

# **UNIVERSITY OF PUNE**

**Restructuring Courses At the Undergraduate Level**

**CONDUCTED BY**

**B.Y.K. College of Commerce, Nashik – 422 005**

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- Applied Statistics**

**SUBJECT CODE- APST**

**REVISED SYLLABUS FROM 2014-15**

## **Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & E

**OBJECTIVES**

1. To introduce the subject as a branch of Business Statistics in light of its growing importance in business analytics .
2. To acquaint the students with the basic concepts of exploratory data analysis and basics of probability and probability distributions
3. To expose the students to the available software and To empower them for business analytics.
4. To develop interest in the subject and motivate the students to pursue data analysis as a career.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
1		<b>Introduction: Meaning, scope and applications of statistics</b>	08
	1.1	Descriptive Statistics: Measurement scales: primary and secondary data; cross sectional data	
	1.2	classification and tabulation, graphical and diagrammatic presentation of data	
	1.3	Examples and Data collection	
2		<b>Data Analysis</b>	08
	2.1	Measures of location and dispersion; AM , GM and HM, median, mode, quartiles and percentiles, Range, QD, SD, CV.	
	2.2	Examples and Problems, Applications in business data and commerce	
	2.3	Applications in management	
3		<b>Discrete Probability</b>	08
	3.1	fundamentals of discrete probability	
	3.2	Conditional probability and independence	
	3.3	Baye's theorem , examples and Introduction to software	
<b>TOTAL LECTURES OF THE FIRST TERM</b>			<b>24</b>

<b>THEORY SYLLABUS-TERM-II</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
4		<b>Concept of a discrete random variable, pmf, cdf, its properties.</b>	08
	4.1	Basics of discrete probability distributions	
	4.2	Pmf, cdf, its properties. Discrete random variable, standard discrete probability distributions- Bernoulli, Binomial, Poisson	
	4.3	Examples and problems , Applications in commerce and management	
5		<b>Vicariate data</b>	08
	5.1	Correlation bivariate data, scatter diagram	
	5.2	Karl Pearson's correlation coefficient ( r ), Properties of r, Spearman's rank correlation coefficient..	
	5.3	Examples , Problems and Applications	
6		<b>Attribute and Index Numbers.</b>	08
	6.1	Association of attributes – relations between class frequencies , Consistency of data, Yule's coefficient of association, interpretation.	
	6.2	Index Numbers: Definition, construction, problems in the construction of index numbers	
	6.3	Applications : Laspeyre's, Passche's and Fisher's index numbers, cost of living index number, BSE and SENSEX.	
<b>TOTAL LECTURES OF THE SECOND TERM</b>			<b>24</b>

<b>LIST OF PRACTICALS-TERM-I</b>					
<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Data collection	To study the problems in primary data collection	Classroom Discussion	Data collection	<ul style="list-style-type: none"> <li>• Problem stating</li> <li>• Appropriate methods followed.</li> </ul>
02	Exploratory data analysis - I	To understand the summary	Lecture	Report writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
03	Exploratory data analysis- II	To study the various career opportunities available with the subject	Analysis of the data	Lab work	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report writing</li> <li>• Presentation</li> </ul>
04	Graphs and charts	To understand the costing of product	Analysis of the data	Preparation of a report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report writing</li> </ul>
05	Basic probability	To understand the axioms	Solving of simple problems	Understanding and interpreting the problems and solutions	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> </ul>
06	Data analysis	To learn the techniques of writing a report	Lab work	Use of software	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> </ul>
07	Data Analysis	To learn the techniques of writing a report	Lab work	Report Presentation	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> </ul>

