

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE
(AUTONOMOUS)

Programme Name: B.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major (Core)
Level	4.5
Course Title	Financial Accounting Paper I
Semester	SEMESTER-I
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Financial Accounting Paper I

Course Outcomes	<p>After going through the course, learners will be able</p> <ol style="list-style-type: none"> 1. To get through the basic Concepts, Conventions and accounting process. 2. To make understand the students, the concept of different methods of valuation of stock. 3. To enlighten the students about the working of Branches and its accounting procedures 4. To enable the students to prepare financial statements in accordance with appropriate accounting standards
Module 1 (Credit 1)	Title of the Module: Concepts of Capital and Revenue and Accounting standards, Concepts and Conventions.
Learning Outcomes	After learning the module, learners will be able

	<ol style="list-style-type: none"> 1. To make students familiar with the classification of expenditure into Capital, Revenue and Deferred Revenue Expenditure & Receipts. 2. To understand the linkage of such distinction with the preparation of Final accounts. 3. To acquaint the students about the basic accounting concepts, conventions and accounting standards in preparation of accounts. 4. To enable the learner to understand and relate the theories with practical along with the standards laid down.
Content Outline	<p>Theory: Meaning of Receipts & Expenditures and Capital & Revenue & Deferred Revenue.</p> <p>Types of Receipts and Expenditures.</p> <p>Concepts, benefits, procedures for issue of accounting standards</p> <p>Elementary Acquaintance with Compulsory Accounting Standard issued by Institute of Chartered Accountants of India</p> <p>AS – 1: Disclosure of Accounting Policies (a) Purpose. (b) Areas of Policies. (c) Disclosure of Policies. (d) Disclosure of Change in Policies.</p> <p>AS – 2: Valuation of Inventories (Stock) (a) Meaning, Definition. (b) Applicability. (c) Measurement of Inventory. (d) Disclosure in Final Account.</p> <p>AS – 9: Revenue Recognition (a) Meaning and Scope. (b) Transactions excluded. (c) Sale of Goods. (d) Rendering of Services. (e) Effects of Uncertainties. (f) Disclosure.</p> <p>Problems on: Classification of Items of Receipts, and Expenditure.</p>
Module 2 (Credit 1) Title of the Module: Valuation of Stock	
Learning Outcomes	<p>After learning the module, learners will be able</p> <ol style="list-style-type: none"> 1. To have clear and complete idea of the term Inventory and its types. 2. To know the objectives and advantages of valuation of stock. 3. To learn the methods of valuation of stock.

Content Outline	<p>Theory: Types of Inventories, Inventories valuation techniques.</p> <p>Problems on:</p> <p>FIFO, Simple Average & Weighted Average Methods.</p>
Module 3 (Credit 1)	Title of the Module: Branch Accounting
Learning Outcomes	<p>After learning the module, learners will be able</p> <ol style="list-style-type: none"> 1.To make aware the students about the basic concept of preparation of Branch Accounts. 2. To learn the accounting procedures. 3.To understand the evaluation process of the performance of depended Branch.
Content Outline	<p>Theory: Meaning and types of Branch, Methods of Branch Accounting, Goods sent at Cost, Goods sent at invoice price.</p> <p>Problems on: Branch Account including Stock and Debtors Method (With and without Load).</p>
Module 4 (Credit 1)	Title of the Module: Final Accounts of Manufacturing Entities
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1.To understand the purpose of preparing the Manufacturing Account 2.To learn the items to be included in the manufacturing Account 3.To draw the final Accounts of the manufacturing Entities (Sole traders)

Content Outline	<p>Theory: Introduction, purpose of Final Accounts of Manufacturing Entities, Manufacturing cost, Overhead Expenses.</p> <p>Problems on: Final Accounts of Sole Trading Concerns including Manufacturing Account.</p>
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test:

Sr. No	Assignments/Activities	Marks
1	Assignment / Project Report/ Quiz/Debate /Essay/Elocution	15
2	Group Discussion / Case Study/MCQtest /Role-Play	15
3	PPT Presentations/Seminars/Workshops/Written test	20
	Total	50

Semester End Examination (SEE) Paper pattern: 50 marks

Q.1.Compulsory MCQ -5 marks

Q.2.Attempt any three out of five- 15 marks

References:

A:Essential Reading :

Ainapure, 2011, Advance Accounting, Manan Prakashan -Mumbai

Choudhary, 2011, Corporate Accounting, Sheth Publishers, - Mumbai

Kishnadwala, 2008, Financial Accountancy & Management, Vipul Prakashan, Mumbai.

R.L.Gupta, 2014, Advance Accountancy, Sultan Chand & Sons - Delhi

Shukla & Grewal, 2018, Advance Accountancy, S. Chand & Co – Delhi

B:Additional Reading:

1. **Financial Accounting CMA INTER,sanjay welkins,commercial law publishers india p.ltd**

2. Principles and Practice of Accounting (Accounts)D G Sharma, S K Agrawal,taxmann.

SEVA MANDAL EDUCATION SOCIETY'S
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(AUTONOMOUS)

Programme Name: B.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Vocational Skill Course
Level	4.5
Course Title	Advanced Financial Accountancy Paper-I
Semester	Semester-I
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Advance Financial Accountancy Paper-I (Specialization)(VSC)

Course Outcomes	After going through the course, learners will be able to 1) To enable the students to learn the concept of issue of shares. 2)To enlighten the students about the accounting treatment of Consignment Accounts.....
Module 1 (Credit 1)	Title of the Module: Issue of shares
Learning Outcomes	After learning the module, learners will be able to 1. To improve the understanding of students regarding different classes of shares. 2. To comprehend students with the accounting treatment relating to issue of shares. 3. To enhance understanding about the modes of issue of shares.

