

Progressive Education Society's
**Modern College of Arts, Science and
Commerce,**
Shivajinagar, Pune 5
(An Autonomous College Affiliated to Savitribai Phule Pune University)

Framework of Syllabus

For

B.Com.

(2019-20 Course)

(with effect from 2019-20)

Semester 1

Course Type	Course Code	Course / Paper Title	Hours/ Week	Credit	CIA	End Sem Exam	Total
CCT-1	19CoEngU101	Compulsory English – I	4	3	40	60	100
CCT-2	19CoComU102	Financial Accounting – I	4	3	40	60	100
CCT-3	19CoEcoU103	Business Economics (Micro) – I	4	3	40	60	100
CCT-4	19CoMatU104	Business Mathematics and Statistics – I	4	3	40	60	100
DSE-01	19CoComU105 19CoEcoU106 19CoGeoU107	Optional Group (Any one of the following) 1.Organisational Skill Development – I 2.Banking & Finance - I 3.Commercial Geography- I	4	3	40	60	100
DSE-02	19CoComU108 19CoComU109	Optional Group (Any one of the following) 1.Marketing and Salesmanship – I 2.Business Environment and Entrepreneurship – I	4	3	40	60	100
DSE-03	19CoEngU110 19CoMarU111 19CoHinU112 19CoGerU113	(Any one of the language from the following groups) Modern Indian Languages (M.I.L.) :- Additional English - I Marathi - I Hindi – I German – I	4	3	40	60	100
		Total	30	21.5			
SECT-1	19CpPedU101	Physical Education – I	1	0.5	20	30	50

Semester 2

Course Type	Course Code	Course / Paper Title	Hours/ Week	Credit	CIA	End Sem Exam	Total
CCT-5	19CoEngU201	Compulsory English - II	4	3	40	60	100
CCT-6	19CoComU202	Financial Accounting - II	4	3	40	60	100
CCT-7	19CoEcoU203	Business Economics (Micro) – II	4	3	40	60	100
CCT-8	19CoMatU204	Business Mathematics and Statistics - II	4	3	40	60	100
DSE -04	19CoComU205 19CoEcoU206 19CoGeoU207	Optional Group (Any one of the following) 1.Organisational Skill Development – II 2.Banking & Finance - II 3.Commercial Geography - II	4	3	40	60	100
DSE-05	19CoComU208 19CoComU209	Optional Group (Any one of the following) 1.Marketing and Salesmanship – II 2.Business Environment and Entrepreneurship –II	4	3	40	60	100
DSE-06	19CoEngU210 19CoMarU211 19CoHinU212 19CoGerU213	(Any one of the language from the following groups) Modern Indian Languages (M.I.L.) :- Additional English – II Marathi - II Hindi – II German - II	4	3	40	60	100
		Total	30	21			
SECT-2	19CpPedU102	Physical Education – II	1	0.5	20	30	50

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Sc. (Animation) (2019 Course)

Course Code: 19CoEngU101
Course Name: Compulsory English

Teaching Scheme: TH: 3 Hours/Week **Credit: 02**
Examination Scheme: CIA: 40 Marks **End-Sem: 60 Marks**

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Sc. (Animation) (2019 Course)

Course Code: 19CoComU102
Course Name: Financial Accounting -I

Teaching Scheme: TH: 3 Hours/Week **Credit: 02**
Examination Scheme: CIA: 40 Marks **End-Sem: 60 Marks**

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Sc. (Animation) (2019 Course)

Course Code: 19CoEngU103
Course Name: Business Economics(Micro) - I

Teaching Scheme: TH: 3 Hours/Week **Credit: 02**
Examination Scheme: CIA: 40 Marks **End-Sem: 60 Marks**

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Sc. (Animation) (2019 Course)

Course Code: 19CoMatU104
Course Name: Business Mathematics and Statistics - I

Teaching Scheme: TH: 3 Hours/Week **Credit: 02**

Examination Scheme: CIA: 40 Marks **End-Sem: 60 Marks**

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Sc. (Animation) (2019 Course)