LIST OF PRACTICALS-TERM-II					
SR. NO	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
01	Bivariate Data	To study the interrelationship between two or more variables	Collection and analysis of the data	Data Analysis	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> </ul>
02	Bivariate data	Regression and correlation analysis	Guest lecture	Writing report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> </ul>
03	Attributes	To study the interrelationship	Lab work	Preparation of a report	<ul style="list-style-type: none"> <li>• A brief report</li> <li>• Attendance</li> </ul>
04	Index numbers	To understand the problems in the construction of Index numbers	Guest lecture,	Report Writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> </ul>
05	Index numbers	To construct index numbers understand the various Inventory Control Techniques	Data collection	Lab work	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Field work</li> </ul>
06	Essay writing	To understand the published reports	Self study	Reading of popular books in statistics	<ul style="list-style-type: none"> <li>• Participation</li> <li>• Essay writing</li> <li>• Presentation</li> </ul>
07	Presentation of a report	Stating the problem	Discussion	Preparing PPT's and presenting in the class	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Presentation</li> </ul>

**Reference books:**

1. Commercial Arithmetic, P. S. Chirputkar and C G Kulkarni, Narendra Prakashan
2. Business Mathematics, S . A. Bari
3. Introduction to Discrete Probability and Probability Distributions, M. B. Kulkarni and S. B. Ghatpande (2007), SIPF Academy, Nashik
4. Mathematics in Commerce and Economics, Qazi Zameeruddin and V K Khanna
5. ASANKHYA, M. N. Deshpande and M. B. Kulkarni, SIPF Academy, Nashik
6. Statistics for Everyone, Anil Gore, Sharayu Paranjpe and Madhav Kulkarni, SIPF Academy, Nashik

**Syllabus Committee:**

1. Dr. Madhav B. Kulkarni, Head, Dept of Mathematics and Statistics, B Y K College of Commerce, Nashik
2. Dr. M. N. Deshpande, Ex-Director, Institute of Science, Nagpur.
3. Mr. P. G. Dixit, Associate Professor and Head, department of Statistics, Modern College, Pune.
4. Mr. S. B. Ghatpande, Vice-Principal and Head, department of Statistics (Commerce

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# **UNIVERSITY OF PUNE**

Restructuring Courses At the Undergraduate Level

**CONDUCTED BY**

**B.Y.K. College of Commerce, Nashik – 422 005**

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- Banking and Finance**

**SUBJECT CODE- BKFN**

**REVISED SYLLABUS FROM 2014-15**

## **Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

## OBJECTIVES

1. To study the concepts & significance of Banking & Finance
2. To study primary & Secondary functions of Banking institution.
3. To study various services rendered by commercial banks, and loan sanctioning procedure and its disbursement.
4. To acquaint the students with the new trends in Banking in India & the world.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
1		<b>Introduction to Banking</b>	08
	1.1	Meaning Functions & Classifications of Banks	
	1.2	Account operations & Deposit structure opening & Closure procedure , K. Y. C. Norms & Minimum balance	
	1.3	Types of Various deposit Schemes.	
2		<b>Types of Accounts</b>	08
	2.1	Various types of Accounts	
	2.2	Self Help Group – Meaning & Work of SHGs.	
	2.3	Government Accounts	
3		<b>Banking Services</b>	08
	3.1	Cheques , Types and its procedure	
	3.2	Dishonoring of Cheques, Remittances – Demand draft, National Electronic Fund transfer & other Ancillary Services.	
	3.3	Modern Banking – E Banking Threats & Precautions, Customer Complaints & their Redressal.	
<b>TOTAL LECTURES OF THE FIRST TERM</b>			<b>24</b>



## THEORY SYLLABUS-TERM-II

THEORY SYLLABUS-TERM-II			
UNIT		CONTENTS	NO OF LECTURES
4		<b>Procedure of Lending &amp; Types.</b>	08
	4.1	Principles of sound lending changes in Bank approach to lending (Security to need based)	
	4.2	Types of Bank Credits – Systems of Financing	
	4.3	Term loan – Methods, loan proposals & Technical feasibilities procedure for Sanctioning loan.	
5		<b>Retail Banking</b>	08
	5.1	Car loan & Consumer Loan .	
	5.2	Loan against Paper Securities	
	5.3	Other Facilities offered by a Bank, Letter of credit & Solvency letter.	
6		<b>Merchant Banking</b>	08
	6.1	Meaning , concept and importance of Merchant Banking.	
	6.2	Role & Functions of Marchant Banking	
	6.3	Credit cards / Debit Cards – Meaning , merits & Demerits	
TOTAL LECTURES OF THE SECOND TERM			<b>24</b>