<p>Content Outline</p>	<p>Theory: Meaning, Classes of Shares, Share Capital, Mode of Issue, Pricing of Issues, Accounting treatment relating to issue of shares, forfeiture of shares and Re-issue of shares.</p> <p>Problems on : Journal Entries for Issue of shares for Cash (Private placement, Public issue and Right issue), Issue of shares for consideration other than cash (issued to vendors, issued to employees) and issue of Bonus shares and disclosure in the Balance Sheet as per revised schedule VI.</p>
<p>Module 2 (Credit 1)</p>	<p>Title of the Module:Consignment Accounts</p>
<p>Learning Outcomes</p>	<ol style="list-style-type: none"> 1. To understand the special business of Consignment. 2. To get insight into the meaning of the terms Consignor, Consignee, Account sales, del-credere commission, inventory reserve etc. 3. To enable the students to give the accounting treatment in books of accounts under consignment.
<p>Content Outline</p>	<p>Theory: Understanding Consignment business with respect to Meaning of – Consignment Sale, Consignor, Consignee, Accounts Sale, Expenses on Consignment, Commission on Sales, Bad debts, Discounts, Valuation of Closing Stock.</p> <p>Problems on: Preparation of Ledger Accounts in the Books of Consignor and Consignee and Recording the Valuation of Closing Stock.</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

Sr. No	Assignments/Activities	Marks
1	Assignment / Project Report/ Quiz/Debate	08
2	Group Discussion / Case Study	08
3	PPT Presentations/Seminars/Workshops	09
	Total	25

Semester End Examination (SEE) Paper pattern: 25 marks

References:

A. Essential Reading

Bhalla Kapilehwar (2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.

Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.

Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi

Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.

Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE
(AUTONOMOUS)

Programme Name: Bachelor of Commerce & BAFI

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major (Core)
Level	4.5
Course Title	PRINCIPLES OF MANAGEMENT
Semester	1
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: PRINCIPLES OF MANAGEMENT

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> ● Explain the concept and scope of Management ● Demonstrate the role and importance of Management in the success of the Organization. ● Distinguish among planning, organizing, directing ,controlling and coordinating functions of Management and understand importance of each function. ● Recognize Company's social, corporate and environmental responsibilities . ● Understand the need for ethics in the workplace .
Module 1 (Credit 1)	Title of the Module: Management ,Planning Decision Making

Learning Outcomes	After learning the module, learners will be able to
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	<ul style="list-style-type: none"> ● Gain general knowledge and understand the framework and key functions and responsibilities of management as applied in practice. ● Carry out planning and decision making process in alignment with Organization's objectives.
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Content Outline	<p>1.1 Management - Concept, Importance, Functions.</p> <p>1.2 Planning- Meaning, Importance, Process.</p> <p>1.3 Decision Making- +Meaning, Importance, Steps in rational decision making.</p>
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Module 2 (Credit 1)	Title of the Module: Organizing , Directing ,Controlling, CSR, Ethics , Green Management
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Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● Understand the concepts and importance of organizing, directing and controlling. ● Identify and evaluate organization's social, cultural, ethical and environmental responsibilities. ● Define the need for ethics and identify measures to encourage ethical behavior among the employees.
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Content Outline	<p>2.1 Organizing – Concept ,Importance</p> <p>Span of Control- Meaning, Factors affecting Span of Control</p> <p>2.2 Directing - Concept ,Importance</p> <p>Controlling - Characteristics ,Techniques</p> <p>2.3 Business Ethics, Corporate Social Responsibility, Green Management</p>
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test/Viva/Power point presentations/Quiz/Debates

Semester End Examination (SEE) Paper pattern: 5 marks MCQ

10 marks short notes 10

marks descriptive answers

References:

A. Essential Reading

- Prasad, L. M., (2015), Principles and Practice of Management, , Sultan Chand and Sons, New Delhi.

B. Additional Reading

- Robbins, Stephen P. & Coulter Mary A., (2015), Management (13th Edition), ,Pearson Education.
- Koontz, H. & Weihrich, H., (2012) , Essentials of Management, (9th Edition), Tata McGraw Hill Education Pvt. Ltd.
- Gupta, C. B., (2017), Management Theory and Practice, Sultan Chand and Sons, New Delhi.
- S.K. Bhatia, (2009), Business Ethics and Managerial Values , Deep & Deep Publications Pvt. Ltd.
- Tripathi, P.C. & Reddy P.N., (2012), Principles of Management, (5th Edition), Tata McGraw-Hill Education Pvt. Ltd.

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**Programme Name: Bachelor of Commerce
& BAFI**

Proposed Syllabus under NEP
Year of Implementation: 2023-24

Course Category	Open Elective (OE)
Level	4.5
Course Title	Business Environment
Semester	I
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Business Environment

Course Outcomes	After going through the course, learners will be able to understand: <ol style="list-style-type: none">1. Concept of business environment, Project planning, types of Tourism and Entrepreneurship.2. Student should get motivated for preparing business plan
Module 1 (Credit 1)	Title of the Module: Business Environment
Learning Outcomes	After learning the module, learners will be able to
	To get acquainted with the constituents of business environment.
Content Outline	<ul style="list-style-type: none">● Concept and Importance of business environment,● Inter- relationship between Business and Environment● Internal and External Environment● International Environment – Current Trends in the World WTO and Trading Blocs and their impact on Indian Business.

Module 2 (Credit 1) Title of the Module: Project Planning:

Learning Outcomes	The learner will understand the procedure for setting up a business unit.
Content Outline	<p>Concept and importance of Project Planning</p> <p>Feasibility Study and Project Report</p> <p>Business size and location decisions</p> <p>Factors to be considered for starting a new business.</p> <p>Business Promotion and Role of Government in Business Promotion.</p>
Module 3 (Credit 1)	Title of the Module: Tourism
Learning Outcomes	The learner will get an overview of tourism industry and contemporary issues in tourism.
Content Outline	<p>Meaning and Concept of Tourism</p> <p>Importance of Tourism - Geographical factors influencing Tourism</p> <p>Types and forms of Tourism International – Domestic Medical tourism, Cultural tourism, Religious tourism, Adventure tourism, Business/Industrial tourism, Educational Tourism, Ecotourism.</p> <p>Trends and Contemporary Issues in Tourism - Tourist transportation - Travel agency and Tourism Business</p>
Module 4 (Credit 1)	Title of the Module: Entrepreneurship
Learning Outcomes	To make the learner aware about entrepreneurial opportunities.

