, GNP, NNP, NDP, at market price and factor cost, PCI, Personal Income, Disposable Income• Real Income and Nominal Income• Measurement of National Income: I• Methods and Difficulties• Circular Flow of Income: Two and Three sector model	10
III	Theories of Output and Employment: <ul style="list-style-type: none">• The Classical Employment: J.B. Say Theory of Employment• Keynes Criticism on Classical Theories of Employment.• Keynesian Employment	10

IV	<p>Consumption, Saving and Investment:</p> <ul style="list-style-type: none"> • The Consumption Function: • Meaning • Marginal Propensity to Consume (MPC) • Keynes's Psychological Law of Consumption. • Determinants of Consumption. • The Saving Function: • Meaning, • Marginal Propensity to Save (MPS) • Determinants of Savings • Relationship between Consumption and Saving Function • (MPC and MPS) • Meaning and Types of Investment: Gross, Net, Induced and Autonomous. • Marginal Efficiency of Capital and its Determinants. • Concepts of Investment Multiplier and Acceleration Principal. 	10
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Reference books:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW - HILL international Edition.
2. Macroeconomics: N. Gregory Makiw, Worth Publishers, New York.
3. Macro- Economic Theory: ML Zingan, Vrinda Publications (P) Limited.
4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: output and employment - John Eatwell, Thames Polytechnic, 1979
6. Businss Economics, Dr. J. P. Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), New Delhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowdon and Howard Vane, Routledge
9. Business Economics (Macro): Dr. Rasal, Bhadane, Fernandes, Idol Publication, Pune-2
10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas

and Beyond, Cambridge University Press (Latest Edition)

13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited

14. Macroeconomics- KR Gupta, R. K. Mandal, Arnita Gupta, Atlantic Publishers and distributor's pvt. ltd.

15. Money, Inflation, and Business Cycles the Cantillon Effect and the Economy, Arkadiusz Sieron. Abingdon, Routledge, 2019. New York

16. Macroeconomics: N. Gregory Maki Worth Publishers, New York

17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition), US

18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press

19. An Analysis of John Maynard Keynes The General Theory of Employment, Interest and Money- John Collins, CRC Press, 2017.

Subject Code: 23-COB234

**Subject: Business Communication-I (3 Theory + 1 Practical = 4
Credit Course)**

Total Lectures=45

Unit	Topic	No of lectures
I	Basics of Business Communication : <ul style="list-style-type: none">• Introduction, Meaning, Definition, Characteristics, Importance and Principles• Process of communication• Barriers to communication & Remedies to overcome barriers.	10
II	Methods and Channels of Communication : <ul style="list-style-type: none">• Methods of Communication : Verbal (Oral and Written Communication), Non-Verbal Communication (Graphs, Charts, Diagrams, Sign, Symbol, Colour, Gesture, Posture, Facial expression, Eye contact)• Channels of Communication : Formal Channels (Vertical, Horizontal, Diagonal Channels) Informal Channels (Grapevine, Single Strand, Gossip Chain, Probability Chain, Cluster Chain)	10
III	Presentation Skills and Life Skills <ul style="list-style-type: none">• Presentation Skills : Principles of effective public speaking, Formal Speech, Oral Presentations, Presentations using visual aids, Group discussion, Interview techniques, Dos and Don'ts of Public Speaking• Life Skills : Meaning, Need, Importance, Elements...<ol style="list-style-type: none">a) Manners & Etiquettes, Grooming.b) Listening Skillsc) Problem-solving skillsd) Time management abilitiese) Negotiation Skillsf) Decision Making Skillsg) Interpersonal Skills	15

	h) Creative thinking	
IV	<p>Internal Correspondence :</p> <ul style="list-style-type: none"> • Meaning, importance and types of internal correspondence (Office Memorandum, Office Circular, Office Order) <p>Drafting of internal correspondence. Collecting specimen of internal correspondence.</p>	10

Reference books:

1. Business Communication ,K.K.Sinha, Gelgotia Publishing,New Delhi
2. Business Correspondence & Report writing ,R.C.Sharma & Krishnan Mohan, Tata Mc Graw Hill Publishing Co.Ltd. ,New Delhi.
3. Communication ,C.S.Rayudu,Himalaya Publication, Mumbai.
4. Business Communication,Asha Kaul, Prentice hall of India, New Delhi.
5. Business Communication,Vasisthb Neeru & Rajput Namita,Kitab Mahal, Allahabad.
6. Soft skills, Dr.Alex ,S..Chand publication ,Delhi.
7. Essentials of Business Communication,Rajendra Pal & Korlahalli,Sultan Chand & sons, New Delhi.
8. Managerial Communication, P.D.Chaturvedi & Mukesh Chaturvedi,, Pearson, Delhi.