## LIST OF PRACTICALS FIRST TERM

Sr. No.	Title	objectives	Mode	Practical task to be completed	Basis of Evaluation
01	Study of branch /organization	To know the working of branch & its staff on the day of visit.	Actual visit	Actual visit and preparation of flow chart.	Journal writing and viva.
02.	Receipt and payment procedure	To know how the funds are collected & recorded.	Actual visit	To tally the days' receipts and payments.	Journal presentation and viva.
03	Credit cards/debit cards/ATMs	To be acquainted with instruments.	Actual visit to ATM	To avail of and its use of cards.	Journal presentation and viva.
04	Operations of various deposits and Accounts	To get familiar with day to day banking.	Actual visit	To study at least two /three types of A/Cs.	Journal presentation and viva.
05	Observation of various material causes of denying cheques.	To get familiarize with remittance instruments.	Seeing physical instruments	To observe the procedure of cancelation cheque & knowing the details thereof.	Journal presentation and viva.
06	Study of Demand Draft, NEFT, RTGS.	To learn the remittance services of banks.	Visit to bank or guest lecture	Journal completion.	Journal presentation and viva.
07	A study of safe deposit vault, locker and custody in a bank.	To know the procedure in detail.	Visit or guest lecture	Solving questions given in Q. B.	Journal presentation and viva.

## LIST OF PRACTICALS

### SECOND TERM

08	A study of project report on housing loan	To know/study the contents of project report.	Actual visit or guest lecture	To understand the contents of project report and study it to write in journal.	Journal presentation and viva
09	Study of term loan schemes	To know the procedural aspect of term lending.	Actual visit or guest lecture	To review procedure of sanctioning the term loan	Journal presentation and viva
10	A study of car loan or consumer loan	To know the various aspect of consumer facilities.	Actual visit or guest lecture	To study & review the aspects of car loan and write in journal.	Journal presentation and viva
11	A loan against paper securities: FDR , LIC policies, Shares etc.	To know need of finance to individuals.	Actual visit or guest lecture	By visiting bank information about various paper securities and procedure of loan to be collected.	Journal presentation and viva
12	A study of various loan documents	To study loan documents in details.	Actual visit or guest lecture	By visiting a bank study of various loan documents and their importance have to be written in journal.	Journal presentation and viva
13	Financing to self help group	To know the loan given to SHG	Actual visit or guest lecture	By visiting a bank detailed information about NGO financing is to be collected and report in the practical journal.	Journal presentation and viva
14	A study of non- banking financial institutions	To know the features, objective of non- financial institutions.	Actual visit or guest lecture	Visit to at least one or two financial institutions and understand their functioning	Journal presentation and viva

## BOOKS RECOMMENDED

1. Prof. E. Gordon & Natarajan K. (2008), Banking Theory, Law and Practices, Himalaya Publishing House, Mumbai.
2. Prof. L.M. Bhole (2008), Financial Institution and Innovations, Tata McgGraw Hill Publishing Company Limited, Mumbai.
3. Prof. G. Vijayaragavan Iyenger (2007), Introduction To Banking, Excel Books, New Delhi.
4. Indian Institute fo Banking & Finance (2005), Central Bank Management, Macmillan India Ltd. New Delhi.
5. S. Rajagopalan & Nirali Parikh (2007), Micro Finance, Impacts & Insights, The ICFAI University Press, Hyderabad, India.
6. R.B.I. (1983), Functions & Working, Reserve Bank of India, Publication Department, Mumbai.

Website:

1. [www.rbi.org.in](http://www.rbi.org.in)
2. [www.nabard.org.in](http://www.nabard.org.in)
3. Websites of nationalized banks

**Syllabus Committee:**

**Name of the subject teachers:**

1. Dr. Sanjay N. Tupe  
HOD, Banking and Finance
2. Prof. G.T. Girase  
HOD, Economics
3. Prof. Shishir Sindekar
4. Prof. Mrs. S. S. More
5. Prof. B. B. Gadekar

**Experts :**

1. Mr. Saudagar V.S.  
Rtd. Banker.
2. Mrs. Jayashri Shah,  
Rtd. Manager, SBI, Nasik.
3. Girish Jahagirdar  
Sr. Manager, Bank of Maharashtra, Nasik.

