

Revised structure (2019 pattern) for three year S.Y.B.Com (Restructuring) Degree Courses under CBCS w.e.f. 2020-21

Semester - III

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
231	Business Communication - I	Core Course	4	4	30	50	20	100	3 Hours
232	Corporate Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
233	Business Economics- I (Macro)	Core Course	4	3	30	70	-	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	-	100	3 Hours
235	Elements of Company Law- I	Core Course	4	3	30	70	-	100	3 Hours
236	C'Component Subjects(any one) a) Applied Statistics b) Banking and Finance c) Computer Applications & Systems Management d) Cost and Works Accounting	Discipline Special Elective	4	4	-	-	-	100	3 Hours

	e) Entrepreneurship & Development f) Industrial Organization and Administration g) Integrated Rural Development h) Public Relations								
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Revised structure (2019 pattern) for three year S.Y.B.Com (Restructuring) Degree Courses under CBCS w.e.f. 2020-21

Semester - IV

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
241	Business Communication - II	Core Course	4	4	30	50	20	100	3 Hours
242	Corporate Accounting – II	Core Course	4	3	30	70	-	100	3 Hours
243	Business Economics- II (Macro)	Core Course	4	3	30	70	-	100	3 Hours
244	Business Management - II	Core Course	4	3	30	70	-	100	3 Hours
245	Elements of Company Law- II	Core Course	4	3	30	70	-	100	3 Hours
246	C'Component Subjects(any one) a) Applied Statistics b) Banking and Finance c) Computer Applications & Systems Management d) Cost and Works Accounting	Discipline Special Elective	4	4	-	-	-	100	3 Hours

	e) Entrepreneurship & Development f) Industrial Organization and Administration g) Integrated Rural Development h) Public Relations								
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Revised structure (2019 pattern) for three year T.Y.B.Com (Restructuring) Degree Courses under CBCS w.e.f. 2021-22

Semester - V

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
351	Business Regulatory Framework - I	Core Course	4	3	30	70	-	100	3 Hours
352	Advanced Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
353	Indian and Global Economic Development - I Or International Economics – I	Core Course	4	3	30	70	-	100	3 Hours
354	Auditing & Taxation - I	Core Course	4	4	30	50	20	100	3 Hours
355	Special Subject Paper – II (Same Special Subject Offered at S.Y.B.Com) C'Component Subjects (any one) a) Applied Statistics b) Banking and Finance c) Computer	Discipline Special Elective	4	4	-	-	-	100	3 Hours

	Applications & Systems Management d) Cost and Works Accounting e) Entrepreneurship & Development f) Industrial Organization and Administration g) Integrated Rural Development h) Public Relations								
356	Subjects Project Methodology	Generic Elective Course	4	4	-	-	-	100	3 Hours

Revised structure (2019 pattern) for three year T.Y.B.Com (Restructuring) Degree Courses under CBCS w.e.f. 2021-22

Semester - VI

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
361	Business Regulatory Framework – II	Core Course	4	3	30	70	-	100	3 Hours
362	Advanced Accounting – II	Core Course	4	3	30	70	-	100	3 Hours
363	Indian and Global Economic Development - II Or International Economics – II	Core Course	4	3	30	70	-	100	3 Hours
364	Auditing & Taxation - II	Core Course	4	4	30	50	20	100	3 Hours
365	Special Subject Paper – III (Same Special Subject Offered at S.Y.B.Com) C'Component Subjects (any one) a) Applied Statistics b) Banking and Finance c) Computer	Generic Elective Course	4	4	-	-	-	100	3 Hours

	Applications & Systems Management d) Cost and Works Accounting e) Entrepreneurship & Development f) Industrial Organization and Administration g) Integrated Rural Development h) Public Relations								
366	Project Work	Generic Elective Course	4	4	-	-	-	100	3 Hours

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level
Class : T.Y.B.Com Semester- V and Semester- VI

Semester – V

Sr. No.	Course Code	Course Title	Total Marks	Total Credits
1.	355 (A) Res	Applied Statistics (APST) -III	100	04
2.	356(A) Res	Project Methodology	100	04
3.	355(B) Res	Banking and Finance (BKFN)- III	100	04
4.	356(B) Res	Project Methodology	100	04
5.	355(C) Res	Computer Applications and Systems Management(CASM)-III	100	04
6.	356(C) Res	Project Methodology	100	04
7.	355(D) Res	Cost and Works Accounting-III	100	04
8.	356(D) Res	Project Methodology	100	04
9.	355(E) Res	Entrepreneurship Development(ENTD)-III	100	04
10.	356(E) Res	Project Methodology	100	04
11.	355(F) Res	Industrial Organization & Administration (Marketing Management)- III	100	04
12.	356(F) Res	Project Methodology	100	04
13.	355(G) Res	Rural Development III (Old Name Integrated Rural development)	100	04
14.	356(G) Res	Project Methodology	100	04
15.	355(H) Res	Public Relations (PUBR) – III	100	04
16.	356(H) Res	Project Methodology	100	04

Semester – VI

Sr. No.	Course Code	Course Title	Total Marks	Total Credits
1.	365 (A) Res	Applied Statistics (APST) –IV	100	04
2.	366(A) Res	Project Work	100	04
3.	365(B) Res	Banking and Finance (BKFN)- IV	100	04
4.	366(B) Res	Project Work	100	04
5.	365(C) Res	Computer Applications and Systems Management(CASM)-IV	100	04
6.	366(C) Res	Project Work	100	04
7.	365(D) Res	Cost and Works Accounting-IV	100	04
8.	366(D) Res	Project Work	100	04
9.	365(E) Res	Entrepreneurship Development(ENTD)-IV	100	04
10.	366(E) Res	Project Work	100	04
11.	365(F) Res	Industrial Organization & Administration (Marketing Management)- IV	100	04
12.	366(F) Res	Project Work	100	04
13.	365(G) Res	Rural Development IV (Old Name Integrated Rural development)	100	04
14.	366(G) Res	Project Work	100	04
15.	365(H) Res	Public Relations (PUBR) – IV	100	04
16.	366(H) Res	Project Work	100	04

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Applied Statistics – III

Course Code : 355 (A)

No. of Credits : 04

Program Objectives

1. Students will be able to understand basic theoretical and applied principles of statistics needed to enter the job force.
2. To impart knowledge about established relationship between two or more variables.
3. Demonstrate the ability to apply linear, nonlinear and generalized linear models.

Medium of Instructions: English

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
I	Partial and Multiple Correlation	Introduction to partial, partial correlation coefficients of three variables, Introduction to Multiple correlation, Coefficient of multiple linear correlation, Calculation of multiple correlation coefficients, Limitations and utility of multiple correlation coefficients, advantages of multiple correlation coefficients, interpretations, applications and examples.	Improve knowledge to test the significance and apply the correlation to the real data and Compute and interpret multiple correlation
II	Multiple Regression	Multiple regression analysis, Regression equations, Interpretation of constants, Normal equation for multiple regression equations, assumptions of linear multiple regression analysis, Multiple regression equation when the deviations are taken from actual mean, Standard error of the estimates for multiple regression and multiple correlation, Application and Examples.	Establish a regression equation for estimating value of a dependent variable given the values of two or more independent variables.
III	Theory of Estimation	Introduction to theory of estimation, types of estimation, computation of Confidence limits for a population parameter, interval estimation for large samples, Confidence interval of the mean, Confidence interval Estimate of the Proportion, Standard error of sample properties, confidence interval Estimate , Students t-distribution, assumptions for t-test, Properties of t-test. Examples	Estimation Theory is a procedure of “guessing” properties of the population from which data are collected.
IV	Introduction To software Logistic Regression	Introduction to R and MYSTAT software, Basic Statistics using Software Logistic Regression- Introduction, application, Analysis by using Software, Examples.	Students will gain proficiency in using statistical software for data analysis. Logistic regression helps to how is used to describe data and to explain the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables.

Teaching Methodology

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	10 Lectures	1) PowerPoint Presentations 2) Seminars	1) Unit tests(Tutorials) 2) Assignments	Students should understand the concepts of Statistics can be implement in life
Unit – II	12 Lectures			
Unit – III	12 Lectures			
Unit – IV	14 Lectures			
Total No. of Lectures	48 Lectures			

Method of Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation- 40 Marks Including Tutorial test, Practical, Assignments, Journal, Attendance.	External Evaluation- 60 Marks Theory – 30 Marks + Practical and Viva – 30 Marks.	Guest lectures
Unit – II			
Unit – III			
Unit – IV			
Total –			

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Managerial Statistics	Dr. P. N. Arora, Sumeet Arora, Amit Arora	S. Chand & Company Ltd.	New Delhi
2	Fundamentals of Mathematical Statistics	S. C. Gupta and V. K. Kapoor	Sultan Chand and Sons	New Delhi

List of Practical's

Practical No.	Practical Title
1	Partial and Multiple Correlation - I
2	Partial and Multiple Correlation - II
3	Multiple Regression- I
4	Multiple Regression- II
5	Theory of Estimation- I
6	Theory of Estimation- II
7	Introduction To software
8	Logistic Regression

Syllabus Committee

1. Dr. Mrs. Smita Kachole, Subject Expert, JDC Bytco IMSR, Nashik
2. Dr. Mrs. Leena M. Bhat , HOD, Computer, Maths & Statistics Dept.
3. Prof. V. V. Mhaske, Member

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (A)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs 3.3. Statistical Methods-	To develop applicability of concepts, theories. To develop logical and critical thinking

		Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report-(From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / Project	External Evaluation : 60 Marks Theory Paper (conducted by the College)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

List of Practical's

Practical No.	Practical Title
1	Statistical Inference-Test of Significance – I
2	Statistical Inference-Test of Significance – II
3	Chi-Square test – I
4	Chi-Square test- II
5	Assignment Model – I
6	Assignment Model- II
7	Theory of Games – I
8	Theory of Games- II

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
2. Prof. S. V. Sindekar, Co-ordinator, Syllabus Committee
3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : VI

Subject : Applied Statistics – IV

Course Code : 365 (A)

No. of Credits : 04

Program Objectives

1. To gain a thorough understanding of applied principles of statistics.
2. To communicate statistical concepts clearly and professionally in oral form.
3. To demonstrate the ability to perform complex data management and analysis.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
I	Statistical Inference- Test of Significance	<p>Definitions of :Hypothesis, Null hypothesis, Alternating hypothesis, Critical region, Types of Errors, Level of significance, Two and one tailed test, Critical value,</p> <p>For Large Sample- Z test- Test of significance of a single mean, Test of significance of difference between two means, Test of significance for single proportion and Test of significance of difference between two sample proportions.</p> <p>Small Sample- t test- Test of significance of a single mean, Test of significance of difference between two means, Paired t-test for difference of two dependent samples. Applications and examples.</p>	<p>This unit improves qualities like to understand the logical framework of tests of hypotheses, to learn basic terminology connected with hypothesis testing and to learn fundamental facts about hypothesis testing among the students.</p>
II	Chi-Square test	<p>Chi-square test, working rule, Degree of freedom, Chi-square distribution, its properties and uses, chi-square test for goodness of fit, chi-square test as a test of independence, Applications and examples.</p>	<p>Chi-Square test helps to compare observed results with expected results. Helpful in analysing existence of relationship in qualitative characteristics.</p>
III	Assignment Model	<p>Introduction and definition of assignment problem, Mathematical formulation of assignment problem, balanced and unbalanced assignment problem, solution of assignment problem by Hungarian method, Assignment problem- Maximization problem, Alternative optimal solution, Assignment problem- Restriction on assignments, Application and Examples.</p>	<p>Knowing the different types of assignment problems and the use of assignment models in industry and business.</p>
IV	Theory of Games	<p>Introduction to theory of games, Useful terminology, rules for game theory, two person zero sum game with saddle points, Principle of dominance, Mixed strategies 2 by 2 games, Algebraic method for finding</p>	<p>Game theory helps to study of strategic, interactive decision making among rational individuals or organizations.</p>

	optimum Strategies and the game value, Applications and Examples.	
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Teaching Methodology