Subject Code : 23-COB235

Subject: Elements of Company Law I (3 Credit Course)

Total Lectures = 45

Unit	Elements of Company Law I	No of lectures (45)
1	<p>Company and its Formation</p> <ul style="list-style-type: none">• Background and Features of company the Companies Act, 2013• Company: Meaning, Nature and Characteristics of Company.• Types of Companies: On the basis of mode of formation, Number of members, liability and Control,• Public and Private Companies: Distinction between Public and Private Companies, Privileges Conversion of Public into Private Company. Conversion of Private into Public Company. <p>Types of Companies: Public Company Private Company One Person Company Charitable Companies Dormant Company Sick Company, Small Company, Listed Company, Company,</p> <ul style="list-style-type: none">• Foreign Company and its business in India etc.	12
II	<p>Formation and Incorporation of a Company: Stages in the Formation and Incorporation.</p> <ul style="list-style-type: none">• Promotion: Meaning of the term 'Promoter' / Promoter Group – Legal Position of Promoters, Pre-incorporation contracts• Registration/ Incorporation of a company : - Procedure, Documents to be filed with ROC. Certificate of Incorporation<ul style="list-style-type: none">• Effects of Certificate of Registration• Capital Subscription/Raising of Capital Commencement of business	13

III	Principal Documents: Documents relating to Incorporation and Raising of Capital: <ul style="list-style-type: none"> • Memorandum of Association: Meaning and importance- Form and contents- Alteration of memorandum. • Articles of Association: Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management. • Prospectus: Meaning, contents, Statutory requirements in relation to prospectus- Deemed Prospectus- • Shelf prospectus – Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement. 	10
IV	E Governance and CSR <ul style="list-style-type: none"> • E Governance –meaning, Importance of E Governance • E Filing – Basic concept of MCA, E Filing • Corporate Social Responsibility (CSR) [U/S 135] – Concept who is Accountable, CSR Committee, Activities under CSR, 	10

Reference books:

1. The Companies Act with Rules, Taxmann, Tan Prints (India) Pvt. Ltd. Jhajjar, Chandigarh
2. The Companies Act, 2013, Bharat, Bharat Law House Pvt. Ltd., Delhi
3. Company Law-A Comprehensive Text Book on Companies Act 2013, Dr. G.K. Kapoor & Dr. Sanjay Dhamija, Taxmann Publications Pvt. Ltd, Delhi
4. Company Law, Dr S R Meyani, Asia Law House, Mumbai
5. Company Kaydyachi Olakha, K Shriram, Aarti & Co. Mumbai
6. Guide to Memorandum, Articles & Incorporation of Companies, Bhandari & Makheeja Lexis Nexis, Mumbai
7. Elements of Company Law, Arun Gaikwad, Chandrakant Chaudhari & Devendra Bhawari Bibha, Pune
8. Elements of Company Law, Prakash N. Chaudhary, Nirali Prakashan, Pune
9. E-Commerce: Legal Compliance Pratima Narayan Eastern Book Company, Mumbai

Subject Code: 23-COB236 (a)

**Subject: Cost & Works Accounting -I (3 Theory + 1 Practical = 4
Credit Course)**

Total Lectures=45

Unit	Topic	No of lectures
I	Basics of Cost & Management Accounting: <ul style="list-style-type: none">• Origin of Costing.• Concept of Cost, Costing, Cost Accounting and Cost Accountancy• Objectives of Cost Accounting.• Advantages & Limitations of Costing.• Difference between Financial Accounting and Cost Accounting.• Introduction of Management Accounting.	15
II	Elements of Cost: <ul style="list-style-type: none">• Cost Units, Cost Centers and Revenue Center• Role of a Cost accountant in an organisation• Meaning of Material, Labour and other Expenses.• Classification of Costs.	10
III	Direct Cost and Cost sheet <ul style="list-style-type: none">• Direct cost concepts• Preparation of Cost Sheet• Tender, Quotation and Estimates.	10
IV	Material Management <ul style="list-style-type: none">• Need and Essentials of Material Control.• Methods of Inventory control• Stock Levels & Economic Order Quantity (EOQ).• ABC analysis• Perpetual and Periodic Inventory Control• Physical verification• Inventory Turnover Ratio.	10

Reference books:

1. Cost Accounting-Principles & Practices,Jawahar Lal & Seema Shrivastava,Tata Mcgraw Hill, New Delhi.
2. Advanced Cost Accounting And Cost Systems,Ravi M Kishor,Taxmann,New Delhi.
3. Cost Accounting Theory And Problems, S. N. Maheshwari, Mittal Shree, Mahavir Book Depot.,New Delhi
4. Advanced Cost Accounting,Jain and Narang, Kalyani Publication,New Delhi.
5. Horngren's Cost Accounting- A Managerial Emphasis,Srikant M Datar & Madhav V Rajan Pearson,Noida UP
6. Cost Accounting-Principles & Practices, Dr. M.N. Arora, Vikas Publishing House,New Delhi.
7. Advanced Cost Accounting ,Dr. D. M.Gujarathi ,Idol Publication,Pune
8. Advanced Cost Accounting ,Dr. Kishor. M. Jagtap,Tech-Max Publication,Pune
9. Cost Accounting Principles And Practice,Jain and Narang,Kalyani Publication, New Delhi
10. Principles and Practice of Cost Accounting,N.K Prasad,Booksyndicate Private Ltd,Kolkata.
11. Cost Accounting: Methods and problems, B.K.Bhar,Academic Publications,Kolkata.

Subject Code: 23-COB236(b) (3 Theory + 1 Practical = 4 Credit Course)

Subject: Banking and Finance-I (Indian Banking System - I)

Total Lectures = 45

Unit	Corporate Accounting I	No of lecture (45)
I	Indian Banking Structure : <ul style="list-style-type: none">• Meaning, Features and Evolution of Banking in India• Structure of Banking in India• Role of Banking in Economic Development• Scheduled Banks and Non- scheduled Banks• Challenges before Banking in India• Recent Trends in Indian Banking System	10
II	Reserve Bank of India <ul style="list-style-type: none">• Definition of ‘Central Banking’• Evolution of Reserve Bank of India• Department and Functions of Reserve Bank of India• Present currency system in India• Understanding of concepts : Bank Rate, Cash Reserve Ratio(C.R.R.),Statutory Liquidity Ratio (S.L.R.), Repo Rate – Reverse Repo Rate	10
III	Private Banking : <ul style="list-style-type: none">• Meaning and features of Private Banking• Classification of Private Banking:• Indian Private Banks – Old and New• Foreign Banks• Role of Private Banking in Economic Development• Performance of Private Banks in India• Challenges before Private Sector Banks in India	12
IV	Public Sector Banking: <ul style="list-style-type: none">• Definition and Features of Public Sector Banks• Classification of Public Sector Banks• State Bank of India – Evolution , Functions and Performance• Nationalized Banks – Social control , Meaning of Nationalization, Arguments for and against• Nationalization – Merger of the Banks• 4.5Regional Rural Banks – Objectives , Functions Capital, Problems before• Regional Rural Banks• Lead Bank Scheme• Challenges before Public Sector Banks in India	13

Reference books:

1. Deb Joyeeta (2019), 'Indian Banking System', Evince Publishing.
2. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
3. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
4. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
5. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and Government Initiatives', Kalpaz Publications.
6. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
7. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
8. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
9. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher. 'Report on Trend and Progress of Bank

Subject Code: 23-COB236(c) (3 Theory + 1 Practical = 4 Credit Course)

Subject: Business Entrepreneurship Special paper I

Total Lectures = 45

Unit	I Topic	No of lecture (45)
I	Creativity and Innovation: <ul style="list-style-type: none">• Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity.• Innovation- Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.	10
II	Business Ethics and Social Responsibilities of Business: <ul style="list-style-type: none">• Business Goals-Types of Goals• Business Ethics- Importance• Social Responsibilities – Meaning, Responsibilities towards Stakeholders, Investors, Employees-Government and Society at Large.• Social Audit – Concept, Advantages and Limitations.• Brief Introduction to Corporate Governance	11
III	Group Entrepreneurship: <ul style="list-style-type: none">• Concept- Meaning and Significance-• Individual Entrepreneurship V/s Group Entrepreneurship.• Advantages and Disadvantages of Group Entrepreneurship.• Self Help Group- Definition, Meaning and Evolution- Administration Functions and Operation of SHG's	12
IV	Women Entrepreneurship and Social Entrepreneurship: <ul style="list-style-type: none">• Qualities of a Good Social Entrepreneur• Social Innovation• Management of Social Enterprises• Promises and Perils of Social Enterprises• Role of women in society• Government Schemes• Benefits of Women Entrepreneurs• Challenges to Women Entrepreneurs• Women Empowerment through Entrepreneurship	12

Reference books:

1. Business Environment, Francis Cherunilam Himalaya Publishing House New Delhi
2. Dynamics of Entrepreneurship Development and Management Desai Vasant Himalaya Publishing House New Delhi
3. Entrepreneurial Development, Khanka S.S.S. Chand, New Delhi
4. Entrepreneurial Development, Gupta, Shrinivasan S. Chand, New Delhi
5. Udyog- UdyogSanchalaya, Mumbai
6. Indian Economy RuddarDatt, K.P.M. Sundharam, S. Chand New Delhi