Content Outline	<p>Concept and importance of entrepreneurship</p> <p>Competencies of an Entrepreneur</p> <p>Entrepreneurship Development Programmes (EDP), Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion</p>
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test/Viva/Competitions/Quiz/Debate

**Semester End Examination (SEE) Paper pattern: 5 marks MCQ 15 Short Notes
30 marks Long Answers**

References:

A. Essential Reading

Aswathappa K., (2016), Essentials of Business Environment, (13th Edition), Himalaya Publishing House, New Delhi.

B. Additional Reading

- Cherunilam F., (2014), Business Environment , Text and Cases, Himalaya Publication House.
- Cherunilam F., (2011), Business Environment and Sustainable Development, Himalaya Publishing House, New Delhi.
- Sunetra Roday and Archana Biwal (2009), Tourism: Operations and Management, Oxford University Press.
- Fernando A.C.,1 (2011), Business Environment, Dorling Kindersley India Pvt. Ltd.
- Worthington, I. & Britton, C., (2014), The Business Environment, (7th Edition), Pearson Education Limited.
- Gupta, C.B., (2017), Business Environment, (10th Revised Edition), Sultan Chand & Son, New Delhi.
- Hisrich, Robert D., (2013), Entrepreneurship, (8th Edition), McGraw Hill Education.
- Sharma, K.C., (2012), Entrepreneurship Development, Regal Publication.

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Programme Name: Bachelor of Commerce

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Vocational Skill Course (VSC)
Level	4.5
Course Title	MARKETING COMMUNICATION- PAPER I
Semester	I
Course Credit	2
No. of Lecture per week	2
Marks of Comprehensive Continuous Evaluation	25
Marks of Semester End Examination	25

Course Title: Marketing Communication- Paper I

Course Outcomes	After going through the course, learners will be able to- 1. Understand the basics of Marketing Communication. 2. Understand that effective Communication can make or break a product. 3. Emphasize on application of Communication in Marketing. 4. Explain the various elements of Marketing Communication.
Module 1 (Credit 1)	Title of the Module: Basics Of Communication
Learning Outcomes	After learning the module, learners will be able to

1. Understand the significance of Communication.
2. Understand the barriers to Communication.
3. Overcome the barriers to Communication

Content Outline	Marketing Communication: <ul style="list-style-type: none"> ● Importance of Communication ● Principles of Communication ● Barriers to Communication ● Overcoming the Barriers Types of Communication: ● Verbal Communication ● Non-verbal Communication ● Written Communication ● Listening ● Visual Communication Levels of Communication: ● Intrapersonal Communication • Interpersonal Communication ● Group Communication ● Cultural Communication
Module 2 (Credit 1)	Title of the Module: Communication Process and Marketing
Learning Outcomes	After learning the module, learners will be able to- <ol style="list-style-type: none"> 1. Understand the Communication Process. 2. Use Communication effectively in Marketing. 3. Understand various elements of Marketing & its significance.

<p>Content Outline</p>	<p>Communication Mix:</p> <ul style="list-style-type: none"> ● Communication Process ● Application of Communication in Marketing ● Factors affecting Communication Marketing <p>Communication/ Promotion Mix:</p> <p>(Meaning & Significance)</p> <ul style="list-style-type: none"> ● Advertising ● Personal Selling ● Public Relations ● Sales Promotion
	<ul style="list-style-type: none"> ● Publicity <p>Factors influencing Promotion Mix:</p> <ul style="list-style-type: none"> ● Budget available ● Type of product ● Target Market ● Consumer preference for Media ● Availability of Media ● Stage in Product Lifecycle

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test/PowerPoint Presentation/Viva/Quiz/Debate/Competitions

Semester End Examination (SEE) Paper pattern: 5 Marks MCQ

10 Marks Short Notes

10 Marks Descriptive Answers

REFERENCES:

A. ESSENTIAL READING :

1. Kenneth Clow & Donald Baack, 2009, Integrated Marketing Communication, McGraw Hill.
2. Kenneth Clow and Donald Baack, 2007, Integrated Advertising, Promotion & Marketing Communications, Pearson Education.

B. ADDITIONAL READING

1. Duncan, 2009, Integrated Marketing Communication, ,Tata McGraw Hill.
2. S.N.Murthy, U. Bhojanna, 2007, Advertising-an IMC Perspective, Excel Books.
3. Belch & Belch, 2003, Advertising & Promotions-IMC Perspectives, Tata McGraw Hills.

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Programme Name: Bachelor of Commerce

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Specialized Course (Vocational Skill Course (VSC))
Level	4.5
Course Title	Computer Networking and Internet
Semester	I
Course Credit	2
No. of Lecture per week	4 Practical of one Hours each
Marks of Comprehensive Continuous Evaluation	25 Marks
Marks of Semester End Examination	25 Marks

Course Title: Computer Networking and Internet

Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none"> • Build an understanding of the fundamental concepts of computer networking. • Understand basic taxonomy and terminology of the computer networking area. • Understand advanced networking concepts. • Gain expertise in some specific areas of networking such as the design and maintenance of individual networks
Module 1 (Credit 1)	Title of the Module: Computer Networking
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Build an understanding of the fundamental concepts of computer networking. • Familiarize the student with the basic taxonomy and terminology of the computer networking area. • Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking. • Allow the student to gain expertise in some specific areas

	of networking such as the design and maintenance of individual networks.
Content Outline	<ul style="list-style-type: none"> ● Networking and its Advantages ● How Data is Transmitted ● Types of Networking (Client Server, Peer to Peer, Personnel) ● Network and its Advantage ● Classification of Networks ● Components of Network ● Types of Servers ● Workstation ● Advantages and Disadvantages of Client Server Database ● Netware (Dedicated and Non Dedicated NetWare) ● Login & Logout ● Coaxial Cables ● Different ways of Communication Devices used for Communication ● LAN, WAN & MAN ● Bus, Ring, Star Topologies ● Wireless Networking ● Design issues of Layers :- Addressing, Error Control, Flow Control, Routing ● Connection oriented and Connectionless services
Module 2 (Credit 1)	Title of the Module: Internet and Ecommerce
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● Familiarize with internet and how which will help them in their academics ● Understand basics of the Internet Programming. ● Learn complexity of sending messages over the Internet ● Learn surfing, browsing, emailing, attaching document, chatting, downloading attachments and changing passwords ● Understand the importance of E-Commerce
Content Outline	<p>INTERNET</p> <ul style="list-style-type: none"> ● What is Internet ? and its Advantage and Disadvantages ● Minimum Hardware and Software Requirement for internet ● Connection ● Role of Modem in Internet ● Websites & ISPN ● Browsing and Surfing ● Downloading Pictures and Text ● E-mailing ● Creating Accounts, Attachments and Changing Passwords ● Chatting