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	16 Lectures	3) PowerPoint Presentations 4) Seminars	3) Unit tests(Tutorials) 4) Assignments	Demonstrate the ability to summarize a technical report and/or statistical analysis and interpret results; also, show the ability for broader implication of application in the statistical field.
Unit – II	10 Lectures			
Unit – III	10 Lectures			
Unit – IV	12 Lectures			
Total No. of Lectures	48 Lectures			

Evaluation

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation- 40 Marks Including Tutorial test, Practical, Assignments, Journal, Attendance.	External Evaluation- 60 Marks Theory – 30 Marks + Practical and Viva – 30 Marks.	Guest lectures
Unit – II			
Unit – III			
Unit – IV			

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Managerial Statistics	Dr. P. N. Arora, Sumeet Arora, Amit Arora	S. Chand & Company Ltd.	New Delhi
2	Fundamentals of Mathematical Statistics	S. C. Gupta and V. K. Kapoor	Sultan Chand and Sons	New Delhi
3	Operation Research	Prem Kumar Gupta and D. S. Hira	S. Chand and Company Ltd.	New Delhi
4	Operation Research	S. D. Sharma	Kedar Nath Ram Nath	Meerut

Syllabus Committee

1. Dr. Mrs. Smita Kachole, Subject Expert, JDC Bytco IMSR, Nashik
2. Dr. Mrs. Leena M. Bhat, HOD, Computer, Maths & Statistics Dept.
3. Prof. V. V. Mhaske, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject) Semester : V

Subject : Banking and Finance – III

Course Code : 355 (B)

No. of Credits : 04

Program Objectives:

- 1) To understand the functions and working of RBI.
- 2) To overview the monetary policy and credit control.
- 3) To learn the customer relationship management practiced in banking institutions.
- 4) To study the new trends in banking in India and the world.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Role and Functions of RBI as the Central Bank.	<ol style="list-style-type: none"> 1. A Brief Study of RBI Act 1934, RBI as the Central Bank and Regulator of Banks. 2. RBI's Control over Organization of Banks, Management of Clearing House. 3. RBI Directives, and Implications of Directives. 4. Weekly Abstracts of Commercial Banks, Purpose, Items, Credit Deposit Ratio, Loan Against Credit Deposit Ratio 	<ol style="list-style-type: none"> i)The students will understand the RBI Act. 1934 and their provisions related to banking operations in India. ii)It helps students to know the legal framework of RBI and their provisions.
2	RBI Monetary policy and Credit Control	<ol style="list-style-type: none"> 1. Monetary policy-need, objectives and various instruments of monetary policy. 2. Credit Control- Quantitative credit control Bank rate, Open market operations, Cash reserve ratio. S.L.R.'s indirect contribution to State treasury and Approved Securities for investments. 	<ol style="list-style-type: none"> i)The students will understand the scope and importance of monetary policy in controlling credit creation and inflation in India. ii) Students can find out the relation between instruments and its effect. iii)It helps the students to know the working of monetary policy and importance in

		3. Selective Credit Control- Meaning and importance of selective credit control, Selective Credit control measures.	response to credit creation and credit control.
3	Bankers Customer Relationship	<ol style="list-style-type: none"> 1. General Relationship: Debtor-creditor, creditor-debtor, Principal Agent, trustee-beneficiary, bailor and bailee, lessor-lessee, pledgor-pledgee, mortgagor-mortgagee. 2. Special Relationship: Statutory obligation to honor cheque, Bankers duty to maintain the secrecy of the customers account, bankers lien, right to claim incidental charges. 3. Provisions of Negotiable Instrument Act, Provisions related to Holder, Holder in Due Course, Holder for Value Provisions related to Stop Payment, 4. Concept, Meaning, Classification of Assets, NPA, Recovery Mechanism. 	<ol style="list-style-type: none"> i)The students have to learn the various types of banker-customer relationship depending on the activities, products or services provided by the bank. ii)It helps the students to understand how trust can play an important role in building a healthy relationship between a banker and customer. iii) Students will understand importance of Negotiable Instrument Act iv)Students can find out the financial health of the bank.
4	Modern Concepts in Banking & Finance	<ol style="list-style-type: none"> 1. Payment through various Apps- Comparison of different digital payment Apps. 2. Brief Study of Mutual Funds-Objectives, Functions and Workings. 3. A study of various loan and subsidy schemes for new start up business, MSME loan schemes. 	<ol style="list-style-type: none"> i)The students will understand the Modern ways of payments and the different payment Apps and their use in day to day life. . ii)Students will have knowledge of Mutual funds and its working. iii)This knowledge will help the students to secure loan under MSME schemes.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students will get the basic knowledge of the subject and the skills to present it.
Unit – II	12 Hours			
Unit – III	14 Hours			
Unit – IV	10 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks	External Evaluation : 60 Marks (Conducted by the College)	
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

Title of Book

1. Reserve Bank Of India Act, 1935
2. Banking Law And Practice In India
3. Functions And Working Of Reserve Bank of India
4. Banking Law And Practice

Author

M. L. Tannan
RBI Publications
Varshney

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|---|------------------------------------|
| 5. Central Banking In Planned Economy An Indian Experiment | C. R. Basu |
| 6. Bank's Documentation – A Practical Approach | K. C. Desai |
| 7. Banker and Customer Relationship
Publication | PVV Satyanarayana, Discovery |
| 8. Customer Relationship Management | R.K. Uppal Ingram Short Title Pub. |
| 9. Essentials of Investments
Marcus, MC Graw Hill publication, 2021. | Zvi Bodie and Alex Kane and Alan |
| 10. Practical Banking | M. Radhswamy |
| 11. Practical Banking | B. K. Chaudhary |

Websites:

1. www.nabard.org.in
2. www.rbi.org.in
3. Websites of Nationalized Banks
4. Banking Acts and Reports
5. NABARD's Guidelines on Financing Agricultural Projects.
6. Bankers Advances – How They Are Made And Controlled – L. R. Suneja
7. Banking And Regulation Act 1949
8. Reserve Bank Of India Act 1935
9. Bank's Documentation – A Practical Approach – K. C. Desai
10. Prudential Accounting Norms – M Naganathan
11. Scale Of Finance By District Central Co Operative Bank (N. D. C. C. Bank)

Syllabus Committee

1. Prin. Dr. Ram Kulkarni (HOD, Banking and Finance)
2. Mr. Vrushal Puranik (R.M.). Mahindra & Mahindra Fin.Services Ltd, (External Expert)
3. Mr. Dheeraj Chugh (B.M.) TJSB Bank, Nasik. (External Expert)
4. Mr. Shishir Sindekar (Member)
5. Dr. Bhagwat Gadekar (Member)
6. Dr. Mrs. Yogini M. Dixit (Member)

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (B)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs	To develop applicability of concepts, theories. To develop logical and critical thinking

		3.3. Statistical Methods- Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report- (From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / Project	External Evaluation : 60 Marks Theory Paper (conducted by the college)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
2. Prof. S. V. Sindekar, Co-ordinator, Syllabus Committee
3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject) Semester : VI

Subject : Banking and Finance – IV

Course Code : 365 (B)

No. of Credits : 04

Program Objectives:

1. To study the structure of agricultural finance in India.
2. To study the various schemes of agricultural finance.
3. To learn legal aspects of land revenue records.
4. To understand the loan sanctioning and disbursement procedure of Agricultural projects.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Structure of Agricultural Finance in India.	<ol style="list-style-type: none"> 1. Importance of finance in the agricultural sector, Structure of agricultural finance. 2. Agricultural Credit - Three Tier Structure, State cooperative bank, District Cooperative bank, Primary credit cooperative societies, Farmers Service Societies Land Development Bank,, RRBs, NABARD. 3. Commercial Banks- Need, Performance and problems in Agricultural Credit. 	<ol style="list-style-type: none"> 1. The students will get the knowledge of agriculture in Indian economy. 2. The students will understand the role and importance of cooperative banking. 3. The students can get the knowledge of different schemes about EBC and SBC loans.
2	Classification and types of Agricultural credit.	<ol style="list-style-type: none"> 1. Agricultural Credit -Crops Loans, Cost of Cultivations, Scale of Finance, Preparation of Normal Credit, Kisan credit card scheme, 2. Agricultural Term Loans – Building and Leveling, Dug Wells, Tube Wells, Electric Motors, Pipelines and Tractors. 3. Guarantee Cover of Deposit Insurance and Credit Guarantee Corporation as applicable to the Agricultural Sector. 	<ol style="list-style-type: none"> 1. The students will get knowledge about various loan schemes available for agricultural productive purposes.

			2. The students will get knowledge about different loan schemes available for land development.
3	Financing to Agriculture allied activities.	1. Financing to Agriculture Allied Activities- Dairy, Poultry. 2. Financing Goat and sheep farming, Piggery and Duckery. 3. Grape Projects and Wineries, Floriculture, Horticulture, Warmiculture, Apiculture.	1. The students will get knowledge about different loan schemes available for agriculture allied activities. 2. Students will get the knowledge about various agri based projects.
4	Legal Aspects of Banking	1. Requirements of documents for agricultural loan proposals. 2. Revenue Records, 7/12, 8 – A, 6 – D, Extracts. 3. No Objections Certificates, No Dues Certificates and other documents. Equitable Mortgage	1. The students can read and understand land records and its use. 2. The students can find out whether any other rights exists on the same land by studying revenue records.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	14 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students will get the basic knowledge of agricultural finance, Finance agriculture allied activities and the skills to use the land records for the same.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	10 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks (At College Level)	External Evaluation : 60 Marks (At College Level)	
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

- 1.Rudra Dutt Sundharam Indian Economy S.Chand 2020
- 2.Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
- 3.Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
- 4.Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi
5. Government of India (1976), Report of the National Commission on Agriculture, New Delhi.
- 6.Government of India, Economic Survey (Annual), New Delhi.
- 7.Agricultural finance in India,K.Prabhakar Rajkumar, New century publications,2008
- 8.Agricultural Banking-Getting the perspective right, Raju B.Yerram, Konark publishers Pvt Ltd.