Subject Code: 23-COB236(d) (3 Theory + 1 Practical = 4 Credit Course)

Subject: Marketing Management (4 Credit Course)

Total Lectures = 45

Unit	Corporate Accounting II	No of lectures (45)
1	Elements of Marketing Management: <ul style="list-style-type: none">• Introduction• Meaning of Marketing Management• Nature & Scope of Marketing Management• Features of Marketing Management• Functions of Marketing Management• Components of Marketing Management• Problems of Marketing Management• Marketing Management Philosophy• Marketing Characteristics in Indian Context• Marketing Management Process	12
II	Marketing Planning: <ul style="list-style-type: none">• Introduction• Meaning of Marketing Planning• Definition of Marketing Planning• Nature of Marketing Planning• Scope of Marketing Planning• Elements of Marketing Planning• Importance of Marketing Planning• Types Marketing Planning• Principles behind Successful Planning• Steps in Marketing Planning Process• Constraints to Effective Marketing Planning	13
III	Marketing Strategy: <ul style="list-style-type: none">• Introduction• Concept of Strategy• Meaning of Marketing Strategy• Significance of Marketing Strategy• Aim of Marketing Strategy• Marketing Strategy Formulation• Bases of Formulating Marketing Strategy• Types of Marketing Strategy	10
IV	Marketing Research: <ul style="list-style-type: none">• Introduction• Meaning of Marketing Research• Definition of Marketing Research• Scope of Marketing Research• Role of Marketing Research	10

	<ul style="list-style-type: none"> • Marketing Research Agencies • Marketing Information Vs. Marketing Research • Objectives of Marketing Research • Marketing Research Procedure • Research Problem Definition • Research Design • Data Collection • Sampling and Sampling Designs • Probability Sampling Techniques • Data Analysis • Method of Reporting Research Findings 	
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Reference books:

1. Marketing Management, Philip Kotler Pearson Publication
2. Marketing Management, Rajan Saxena McGraw Hill, Education
3. Principles of Marketing, Philip Kotler Pearson Publication
4. Marketing Planning & Strategy, Subhash Jain & George Haley, Cengage Learning India Pvt. Ltd
5. Marketing Strategy, Anil Mishra & Amit Kumar Mishra, Excel Books
6. Consumer Behaviour : Insight from Indian Market, Ramanuj Muzumdar PHI Learning Pvt. Ltd. (2009)
7. Retail Management, Gibson Vedamani, Jayco Publication
8. Marketing Management, V. S. Ramaswamy & S. Namakumari, Macmillan Publication
9. Marketing Research S. L. Gupta, Excel Books India, 2004
10. Marketing Research, Naresh K. Malhotra, Pearson Publication

Semester IV

Subject Code: 23-COB241

Subject: Corporate Accounting II (3 Credit Course)

Total Lectures = 45

Unit	Corporate Accounting II	No of lectures (45)
1	Holding Company Accounts <ul style="list-style-type: none">• Meaning, Definition of Holding Company• calculations of Capital Profit, Revenue profit, Cost of Control.• Preparation of consolidated Balance sheet of Holding Company with one subsidiary only.• Adjustment of intercompany transactions, unrealized profit of stock.	12
II	Absorption of Companies <ul style="list-style-type: none">• Meaning and Definition of Absorption• Meaning of Vendor and Purchasing Companies• Purchase Consideration, Accounting entries in the books of vendor Company and Journal entries and Preparation of Balance Sheet after Absorption in the books of Purchasing Company	13
III	Accounting for Liquidation of Companies <ul style="list-style-type: none">• Meaning and Definition of Liquidation• Modes of winding up• Preparation of Liquidator final statement of Account• Preparation of Statement of• Affairs.	10
IV	Issue of Shares <ul style="list-style-type: none">• Buyback of Shares• Concept of Sweat Equity Shares• Right Shares• Issue of Bonus Shares• Redemption of Preference Shares & Debentures (Theory Only)	10

Reference books:

1. Advanced Accounts: By M.C. Shukla & S.P. Grewal (S.Chand & Co. Ltd.)
2. Advanced Accountancy: By S.P. Jain & K.N. Narang (Kalyani Publishers)

3. Advanced Accountancy: By R. L. Gupta & M. Radhaswamy
(Sultan Chand & Sons)
4. Company Accounts: By S.P. Jain & K.L. Narang
5. Advanced Accounts: By Paul Sf.
6. Corporate Accounting: By Dr. S. N. Maheshwari & S.K.
Maheshwari
7. Corporate Accounting: By Mukharji & Hanif

Subject Code: 23-COB242

Subject: Principles and functions of Management II (3 Credits)