	<p>ECOMMERCE</p> <ul style="list-style-type: none"> • Introduction to E-Commerce • Advantages and Disadvantages of E-Commerce • E-Commerce Trade Cycle • E-Commerce Future • Scope of E-Commerce
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- Practical Exam of 25 Marks
- Assignment and Lab Manuals of 25 Marks

Out of above two exam the average of two will be considered as internal marks.

Semester End Examination (SEE) Paper pattern:

The pattern of the practical exam would be as follows:

- The Practical exam of 25 Marks (Answer any 2 question out of 4, each question will be of 10 marks + Viva of 5 Marks)

References:

A. Essential Reading

1. ““Networking Concept and architecture” Hancock
2. “The internet in 24 Hours”: Ned Snell, SAMS Publisher
3. “E-Commerce Stragegies”: Trepper

B. Additional Reading

1. “Networking Complete”; Sybex



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(AUTONOMOUS)

Programme Name: Bachelor of Commerce

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Value Education Course (VEC)
Level	4.5
Course Title	Fundamentals of Computers
Semester	I
Course Credit	2
No. of Lecture per week	4 Practical of one Hour each
Marks of Comprehensive Continuous Evaluation	25 Marks
Marks of Semester End Examination	25 Marks

Course Title: Fundamentals of Computers

Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none"> • Understand the importance and requirement of computers in day to day life. • Understand latest Computer technology • Emphasis the use of computer in the modern world • Understand about Operating Systems • Work on Word Processor • Prepare and present PowerPoint presentations
Module 1 (Credit 1)	Title of the Module: Fundamentals of Computers and Windows
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Identify the different types of computer and their organization

	<ul style="list-style-type: none"> ● Understand latest Computer technology ● Perform common Windows functions, use Windows Search, Help, and Automatic Updates
Content Outline	<p>FUNDAMENTALS OF COMPUTERS</p> <ul style="list-style-type: none"> ● The Definition and Characteristics of Computer ● Input, Output & Storage Devices ● Computer Virus & Precautions against Virus attack. ● Computer Handling Skills <p>WINDOWS</p> <ul style="list-style-type: none"> ● Using Window Explorer ● Managing Files and Folders ● Paint Features ● Zip and Extract (Unzip)
Module 2 (Credit 1)	Title of the Module: Word Processor and PowerPoint
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> ● Create, edit, save, and print documents to include documents with lists and tables ● Create, edit, save, add graphics, sound and print presentations ● Internet and Email using skills
Content Outline	<p>WORD PROCESSOR</p> <ul style="list-style-type: none"> ● Introduction to Word Processor ● Uses of Word ● Document Concept (Creating, Saving, Opening, Closing Document) ● Formatting Document (Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter) ● Three Methods of Copy, Cut & Paste ● Working with Margins and Page Setup ● Inserting and Formatting Clipart and WordArt ● Tables ● Uses of Drawing Toolbar ● Columns ● Goto, Find & Replace ● Header & Footers ● Printing Procedure

	<ul style="list-style-type: none"> • AutoCorrect and AutoText • Spell Check & Thesaurus • Adding a Chart to the Report • Mail Merging <p>POWERPOINT</p> <ul style="list-style-type: none"> • Introduction to Presentation • Uses of PowerPoint • Making Presentation • Different Types of Slide layouts • Applying Design Templates and Backgrounds • Slide View, Slide Sorter View & Slide Show Buttons • Setup Show • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations • Printing Procedure <p>INTERNET</p> <ul style="list-style-type: none"> • Internet Surfing – Downloading Images & Text • Precaution while doing net surfing • Email- Checking, Compose, file Attachment, Sent, Draft, Forward, Changing Password
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- Practical Exam of 25 Marks
- Assignment and Lab Manuals of 25 Marks

Out of above two exam the average of two will be considered as internal marks.

Semester End Examination (SEE) Paper pattern:

The pattern of the practical exam would be as follows:

- The Practical exam of 25 Marks (Answer any 2 question out of 4, each question will be of 10 marks + Viva of 5 Marks)

References:

A. Essential Reading

- "Computer fundamental" P k Sinha
- "Inside the IBM PC", Peter Norton, Prentice Hall, 1989.
- "PC Softwarefor Windows": R.K. Taxali, Tata Mcgraw hill
- "Computer and Common use": Roer hunt and John Sheely
- "Understanding Computers": R. Rajgopalan
- "Computer Studies": Mitchell, Beaglay
- "Inside the personal Computer": (A pop –up guide)
- "Transparency Masters to Computers": Larry Long and Nancy long
- "Computer for beginners": V.K. Jain
- "Basic of Computer Systems": Jiwani and Copper
- "Introduction to Computers": Subramanian

B. Additional Reading

- "Computer Science": Satish Jain
- "Introduction to Computer Science": Francis Scheid
- "Computer Today": Sanders
- "Mastering windows 2000, the window bible": Robertcowart, BPB Publisher
- "Fundamentals of Informational Technology" : S.K. Bansal, APH Publishing Corporation.
- "Microsoft Office 2000 Complete" : Amy Romanoff and Sherry bonelli, BPB Publisher
- "Advanced Microsoft Office 2000"; Meredith Flynn, Nita Rutkosky, BPB Publication.
- "PC Softwarefor Windows": R.K. Taxali, Tata Mcgraw hill
- "Mastering windows 2000, the window bible": Robertcowart, BPB Publisher
- "Fundamentals of Informational Technology" : S.K. Bansal, APH Publishing Corporation.