Websites:

1. www.nabard.org.in

2. www.rbi.org.in
3. Websites of Nationalized Banks

Banking Acts and Reports

1. NABARD's Guidelines on Financing Agricultural Projects.
2. Bankers Advances – How They Are Made And Controlled – L. R. Suneja
3. Banking And Regulation Act 1949
4. Reserve Bank Of India Act 1935
5. Bank's Documentation – A Practical Approach – K. C. Desai
6. Prudential Accounting Norms – M Naganathan
7. Scale Of Finance By District Central Co Operative Bank (N. D. C. C. Bank)

Syllabus Committee

1. Prin. Dr. Ram Kulkarni (HOD, Banking and Finance)
2. Mr. Vrushal Puranik (R.M.). Mahindra & Mahindra Fin. Services Ltd, (External Expert)
3. Mr. Dheeraj Chugh (B.M.) TJSB Bank, Nasik. (External Expert)
4. Mr. Shishir Sindekar (Member)
5. Dr. Bhagwat Gadekar (Member)
6. Prof. Dr. Yogini Dixit (Member)

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject) Semester : V

Subject : Computer Application and System Management-III

Course Code : 355 (C) No. of Credits : 04

Programme Objectives:

1. To get acquainted with Python Programming.
2. To enable the students to create GUI based Applications using Python.
3. To impart the basic knowledge of Data Analysis.

Unit No.	Unit Title	Contents	Purpose & Skills to develop
1.	Introduction to Python	1.1 Introduction to Programming Concepts 1.1.1 Algorithm 1.1.2 Flowchart 1.1.3 Program 1.2 Characteristics of Python 1.3 Features of Python 1.4 Applications of Python 1.5 Simple Python Program	To get familiar with Python Programming Language
2.	Basics of Python Programming	2.1 Python Variables 2.2 Data Types 2.3 Operators 2.4 Decision Making Statements 2.4.1 If Statement 2.4.2 If-else Statement 2.4.3 nested If-else Statement	Simple Problem Solving and to develop Logic and Programming Skills.
3.	Loops and Control Statements	3.1 While Loop 3.2 For Loop 3.3 Nested Loops 3.4 Loop Control Statements 3.4.1 Break Statement 3.4.2 Continue Statement 3.4.3 Pass Statement	To understand Loops and Loop Control Statements using Python

4.	Python GUI Programming	4.1 Creating GUI Forms 4.2 Adding Widgets 4.2.1 Button 4.2.2 Frame 4.2.3 Label 4.2.4 CheckBox 4.3 Introduction to Python Pandas	To develop Simple GUI Applications using Python. To understand Data Analysis concept using Pandas.
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Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV Applications	Project	Expected Outcome
1.	10	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, Youtube Video		Students will get the basic knowledge of python.
2.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, Youtube Video		Students will be able to develop Basic Python Programs using decision making statements.
3.	12	Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, Youtube Video		It will help the students to implement Loops in Python.
4.	14	Presentation, Class Test, Group Discussion, Case Study, Practical Assignment	Demonstration, hands on assignments, Short Film, AV Application, Youtube Video		Students will be able to learn the basic GUI Programming and Data Analysis using Pandas.
Total Lectures	48	(including Theory and Practicals)			

References

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Introduction to Problem Solving with Python	E. Balagurusamy	TMH	-
2	Python for Beginners	Harsh Bhasin	New Age International (P) Ltd.	-
3	Python GUI Programming CookBook	Burkhard A. Meier	Packet	-
4	Data Analysis with Pandas	Stefanie Molin	Packet	-
5	Pandas for Everyone	Daniel Y. Chen	Pearson	-

List of Practicals

- 1) Python program to add two numbers.
- 2) Python program to calculate Simple Interest.
- 3) Python program to display maximum of two numbers.
- 4) Python program to check whether the given number is Positive or Negative.
- 5) Python Program to calculate DA, HRA and Net Salary of an Employee according to the following conditions:
If salary < 10000; DA is 3% of Basic Salary and HRA is 7% of Basic Salary
If salary < 15000; DA is 5% of Basic Salary and HRA is 8% of Basic Salary
If salary < 20000; DA is 6% of Basic Salary and HRA is 10% of Basic Salary
- 6) Python program to find factorial of the given Number.
- 7) Python program to find sum of 1 to 10 Numbers.
- 8) Python program to display Multiplication Table of a given Number.
- 9) Python Program to create GUI form by adding widgets.
- 10) To perform Data Analysis with Python Pandas Library.

Syllabus Committee:

1. Prof. B. W. Khalkar, Subject Expert, Former Vice Principal and HOD Computer Dept, BYK College
2. Dr. Mrs. Leena M. Bhat, HOD, Computer, Maths & Statistics Dept.
3. Mrs. Suwarna Y. Mulay, Member
4. Mrs. Pradnya D. Bapat, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject) Semester : V

Subject : Project Methodology

Course Code : 356 (C)

No. of Credits : 04

Objectives of the Course:

- 1) To get familiar with the basic concepts of software development.
- 2) To get acquainted with web based software development process.
- 3) To facilitate the students to develop the desktop and web based applications.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1.	Introduction to Systems	1.1 System Concept 1.2 Desktop and Web based systems 1.3 Planning and Requirement Analysis 1.4 Problem Identification 1.5 Software requirement Specification (SRS), Hardware Requirement	To understand basic concepts of Systems and the various softwares.
2.	System Analysis	2.1 Fact Finding Techniques 2.2 Verification and Validation 2.3 Feasibility Study 2.4 E-R Diagram 2.5 Data Flow Diagram 2.6 Hyper Link Diagram	To study the fact finding techniques and the various software process tools.
3.	System Design	3.1 User Interface Design 3.2 Files and database design 3.3 Output Design / Reports	To create and learn data entry/input form, output form and reports.
4.	Web Development process	4.1 Introduction to Website 4.2 Types of Website 4.3 Web development process model 4.4 Web Design Pyramid 4.5 Interface design 4.6 Content Design 4.7 Web App Architecture 4.8 Navigation Design 4.9 Implementation	To understand the basic structure of websites and the various web development process tools.

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	PowerPoint Presentations, various videos, Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video and various theories of systems are available on various digital platforms.	List attached	To learn the various systems as application softwares, which are required to our day to day transactions.
2	12	PowerPoint Presentations, various videos, Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video, various case studies are available on digital platforms		Students will get acquainted with the various fact gathering techniques, E-R and DFD.
3	12	PowerPoint Presentations, various videos, Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video and Demonstrations		Students will be able to create the various design and diagrams of the software project.

4	12	PowerPoint Presentations, various videos, Presentation, Class Test, Group Discussion, Case Study, Home Assignment	Short Film, AV Application, YouTube Video and Demonstrations		It will help the students to implement this knowledge in practicality by enhancing their skills in the field of website and acquainted with the various features of web pages.
Total Lectures	48	(including Theory and Practicals)			

References:

1. System Analysis and Software Engineering, Prof. B. W. Khalkar and Prof. S. Parthasarathy, Everest Publishing House.
2. Basics of Website design, NIIT, Prentice-Hall of India Pvt Ltd.
3. System analysis, design and Software Engineering, NIIT, PHI.
4. Software Engineering, Ian Sommerville, Pearson Publication.

List of Practicals:

1. A study on identification of problem.
2. To design E-R diagram.
3. To draw Data flow diagram.
4. To design hyperlink diagram.
5. To design and develop web pages / website.
6. To prepare project documentation for Library management systems.
7. To study interface and content design for Nashik tourism.
8. To design web pages for computer peripherals.

Syllabus Committee:

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4. Mrs. Pradnya D. Bapat, Member

Note: This Project Methodology paper is only for technical subject Computer Applications and Systems Management.

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject) Semester : VI

Subject : Computer Application and System Management-IV

Course Code : 365 (C) No. of Credits : 04

Objectives of the Course:

1. To get familiar with upcoming emerging technologies in IT.
2. To get acquainted with the applications and use of new trends.
3. To provide upward linkages for further studies in IT.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	New trends of Computing	1.1 Introduction to Computing 1.2 Cloud Computing 1.2.1 Meaning 1.2.2 Characteristics 1.2.3 Cloud Computing Models- IaaS, PaaS SaaS 1.2.4 Advantages of Cloud Computing 1.2.5 Applications of Cloud Computing 1.3 Green Computing 1.3.1 Meaning 1.3.2 Benefits of Green Computing 1.3.3 Steps to implement Green Computing	To learn new trends of computing in IT. To get familiar with the various applications of Cloud Computing
2	Artificial Intelligence	2.1 Introduction to Artificial Intelligence 2.2 Purpose of AI 2.3 Advantages of AI 2.4 Applications of Artificial Intelligence in business	To understand the concept of Artificial Intelligence. To get acquainted with the various applications of AI.

3	Internet of Things (IoT)	3.1 Introduction to IoT 3.2 Working of IoT 3.3 Features of IoT 3.4 Advantages of IoT 3.5 Applications of IoT	To learn the basic concepts of IoT and its applications.
4	Big Data	4.1 Introduction to Big Data 4.2 Characteristics of Big Data 4.3 Types of Big Data 4.4 Benefits of Big Data 4.5 Applications of Big Data	To aware the fundamental concepts of Big Data.

Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	16	PowerPoint Presentations, Class Test, Case Study, Home Assignment	AV Applications, YouTube Videos		Students will get familiar with the concept of Cloud Computing and Green Computing
2	10	PowerPoint Presentations, Class Test, Case Study, Home Assignment	Short Film, AV Applications, YouTube Videos		Students will get knowledge of Artificial Intelligence and its applications.
3	10	PowerPoint Presentations, Class Test, Case Study, Home Assignment	Short Film, AV Applications, YouTube Videos		It will help students to understand the basic concept of IoT
4	12	PowerPoint Presentations, Class Test, Case Study, Home Assignment	Short Film, AV Applications, YouTube Videos		Student should be able to identify the need of Big Data
Total Lectures	48	(including Theory and Practicals)			

References:

Sr. No.	Title of Book	Author/s	Publication	Place
1	Fundamentals of Cloud Computing	A. Kannammal	Cengage	
2	Green Computing Approach Towards Sustainable Development	Hena Parveen, M Afshar Alam, Sapna Jain	Dreamtech Press	
3	Artificial Intelligence	Elaine Rich, Kevin Knight, Shishankar Nair	McGraw Hill	
4	Internet of Things (IoT)	by Dr Kamlesh Lakhwani , Dr Hemant Kumar Gianey , Joseph Kofi Wireko , Kamal Kant Hiran	BPB	
5	Big Data	Bernard Marr	Wiley	

List of Practicals:

1. To study an application of Cloud computing – Online Data storage.
2. List and Explain steps to implement Green Computing.
3. To study application of Artificial Intelligence in Health care
4. To study the use of Artificial Intelligence in Robotics.
5. To study applications of IoT.
6. To study use of IoT for smart home.
7. To study an application of big data in education.
8. To study an application of big data in business.

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4. Mrs. Pradnya D. Bapat, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject)

Semester : V

Subject : Cost and Works Accounting - III

Course Code : 355 (D)

No. of Credits : 04

Program Objectives:

- 1) To apply knowledge & skills in the field of cost and works accounting
- 2) To acquaint with the procedural aspect and Recent changes in the field of cost and works accounting.
- 3) To develop communication and decision making skills among students through self-learning.