Total Lectures = 45

Unit	Corporate Accounting I	No of lecture (45)
I	Improving peoples' performance : Motivating the staff <ul style="list-style-type: none">• Meaning, Importance and Theories of motivation• Maslow's Need Hierarchy Theory• Herzberg's Two Factor Theory• Douglas MC Gregor's Theory of X and Y• Ouchi's Theory Z• McClelland's Theory	10
II	Organizing from front- Leadership Skills <ul style="list-style-type: none">• Meaning, Importance, Qualities and Functions of a leader• Leadership styles for effective management• Contribution of Mahatma Gandhi, Dr. Babasaheb Ambedkar in leadership.• Contribution of business Leaders: Ratan Tata Dhirubhai Ambani Narayan Murthy	10
III	Achieving success at work : Coordination and Control <ul style="list-style-type: none">• Meaning and need of co-ordination and control• Techniques and difficulties in establishing coordination and control• Steps in the process of control and it's techniques	10
IV	Emerging trends in Business management <ul style="list-style-type: none">• Management of Change• Disaster Management• Ethics in Management• Corporate Governance• And Corporate Citizenship,• Conflict Management	10

Reference books:

1. Management Theory & Practice - J.N.Chandan
2. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
3. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
4. Business Organization & Management - Dr. Y.K. Bhushan
5. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
6. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
7. Business organization and Management by Talloo by Tata McGraw Hill Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
8. Essentials of Management - Horold Koontz and Itenz Weibrich - McGrawhills International
9. Management Theory & Practice - J.N.Chandan
10. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
11. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
12. Business Organization & Management - Dr. Y.K. Bhushan
13. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
14. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
15. Business organization and Management by Talloo by Tata McGraw Hill
16. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House

Subject Code: 23-COB243

Subject: Business Economics (Macro) II 3 Credits

Total Lectures = 45

Unit	Topic	No of lectures
I	Money <ul style="list-style-type: none">• Meaning and Functions of Money, Concepts of Money Evolution of Money• Demand for Money:<ul style="list-style-type: none">• Classical Approach.• Keynesian Approach.• Supply of Money:<ul style="list-style-type: none">• Credit Creation of Commercial Banks• Money Measure of RBI (M1, M2, M3, M4).• Credit Control Methods.• Value of Money:<ul style="list-style-type: none">• Quantity Theory of Money.• 1.4.2 Cash Balance Approach : Marshall, Pigou, Robertson and Keynes	15
II	Inflation and Deflation <ul style="list-style-type: none">• Meaning and Definition• Causes of inflation• Consequences of Inflation• Demand Pull and Cost Push Inflation• Stagflation: Meaning and Causes	10
III	Business Cycle: <ul style="list-style-type: none">• Meaning and Definition of Business Cycle• Characteristics of Business Cycle• Phases of Business Cycle• Control of Business Cycle: Monetary Measures and Fiscal Measures	10

IV	<p>Public Finance:</p> <ul style="list-style-type: none"> • Meaning and Definitions. • Scope of Public Finance. • Importance of Public Finance. • Meaning and Types of Tax. • Public Expenditure: Meaning and Causes of Increasing Public Expenditure. • Public Debt: Meaning and Importance. • Budget: Meaning and Types, Union Budget. 	10
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Reference books:

1. Economics: Paul A Samuelson and William D Nordhaus. —
McGRAW Hill Publication
2. Macroeconomics: N. Gregory Makiw, Worth Publishers, New York.
3. Macro- Economic Theory: M L Zingan, Vrinda Publications (P) Limited.
4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak
Deshpande, HimalayaPublication House.
5. Theories of value: Output and Employment - John Eatwell, Thames Polytechnic, 1979
6. Businss Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book
Agency Private Limited (Latest Edition), New Delhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.)
Brian Snowdon and Howard Vane, Routledge
9. Paisa, Mahagaie Aani Rajasva: Dr. Rasal, Shelar and Bhadane, Idol Publications,
Pune.
10. Macroeconomics: Theory and Policy, S. Chand & Company Limited. (Latest Edition)
11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion,
Pluto Press(Latest Edition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas
and Beyond, Cambridge University Press (Latest Edition)
13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to
Mankiw, New Central Book Agency Private Limited
14. Macroeconomics- K R Gupta, R. K. Mandal, Amita Gupta, Atlantic Publishers
distributor's pvt.ltd.
and
15. Money, Inflation, and Business Cycles The Cantillon Effect and the
Economy,
Arkadiusz Sieroń. Abingdon, Routledge, 2019. New York
16. Macroeconomics: N. Gregory Maki Worth Publishers, New York

17. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz
Tata McGrawHill Education Private Limited (Latest Edition), US
18. The General Theory of Employment, Interest, and Money- John
Maynard Keynes, General Press
19. An Analysis of John Maynard Keynes The General Theory of
Employment, Interest and Money- John Collins, CRC Press, 2017