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(AUTONOMOUS)

Programme Name: Bachelor of Commerce

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Value Education Course (VEC)
Level	4.5
Course Title	OFFICE AUTOMATION
Semester	I
Course Credit	2
No. of lectures per week	4 practical's of one hour each
Marks of Comprehensive Continuous Evaluation	25 Marks
Marks of Semester End Examination	25 Marks

Course Title: OFFICE AUTOMATION

Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none"> • Understand the importance and requirement of computers in day to day life. • Understand latest Computer technology • Emphasis the use of computer in the modern world • Understand about Operating Systems • Work on Word Processor and Spreadsheet • Prepare and present PowerPoint presentations
Module 1 (Credit 1)	Title of the Module: Fundamentals of Computers and Windows
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Identify the different types of computer and their organization • Understand latest Computer technology • Perform common Windows functions, use Windows Search, Help, and Automatic Updates
Content Outline	<p>FUNDAMENTALS OF COMPUTERS</p> <ul style="list-style-type: none"> • The Definition and Characteristics of Computer • History and Generation of Computers • Classifications of Computers • Number System (Decimal, Binary, Octal, Heza) • Bit, Byte & Word • Block Diagram of Computer System • Input, Output & Storage Devices • Computer Virus & Precautions against Virus attack. <p>WINDOWS</p> <ul style="list-style-type: none"> • Historical Evaluation of windows (till XP) • Functions of Mouse • Choosing a Desktop Theme • Selecting Wallpaper • Using Window Explorer • Managing Files and Folders • Painting Pictures • Using Notepad • Zip and Extract (Unzip)

Module 2 (Credit 1)	Title of the Module: Word Processor, Spreadsheet and PowerPoint
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Create, edit, save, and print documents to include documents with lists and tables • Work with spreadsheets, Construct formulas, including the use of built-in functions, and relative and absolute references • Create, edit, save, add graphics, sound and print presentations

<p>Content Outline</p>	<p>WORD PROCESSOR</p> <ul style="list-style-type: none"> • Introduction to Word Processor • Uses of Word • Document Concept (Creating, Saving, Opening, Closing Document) • Formatting Document (Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter) • Three Methods of Copy, Cut & Paste • Working with Margins and Page Setup • Inserting and Formatting Clip art and Word Art • Tables • Uses of Drawing Toolbar • Columns • Goto, Find & Replace • Header & Footers • Printing Procedure • Auto Correct and Auto Text • Spell Check & Thesaurus • Adding a Chart to the Report • 18 Mail Merging <p>SPREADSHEET</p> <ul style="list-style-type: none"> • Introduction to Spreadsheet • Role of Excel in Day to Day Life • Understanding Excel Sheet
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	<ul style="list-style-type: none"> • Inserting, Deleting and Hiding Columns / Rows • Manipulating Formulas and Mathematical, Statistical and String Functions • Statistical Data Analysis (Goal seek, Scenario & Pivot table) • Working with Charts • Printing a Sheet • Sort & Filter <p>POWERPOINT</p> <ul style="list-style-type: none"> • What is Presentation ? Explain its Need. • Uses of PowerPoint • Making Presentation • Different Types of Slide layouts • Slide View, Slide Sorter View & Slide Show Buttons • Setup Show • Applying Design Templates and Backgrounds • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations
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Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- Practical Exam of 25 Marks
- Assignment and Lab Manuals of 25 Marks

Out of above two exam the average of two will be considered as internal marks.

Semester End Examination (SEE) Paper pattern:

The pattern of the practical exam would be as follows:

- The Practical exam of 25 Marks (Answer any 2 question out of 4, each question will be of 10 marks + Viva of 5 Marks)

References:

C. Essential Reading

- “Computer fundamental” P k Sinha
- “Inside the IBM PC”, Peter Norton, Prentice Hall, 1989.
- “PC Software for Windows”: R.K. Taxali, Tata Mcgraw hill
- “Computer and Common use”: Roer hunt and John Sheely
- “Understanding Computers”: R. Rajgopalan
- “Computer Studies”: Mitchell, Beaglay
- “Inside the personal Computer”: (A pop –up guide)
- “Transparency Masters to Computers”: Larry Long and Nancy long
- “Computer for beginners”: V.K. Jain
- “Basic of Computer Systems”: Jiwani and Copper
- “Introduction to Computers”: Subramanian

D. Additional Reading

- “Computer Science”: Satish Jain
- “Introduction to Computer Science”: Francis Scheid
- “Computer Today”: Sanders
- “Fundamentals of Informational Technology” : S.K. Bansal, APH Publishing Corporation.
- “Microsoft Office 2000 Complete” : Amy Romanoff and Sherry bonelli, BPB Publisher
- ”Advanced Microsoft Office 2000”; Meredith Flynn, Nita Rutkosky, BPB Publication.
- “PC Software for Windows”: R.K. Taxali, Tata Mcgraw hill
- “Mastering windows 2000, the window bible”: Robertcowart, BPB Publisher
- “Fundamentals of Informational Technology” : S.K. Bansal, APH Publishing Corporation.

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE
(AUTONOMOUS)

Programme Name: Bachelor of Commerce

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Open Elective (OE)
Level	4.5
Course Title	Business Mathematics
Semester	Sem-1
Course Credit	4
No. of Lecture per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title	Business Mathematics
Course Outcomes	<p>After going through the course, learners will be able to</p> <p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Interpret the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts. • Illustrate mathematical tools to business and commercial situations. • Analyze and demonstrate mathematical skills required in mathematically intensive areas in Economics and business. • Develop the mathematical skills application at work-place

Module 1 (Credit)-1 Matrices and Determinants	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Comprehend business mathematics concepts which is necessary in the real world, and would be able to communicate the underlying business concepts and mathematics • Applied the knowledge of Algebra Matrix ,Inverse of Matrix to solve the business problems
Content Outline	<ul style="list-style-type: none"> • Matrices and Determinants • Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application • Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method • Crammer’s Rule.
Module 2 (Credit 1) Commercial Mathematics	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Apply commercial terminology to solve businesses problems such as Ratio, Profit and Loss etc. • Calculate simple and compound interest, annuities etc.
Content Outline	Commercial Mathematics <ul style="list-style-type: none"> • Ratio and percentages, commission, brokerage, • Trade and cash discount, cost price, selling price • Profit or loss on cost price/ selling price with solo • Profit or loss on cost price/ selling price with partnership
Module 3 (Credit 1) Mathematics of Finance	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify the Rate of Interest • Explain the different types of interest rate with commercial practical problems.
Content Outline	Mathematics of Finance : <ul style="list-style-type: none"> • Rates of interest-nominal, effective– and their inter-relationships in different compounding situations. • Compounding and discounting of a sum using different types of rates.