Medium of Instruction: English

Unit No	Unit Title	Contents	Purpose and Skills to be developed
1	Process Costing	1.1. Meaning, definition, scope, Applicability, and features 1.2. Advantages ,Limitation and distinguish between job and process costing 1.3. Preparation of process accounts including normal and abnormal loss or gain. 1.4. Joint product and By product 1.5. Illustrations – preparation of process account.	To study the procedural aspect of process costing, joint and By product. Skills to be developed: To develop logical and analytical thinking among the students.
2	Operating Costing	2.1. Meaning, definition, scope, Applicability, and features. 2.2. Cost unit and composite cost units 2.3. Cost sheet for Transport Services 2.4. Cost statement for Hospital and Hotel organization 2.5. Illustrations- Transport, Hospital and Hotels.	To study the procedural aspect and application of operating costing. Skills to be developed: To develop logical thinking and decision making skills among the students
3	Marginal costing	3.1. Meaning, definition, and concepts, advantages and limitations. 3.2. Cost Volume profit analysis- Meaning, definition, assumptions and limitations. 3.3. Application of Marginal costing	1. To study the basic concepts of Marginal costing 2. To study the importance and application of Marginal costing in current scenario. Skills to be developed: To develop analytical skills and

		techniques. 3.4. Difference Between Marginal Costing and Absorption Costing. 3.5. Illustrations- Marginal costing and decision making	decision making skills among the students
4	Budget and Budgetary control	4.1. Meaning, definition, objectives Advantages and limitation of budgets. 4.2. Process of Budget and budgetary control. 4.3. Essential of budgets and budgetary control. 4.4. Types of Budgets 4.5. Illustrations-Fixed, Flexible, Cash budget.	1.To study the basic concepts of budget and budgetary control 2. To study the importance and application of budget and budgetary control in the current scenario. Skills to be developed: To develop analytical and interpretation skills among the students for planning and decision making.

Teaching Methodology:

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical – as applicable	Innovative methods and tools to be used	Tutorials / Assignments for 1 credit – (If Applicable)	Expected Outcome
Unit – I	Theory Lectures= 06 Practical Lectures =06 Total = 12	Information technology based tools. 1) Graphs/ Charts	1) Unit tests(Tutorials) 2) Assignments 3) Group Discussion	To develop data collection skills for preparation of process account.
Unit – II	Theory Lectures= 06 Practical Lectures =06 Total = 12	2) Power Point Presentation/ 3) Assignments/ 4) Demonstrations using Excel (Spreadsheet)		To develop data collection skills for preparation of operating costing and decision making.
Unit – III	Theory Lectures= 06 Practical Lectures =06 Total = 12			To Develop application, and decision making skills.

Unit – IV	Theory Lectures= 06 Practical Lectures =06 Total = 12			To develop planning, estimation and controls skills.
Total No. of Lecture s	48 Lectures			

Syllabus Committee

1. CMA R. K. Deodhar, Cost and Management Consultant
2. Prof. Prasad S. Kulkarni, HOD, Costing Dept.
3. Dr. Indira Singh, Member
4. Shri. Kiran Aaher, Member

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (D)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of	To develop applicability of concepts, theories. To develop logical

		3.3. Data-Types of Graphs Statistical Methods- Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	and critical thinking abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report-(From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / project	External Evaluation : 760 Marks (Conducted by College) Theory Paper	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
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4. Dr. Mrs. K. S. Nikam, Member
5. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component Subject)

Semester : VI

Subject : Cost and Works Accounting -IV

Course Code : 365 (D)

No. of Credits : 04

Objectives of the Course:

- 1) To apply knowledge & skills in the field of cost and works accounting
- 2) To acquaint with the procedural aspect and Recent changes in the field of cost and works accounting.
- 3) To develop communication and decision making skills among students through self-learning.

Medium of Instruction: English

Unit No	Unit Title	Contents	Purpose and Skills to be developed
1	Standard costing	1.1- Meaning, definition, concepts, advantages and limitations. 1.2.Types and setting up of standards.- (Material and labor standards) 1.3. a-Estimated cost vs standard cost b-Historical cost vs standards cost c-Difference between standard costing and budgetary control 1.4 Variance analysis – Meaning, definition , types and causes of Material and labor variance 1.5 Illustrations- Material and labor variance	1. To study the basic concepts of standard costing. 2. To study the causes and measures of variances. Skills to be developed – To develop analytical and interpretation skills among the students for planning, controlling and decision making.
2	Uniform costing and interfirm comparison	2.1- Meaning, definition, objectives, advantages and limitations of uniform costing. 2.2 Concept, content and application of uniform costing 2.3.a) areas and requisite for uniform costing b) Difference between uniform costing and inter firm comparison. 2.4 - Meaning, definition, objectives, advantages and limitations of interfirm comparison.	To study the Role and Importance of uniform costing and interfirm comparison in industry for decision making. Skills to be developed: 1)Communicational skills 2)Presentation skills 3)Analytical skills

		2.5 Essential and procedure of interfirm comparison.	
3	Cost accounting record rules	3.1 Introduction of cost accounting record under section 148 of company act 2013. 3.2 Cost accounting records and verifications of cost accounting records. 3.3 Cost auditors appointments, rights and duties 3.4 Professional misconduct applicable for cost accountant in practice and Members in service. 3.5. Professional ethics for professional members in practice.	To study the process of preparation of Cost accounting records and reports. To study the legal provisions of professional ethics and misconduct of professional members in practice. Skills to be developed: 1. Filing & Record keeping 2. Conceptual Skills
4	Cost audit (legal provision)	4.1 Meaning, definition, objectives and Advantages of cost audit. 4.2 Introduction to cost audit report and annexure to cost audit report. 4.3 Introduction to cost accounting standards issued by CMA. 4.4 Generally accepted cost accounting principal 4.5 Recent advances in cost accounting	1. To study the legal provisions of cost audit and cost audit report. 2. To know about cost accounting standards Skills to be developed: 1. Filing & Record keeping 2. Conceptual Skill 3. Analytical skills

Teaching Methodology:

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical – as applicable	Innovative methods and tools to be used	Tutorials / Assignments for 1 credit – (If Applicable)	Expected Outcome
Unit – V	Theory Lectures= 06 Practical Lectures =06 Total = 12	Information technology based tools. 1) Graphs/ Charts 2) Power Point Present ation/	1) Unit tests(Tutorials) 2) Assignments 3) Group Discussion	To improve ability of students relating analysis and interpretation of costing data.
Unit – VI	Theory Lectures= 06 Practical Lectures =06 Total = 12	3) Assignments/ 4) Demonstrati ons using		To improve logical, analytical and creative thinking among the students.

Unit – VII	Theory Lectures= 06 Practical Lectures =06 Total = 12	Excel (Spreadsheet)		To develop filling and record keeping skills of students.
Unit – VIII	Theory Lectures= 06 Practical Lectures =06 Total = 12			To create legal awareness of among the students relating to cost audit provisions.
Total No. of Lectures	48 Lectures			

Evaluation for Sem V and Sem VI

Internal Evaluation	External Evaluation	Suggested Add on Course
Internal Evaluation : 40 Marks a) Attendance- 05 b) Tutorials test (Theory) - 10 c) Tutorials test (problems) - 10 d) Preparations of Journal and Viva based on journal - 15	External Evaluation : 60 Marks a) Theory Exam –30 marks b) Practical Examination -15 Marks c) External Viva_exam based on practical completed in semesters _– 15 marks (Conducted by the College)	Industrial as per requirement of topic
Marks: 100		

- Students can appear for external evolution after completing and passing internal evolution.
- Passing Criteria: 40 percent in Internal and 40 percent in External evolution.

Books for study and References:

Sr. No.	Author/s	Title of the Book	Publication	Place
1	Cost Accounting – Principal & Practices	Jawahar Lal & Shrivastawa	Tata Mcgraw Hill	New Delhi
2	Advanced Cost accounting	Jain and Narag	Kalyani Publication	New Delhi
3	Principal & Practices of cost accounting	Dr. Sunita Pokharna	Success publication	New Delhi
4	Cost accounting Methods and problems	Kishor R M	Taxman allied services	New Delhi
5	S.C. Gupta	Fundamentals of Statistics	Himalaya Publication	Delhi
6	Principal & Practices of cost accounting	Bhattacharyya A.K.	Tata Mcgraw Hill	New Delhi

Syllabus Committee:

1. CMA R. K. Deodhar, Cost and Management Consultant
2. Prof. Prasad S. Kulkarni, HOD, Costing Dept.
3. Dr. Indira Singh, Member
4. Shri. Kiran Aaher, Member

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com (C' Component)

Semester – V

Subject : Entrepreneurship Development - III

Course Code : 355 (E)

No. of Credits : 04

Objectives of the Course:

1. To expose the learners to learn the new trends in the area of Entrepreneurship & Management
2. To learn the Soft Skills, Values and Ethics
3. To inspire the learners to opt for Self Employment.
4. To understand the concept of startup,
5. To aware the learners, to the new schemes of entrepreneurship development, introduced by the Government.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Motivation, Soft skills and Self Management for Entrepreneurs.	1.1 Motivation : Introduction, Meaning, Definition, Motivation Process. 1.2 Motivation Theories, Motivating Factors. 1.3 Soft Skills for Entrepreneurs : Communication Skills, Presentation Skill , Self Management Skills, Leadership Skills. 1.4 Understanding Entrepreneurial Culture, Values and Ethics. 1.5 Entrepreneur : A Change Agent - Entrepreneurial flexibility to adopt change, Catalyst Role.	i. To make understand the Concept, significance and theories of Motivation. ii. To motivate learners for self development. . iii. To imbibe the Culture, Values and Ethics in the area of Entrepreneurship. iv. To inculcate the skill of flexibility to adopt with changing times and situation.
2	Identification of Business opportunities	2.1 Introduction 2.2 Sources of Business or Product idea. 2.3 Identifying a Business opportunity and 2.4 Steps in identification of Business opportunity 2.5 consumer psychology	i. To develop learning skills for creative and innovative idea creation. ii. To Know and analyse the steps in understanding the Business opportunity. iii. To develop the analytical skills to study the Consumer needs, Behaviour and Psychology.

3	Selection of the Product and choice of Technology, Plant location and layout.	3.1 Introduction, Meaning, Definition of a Product 3.2 Criteria for Selecting a Product 3.3 Barriers to the successful Development of new product/ why does a new product fail. 3.4 Considerations in selecting Technology, Outsourcing the production Planning. 3.5 Plant location and layout.	i) To impart knowledge about the Product and its Criteria. ii) To develop the analytical and critical skills to study Product development. iii) To apply knowledge and skills of outsourcing the production. iv) To understand the significance of plant location and layout.
4	Marketing Mix and Market Survey	4.1 Introduction : Meaning, Definition, Factors of Marketing Mix. 4.2 Market Survey: Meaning Purpose and objectives 4.3 Techniques of Market Survey 4.4 Market segmentation 4.5 Social Media and Recent Trends in marketing.	i. To acquire the basic knowledge of Marketing Mix. ii. To understand the importance of Market Survey. iii. To acquire the skills of Market Survey. iv. To acquaint with the new changes in the area of Social Media.