Subject Code: 23-COB244

**Subject: Business Communication-II (3 Theory + 1 Practical = 4
Credit Course)**

Total Lectures=45

Unit	Topic	No of lectures
I	External Correspondence : <ul style="list-style-type: none">• Meaning, importance, Principles, Qualities or essentials of a good business letter.• Types of External correspondence, Layout (parts of business letters), Physical appearance, Forms of Business Letters (Full Block Form, Modified Block Form, Semi Block Form, Indented form and Hanging Indentation form)	10
II	Types and Drafting of Business Letters : <ul style="list-style-type: none">• Enquiry Letters• Replies to Enquiry Letters• Order Letters• Credit and Status Enquiries• Sales Letters• Complaint Letters• Collection Letters• Purpose, importance and points to be considered while drafting above business letters. Collection of specimen business letters.	15
III	Job Application letters and Resume writing : <ul style="list-style-type: none">• Introduction, Meaning & Drafting of Job Application letter, essential elements of Bio data, Resume writing, Curriculum Vitae.	10

IV	<p>Recent Trends in Business Communication :</p> <ul style="list-style-type: none"> • Internet: Email, Websites, Social Media Network (Twitter, Face book, LinkedIn, You tube, WhatsApp), Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference, Video conferencing, Meeting through Zoom App, Google meet App, Cisco Webex meetings App. 	10
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Reference Books :

1. Business Communication ,K.K.Sinha, Gelgotia Publishing,New Delhi
2. Business Correspondence & Report writing ,R.C.Sharma & Krishnan Mohan, Tata Mc Graw Hill Publishing Co.Ltd. ,New Delhi.
3. Communication ,C.S.Rayudu,Himalaya Publication, Mumbai.
4. Business Communication,Asha Kaul, Prentice hall of India, New Delhi.
5. Business Communication,Vasisthb Neeru & Rajput Namita,Kitab Mahal, Allahabad.
6. Soft skills, Dr.Alex ,S..Chand publication ,Delhi.
7. Essentials of Business Communication,Rajendra Pal & Korlahalli,Sultan Chand & sons, New Delhi.
8. Managerial Communication, P.D.Chaturvedi & Mukesh Chaturvedi,, Pearson, Delhi.

Subject : Code 23-COB245

Subject : ELEMENTS OF COMPANY LAW-II (4 Credit)

Total Lectures = 45

Unit	Elements of Company Law I Topic	No of lectures (45)
1	Capital of the Company: <ul style="list-style-type: none">• Equity Share Capital: Meaning, Structure – Definition,• Preference share capital: Meaning, Nature and Kinds Preference Shares.• Various Modes for Raising of Share Capital including private placement, public issue, rights issue, Bonus shares, ESOP, Sweat Equity Shares, Buy-back of shares.	10
II	Management of Company: <ul style="list-style-type: none">• Board of Directors: Definition, Powers, Restrictions, Prohibition on Board.• Director: Meaning and Legal position of Directors,. Types of Directors, Related Party Transactions(Sec.188)• Appointment of Directors, Qualifications and Disqualifications, Powers, Duties, Liabilities of Directors, Loans to Directors, Remuneration of Directors	11
III	Key Managerial Personnel (KMP) (U/S 203) <ul style="list-style-type: none">• Meaning, Definition and Appointments of• Managing Director, Whole Time Director, Manager, CS2.Company Secretary (CS)- Term of office/ Tenure of appointment, Role of Company secretary• Distinction between Managing Director, Manager and Whole Time Director - Role (Powers, Functions of above KMP)	12
IV	Company Meetings: <ul style="list-style-type: none">• Board Meeting – Meaning and Kinds• Conduct of Meetings - Formalities of valid meeting [Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting]• Meeting of Share Holders General Body Meetings, Types of Meetings• Annual General Meeting (AGM), (Ss.96 to 99)• Extraordinary General Meeting (EOGM).(Sec.100)• Provisions regarding convening, constitution, conducting of General Meetings contained in Ss.101 to 114	12

Reference Books :

4. The Companies Act with Rules, Taxmann, Tan Prints (India) Pvt. Ltd. Jhajjar, Chandigarh
5. The Companies Act, 2013, Bharat, Bharat Law House Pvt. Ltd., Delhi
6. Company Law-A Comprehensive Text Book on Companies Act 2013, Dr. G.K. Kapoor & Dr. Sanjay Dhamija, Taxmann Publications Pvt. Ltd, Delhi
4. Company Law, Dr S R Meyani, Asia Law House, Mumbai
5. Company Kaydyachi Olakha, K Shriram, Aarti & Co. Mumbai
6. Guide to Memorandum, Articles & Incorporation of Companies, Bhandari & Makheeja Lexis Nexis, Mumbai
7. Elements of Company Law, Arun Gaikawad , Chandrakant Chaudhari & Devendra Bhawari Bibha, Pune
8. Elements of Company Law, Prakash N. Chaudhary, Nirali Prakashan, Pune
9. E-Commerce: Legal Compliance Pratima Narayan Eastern Book Company, Mumbai