Course Code: 19CoEngU103
Course Name: Business Economics(Micro) - I

Teaching Scheme: TH: 3 Hours/Week **Credit: 02**

Examination Scheme: CIA: 40 Marks **End-Sem: 60 Marks**

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Com (2019 Course)

Course Code:19CoComU109

Semester – I

Course Name: Business Environment and Entrepreneurship - I

Teaching Scheme: TH: 4 Hours/Week

Credit - 3

Examination Scheme: CIA: 40 Marks
Marks

End-Sem: 60

Prerequisite Courses:

- 1) Knowledge about various types of environment.
- 2) Brief idea about the concepts like Businessman, Manager and Enterprise
- 3) General idea about the concept like Unemployment, Poverty, Regional Imbalance, Social Injustice and Inflation

Course Objectives:

1. To Understand the Concept of Business Environment
2. To make the students aware about the Business Environment issues and Problems of Growth
3. To create entrepreneurial awareness among the students

Course Outcomes:

On completion of the course, a student will be able to:-

- 1) Develop his mindset to enter in the field of Entrepreneurship
- 2) Develop the qualities of Entrepreneurs
- 3) Change his mindset to join for employment.

Course Contents

Chapter 1	Business Environment	lectures
	Concept- Importance - Inter relationship between environment and entrepreneur, Types of Environment- Natural, Economic - Political - Social - Technical - Cultural - Educational - Legal - Cross-cultural – Geographical etc.	12
Chapter 2	The Entrepreneur	lectures
	The Entrepreneur- Concept and Importance, Evolution of the term entrepreneur- " Competencies of an entrepreneur - Distinction between Entrepreneur and Manager, Entrepreneur and Enterprise, Entrepreneur and Entrepreneur, Entrepreneur and Entrepreneurship	12
Chapter 3	Entrepreneurship	lectures
	Concept of Entrepreneurship, Importance of Entrepreneurship - Economic Development and Industrialization, Entrepreneurship in Economic Theory-	12

	Role of Entrepreneurship ~ Entrepreneur as a catalyst.	
Chapter 4	Problems of growth relevant to entrepreneurship Unemployment, Poverty-Regional imbalance- Social injustice-Inflation - Parallel Economy- Lack of Technical knowledge and information	lectures 12
Chapter 5	Experiential Learning Field Work /Case Studies: Case Study of any organisation to know and analyse the various aspects of environment and accordingly prepare the report	6
	TOTAL	54

Recommended Books & Journals (year not mentioned)

1. Dynamics of Entrepreneurship Development and Management - Desai Vasant – Himalaya Publishing House
2. Crusade – Shirke B.G. - Ameya Prakashan
3. Entrepreneurship - Robert D. Histrith - Tata McGraw Hill Publishing Co.
4. Entrepreneurial Development – Khanka - S. Chand.
5. Entrepreneurial Development – Gupta, Shrinivasan - S. Chand.
6. Essentials of Business Environment - K. Aswathappa - Himalaya Publishing House
7. Indian Economy - Dutta Sundaram –
8. A complete guide to successful Entrepreneurship – Pandya G. N. – Vikas Publishing House
9. Trainers Manuals - NIESBUD, New Delhi.
10. Trainers Manuals - NIMID, Mumbai, San
11. Business Environment - Francis Cherunilam – Himalaya Publishing House.
12. Business Environment - Tandon B C.
13. Udyog - Udyog Sanchalanalaya, Mumbai,
14. Environmental Studies basic concepts – U. K. Ahluwalia
15. Environmental Pollution & Health – U. K. Ahluwalia

Recommended Journals

1. The Journal of Entrepreneurship EDI Ahmadabad
2. Udyojak – M.C.E.D.
3. Government of Maharashtra Website
4. Government of India Website

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Com (2019 Course)