List of Practical's

12	Title	Objectives	Mode	Practical task to be completed	Basis of Evaluation
					Attendance Participation Report Examination.
1	Soft Skills for Entrepreneurs.	To Study the skills for an entrepreneurs	Guest lecture Discussion with the entrepreneur	Observation, Collection and Compilation of the information, based on Guest lecture/Visit/ Discussion.	Attendance Initiative Participation Report Writing
2	Theories of Motivation for Entrepreneurs	To study the various motivational theories.	Library Assignment.	Understanding the theories and Compilation of the report.	Attendance Initiative Participation Report Writing
3	Sources of Business idea	To Study the sources for the business ideas.	Visit/ inviting Experts for lectures/Experience sharing	Preparation of the report based on Experts views, and experience.	Attendance Initiative Participation Report Writing
4	Consumer Psychology	To study the Psychology of consumers.	Group Discussion, Library Assignment.	Preparation of the report or information.	Attendance Initiative Participation Report Writing

5	Plant location & layout	To study the factors for plant location & layout	Experts Guest lecture,	Preparation and Compilation of the report explaining the factors for plant location & layout.	Attendance Initiative Participation Report Writing
6	New Product Development	To study the creative factors for new product development	Industrial visits/ Guest lecture/ Library assignment, relevant you tube video observation.	Collection and Compilation of the report based on visits, observation and Experts Experience.	Attendance Initiative Participation Report Writing
7	Marketing Mix.	To Study the concept of marketing mix and 4Ps.	Relevant You tube video observation, Group Discussion	Preparation and Compilation of the report based on observation and Group Discussion.	Attendance Initiative Participation Report Writing
8	Social media and Recent trends in marketing	To Study the Social media and the recent trends in marketing	Experts Guest lecture/ Visits	Preparation of the report based on Experts views, and experiences.	Attendance Initiative Participation Report Writing

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (E)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs 3.3. Statistical Methods-	To develop applicability of concepts, theories. To develop logical and critical thinking

		Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report-(From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / project	External Evaluation : 60 Marks Theory Paper (Conducted by the College)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
2. Prof. S. V. Sindekar, Co-ordinator, Syllabus Committee
3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : T.Y.B.Com (C' Component)

Semester – VI

Subject : Entrepreneurship Development -IV

Course Code : 365 (E)

No. of Credits : 04

Objectives of the Course:

1. To expose the learners to learn the new trends in the area of Entrepreneurship & Management.
2. To learn the Soft Skills, Values and Ethics
3. To inspire the learners to opt for Self Employment.
4. To understand the concept of startup,
5. To aware the learners, to the new schemes of entrepreneurship development, introduced by the Government.

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Human Resource Management	1.1 Meaning, Concept and Definition 1.2 Functions of HRM 1.3 Recruitment, Selection, Training and Development, 1.4 Labour welfare and Labour laws 1.5 Recent trends in HRM.	i) To impart the concepts of HRM ii) To develop Human Relation Skills. iii) To study the legal aspects and Recent trends in HRM.
2	Costing	2.1 Meaning, Types of Cost and Cost Sheet 2.2 Standard Costing 2.3 Break –even Point and Budget, Budgetary Control 2.4 Feasibility Report : Meaning, Contents, Considerations while preparing feasibility report, 2.5 Pro-forma of a Feasibility Report.	i) To develop the skill of Preparing Cost Sheet ii) To understand the concept of Budget. iii) To develop the skills of Preparing Feasibility Report.
3	Quality Assurance	3.1 Total Quality Management – Concept & Principles 3.2 ISO 9000 Quality Management Principles, 3.3 ISO 14000 Standard - Concept , Need 3.4 Management Techniques : Poka- Yoke, Kaizen, 5S	i) To understand the essentials and Principles of TQM i) To expose learners to the new Management techniques
4	Government Schemes , opportunities and Tax Provisions & benefits for the new Entrepreneurs.	4.1 Starts ups : Meaning , concept, Case study 4.2. Seed Funding 4.3 Unicorn	i) To inform the learners about new Government Schemes for entrepreneurship development.

		4.4 Government Schemes (As per the current scenario) 4.5 Various Taxes Paid by an entrepreneur	ii) iii)	To study and learn from the Case Studies of new Start-ups. To inform about the Seed funding, various tax provisions and benefits for a new entrepreneurs.
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List of Practical's

Sr. No.	Title	Objectives	Mode	Practical task to be completed	Basis of Evaluation
					Attendance Participation Report Examination.
1	Labour welfare and Labour laws.	To study the labour welfare schemes of an industry.	Visits/ Guest lecture	Preparation of the report based on industrial visits or Guest lecture.	Attendance Leadership Participation Report
2	Training and Development.	To study the various methods of training	Visits/ Guest lecture.	Preparation of the report based on industrial visits or Guest lecture.	Attendance Leadership Participation Report
3	Preparation of Cost Sheet.	To study the skills for preparation of cost sheet with illustration.	Guest Lecture.	Preparation of the report based on Guest lecture.	Attendance Leadership Participation Report
4	Feasibility Report	To study the skills for Preparation of Feasibility Report.	Experts Experiences and Skills,	Preparation of the report based on Experts experiences and Skills.	Attendance Leadership Participation Report
5	Total Quality Management.	To Study the concept and Principles of TQM	Industrial visits/ Guest lecture.	Preparation of the report based on Guest lecture.	Attendance Leadership Participation Report
6	Management Techniques. (Poka- Yoke, Kaizen, 5S)	To Study the management techniques.	Guest lecture/ Industrial visits.	Preparation of the report based on Guest lecture.	Attendance Leadership Participation Report
7	Career in Entrepreneurship.	To study the opportunities of self employment and government Schemes.	Guest Lecture	Preparation of the report based on Guest lecture.	Attendance Leadership Participation Report

8	Case Study on Start-ups.	To study a case study on Start-ups.(Local or any other)	Guest lecture	Preparation of the report based on Guest lecture	Attendance Leadership Participation Report
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Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Total Marks	Suggested Add on Course
Entrepreneurship Development - IV	40 Marks	60 Marks. (Conducted by the College)	100 Marks.	Industrial Visits as per the need of the topic.

References:

Sr. No.	Author/s of the Book	Title of the Book	Publication	Place
1	Desai V	Entrepreneurship Management	Himalaya Publishing House	New Delhi
2	K. Shridhara Bhat.	'Total Quality Management	Himalaya Publishing House	Mumbai.
3	Sangeeta Dodrajka	'Total Quality Management	Deep & Deep Publications Pvt Ltd.	-
4	S.K.Mandal	'Total Quality Management - Principles and Practices	Vikas Publishing House Pvt Ltd.	Noida.
5	C.B.Gupta	Production Productivity and Cost effectiveness.	Sultan Chand and Company.	New Delhi
6	VSP Rao, P.S. Narayana	Business Entrepreneurship Environment and Organizational Behavior	Primier Book Company.	-
7	Gupta , Shrinivasan	Entrepreneurship Development	S. Chand & Sons.	-

Syllabus Committee: -

- Subject Teachers** : Dr. Ram M Kulkarni.
Principal, BYK College of Commerce, Nashik.
: Dr. Mrs. Kanchan S. Nikam, Member
: Dr. Pallavi Joshi, Member
- Subject Expert** : Shri Sunil Gidh.
CEO, Brains Innovations

Savitribai Phule Pune University, Pune
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level
Semester - V

Class : T.Y.B.Com (C' Component Subject)
Subject Code : 355 (F)
Subject: Industrial Organization & Administration (Marketing Management) I
Total Credits : 04

Objectives of the Course :

1. To develop conceptual skills among the students in the field of Marketing Management and to motivate the students to explore the opportunities in the field of Marketing.
2. To acquaint the students with the marketing mix and recent trends in Marketing Management.
3. To develop various managerial qualities among the students through knowledge and skills.

Unit No.	Unit Title	Contents	Purpose and Skills to be Developed
1.	Marketing Research	1.1. Marketing Research – Meaning & Definition 1.2. Objectives and Significance of Marketing Research 1.3. Process of Marketing Research 1.4. Techniques of Marketing Research	i. To understand the concept of Marketing Research ii. To understand the Objectives and Significance of Marketing Research iii. To obtain the knowledge about process of Marketing Research iv. To understand Techniques of Marketing Research
2.	Career Opportunities in Marketing	2.1. Role of Marketing Manager in Manufacturing & Service Sector 2.2 Role of Product Manager 2.3 Marketing Research Analyst. 2.4 Advertising or Promotions Manager.	i. To understand the role of Marketing Manager in Manufacturing & Service Sector ii. To know the role of Product Manager iii. To gain the knowledge about Marketing Research Analyst iv. To study the role of Advertising or Promotion Manager.
3.	Marketing Mix	3.1 Marketing Mix-Concept, Meaning & Definition 3.2 7P's of Marketing Mix 3.3 Importance of 7P's of Marketing Mix 3.4 Marketing Mix Strategies	i. To understand the meaning and importance of Marketing Mix ii. To know the 7P's of Marketing Mix iii. To obtain importance of 7P's of Marketing Mix iv To understand the Marketing Mix Strategies

4.	Recent Trends in Marketing	4.1 Green Marketing- Meaning, Definition & Importance 4.2 Digital Marketing- Meaning, Definition & Importance 4.3 Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing & You-Tube Marketing 4.4 Affiliate Marketing- Concept & Importance	i. To understand the Meaning, Definition & Importance of Green Marketing ii. To study the concept, Meaning, Definition and Importance of Digital Marketing iii. To gain the knowledge about Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing, You-Tube Marketing iv. To obtain the knowledge about Affiliate Marketing and its Importance
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Teaching Methodology :

Unit No.	Total Lectures	Innovative methods to be used	Project / Practical	Expected Outcome
1	12	Classroom Discussion, PPT Presentation, Field Visit, Guest Lecture, Library Assignment.	Practical	Understand Marketing Research and to acquire the knowledge of the process and techniques of Marketing Research
2	12	Field Visit, Guest Lecture, PPT Presentation, Classroom Discussion.	Practical	Develop the various qualities of successful managers with the understanding the role of Marketing Manager, Product Manager, Marketing Research Analyst and Advertising or Promotion Manager.
3	12	PPT Presentation, Classroom Discussion, Library Assignment, Guest Lecture.	Practical	Understanding of 7P's of Marketing Mix, its importance and strategy.
4	12	Field Visit, Guest lecture, Classroom Discussion, Library Assignments, PPT Presentation.	Practical	Acquire proper conceptual knowledge regarding recent trends in Marketing means about Green Marketing, Digital Marketing Social Media Marketing and Affiliate Marketing- Concept and Importance
Total	48			

Method of Evaluation :

Subject	Unit	Internal Evaluation	External Evaluation	Suggested add-on Course
Industrial Organization and Administration (Marketing Management) III	Unit I to IV	40 Marks Written Examination, Presentations, Practical's, Assignments, Tutorials, Oral Examination.	60 Marks Written Examination(Conducted by College)	Field Visit to the related Organization

List of Practicals :