Module 4 (Credit 1	Linear Programming Permutation and Combination:
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Formulate of the linear programming problem (LPP) and also construct graphical solutions. • Define the Permutation and Combination and solve the commercial firm problems.
Content Outline	Linear Programming Permutation and Combination: <ul style="list-style-type: none"> • Formulation of linear programming problem (LPP). Graphical solution to LPP. • Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant constraints. • Permutation and Combination (Without concept of probability) Meaning and formulation of permutation and combination Simple problems

References:

1. Mizrahi and Sullivan (1983) Mathematics for Business and Social Sciences, Published by Wiley and Sons.
2. Budnick,P (1988) .Applied Mathematics. McGraw Hill Education.
3. R.G.D. Allen, Mathematical Analysis for Economists
4. Dr. S.M. Shukla | (2022)| Business Mathematics Kindle publication
5. Dr. J.K.Sharma (2021) Business Mathematics Dreamtech Press
6. Dr. J.K.Sharma and Dr. Gurmeet Kaur (2019) Business Mathematics, Sultan Chand & Sons (P) Ltd.
7. Prof. A.V.RAYARIKAR ,Dr. P. G. DIXIT (2019)Business Mathematics, Nirali Prakashan

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS &
COMMERCE (AUTONOMOUS)

Programme Name: M.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major (Elective)
Level	4.5
Course Title	Introduction to Marketing Management
Semester	I
Course Credits	4
No. of Lectures per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Introduction to Marketing Management

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • The students will be able understand the implications of marketing on Indian economy. • The students will be able to understand and read packaging and labeling. • The students will be able to understand the importance of logistic management. • The students will be able to identify with social media and relate it to marketing. • The students will be able to understand relevant concepts of Green, Guerrilla and Database Marketing.
Module 1 (Credit 1)	Title of the Module: Introduction to Marketing
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> • Have a clear understanding about the concepts of Marketing, marketing mix and impact of marketing environment on businesses.

Content Outline	Introduction: <ul style="list-style-type: none"> • Marketing concept and its Evolution. • Marketing mix. • Marketing in the Indian economy and its implications. Market Environment and Selection <ul style="list-style-type: none"> • Marketing environment – Macro and Micro components and their impact on marketing decisions.
Module 2 (Credit 1)	Title of the Module: Product and Pricing Decisions
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Classify the various kinds of product and know the need for it • Learn the need and significance of reading labels.
Content Outline	Product Decisions <ul style="list-style-type: none"> • Classification of Products • Implications of Packaging and Labelling • Product Life Cycle – strategic implications Pricing Decisions <ul style="list-style-type: none"> • Factors affecting price determination • Pricing policies
Module 3 (Credit 1)	Title of the Module: Distribution and Social Media
	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Define and understand the concept of logistic management, and relate it to the social media marketing.
Content Outline	Distribution Channels and Physical Distribution Decisions <ul style="list-style-type: none"> • Types of distribution channels • Concept of Distribution System and Logistic Management Social Media Marketing <ul style="list-style-type: none"> • Social Media – merits & demerits • Significance of SMS, WhatsApp, Facebook, Instagram and Blogs in marketing

Module 4 (Credit 1)	Title of the Module: Issues and Developments in Marketing
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the social and ethical aspects of marketing and also new developmental issues. • Use social media marketing or database marketing in their own careers.
Content Outline	<ul style="list-style-type: none"> • Social and ethical aspects of marketing. • Green marketing. • Guerrilla marketing. • Online marketing. • Database marketing. • B2C, B2B and C2C.

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- 2 Class Tests (Written) exam of 25 Marks (either average of two or any one best from among the two)
- Class Assignment, Projects, viva, poster and PPT presentations of 25 Marks

Semester End Examination (SEE) Paper pattern:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks
- Q. 1 will be compulsory (1 question from each unit will be asked) of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

A. Essential Reading

1. Kotler, Philip (2008), Marketing Management, Prentice Hall Publications, New Delhi.

B. Additional Reading

1. Stanton, Etzel, Walker (2006), Fundamentals of Marketing, Tata-McGraw Hill Publishers, New Delhi.
2. Saxena, Rajan (2006), Marketing Management, Tata-McGraw Hill, New Delhi.
3. McCarthy, E.J. (2008), Basic Marketing: A managerial approach, Irwin Publishers, New York.
4. Philip Kotler and Gary Armstrong (2009), Principles of Marketing, Pearson Education Inc., 10th edition.
5. Stanton William J. (2010), Fundamentals of Marketing Pearson Education, 11th Edition.
6. Ramaswamy V.S. and Namakumari S. (2009), Marketing Management: Planning, Implementation and Control, Macmillian Publishers, 3rd Edition.
7. Etzel M.J., Walker B.J. and Stanton William J.(2008) Marketing concept & Casesspecial Indian Edition, Tata McGraw Hill, 13th Edition.
8. Kotler & Koshy, (2007), Marketing Management – A South Asian Perspective, Pearson Education.