Course Code: 19CoComU209

Semester II

Course Name: Business Environment and Entrepreneurship - II

Teaching Scheme: TH: 4 Hours/Week

Credit - 03

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

- 1) Knowledge about the Human Behaviour
- 2) Brief Idea about the concept Motivation
- 3) Knowledge about Maratha Chamber of Commerce and Industries & Agriculture
- 4) Knowledge about Successful Entrepreneurs in Maharashtra

Course Objectives:

1. To motivate students to make their mind set for taking up entrepreneurship as a career
2. To Study the Entrepreneurship and its supportive Institutions

Course Outcomes:

On completion of the course, a student will be able to:-

- 1) Develop the habits like entrepreneur
- 2) Understand the various schemes introduced by MCED, DIC and other institutions.
- 3) To understand the qualities of successful entrepreneurs and accordingly to inculcate the qualities of entrepreneurs among the students.

Course Contents

Chapter 1	Entrepreneurial Behaviour	lectures
	Entrepreneurial Behaviour - Nature , Comparison between entrepreneurial and non-entrepreneurial Personality-Habits of Entrepreneurs, Dynamics of Motivation	12
Chapter 2	Entrepreneurship and Support Institutions	lectures
	National Level Training Organizations in promoting entrepreneurship (1) Entrepreneurship Development Institute of India (EDII) (2) Maharashtra Centre for Entrepreneurship Development (MCED) (3) District Industries Centre (DIC) (4) Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA) (5) Role of Local NGO in promoting Entrepreneurship	12
Chapter 3	Women Entrepreneurs	lectures

	Types, Problems, Remedial measures to promote Women Entrepreneurs in India	12
Chapter 4	Biographical study of entrepreneurs	lectures
	i) Narayan R. Murthy ii) Cyrus Poonawala iii) Hanumant Gaikwad (Bharat Vikas Group) iv) Any successful Entrepreneur from your area (Milind Kamble)	12
Chapter 5	Experiential Learning	
	Field Visit: - Visit to any support Institutions to study its role and functions in entrepreneurship development	6
		TOTAL 54

Recommended Books & Journals (Year not mentioned)

1. Dynamics of Entrepreneurship Development and Management - Desai Vasant – Himalaya Publishing House
2. Crusade – Shirke B.G. - Ameya Prakashan
3. Entrepreneurship - Robert D. Histrith - Tata McGraw Hill Publishing Co.
4. Entrepreneurial Development – Khanka - S. Chand.
5. Entrepreneurial Development – Gupta, Shrinivasan - S. Chand.
6. Essentials of Business Environment - K. Aswathappa - Himalaya Publishing House
7. Indian Economy - Dutta Sundaram –
8. A complete guide to successful Entrepreneurship – Pandya G. N. – Vikas Publishing House
9. Trainers Manuals - NIESBUD, New Delhi.
10. Trainers Manuals - NIMID, Mumbai,
11. Business Environment - Francis Cherunilam – Himalaya Publishing House.
12. Business Environment - Tandon B C.
13. Udyog - Udyog Sanchalaya, Mumbai.
14. Environmental Studies basic concepts – U. K. Ahluwalia
15. Environmental Pollution & Health – U. K. Ahluwalia

Recommended Journals

The Journal of Entrepreneurship EDII Ahmedabad

Udyojak – M.C.E.D.

Government of Maharashtra Website

Government of India Website

Progressive Education Society's

Modern College of Arts, Science and Commerce (Autonomous)

Shivajinagar, Pune - 5

First Year of B.Com (2019 Course)

Course Code: 19CoComU102

Semester – I

Course Name: Financial Accounting- I

Teaching Scheme: TH: 4 Hours/Week

Examination Scheme: CIA: 40 Marks

Credit- 3

End-Sem : 60 Marks

Prerequisite Courses:

1. Knowledge of Accounting Cycle, Transaction Entries, Rules of Debit and Credit
 2. Formats of various books of account maintained by business organizations
 3. Preparation of Final Accounts.

Course Objectives:

1. To acquaint the students with the basic Accounting Concepts and Principles.
 2. To develop the ability to evaluate financial results through examination of relevant data (i.e., income statement, balance sheet, etc).
 3. To develop the knowledge of Accounting Standards and understand their relevance.
 4. To enable the students to understand the information published in financial statements of different entities, like companies etc.