Sr. No.	Title	Objectives	Mode	Practical Task to be Completed	Basis of Evaluation
			Guest Lecture/ Visit/Library Assignment / Discussion	Preparation of report based on Guest Lecture/Visit/discussion/ Library Assignment	Attendance, Participation, Report, Examination
1	A study the process of Marketing Research of any new Product recently launched	To study the process of Marketing Research of any new Product recently launched	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Analysis of data& Presentation, Examination
2	A study the Techniques of Marketing Research of any new Product	To study the Techniques of Marketing Research of any new Product	Classroom Discussion and Library Assignment	Power Point Presentation and report	Attendance, Presentation skill, Participation, Examination.
3	A study the Role of Marketing Manager in Manufacturing	To understand the Role of Marketing Manager in Manufacturing	Visit to Industry/ Guest Lecture/ Group	Three to four pages report	Attendance, Participation, Observatio

	or Service Sector	or Service Sector	Discussion		n, Presentatio n skill , Examinatio n.
4	A study the Role of Product Manager	To understand the Role of Product Manager in industry	Visit to Industry / Guest Lecture/Group Discussion	Observation & Two Pages Report	Attendance , Participatio n, Analysis of data & Presentatio n, Examinatio n
5	A study 7P's of Marketing Mix	To know the concept of 7P's of Marketing Mix	Class room Discussion & Library Assignment/ Guest Lecture	Three to four Pages report	Data Presentatio n skill , Attendance Participatio n, Examinatio n.
6	A study of the Importance and Strategies of 7P's of Marketing Mix	To study the Importance and Strategies of 7P's of Marketing Mix	Guest Lecture/ Library Assignment	Three to four pages report	Observatio n, Presentatio n skill &Creativit y, Attendance , Participatio n, Examinatio n
7	A study of Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing, You-Tube Marketing of	To study the Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing& You-Tube Marketing of any	Visit to Industry / Guest Lecture/Group Discussion	Three pages report	Attendance , Participatio n, Presentatio n skill , Examinatio n

	any one Product	one Product			
8	A study of Affiliate Marketing-Concept and its Importance	To understand the Study of Affiliate Marketing Concept and its Importance	Visit to Industry / Library Assignment	Report and Presentation.	Attendance , Presentation skill , Participation, Examination

List of Reference Books:

Sr. No.	Author/ s Name	Name of the Book	Publication	Place
1	Sherlekar S.A.	Marketing Management	Himalaya Publishing House,	Mumbai
2	Pillai R.S.N. and Bagavathi	Marketing Management,	S. Chand and Company Ltd.	New Delhi
3	Karunakaran K.	Marketing Management	Himalaya Publication House	Mumbai
4	R.Kesavan, C Elanchezhian, B.Vijaya Ramnath,	Total Quality Management	I.K.International Publishing House Pvt. Ltd.	New Delhi
5	Pradeep Kumar Mathur	Implementing ISO 9001-2000	Vikas Publishing House Pvt.Ltd.	New Delhi
6	Vasanthi Venugopal, V.N.Raghu	Service Management	Himalaya Publishing House	New Delhi

Subject Experts:

1. Prof. (Dr.) G.V.Kayandepatil (HOD)
2. Prof. M.S.Nagbhide (Subject Expert)
3. Dr. S.D.Nikam (Member)
4. Dr. Manisha Navare (Member)
5. Dr.Sonali Chindhade (Member)
6. Dr.Sushumna Kane (Member)
7. Prof. Kiran Aher (Member)

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (F)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs	To develop applicability of concepts, theories. To develop logical and critical thinking

		3.3. Statistical Methods- Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report-(From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / project	External Evaluation : 60 Marks Theory Paper (Conducted by the College)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

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3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune
Faculty of Commerce and Management

Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at Undergraduate Level

Class : T.Y.B.Com.

Semester – VI

Subject Code : 365 (F)

‘C’ Component Subject : Industrial Organization & Administration (Marketing Management) II

Total Credits : 04

Objectives of the Course :

1. To understand the concept, need & importance of Advertising and the challenges of the modern world of Advertising .
2. To create awareness and encourage to study the role of information technology and ethics in Advertising.
3. To motivate & encourage the students for innovative ideas, rational thoughts, competencies& creative thinking .

Unit No.	Unit Title	Contents	Purpose and Skills to be Developed
1.	Introduction of Advertising	1.1 Advertising – Meaning, Definition, Classification, Benefits& Functions. 1.2. Strategic Advertising Decision - Advertising Framework planning and Organization. 1.3. Advertising Agency – Meaning, Definition, Functions & Types. 1.4. Advertising Campaign – Meaning & Basis of Campaign.	1.1.To understand the growing importance of Advertising. 1.2.To study the working of Advertising agency
2.	Advertising Copy & Media Decisions	2.1 Advertising Copy - Objectives, Elements, Features & Types of Ad.Copy. 2.2Advertising Media –Definition , Functions & Types of Media. 2.3 Media Research –Importance, Functions& Process of Media Research. 2.4 Media Selection – Approaches & factors affecting Media Selection	1.1.To know meaning of Advertising copy and types of copy 1.2.To study the need of different media of Advertising . 1.3.To understand the importance of media research 1.4. To study media selection and its importance

3.	Evaluation of Advertising Effectiveness	3.1 Advertising Effectiveness -Objectives of measuring Advertising Effectiveness, 3.2 Importance of measuring Advertising Effectiveness , Methods of Testing (Pre - testing & Post - testing methods) 3.3 Difficulties & Evaluation of Advertising Effectiveness 3.4 Advertising Control – Control of Advertising by Practitioners	1.1. To know how effectiveness of Advertising is measured. 1.2. To study pre and post testing methods of measuring advertising effectiveness 1.3.To know the related laws& control the Advertising
4.	Role of Information Technology & Ethics in Advertising	4.1 Comparison of Traditional & Modern Advertising 4.2 Internet Advertising –Types, Advantages& disadvantages of internet Advertising 4.3 Ethics in Advertising- Ethical & Social Issues in Advertising 4.4 Forms of Ethical Violations- Misleading advertising, Advertising to Children, Product endorsements& Stereotyping.	1.1.To understand various differential points in traditional and modern Advertising 1.2.To understand the role of information technology and ethics in Advertising

Teaching Methodology :

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and AV Applications	Project	Expected Outcome
1	12	Field visit (Visit to advertising agency)	Observation	Visit Report/Guest Lecture	Knowledge about the career opportunities available in the field of Advertising.
2	12	Guest lecture by eminent person from actual field work to get firsthand experience	PPT Presentation	Make a Power point Presentation , Printout of the Same and paste in Journal.	Understanding of the importance of Advertising creation
3	12	PPT on effectiveness of advertising	PPT Presentation	Visit Report/Guest Lecture	Knowledge about the effectiveness of Advertising
4	12	Guest lecture by eminent person from actual field work to get firsthand experience	Online Demonstration /Use of internet resources	Brief Report about online learning	Understanding the ethics in Advertising and role of internet Advertising
Total lectures 48					

Method of Evaluation :

Subject	Unit	Internal Evaluation	External Evaluation	Suggested add-on Course
Industrial Organization and Administration. (Marketing Management) IV	Unit I to IV	40 Marks Written Examination, Presentations, Practical's, Assignments, Tutorials, Oral Examination.	60 Marks Written Examination(Conducted by College)	Field Visit to the related agencies

List of Practicals:

Sr. No.	Title	Objectives	Mode of Practical	Practical Task to be Completed	Basis of Evaluation
			Guest Lecture/ Visit/Library Assignment / Discussion	Preparation of report based on Guest Lecture/Visit/discussion/ Library Assignment	Attendance , Participation, Report, Examination
1	A study the importance of Advertising with current Marketing scenario	To understand the importance of Advertising	Visit to ad. agency/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Analysis of data Presentation, Examination
2	A study of the Advertising campaign	To understand the concept & importance of Ad. campaign	Online Resources/Library Assignment/ Field Visit	Report based on Library Assignment / Visit	Attendance, Participation, Data Presentation skill , Examination
3	A study of the different media of Advertising	To understand the role of media in Advertising Sector	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.
4	A study the process of media selection	To understand the various factors required for selection of media	Visit to Industry / Guest Lecture/Group Discussion	Observation & two Pages Report	Attendance, Participation, Analysis of data Presentation, Examination
5	A study the concept of measuring Advertising effectiveness	To understand the need ,importance & objectives of measuring Advertising effectiveness,	Online Resources/Library Assignment/ Field Visit	Report based on Library Assignment / Visit	Attendance, Participation, Presentation skill , Examination

6	A study of various methods of evaluating Advertising effectiveness	To understand the Methods of Testing (Pre - testing & Post - testing methods)	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages Report	Attendance, Participation, Observation, Presentation skill, Examination.
7	A study of internet Advertising	To understand need , importance and use of internet Advertising	Online Survey/ Guest Lecture/ Group Discussion	Three to four pages Report	Attendance, Participation, Observation, Presentation skill, Examination.
8	A study of ethics in Advertising	To know the legal aspects involved in Advertising industry	Visit to ad. agency/ Guest Lecture/ Group Discussion	Three to four pages Report	Attendance, Participation, Data Presentation skill, Examination

List of Reference Books :

Sr. No.	Title of the Book	Author/s Name	Publication	Place
1	Advertising and Marketing Research,	Chunnawalla, Reddy, & Appannaiah,	Himalaya Publishing House.	India
2	Advertising Management	U.C. Mathur	New Age International Publishers	India
3	Modern Marketing Management Principles and Techniques,	J.N. Jain & P.P. Singh	Regal Publications	New Delhi.
4	Advertising Principles And Practice	Ruchi Gupta	S. Chand Publications	Mumbai
5	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
6	Marketing Management	R.S.N.Pillai	S. Chand Publications	Mumbai
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Subject Experts:

6. Prof. (Dr.) G.V.Kayandepatil (HOD)
7. Prof. M.S.Nagbhide (Subject Expert)
8. Dr. S.D.Nikam (Member)
9. Dr. Manisha Navare (Member)
10. Dr.Sonali Chindhade (Member)
6. Dr.Sushumna Kane (Member)
7. Prof. Kiran Aher (Member)

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course
at Undergraduate Level

Class:-T.Y.B.Com

Semester: V

Subject: - -: Rural Development III (Old Name Integrated Rural development)

Course Code- 355 (G)

No. of Credits: - 4

Objectives

1. To understand and judge the socio- economic profile of rural India
2. To understand and emphasize the farming system of rural India
3. To introduce innovative concept regarding agro based and agro subsidiary business in India
4. To create awareness about practical oriented models of rural development

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Socio- economic profile of rural India	1.1 Rural Society in India 1.2 Demographic structure in India 1.3 Family structure: nuclear and joint family system and its advantages and disadvantages 1.4 Differences and similarities in the family system of rural and urban area	To Understand the concept, meaning, characteristics and importance of socio-economic profile of rural India
2	Farming system in Rural India	2.1 Types of farming: Individual, contractual, cooperative, collective 2.2 Organic farming: Advantages and disadvantages 2.3 Inorganic farming: Advantages and disadvantages 2.4 Cropping pattern in India	To learn and understand the farming system in rural India To study the organic and Inorganic farming To focus on cropping pattern in India
3	Agro based and agro subsidiary business in India	3.1 Need and importance of agro based and Agricultural-subsiary businesses 3.2 Progress of major agro based industries: Sugar industry, Wine industry, Textile industry 3.3 Progress of major subsidiary businesses: Animal husbandry, Poultry farming, Reshim industry, 3.4 Problems of agro-based and agro subsidiary Businesses	To understand the importance of agro based industry. To know the productivity of agro based Industry. To study the problems of agro-based and agro subsidiary businesses
4	Practical oriented models of rural	4.1 Popatrao Pawar (Hivre Bazar) 4.2 Bahadurpur (Neelima Mishra)	To develop skills among the students through practical oriented

	development	4.3 Rajewadi (Educational reforms) 4.4 Patoda pattern (Aurangabad)	models of rural development
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Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Group Discussion, Library Assignment, Assignments and internet resources.	Create the awareness regarding socio-economic structure of rural India	To make aware the students about socio-economic profile and structure of rural India
2	12	Class room discussion, internet resources, Lecture, Guest Lecture, PPT, Presentations, Group Discussion, Meeting with the villagers, Library /Home Assignment, Internal Assignment.	Build up knowledge about farming system	To use the upgraded knowledge about farming system in rural India and apply it in the field
3	12	Lecture, PPT Presentation, rural visits, Guest Lecture. Library visit, Home Assignment, internet resources, students Seminar/Workshop.	Generate awareness about agro based and agro subsidiary business in India	To acquaint the students with importance of agro based and agro subsidiary business in India
4	12	Expert Lectures, rural visits, Internet resources, Online videos, Relevant You tube videos.	Learn the role of practical oriented models of rural development	Students will understand practical oriented models of rural development e.g. Popatrao Pawar (Hivre Bazar), Neelima Mishra (Bahadurpur) Rajewadi (Educational reforms), Patoda pattern (Aurangabad)
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Rural Development-V	40 Marks Written test, presentations, practical, Assignments tutorials, attendance and oral examination.	60 Marks End semester (Theory -30 marks + Practical and Viva -30 Marks	Visit as per the need of the topics.