Subject Code: 23-COB246(a)

**Subject: Cost & works Accounting –II (3 Theory + 1 Practical = 4
Credit Course)**

Total Lectures=45

Unit	Topic	No of lectures
I	Material Accounting : <ul style="list-style-type: none">• Functions of the Purchase Department.• Purchase Procedure /Policy• Store Location and Layout.• Classification and Codification of Material.• Stores and Material Records.• Bin Card & Store Ledger etc.• Issue of Material and Pricing Methods for Issue of Material:• FIFO. LIFO, Simple Average, weighted Average• Use of computer in store Accounting.	15
II	Labour cost and Payroll: <ul style="list-style-type: none">• Meaning and definition of wages. Difference Between Wages and Salary• Records and methods - time keeping and time booking.• Methods of Wage Payment Time rate system., Piece rate system.• Taylor's differential piece rate system. Incentive Plan.• Halsey Plan. Rowan Plan, Group Bonus scheme.• Performance based incentive plan. Payroll meaning and components	15
III	Other Aspects of Labour Presentation Skills : <ul style="list-style-type: none">• Labour Turnover.• Job Analysis & Job Evaluation.• Merit Rating.	10

IV	Introduction to JIT, CAM and ERP : <ul style="list-style-type: none"> • Introduction to- Just In Time(JIT) • CAM (Computer Aided Manufacturing) Enterprise Resource Planning (ERP) • Contract manufacturing. 	5
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Reference books:

1. Cost Accounting-Principles & Practices,Jawahar Lal & Seema Shrivastava,Tata Mcgraw Hill, New Delhi.
2. Advanced Cost Accounting And Cost Systems,Ravi M Kishor,Taxmann,New Delhi.
3. Cost Accounting Theory And Problems, S. N. Maheshwari, Mittal Shree, Mahavir Book Depot.,New Delhi
4. Advanced Cost Accounting,Jain and Narang, Kalyani Publication,New Delhi.
5. Horngren's Cost Accounting- A Managerial Emphasis,Srikant M Datar & Madhav V Rajan Pearson,Noida UP
6. Cost Accounting-Principles & Practices, Dr. M.N. Arora, Vikas Publishing House,New Delhi.
7. Advanced Cost Accounting ,Dr. D. M.Gujarathi ,Idol Publication,Pune
8. Advanced Cost Accounting ,Dr. Kishor. M. Jagtap,Tech-Max Publication,Pune
9. Cost Accounting Principles And Practice,Jain and Narang,Kalyani Publication, New Delhi
10. Principles and Practice of Cost Accounting,N.K Prasad,Booksyndicate Private Ltd,Kolkata.
11. Cost Accounting: Methods and problems, B.K.Bhar,Academic Publications,Kolkata.

Subject Code: 23COB246 (b) (3 Theory + 1 Practical = 4 Credit Course)

Subject: Banking and Finance-II (Indian Banking System - II)

Total Lectures=45

Unit		No of lectures (45)
1	Co-operative Banking in India: <ul style="list-style-type: none">• Meaning, and principles of Cooperation• Evolution of Cooperative Baking in India.• Structure of Co-operative Banking in India• Challenges before Co-operative Baking in India	12
II	Bank Indicators 1 2.1 Meaning of bank indicators 2 2.2 Various categories of Bank indicators 3 2.3 Review of bank indicators	11
III	Selective Important Concepts of Banking <ul style="list-style-type: none">• Branch Banking• Unit Banking• Wholesale Banking• Retail Banking• Social Banking• Merchant Banking• Investment Banking• Digital Banking	10

	<ul style="list-style-type: none"> • International banking 	
IV	<p>Banking Sector Reforms</p> <ul style="list-style-type: none"> • Need, Meaning and Goals of Banking Sector Reforms in India • Recommendation of M. Narsimhan Committee – I (1991) • Recommendation of M. Narsimhan Committee – II (1998) • Framework of Basel Committees on Banking Supervision <ul style="list-style-type: none"> ○ Basel – I ○ Basel – II ○ Basel – III 	12

Reference Books:

1. Debaprosanna Nandy (2010), 'Banking Sector Reforms in India and Performance Evaluation of Commercial Banks, Universal Publishers
2. Deb Joyeeta (2019), 'Indian Banking System', Evince Publishing.
3. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
4. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
5. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
6. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and
7. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
8. Shahi Ujjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
9. Singh Sultan (2008), 'Banking Sector Reforms in India', Kanishka Publishing House
10. Thirunarayanan R., 'Co-operative Banking in India', Mittal Publication
11. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
12. Trivedi I.V. and Jatana Renu (2010), 'Indian Banking System', RBSA Publisher.
13. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20-Reserve Bank of India

Subject Code: 23-COB246(c)

Subject: Business Entrepreneurship II (3 Credit Course)

Total Lectures = 45

Unit	Corporate Accounting II	No of lectures (45)
1	Role of Service Sector in National Economy <ul style="list-style-type: none">• Types of Service Ventures• Service Industry Management• Success Factors in Service Ventures• Opportunities in Service Industry in Rural and Urban Areas• Distinction between Service Industry and Manufacturing Industries	12
II	Challenges in Entrepreneurship Development <ul style="list-style-type: none">• Social, Cultural, Educational, Political, Economical, challenges. International Situation, Cross Cultural Aspects, Challenges of Globalization• Effect of Corona Virus on Entrepreneurship	13
III	Theories of Entrepreneurship <ul style="list-style-type: none">• Schumpeter – Theory of Innovation• Peter Drucker- Theory of opportunity• Max Weber- Theory of Entrepreneurial Growth• Economic Theory of Entrepreneurship	10
IV	Stories of Successful Entrepreneurs. <ul style="list-style-type: none">• Mr. Radhakishan Damani (D Mart)• Mr. Ritesh Agarwal (OYO Hotels)• Mr. Sanjeev Bhikchandani (Naukri.com)• Mumbaiche Dabewale• Mr. Ratan Tata.	10

Reference books:

1. Business Environment, Francis Cherunilam Himalaya Publishing House New Delhi
2. Dynamics of Entrepreneurship Development and Management Desai Vasant Himalaya Publishing House New Delhi
3. Entrepreneurial Development, Khanka S.S.S. Chand, New Delhi
4. Entrepreneurial Development, Gupta, Shrinivasan S. Chand, New Delhi
5. Udyog- UdyogSanchalaya, Mumbai
6. Indian Economy RuddarDatt, K.P.M. Sundharam, S. Chand New Delhi

Subject Code: : 23-COB246(d)

Subject: Trends in Marketing II (3 Credit Course)

Total Lectures = 45

Unit	Corporate Accounting II	No of lectures (45)
1	Consumer Behaviour <ul style="list-style-type: none">• Introduction• Meaning of Consumer Behaviour• Definition of Consumer.• Scope of Consumer Behaviour• Determinants of Consumer Behaviour.• Concept of Motivation• Multivariable Models of Consumer Behaviour Behaviour• Buying Motives & Consumer Importance of Buying Motives	12
II	Introduction to International Marketing <ul style="list-style-type: none">• Introduction• Meaning of International Marketing• Definition of International Marketing• Scope of International Marketing• Objectives of International Marketing• Facts of International Marketing• Benefits of International Marketing• Limitation of International Marketing• Forces influencing International Marketing• Forces restraining International Marketing• Case Studies	10
III	Digital Marketing <ul style="list-style-type: none">• Introduction• Meaning of Digital Marketing• Definition of Digital Marketing• Difference between Traditional Marketing & Digital Marketing• Digital Marketing Channels• Search Engine Optimisation (SEO)Off- age Optimisation On- Page Optimization• Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing• Online Paid advertisement Google AdWords Facebook Ads Twitter Ads	13

	<ul style="list-style-type: none"> • Email Marketing • E-marketing: Meaning, Advantages and limitations • Mobile App Marketing • Web Analytics • Content Marketing • Affiliate Marketing • Case studies 	
IV	<p>Green Marketing</p> <ul style="list-style-type: none"> • Introduction • Meaning of Green Marketing • Definition of Green Marketing • Objectives of Green Marketing • Importance of Green Marketing • Strategies of Green Marketing • Green marketing and consumer accountability • Marketing mix of green marketing • Principles of success of green products • Case studies 	10

Reference books:

1. Marketing Management, Philip Kotler, Pearson Publication
2. Marketing Management Rajan Saxena McGraw Hill Education
3. Principles of Marketing Philip Kotler Pearson Publication
4. Sales & Distribution Management Tapan K Panda Oxford Publication
5. Advertising Management Rajiv Batra Pearson Publication
6. Retail Management, Swapna Pradhan , McGraw Hills
7. Retail Management Gibson Vedamani Jayco Publication
8. Marketing Management V. S. Ramaswamy & S. Namakumar
9. Supply Chain Management, Sunil Chopra, Peter Meindl