Course Outcomes:

On completion of the course, student will be able to—

- Explain and apply Accounting Principles, Concepts and Conventions.
 - Record accounting transactions and prepare financial statements.
 - Recognize and respond appropriately to professional, ethical, and regulatory issues in accounting.
 - Understand the need and importance of Accounting Standards.
 - Demonstrate competency in applying course knowledge to analyze and successfully solve course specific problems.

Course Contents:

Chapter 1	Accounting Concepts, Conventions, Principles and Standards	Lectures
	A) Accounting Concepts - Economic Entity, Money Measurement , Going Concern, Historical Cost ,Dual Aspect, Accrual , Realization, Periodicity and Materiality B) Accounting Principles - Consistency, Matching and Conservatism C) Introduction to Accounting Standards :-Overview of Accounting Standards in India- Concept, Need, Scope, and Importance. Study of AS-1, AS- 2, AS- 4 and AS-10 (including Practical problems)	12
Chapter 2	Accounts from Incomplete records	
	Meaning and features of Single Entry System. Conversion of Single Entry into Double Entry System	12
Chapter 3	Final Accounts of Professional Firms	
	Final Accounts of Legal Practitioners, Tax consultants, Doctors and Engineers- Receipts and Payments Account , Income and Expenditure Account and Balance Sheet	12
Chapter 4	Introduction to GST Laws and Accounting	
	Meaning of Indirect Taxes, Goods and Services Tax (GST) Constitutional background of GST, GST laws in India, Procedure for Registration under GST and availing Input Tax credit	12
Chapter 5	Experiential Learning	
	Field Work - Visit to any business organization for understanding the procedure for registration and accounting under GST Law.	6
	TOTAL	54

Recommended Books: (year not mentioned)

- 1) Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
- 2) Financial Accounting: By A. Mukharji& M. Hanif (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
- 3) Financial Accounting: By S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing House Pvt. Ltd)
- 4) Advanced Accounts: By M.C. Shukla& S.P. Grewal (S.Chand& Co. Ltd. New Delhi)
- 5) Advanced Accountancy: By S.P. Jain & K.N. Narang(Kalyani Publishers, New Delhi)
- 6) Advanced Accountancy: By R.L.Gupta& M. Radhaswamy (Sultan Chand & Sons, New Delhi)
- 7) Accounting Standards: By CA. D.G. Sharma (Taxmann Publications Pvt. Ltd., New Delhi)
- 8) GST Law and Practice: By CA. Keshav R. Garg (Bharat Law House Pvt. Ltd., New Delhi)

Journals: - 1. The Chartered Accountant: Journal of the Institute of Chartered Accountants of India

PRACTICALS FOR SEMESTER I

S.No.	Topic	Method of Conducting
-------	-------	----------------------

		the Practical
1	An Overview of Accounting Standards in India	Guest Lecture
2	Constitutional Background of GST and GST Laws in India	Library Assignment
3	Procedure for availing Input Tax Credit (ITC) and Method of Calculation of ITC	Guest Lecture

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune – 5
First Year of B.Com (2019 Course)

Course Code: 19CoComU202

Semester –

II

Course Name: Financial Accounting II

Credit - 3

Teaching Scheme: TH: 4 Hours/Week

End-Sem II : 60

Examination Scheme: CIA : 40 Marks

Marks

Prerequisite Courses:

1. Knowledge of Accounting Concepts, Conventions and Accounting Principles
2. Knowledge of the prescribed Accounting Standards
3. Thorough knowledge of Double Entry Book Keeping

Course Objectives:

1. To acquaint the students with the accounting of charitable trusts.
2. To develop the ability to interpret financial results through examination of relevant data
3. To introduce the concepts of intangible assets and methods of their valuation.
4. To acquaint the students with accounting software.
5. To develop the knowledge of Accounting Standards and understand their relevance.