List of Practical

Sr. No.	Title of Practical	Objectives of Practical	Mode	Practical task to be completed	Basis of Evaluation	Number of lectures
1	A study of rural society and its structure	1.To know the methodology to prepare questionnaire 2.To know socio-economic and political environment of village	Lecture by expert	Report writing	1.Written test and viva-voce 2. Attendance	04
2	A study of individual, cooperative, collective, contract farming	1.To know and study various aspects of farming 2.To observe features of various types of farming	Visit to nearby village	1. Observation 2. Report writing	1.Written test and viva-voce 2. Attendance	04
3	A study of the organic and inorganic farming	To understand the organic and inorganic farming	Library Assignment, Visit to nearby village	Report writing	1.Attendance 2. Assessment of report writing	04
4	A study of cropping pattern in rural India	To understand various types of cropping pattern for the rural development	Library Assignment, Visit to nearby village	Report writing	1.Attendance 2. Assessment of report writing	04

5	Visit to nearby agro based industry	To study the problems of agro based industry	Visit to any Agro based industry	1.Interviews 2.Observations	1.Written test and viva-voce 2. Attendance	04
6	Functions and working of rural development models	To get the practical oriented knowledge of rural development models	Visit to Developed rural area	1.Field visit	1.Written test and viva-voce 2. Attendance	04
Total Number of lectures						24

• **List of Reference Books:**

- Kalamkar S.S. (2011), 'Agricultural Growth and Productivity in Maharashtra: Trends and determinants', Allied Publishers Pvt. Ltd, New Delhi.
- Datt R. & Sundaram K.P.M. (2008), "Indian Economy", S. Chand & Company Ltd. New Delhi
- Desai T.B. (1968), "Economic History of India under the British", Vora & Co. Publishers Pvt. Ltd., Bombay- 02
- Johl S.S. & Kapur T.R. (1977), "Fundamentals of Farm Business Management", Kalyani Publishers, Ludhiana (Punjab)
- Nanavati M. & Anjaria J. (1960), "The Indian Rural Problem", the Indian Society of Agricultural Economics, Bombay.
- Sharma & Desai, 'Rural Economy of India', Vikas Publishing House
- Dr. A.K. Shrivastav, 'Integrated Rural Development Programmes in India (Policy and administration)', Deep and Deep Publication
- Kishorchandra Padhya, 'Rural Development in Modern India', B.R. Publishing Corporation
- V. Venkata Reddy, 'Rural Development in India', Himalaya Publishing House
- Katar Singh, Rural development, Publisher SAGE Texts, new Delhi.
- Indian rural economy by A. K. Sohani Publisher ICFAI UNIVERSITY PRESS
- Singh Ramesh Indian economy - - McGraw Hill Publication, Delhi.

- Kashyap Pradeep, Rural marketing - - Publisher Pearson India publication.
- Aaliar Rowther Mustafa, Indian Rural Economy, Publisher Serials Publications, New Delhi.
- Chandra Shekhar Prasad, Agriculture and rural development in India since 1947-New Century Publication, New Delhi
- Chandra Shekhar Prasad, Agriculture and sustainable development in India, New Century Publication, New Delhi.
- Jagdish Bhagwati, Arvind Panagariya, Reforms and Economic Transformation in India ,OXFORD UNIVERSITY PRESS 2013

- **Syllabus Committee**

1. Mr. B.G. Wagh (Rtd., I.A.S.)
2. Dr. Praksha Jangale (Joshi- Bedekar college, Thane, Mumbai University
3. Dr.WawleVijaykumar G. (Associate professor and Head, Department of Economics, BYK College, Nashik)
4. Dr. Wangarwar Hari P. (Assistant professor Department of Economics, BYK College, Nashik)
5. Mr. Bhosale Subhash (Assistant professor, Department of Economics, BYK College, Nashik)
6. Dr. Bawane Pankaj(Assistant professor, Department of Economics, BYK College, Nashik)

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (G)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs 3.3. Statistical Methods-	To develop applicability of concepts, theories. To develop logical and critical thinking

		Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report-(From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal / project	External Evaluation : 60 Marks Theory Paper (conducted by College)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
2. Prof. S. V. Sindekar, Co-ordinator, Syllabus Committee
3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring ('C' Component) Course
at Undergraduate Level

Class:-T.Y.B.Com

Semester -VI

Subject: - -: Rural Development -IV (Old Name Integrated Rural Development)

Course Code- 366 (G)

No. of Credits: - 04

Objectives of the Course:

1. To study the various problems and issues about the agricultural policies in India
2. To understand and get the practical knowledge about rural development agencies in India
3. To observe the role of financial structure in rural India
4. To give attention and focus on the profile of rural Maharashtra.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Purpose and Skills to be developed
1	Agricultural price policies in India	1.1 Agricultural price policy: Cobweb theory, Commission for agricultural pricing and cost, MSP 1.2 Recommendations of Swaminathan Commission 1.3 Rainbow revolution 1.4 Green Revolution	To know and understand the agricultural policies in India To understand the commission for agricultural pricing and cost, MSP To be aware of rainbow revolution and green revolution
2	Agencies of Rural Development in India	2 A Agencies 2.1 Non Government Organizations (NGOs) 2.2 Co-operative Societies 2.3 Self Help Groups (SHGs) 2 B Corporate Social Responsibility (CSR)	To know the objectives and plan of non government organizations (NGOs) ii) To understand the impact of corporate social responsibility (CSR) on rural development in rural area.
3	Financial structure in rural India	3.1 Institutional sources of Finance 3.2 Non-Institutional sources of Finance 3.3 Role of micro finance in rural development 3.4 Problems and issues in finance	To recognize the problems of financial structure in rural India To overview about non institutional and Institutional sources of finance
4	Socio-economic profile of rural Maharashtra	4.1 Geographical profile: Location, geographical area, natural resources, climate 4.2 Demographic profile: Population, Sex ratio, education, occupation pattern, 4.3 Agricultural profile: Comparison of cropping	To give attention and focus on the profile of rural Maharashtra. To get the knowledge regarding

		pattern, production, productivity of India with Maharashtra 4.4 Development Indicators Human Development Index (HDI), Gender Development Index (GDI), Happiness index	Development indicators
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Teaching Methods and Tools:

Topic No.	Total Lectures	Innovative Methods to be used	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Presentations, Group Discussion, Library visit ,Home Assignment , Class room discussion , library visit , internet resources	Determination of Agricultural produce price in India	Understanding of the working and functions of agricultural price policies in India
2	12	Class room discussion, internet resources, Lecture, Expert Lecture, PPT / Presentation, Group Discussion, Library /Home Assignment, Internal Assignment, students Seminar/Workshop, Rural visits.	Study the agencies of rural development in India e.g. NGOs, SHGs CSR Experience	Improvement and implementation of the rural development through the rural development agencies such as NGOs, CSR, SHGs
3	12	Lecture, PPT Presentation Presentation, Group Discussion, Library visit Home Assignment ,Group discussion , library visit, rural visits, internet resources	Study the problems and issues of financial structure in rural India	Identify causes and various issues behind the financial structure in rural India
4	12	Library assignment, Home Assignment.	Study the socio-economic profile of rural Maharashtra	Create the awareness regarding socio-economic profile of rural Maharashtra
Total	48			

Method of Evaluation:

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Rural Development VI	40 Marks Written test, presentations, practical, Assignments tutorials, attendance and oral examination.	60 Marks End semester (Theory -30 marks + Practical and Viva - 30 Marks	Visit as per the need of the topics.

List of Practical

Sr. No.	Titles of Practical	Objectives of Practicals	Mode	Practical task to be completed	Basis of Evaluation	No. of Lectures
1	A study of agricultural price policies in rural area	1.To know the basic structure of agricultural price policies in rural area	Expert lecture and visit to Bazar samitee	1.Interview 2.Report writing	1.Viva-voce 2. Attendance	04
2	Functions and working of agencies of rural development in rural area	1. To recognize the importance of agencies of rural development in rural area	Visit to NGOs, SHGs and Companies for CSR	1.Interview 2.Report Writing	Viva-voce exam 2. Attendance	04
3	A study of financial structure in rural area: non institutional and institutional financial sources	To learn the financial structure in rural area: non institutional and institutional financial sources	Visit to nearby village / Lecture by expert	1.Observation 2.Report writing	Viva-voce exam 2. Attendance	04
4	Roll of micro finance in rural development	To get the information from beneficiaries of micro finance activities through SHGs	Visit to SHGs in rural area	1.Interview 2. observations 3. Report Writing	1.Viva-voce exam 2.Attendance	04
5	A study of Natural resources for the rural development	1. To understand the concept of natural resources for the rural development in rural area 2. To know the limitations of natural resources in villages	Lecture by expert and visit	1. Observation 2. Interview 3. Report writing	1.Attendance 2. Report Writing	04
6	A study of demographic structure in rural area	1.To know various socio-economic problems in rural area 2.To study their demographic structure in rural area 3. To check the development indicators in rural area	Visit to village	1.Observation 2.Interview 3.Report writing	1.Viva-voce exam 2.Attendance	04
Total Number of lectures						24