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS &
COMMERCE (AUTONOMOUS)

Programme Name: M.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major (Core)
Level	4.5
Course Title	Management of Finance
Semester	I
Course Credits	4
No. of Lectures per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Management of Finance

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none">• Explore various Functions of financial Management in managing the finance of an organization.• Know application of theories, policies, models and various functions for profit and wealth maximization.• Identify the practices and policies, processes, techniques and theories used in the financial management.• Gain acquaintance on the types of cost of capital and Leverages in financial management.• Develop planning skill, monitoring skills on Investment Decisions of Financial Management in Organization.• Realize the usefulness of Dividend Decisions and Working capital Management in organization.
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Module 1 (Credit 1)	Title of the Module: Introduction to Financial Management
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define the concepts, know objectives and scope and functions of financial management. • Evaluate various determinants in capital structure decisions. • Plan Capital Structure of an organization. • Examine Various Theories of Capital Structure of an organization. • Recognize the Arbitrage Process of Capital Structure. • Plan Capital Structure of an organization.
Content Outline	<p>1.1 Meaning, nature and scope of finance</p> <p>1.2 Financial goals: profit maximization, wealth maximization</p> <p>1.3 Finance functions,- investment, financing and dividend decisions</p> <p>1.4 Organization of finance- functions: Role of finance manager</p> <p>1.5 Financial Mathematics: Concept & relevance of time value of money, Application of the concept of time value of money</p> <p>1.6 Capital Structure: Factors Determining Capital Structure</p> <p>1.7 Capital Structure Theories (Net Income, Net Operating Income, Traditional, and M.M hypotheses) ,</p> <p>1.8 Arbitrage Process</p> <p>1.9 Determining capital structure in practice</p>
Module 2 (Credit 1)	Title of the Module: Financing decisions

Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Determine cost of capital. • Calculate cost of debt, cost of preference share and cost of Equity. • Understand meaning of combined cost of capital. • Calculate weighted average cost of capital as part of financing function. • Develop insight on CAPM method of cost of Equity capital • Understand impact of leverages on profitability. • Analyze alternative financial Plans.
Content Outline	<p>2.1 Meaning and significance of cost of capital – Calculation of cost of capital (debt, preference capital, equity capital and retained earnings) – Combined cost of capital (weighted) – Cost of equity and CAPM (Including practical problems)</p> <p>2.2 Operating and Financial Leverage – Measurement of leverage - Effects of operating and financial leverage on profit – Analyzing alternate financial plans – Combined / Composite Leverage (Including practical problems)</p>
Module 3 (Credit 1)	Title of the Module: Investment Decisions
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the significance of Investment Decisions. • Analyze various Criteria of investments Decision. • Apply suitable project selection criteria for proper capital investments.
Content Outline	<p>3.1 Nature and significance of investment decisions, process</p> <p>3.2 Project classification; Investment evaluation criteria; Non-discounting criteria: Pay-back, Accounting Rate of Return (Traditional method); Discounting criteria: Internal Rate of Return, Net Present Value, Profitability Index, NPV and IRR comparison, Capital Rationing.</p>
Module 4 (Credit 1)	Title of the Module: Working Capital And Dividend Decision
Learning Outcomes	<ul style="list-style-type: none"> • Understand the Dividend Policy of an organization. • Identify various issues in dividend decisions • Understand various models of Dividend Policy. • Identify various dividend policies in practice. • Know stability and uncertainty in dividend Policy. • Identify an appropriate corporate dividend behavior. • Identify various modes of payments and areas covered by receivables management. • Identify various tools and techniques used for inventory

	<p>management.</p> <ul style="list-style-type: none"> Analyze various models of cash Management.
Content Outline	<p>4.1 Working Capital Management: Meaning, need, determinants; estimation of working capital need; management of cash; inventory & receivables;</p> <p>4.2 Dividend Decision: Factors determining Dividend Policy, Form of Dividends, Stability of Dividends, Dividend models-Walter, Gordon & M.M. models.</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- 2 Class Tests (Written) exam of 25 Marks (either average of two or any one best from among the two)
- Class Assignment, Projects, viva, poster and PPT presentations of 25 Marks

Semester End Examination (SEE) Paper pattern:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks
- Q. 1 will be compulsory (1 question from each unit will be asked) of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

A. Essential Reading

- Pandey, I M(2018), Financial Management, Vikas Publishing House, New Delhi.
- Khan M Y, Jain P K(2018), Financial Management, Tata Mcgraw Hill, New Delhi.
- Inamdar S.N. (2018), Financial Management, Himalaya Publication, Mumbai.

B. Additional Reading

- Bhattacharya, Hrishikas (2018), Working Capital Management; Strategies & techniques, Prentice Hall, New Delhi.
- Brealey Richard A &Steward C, Meyers (2018): Corporate Finance, Tata Mcgraw Hill, New Delhi.
- Hampton, John (2019): Financial decision making, Prentice Hall, New Delhi.
- Talsian Bharat (2020), Financial Management, 1st Edition, Tata Mcgraw Hill, New Delhi.
- Rustagi R. P(2019), Fundamentals of Financial Management, Taxman Publication, New Delhi.

**SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS &
COMMERCE (AUTONOMOUS)**

Programme Name: M.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Major (Core)
Level	4.5
Course Title	Strategic Management
Semester	I
Course Credits	4
No. of Lectures per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Strategic Management

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Students would get knowledge about business, industry, and business strategies. It will acquaint the students about SWOT Analysis for various Strategic Formulation and Process. • The students will get an insight about business, corporate and global reforms and various international markets. • The students will be able to analyse and deal with unforeseen disasters and handle critical situations through practical application of strategies of control and prevention. • The students would enhance the learning and analytical skills to solve business cases and provide strategic solutions.
Module 1 (Credit 1) Title of the Module: Introduction to Strategic Management	

Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Gain conceptual understanding of the concept of Strategic Management. • Know various functional strategies at corporates • Assess the relevance of business environment in decision making
Content Outline	<p>1.1 Strategic Management -Concept, Importance, Strategic Management Process , Vision, Mission and Purpose, Goals and Objectives , Levels at which strategy operates, Strategic Business Unit (SBU)</p> <p>1.2 Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy</p> <p>1.3 Business Environment: Components of Environment- Micro and Macro and Environmental Scanning</p>
Module 2 (Credit 1) Title of the Module: Strategy Formulation, Implementation and Evaluation	
	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the perspective of the organization in relation to opportunities and threats posed by the environment. • Realize the importance of strategy formulation, implementation and evaluation in its success.
Content Outline	<p>21 Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.</p> <p>22 Strategic Analysis and Choice: Factors and Process of Strategic Choice, Corporate Portfolio Analysis- SWOT Analysis, Competitive Analysis: Porters Five Force Model BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, ETOP- Environmental Threat and Opportunity Profile</p> <p>23 Strategic Implementation: Steps and Importance</p> <p>24 Resource Allocation- Importance & Challenges</p> <p>25 Strategic Evaluation and Control: Importance and Techniques</p> <p>26 Environmental analysis & diagnosis: Environment scanning & appraisal, organizational appraisal.</p>

Module 3 (Credit 1) Strategies	Title of the Module: Business, Corporate and Global
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Develop and understanding about CSR practices and design such for corporate. • Evaluate the existence of PPP model and understand the relevance of it in the Indian corporate sector. • Carry IT driven strategies of Indian businesses.
Content Outline	<p>3.1 Current CSR practices followed by business and industry 3.2 Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses 3.3 Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. 3.4 Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business</p>
Module 4 (Credit 1)	Title of the Module: Emerging Trends in Strategic Management
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Reiterate the terms of BPO and KPO and understand the need for it in the Indian businesses. • Contribute to the strategy of Make in India by design new opportunities for Start-ups.
Content Outline	<p>4.1 Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. 4.2 Re-engineering Business Processes- Business Re-engineering, Process Re-engineering and Operational Re-engineering 4.3 Start-up Business Strategies and Make in India Model: Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness, emerging business strategies viz. Asset Light Model, Disruptive innovation</p>

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- 2 Class Tests (Written) exam of 25 Marks (either average of two or any one best from among the two)
- Class Assignment, Projects, viva, poster and PPT presentations of 25 Marks

Semester End Examination (SEE) Paper pattern:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks
- Q. 1 will be compulsory (1 question from each unit will be asked) of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

A. Essential Reading

- a. AzharKazmi,(2015), Strategic Management, McGraw Hill Education, New Delhi.
- b. Bhattacharya, S K &VenkataraminiN(2009)- Managing Business Enterprises: Strategies, Structures & Systems, Vikas Publishing House, New Delhi
- c. Ravi Kishore(2010), Strategic management Text and Cases,Taxmann Publication, New Delhi

B. Additional Reading

- a. Coulter, Mary K (2008)– Strategic Management in Action, Prentice Hall, New Jersey.
- b. Fred.R.David (2018) .Strategic Management, Prentice Hall of India Pvt Ltd, New Delhi.
- c. John Pearce, Richard Robinson, AmitaMital,(2018), Strategic Management, McGraw Hill Education, New Delhi.
- d. Kazmi, Azhar(2008) ,Strategic Management and Business Policy, Tata McGraw Hill, New Delhi.
- e. Rao VSP,Hari Krishna (2004), Strategic Management, Excel Books.
- f. Bhudhiraja S B &Athreya M B(2009): Cases in Strategic Management, McGraw Hill, New Delhi.
- g. Srinivas R.(2014), strategic Management-The Indian Context, Prentice Hall India Learning Pvt.LTd.

SEVA MANDAL EDUCATION SOCIETY'S
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS &
COMMERCE (AUTONOMOUS)

Programme Name: M.Com

Proposed Syllabus under NEP

Year of Implementation: 2023-24

Course Category	Minor Stream
Level	4.5
Course Title	Research Methodology
Semester	I
Course Credits	4
No. of Lectures per week	4
Marks of Comprehensive Continuous Evaluation	50
Marks of Semester End Examination	50

Course Title: Research Methodology

Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Develop the research skills among themselves for problem solving. • Understand the research related concepts like objectives, hypotheses, conclusions etc. • Enhance the analytical reasoning skills of students to enable them to create models. • Orient themselves with various statistical tools.
Module 1 (Credit 1)	Title of the Module: Introduction to Research
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Initiate research aptitude among themselves and apply the knowledge in their learning process.

Content Outline	<ul style="list-style-type: none"> • Importance of research in business, Types of Research • Formulation of research problem • Stages in Research process • Research Design: Types and contents • Social Science Research- Ethics in Social Science Research, Plagiarism • Review of Literature • Hypothesis: Importance and Types • Sampling: Significance and Methods
Module 2 (Credit 1)	Title of the Module: Data collection in Research
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Collect qualitative data through primary and secondary sources. • Use data primary data collection methods for gathering large data and design a questionnaire.
Content Outline	<ul style="list-style-type: none"> • Secondary data: Importance, Limitations and Sources. • Primary data: Limitations and Importance, Observation, Experimentation, Interview, Survey • Questionnaire: Steps in Questionnaire Designing, Essentials of a good questionnaire
Module 3 (Credit 1)	Data Processing and Statistical Analysis
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Process the collected data with accuracy. • Test hypothesis using statistical techniques. • Interpret the results derived from the data.
Content Outline	<ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – - Parametric Test-t test, f test, z test

	<ul style="list-style-type: none"> - Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation
Module 4 (Credit 1)	Title of the Module: Research Report Writing
Learning Outcomes	<ul style="list-style-type: none"> • Present the collected, analysed and processed data in an appropriate manner.
Content Outline	<ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: <ul style="list-style-type: none"> - APA (American Psychological Association) - CMS (Chicago Manual Style) - MLA (Modern Language Association) • Footnotes and Bibliography

Comprehensive Continuous Evaluation (CCE): Assignments/ Project/MCQ test/Written test

The internal testing should be continual and spread over the semester

The pattern of the Internal exam would be as follows:

- 2 Class Tests (Written) exam of 25 Marks (either average of two or any one best from among the two)
- Class Assignment, Projects, viva, poster and PPT presentations of 25 Marks

Semester End Examination (SEE) Paper pattern:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks
- Q. 1 will be compulsory (1 question from each unit will be asked) of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

Essential Reading

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
3. Methodology of Research in Social Sciences, by O.R. Krishnaswamy, Himalaya Publishing House

Additional Reading

1. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
2. Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
3. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
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