Course Outcomes:

On completion of the course, student will be able to—

- Get thorough knowledge of accounting of Charitable trusts
- Develop knowledge of accounting related to Royalty, Hire Purchase and Installment System and Leases etc.
- Acquaint themselves with computerized accounting
- Understand the concept of intangible assets and know the methods of valuation of intangible assets.
- Demonstrate competency in applying course knowledge to analyze and successfully solve course specific problems.
- Understand the need and relevance of Accounting Standards.

Course Contents:

Chapter 1	Introduction to Computerized Accounting and Accounting Standards	Lectures
	A) Computerized Accounting Environment – Features, Advantages and Limitations of Computerized Accounting. Types Accounting software, Introduction to Tally ERP with function keys and commands B) Accounting Standards – Study of AS – 5, AS – 9, AS -12, AS – 26 and AS - 29	12
Chapter 2	Royalty Accounts [excluding sub-lease]:	
	Royalty, Minimum Rent, Short Workings, Recoupment of Short Working, Lapse of Short Working. Journal Entries and Ledger Accounts in the Books of Landlord and Lessee	12
Chapter 3	Final Accounts of Charitable Trusts (Hospitals , Clubs ,etc)	
	Study of Formats prescribed for preparation of Final accounts of Charitable trusts. Problems on income and expenditure account and Balance Sheet. Preparation of Receipts and Payments account from Income and Expenditure account and Balance Sheets	12
Chapter 4	Accounting for Leases and Intangible Assets	
	Types of lease- Finance lease and operating lease (Theory Only) Types of intangible assets, Problems on valuation of goodwill	12
Chapter 5	Experiential Learning	
	Field Work - Visit to Non- Trading Organisation and study of applicable accounting standards	6
	TOTAL	54

Recommended Books: (year not mentioned)

1. Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
2. Financial Accounting: By A. Mukharji& M. Hanif (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
3. Financial Accounting: By S.N. Maheshwari& S.K. Maheshwari (Vikas Publishing House Pvt. Ltd)
4. Advanced Accounts: By M.C. Shukla& S.P. Grewal (S.Chand& Co. Ltd. New Delhi)
5. Advanced Accountancy: By S.P. Jain & K.N. Narang(Kalyani Publishers, New Delhi)
6. Advanced Accountancy: By R.L.Gupta& M. Radhaswamy (Sultan Chand & Sons, New Delhi)
7. Accounting Standards: By CA. D.G. Sharma (Taxmann Publications Pvt.Ltd., New Delhi)

Journals: - 1. The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.

PRACTICALS FOR SEMESTER II

S. No.	Topic	Method of Conducting the

		Practical
1	A Study of Financial Statements of Charitable Trusts	Visit to any Charitable Trust
2	A Comparative Study of Computerised Accounting Softwares/ ERP	Library Assignment
3	A Study of Accounting Standards applicable to Charitable Trusts	Visit to any Charitable Trust

Modern College of Arts, Science and Commerce (Autonomous)

Shivajinagar, Pune - 5

First Year of B.Com Semester I

(2019 Course)

Course Code: 19 CoComU108

Course Name: Marketing and salesmanship-Fundamental of Marketing

Teaching Scheme: TH: 4 Hours/Week

Credit 03

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses:

The world of business is changing very fast at domestic and of International level, demanding regular knowledge of up to and its application. A need has arisen to restructure the syllabus of marketing, a field which is considered as bloodline of business and trade under commerce.

To make the commerce education more vibrant and application on intend, a new restructuring of curriculum is under taken by the college under choice based credit system, to enhance the career opportunities and business challenges. The learners are expected to have basic knowledge of commerce.

Course Objectives:

1. To create awareness and import knowledge about the basic concepts of marketing.
2. To establish an academic link between commerce world and marketing.
3. To make students understand the diversified areas of marketing.
4. To enable students to apply this marketing knowledge in their skills enhancement and, career planning and development.