● **List of Reference Books:**

- Kalamkar S.S. (2011), 'Agricultural Growth and Productivity in Maharashtra: Trends and determinants', Allied Publishers Pvt. Ltd, New Delhi.
- Datt R. & Sundaram K.P.M. (2008), "Indian Economy", S. Chand & Company Ltd. New Delhi
- Desai T.B. (1968), "Economic History of India under the British", Vora & Co. Publishers Pvt. Ltd., Bombay- 02
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- Nanavati M. & Anjaria J. (1960), "The Indian Rural Problem", the Indian Society of Agricultural Economics, Bombay.
- Sharma & Desai, 'Rural Economy of India', Vikas Publishing House
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- Kishorchandra Padhya, 'Rural Development in Modern India', B.R. Publishing Corporation
- V. Venkata Reddy, 'Rural Development in India', Himalaya Publishing House
- Katar Singh, Rural development, Publisher SAGE Texts, new Delhi.
- Indian rural economy by A. K. Sohani Publisher ICFAI UNIVERSITY PRESS
- Singh Ramesh Indian economy - - McGraw Hill Publication, Delhi.
- Kashyap Pradeep, Rural marketing - - Publisher Pearson India publication.
- Aaliar Rowther Mustafa, Indian Rural Economy, Publisher Serials Publications, New Delhi.
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- Chandra Shekhar Prasad, Agriculture and sustainable development in India, New Century Publication, New Delhi.
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4. Dr. Wangarwar Hari P. (Assistant professor Department of Economics, BYK College, Nashik)
5. Mr. Bhosale Subhash (Assistant professor, Department of Economics, BYK College, Nashik)
6. Dr. Bawane Pankaj(Assistant professor, Department of Economics, BYK College, Nashik)

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Public Relations-Practices and Application

(Proposed Name – Public Relation and Mass Communication)

Course Code : 355 (H)

No. of Credits : 04

Objectives:

1. To impart fundamental knowledge about Public Relations and Mass Media.
2. To introduce the brief history and development of the mass media
3. To acquaint with the art of editing, script writing and reporting of Newspaper .
4. To make aware the students with the recent trends and technologies for Public Relations.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Media and Public Relations	1.1. Meaning, Definitions, Nature and Scope of Mass Media 1.2. Role and Importance of Mass Media 1.3.Role of Mass Media in Public Relations 1.4. Media in Indian Perspective	To study the various basic concepts of Mass Media. To understand the Role and Importance of Mass Media in Public Relations.
2	Newspaper as a Public Relations Media	2.1. Introduction of Various Types of Public Relations Media, Newspaper -Meaning and Concept 2.2. Brief History and Development of Newspaper in India	To understand meaning, Concept & History and Development of Newspaper in India. To make aware about various parts of Newspaper.
		2.3. Study of Various parts of Newspaper 2.4.Career Opportunities in Newspaper as a News Writer ,Editor etc.	To acquaint the knowledge and skill for career opportunities in Newspaper media.

3	Audio Visual Media for Public Relations	3.1. Radio/FM-Meaning and Brief History of development of Radio/FM in India 3.2. Overview of Various Radio/FM programmes for Public Relations -Talk Show, Interviews, Educational Programmes, Discussions, News etc. 3.3. Television-Meaning and Brief History of development of TV 3.4. Overview of Various TV programmes for Public Relations	To make aware about the use of Radio/FM/TV for Public Relations. To acquire knowledge and skills in the Radio and TV media for Public Relations
4	Recent Trends and Technologies for Public Relations	4.1 Introduction of Recent Trends and Technologies for Public Relations 4.2 Digital PR vs. Traditional PR 4.3 Digital PR-Tactics and Ideas 4.4 Use of Automation and Artificial Intelligence in PR	To understand the recent trends and Technologies used for Public Relations. To learn the tactics and ideas for Digital PR.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand the media for Public Relation
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials b) Assignments c) Viva / Presentation	External Evaluation : 60 Marks a) Theory b) Practical (Conducted by the College)	Certificate Course on Media and Public Relation
Unit – II			
Unit – III			
Unit – IV			
Total Marks: 100			

List of Practicals :

Sr. No.	List of Practicals
1.	A study of use of Mass Media in PR
2.	A study of development of Mass Media for PR in Indian Perspective
3.	A study of various Parts of Newspaper
4.	A case study of Selected leading Newspaper in India
5.	A Study of selected Radio/FM Channel
6.	A Study of selected TV Channel
7.	A study of use of Recent Trends in PR
8.	A case study of Artificial Intelligence and Automation in PR

Suggested References:

1. Public Relations: Concepts and Practice by D.S. Mehta, Allied Publications
2. Public Relations Writing: Principles in Practice Book By Donald Treadwell, Jill B. Treadwell published by Sage Publications
3. Public Relations Writing and Media Techniques Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education 2008
4. Media Relations: Issues and Strategies Book by Jane Johnston; Allen & Unwin, 2007
5. Public Relations: A Scientific Approach by Cutlip- Allen, Prentice Hall
6. Modern Public Relations by Marston, McGraw Hill
7. <https://markitors.com/what-is-digital-pr/>

Syllabus Committee:

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Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : TYB.Com C' Component

Semester : V

Subject : Project Methodology

Course Code : 356 (H)

No. of Credits : 04

Program Objectives

1. To introduce students to the fundamentals of Research.
2. To train students with the essential skills and knowledge of project.
3. To develop students' ability for data analysis and interpretation.
4. To empower students to explore the solutions towards the research problem.
5. To develop the skills of writing and Presentation of Research Project.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1.	Introduction to Research	1.1. Meaning, definition and features of Research 1.2. Objectives and types of research 1.3. Need and importance of research 1.4. Benefits and Limitations of research	To develop the basic understanding of concept of research. To understand the importance of research.
2.	Research Design	2.1. Defining the Research Problem-Meaning and Scope, Hypothesis- Meaning 2.2. Research design, Steps in research design. 2.3. Data Collection: Meaning of data, types of data and Sources of data collection, 2.4. Sampling- Meaning and Types	To develop research aptitude. To get the practical knowledge of data collection.
3.	Data Analysis and Interpretation	3.1. Meaning and Significance 3.2. Data Presentation- Classification and Tabulation of Data, Graphical Presentation of Data-Types of Graphs 3.3. Statistical Methods-	To develop applicability of concepts, theories. To develop logical and critical thinking

		Measures of Central Tendency 3.4. Use of Computer and Modern Techniques	abilities.
4.	Report Writing	4.1 Report Writing: meaning, need and importance. 4.2 Criteria of Good Research 4.3 Elements of Research Report- (From title to bibliography) 4.4 Presentation of Report	To empower the students to find out solution to the problem. To develop creative ability among the students.

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand methods to prepare project.
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks Draft Research Proposal	External Evaluation : 60 Marks Theory Paper (conducted by the College)	Writing Research Article
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

Suggested References:

1. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
2. Kulkarni Mahesh, Research Methodology and Project Work, Nirali Prakashan.
3. Best and Kahn, Research Methodology, PHI Limited.
4. Kerlinger, Foundation of Research
5. Fundamentals of modern statistical methods by Rand R.wilcox.
6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
7. Sadhu Singh, Research Methodology in Social Sciences, Himalaya Publishing House.
8. Kumar Arvind, Research Methodology in Social Science, Sarup & Sons,2002.
9. Research Methodology: A step by step guide for beginners, Ranjit Kumar and Publisher, Penguin Books Ltd.
10. Handbook of Research Methodology: J.Khurana and S. Khanna, Y.K.Publishers.
11. Statistics for Social Sciences, Asthana and Braj Prakashan
12. <https://research-methodology.net>

Syllabus Committee:

1. Prin. Dr. Ram Kulkarni, Principal, HOD Chairman of Syllabus Committee
2. Prof. S. V. Sindekar, Co-ordinator, Syllabus Committee
3. Dr. Sunil Joshi, Subject Expert, Bhonsala College, Nashik
4. Dr. D. K. Bhavari, Member
5. Dr. Mrs. K. S. Nikam, Member
6. Dr. Mrs. Indira Singh, Member

Savitribai Phule Pune University, Pune.
Revised Syllabus (CBCS 2019 Pattern) Under Restructuring Course at
Undergraduate Level

Class : T.Y.B.Com C' Component

Semester : VI

Subject : Public Relations-Practices and Application - IV

(Proposed Name – Public Relation and Mass Communication

Course Code : 365 (H)

No. of Credits : 04

Objectives:

1. To introduce the growth of Public Relations in business with Indian Perspective.
2. To acquaint the students with the PR skills and knowledge required in various organizations.
3. To Understand the Role of PR in Crisis Management.
4. To Make Aware about the Ethical Practices and Code of Conduct for PR.

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Growth of Public Relations in Business- Indian Scenario	1.1 Meaning, Objectives and Scope 1.2 Significance of Public Relations in Business 1.3 Tracing growth of Public Relations in India 1.4 Mergers/Collaborations/Joint Ventures between Indian and International Public Relations Agencies	To understand the significance of Public Relations in Business. To study the growth of Public Relations in India.
2	Public Relations in various Sectors	2.1 Public Relations in Government Sector- Central, State and Local Government 2.2 Public Relations	To get knowledge of Public Relations in various sectors.

		<p>in Healthcare and Entertainment Sector</p> <p>2.3 Public Relations in Real Estate Sector</p> <p>2.4 Public Relations in Banking Sector</p>	To understand the significance of Public Relations in various sectors.
3	Crisis Management and PR	<p>3.1 Meaning, Need and Importance</p> <p>3.2 Role of PR in Crisis Management</p> <p>3.3 Steps in Crisis Management</p> <p>3.4 Case studies of Crisis Management</p>	<p>To understand the importance of Crisis Management in PR.</p> <p>To study the process of Crisis Management.</p>
4	PR Research and Ethics	<p>4.1 PR Research- Meaning and Importance</p> <p>4.2 Methods of PR Research</p> <p>4.3 PR Ethics-Meaning and Importance</p> <p>4.4 IPRA-Code of Conduct</p>	<p>To understand the importance of PR research.</p> <p>To get acquainted with PR Ethics.</p>

Teaching Methodology :

Unit Sr. No.	Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Tutorials /Project for 1 credit – (If Applicable)	Expected Outcome
Unit – I	12 Hours	1) PowerPoint Presentations 2) ICT 3) Practical use of tools.	1) Unit tests (Tutorials) 2) Assignment	Students should understand the Applications of Public Relation in Business World
Unit – II	12 Hours			
Unit – III	12 Hours			
Unit – IV	12 Hours			
Total No. of Lectures	48 Lectures			

Evaluation :

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Internal Evaluation : 40 Marks a) Tutorials b) Assignments c) Viva / Presentation	External Evaluation : 60 Marks a) Theory b) Practical (Conducted by the College)	Advance Course on Public Relation in Business
Unit – II			
Unit – III			
Unit – IV			
Total Marks	Marks: 100		

List of Practicals :

Sr. No.	List of Practicals
1.	A Study of Growth of PR in Business Sector in India
2.	A Study of significance of PR in business
3.	Role of PR in Government Sectors
4.	Role of PR in Real Estate Sector/ Healthcare/Entertainment sector
5.	Role of PR in Crisis Management
6.	A Case Study of Crisis Management of selected company
7.	A Study of Various Methods of PR Research
8.	A Study of Role of IPRA Code of Conduct in PR Ethics

Suggested References:

1. Handbook of Public Relations in India- D S Mehata.
2. Practical Public Relations –Sam Blak.
3. Lecture on Applied Public Relations-K R Balan
4. Public Relations: Concepts, Strategies and Tools - Jethwaney, Verma, Sarkar
5. Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996
6. Primer of Public Relations Research by Don W. Stacks, The Guilford Press New York, London, Second Edition, 2011
7. Risks Issues and Crisis Management in Public Relations: A Case Book for Best Practice by Michael Regester & Judy Larkin, 2008

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