Course Outcome:

On completion of the course, a student will be able to:

1. Know the fundamental knowledge of marketing.
2. Understand and explain the various concepts, principles, practices applied in marketing.
3. Understand the need and importance of marketing in facing the various challenges of modern business.
4. Demonstrate competency in applying course knowledge to analyze and provide solutions to the marketing specific problems.

Course contents:

Chapter 1	Basics of Marketing	Lectures
	1.1 Meaning and definition of Market 1.2 Classification of Markets 1.3 Marketing Concept: Traditional and Modern 1.4 Importance of Marketing 1.5 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing,	10
Chapter 2	Marketing Mix- I	Lectures
	1 Product Mix 2.1 Meaning and Definition 2.2 Product Line and Product Mix 2.3 Product classification 2.4 Product Life Cycle 2.5 Factors Considered For Product Management 2 Price Mix 2.1 Meaning and Definition 2.2 Pricing Objectives 2.3 Factors Affecting Pricing Decision 2.4 Pricing Methods	12
Chapter 3	Marketing Mix - II	Lectures
	1 Place Mix 3.1 Meaning and Definition of Place Mix 3.2 Importance 3.3 Types of Distribution Channels – consumer goods and Industrial goods 3.4 Factors Influencing selection of channels 2 Promotion Mix 3.1 Meaning of promotion Mix 3.2 Elements of promotion Mix- personal Selling, Public Relation and Sales Promotion 3.3 Factors Affecting Market Promotion Mix 3.4 Promotion Techniques or Methods	14
Chapter 4	Recent Trends in Marketing	
	4.1 Digital Marketing 4.2 Green marketing 4.3 Niche marketing 4.4 E-marketing Social Media Marketing- Challenges and Opportunities	12
Experiential Learning		6

Experiential learning:

- a. VISIT to retail stores to understand four P's of marketing.
- b. Practical on online marketing.
- c. Project on green marketing.

References: (year not mentioned)

1. Philip Kotler, Marketing Management, pearson publication.
2. RajanSaxen, Marketing Management , McGraw Hill Education publication
3. Philip Kotler& Gary Armstrong, Principles of Marketing, Pearson Publication.
4. Tapan K Panda, Sales & Distribution Management, Oxford Publication.
5. Rajiv Batra, Advertising Management, Pearson Publication.
6. SwapnaPradhan, Retail Management, McGraw Hill Publication.
7. Gibson Vedamani, Retail Management, Jayco Publication.
8. V. S. Ramaswamy& S. Namakumari, Marketing Management, Macmillan Publication.
9. Sunil Chopra, Peter Meindl& D. V. Karla, Supply Chain Management, Pearson Publication.

Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Com Semester II
(2019 Course)

Course Code: 19 CoComU208

Course Name: Marketing and Salesmanship - Fundamentals of Marketing I

Teaching Scheme: TH: 4 Hours/Week

Credit -03

Examination Scheme: CIA: 40 Marks

End-Sem:60 Marks

Prerequisite Courses:

The world of business is changing very fast at domestic and of International level, demanding regular knowledge of up to and its application. A need has arisen to restructure the syllabus of marketing, a field which is considered as bloodline of business and trade under commerce.

To make the commerce education more vibrant and application on intend, a new restructuring of curriculum is under taken by the college under choice based credit system, to enhance the career opportunities and business challenges. The learners are expected to have basic knowledge of commerce.

Course Objectives:

1. To introduce the concept of Salesmanship.
2. To give insight about various techniques required for the salesman.
3. To inculcate the importance of Rural Marketing.
4. To acquaint the students with recent trends in marketing and social media marketing.

Course Outcomes:

On completion of the course, a student will be able to:

5. Know the fundamental knowledge of marketing.
6. Understand and explain the various concepts, principles, practices applied in marketing.
7. Understand the need and importance of marketing in facing the various challenges of modern business.
8. Demonstrate competency in applying course knowledge to analyze and provide solutions to the marketing specific problems.

Course contents:

Chapter No.	Contents	Lectures
1	Salesmanship	
	1.1 Meaning and Definition of Salesmanship 1.2 Features of Salesmanship 1.3 Scope of Salesmanship 1.4 Modern Concept of Salesmanship 1.5 Utility of Salesmanship 1.6 Elements of Salesmanship 1.7 Salesmanship : Arts or Science 1.8 Salesmanship – a Profession 1.9 Qualities of Salesman	10
2	Process of Selling	
	2.1 Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action 2.2 Stages in Process of Selling – <ul style="list-style-type: none"> (i) Pre-Sale Preparations (ii) Prospecting (iii) Pre-Approach (iv) Approach (v) Sales Presentation (vi) Handling of Objections (vii) Close (viii) After Sales Follow-up 	14
3	Logistics and Supply Chain management	
	3.1 Introduction –Definition – Objectives-Scope and Significance. 3.2 Market Logistics Decisions- Channel Structure. 3.3 Designing Distribution Channels.	12
4	Rural Marketing	
	4.1 Rural Marketing <ul style="list-style-type: none"> 4.1.1 Introduction 4.1.2 Definition of Rural Marketing 4.1.3 Features of Rural Marketing 4.1.4 Importance of Rural Marketing 4.1.5 Present Scenario of Rural Market Challenges and Opportunities in Rural Marketing 	12
Experiential Learning		6

Experiential Learning

- a. Visit to Retail store to get awareness Salesmanship.
- b. Project on Logistics and channels of distribution. C. Visit to a village to get awareness of Rural Marketing.

References

1. Marketing Management- Philip Kotler- Pearson Publication
 2. Marketing Management- RajanSaxena-McGraw Hill Education
 3. Principles of Marketing- Philip Kotler& Gary Armstrong- Pearson Publication
 4. Sales & Distribution Management- Tapan K Panda - Oxford Publication
 5. Advertising Management- Rajiv Batra- Pearson Publication
 6. Retail Management- SwapnaPradhan- McGraw Hill Publication
 7. Retail Management- Gibson Vedamani- Jayco Publication
-

Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Com (2019 Course)

Course Code:19CoComU105 Semester – I

Course Name: Organisational Skills Development -I

Teaching Scheme: TH: 4 Hours/Week

Examination Scheme: CIA: 40 Marks

Credit - 3

End-Sem: 60 Marks

Prerequisite Courses –

1. Knowledge about working of office.
2. Knowledge about various locations of office.
3. Awareness about various types of layouts of Government offices, Banks, Insurance Companies etc
4. Brief idea of the concepts like Organization, Management, Recruitment and Selection.

Course Objectives:

1. To orient the students towards the concept of Organization and Modern Office.
2. To develop the insights regarding Organizational Skills for Office Managers.
3. To Study the Recruitment and Selection Procedure in Office

Course Outcomes – On completion of the course, a student will be able to:-

- 1) Understand the functioning of Corporate Office.
- 2) Understand the various concepts like Organization, Management, and Scientific Office Management etc
- 3) Understand the significance of Records Management.
- 4) Understand the new aspects of digitalization of Records.
- 5) Get the knowledge regarding recruitment methods, stages and techniques.

Course Contents

Chapter 1	Concept of Modern Office	lectures
	Modern Office :- Definition, Characteristics, Importance and Functions, Office environment:- Meaning and Importance Office Location :- Meaning, Principles and factors affecting Office location Office Layout :- Meaning, Principles and factors affecting Office Layout	12
Chapter 2	Office organization and Management	lectures
	Office organization:- Definition, Importance, Principles and Types of organization Office Management:- Definition and Functions Scientific Office Management :- Meaning, Aims, Techniques of Scientific Office Management and Steps for installation of Scientific Office Management	12
Chapter 3	Office Records Management	lectures
	Definition, Objectives, Scope of Records Management, Significance, Principles of Records Management, Digitalization of Records:- Advantages and Problems of Digitalisation	12

	Form Design:- Objectives, types of forms, Significance, Principles of form designing Office Manual:- Definition, Contents, Types, Benefits and limitations	
Chapter 4	Recruitment and Selection	lectures
	Introduction, Meaning, Definition, Objectives or Purposes of Recruitment, Factors affecting on Recruitment, Sources of Recruitment, Importance and Methods of Recruitment	12
Chapter 5	Experiential Learning	
	Field Visit – Visit to any Industry/Firm/Bank/Insurance Company to Study Recruitment and Selection Procedure	6
	TOTAL	54

Recommended Books (year not mentioned)

1. Office Organization and Management – By S. P. Arora – Vikas Publishing House New Delhi
2. Office Methods - By M. L. Basu
3. Office Management – By P. K. Ghosh
4. Files and Record Management By Popchan
5. A text book of Office Management By William II & Leffingwell & Robinson
6. Office Administration and Management – by Dr. Khorshed Madon. and Dr. Homai M. Dowell, Vikas Publishing House , Delhi
7. Administrative Office Management By R.K. Chopra – Himalaya Publication House

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune - 5
First Year of B.Com (2019 Course)

Course Code: 19CoComU205

Semester II

Course Name: Organizational Skills Development –II

Teaching Scheme: TH: 4 Hours/Week

Credit 3

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisite Courses –

1. Knowledge about role of office manager.
2. Brief idea about Goal setting and Time Management.
3. Awareness about the functions of Public Relation Officer.
4. Knowledge about new types machines used in Corporate Offices.

Course Objectives:

1. To acquaint the students with the role of and Functions of Office Manager.
2. To Study the importance of Business Communication in the Changing scenario
3. To Study the Changing Role of Public Relation Officer
4. To Study the Utility of Modern Office Equipment

Course Outcomes –

On completion of the course, a student will be able to:-

- 1) Understand the qualities of Office Manager.
- 2) Understand and develop the Interpersonal, Presentation, Thinking and Negotiation skills.
- 3) Get the idea about Goal setting and Time Management.
- 4) Get the knowledge about Role of Public Relation Officer.
- 5) Get the knowledge about Modern equipments used in the Corporate Offices.

Course Contents

Chapter 1	Office Manager	lectures
	Qualities of Office Manager, Skills of Office Manager:- Interpersonal skills, Presentation skills, Thinking and Negotiation skills,Duties and Responsibilities of Office Manager Goal Setting:- Concept, Importance of goals, SMART(Specific, Measurable, Achievable, Realistic and Time Bound) Time Management :- Meaning, Techniques, Principles and Significance	12
Chapter 2	Management Reporting (Office Reports)	lectures
	Meaning, Purpose or Objectives and Classification of Report, Principles of preparation of report, qualities of good report, steps in report presentation, evaluating the report, follow up of reports Office Communication :- Meaning, Significance, Barriers and Recent trends in Communication such as E-mail, Video Conferencing, Tele-Conferencing, Internet, Intranet , WWW, etc.,	12

Chapter 3	Public Relations	lectures
	Definition, nature, Scope of PR with customers, investors , employees, government offices and others Objectives, importance and functions Role of Public Relation Officer in Modern Office Modern methods of Public Relations	12
Chapter 4	Office Automation	lectures
	Objects of Mechanisation, Advantages of Mechanisation, Factors in selecting office machines, Leasing versus Purchasing Office Equipment, Types of Modern Office Machines	12
Chapter 5	Experiential Learning	
	Field Visit – Visit to Public Relations Department in any company to Study the Modus Operandi	6
	TOTAL	54

Recommended Books (year not mentioned)

1. Office Organization and Management – By S. P. Arora – Vikas Publishing House New Delhi
2. Office Methods - By M. L. Basu
3. Office Automation – By G. R. Terry
4. Office Management & Control – By G. R. Terry
5. Office Management – By P. K. Ghosh
6. Files and Record Management ByPophan
7. A text book of Office Management By William II &Leffingwell& Robinson
8. Office Administration and Management – by Dr. KhorshedMadon and Dr.Homai M. Dowell, Vikas Publishing House, Delhi
9. Public Relations – by Seema Sharma
10. Public Relations Media and Corporate by Vinod Kumar
11. Public Relations Theory and Practice