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CONDUCTED BY

B.Y.K. College of Commerce, Nashik – 422 005

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- COMPUTER APPLICATIONS AND SYSTEMS MANAGEMENT**

**SUBJECT CODE- CASM**

**REVISED SYLLABUS FROM 2014-15**

## **Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

**Objectives:**

- i) To introduced the students to the concept & importance of computer Application
- ii) To familiarize the students with Integrated approach to develop database applications
- ii) To acquaint the students with Event Driven Programming.
- iii) To enable the students to design and develop small real life applications.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>	<b>CONTENTS</b>	<b>NO OF LECTURES</b>	
1	<b>INTRODUCTION</b>	08	
	1.1 Database System Concepts Data, Database, Database in everyday life, Database Systems		
	1.2 DBMS, DBMS Services, DBMS Packages, DBMS Users Component and Structure of DBMS DBMS Facilities, DDL, DML, Query Languages <b>Developing Database Applications</b> Study the problem Determine the Requirements		
	1.3 Design the database E.R. Modeling – ER diagram, Basic Constructs, Degree of Relationships, Keys and Entities, Super Key, Candidate Key, Primary Key, Foreign Key.		
2	<b>Data Dictionary</b>	08	
	2.1 Create the database Design the Application Create the Application Test the Application		
	2.2 RDBMS Software Package		
	2.3 Specifications and Components Data Types		
3	<b>SQL</b>	08	
	3.1 Introduction, Characteristics and Averages of SQL Sub-Divisions of SQL DDL, DML, DCL, DQL Tables: Creating, Modifying, Deleting		
	3.2 SQL Operators Functions Mathematical Functions		
	3.3 Date Functions Character Functions Aggregate Functions Clauses Where, Having, Group By, Order By		
<b>TOTAL LECTURES OF THE FIRST TERM</b>			<b>24</b>

## THEORY SYLLABUS-TERM-II

THEORY SYLLABUS-TERM-II			
UNIT		CONTENTS	NO OF LECTURES
4		<b>Getting started with V. B.</b>	08
	4.1	Introduction to Event Driven Programming Features of VB Reviewing the Basics of forms and Controls	
	4.2	Working with properties Studying the Events to a Form Working code for events Planning the Design	
	4.3	Uses of operators Data types Number, long, Boolean, doubles, variant, string User defined data types	
5		<b>Variables/ Control Structures And Iterations</b>	08
	5.1	Variables Constant ,Expression	
	5.2	Select Case Iterations While For Until Array Control Array Functions(Built in and user defined)	
	5.3	Working with Controls Adding controls on form Working with Properties and Methods of each Controls Developing an application Creating an application with multiple forms Displaying forms in a program Using variables to manipulate forms Creating MDI applications Creating Data Reports	
6		<b>INTRODUCTION TO NET FRAMEWORK</b>	08
	6.1	Introduction to .NET Framework) Introduction CLR CTS	
	6.2	MSIL Garbage Collection	
	6.3	Assemblies Assembly content Assembly types	
TOTAL LECTURES OF THE SECOND TERM			<b>24</b>



### List of Practicals: Term – I

1. Write a statement to create a table named “Book” having following structure.

Field Name	Type	Width
Bno	Number	3
Bname	Varchar	15
Author	Varchar	15
Pdate	date	
BPrice	Number	7, 2

Write SQL Statement to add 10 rows.

1. Write a query that will show the information stored in the table.
  2. Write a query that will show the structure of the table.
  3. Write a query that will show the bprice and bname for all the rows.
  4. Write a query whose output will be author and bname whose price is greater than 500.
  5. Write a query that will show the maximum book price.
2. Write a statement to create a table named “Sales” having following structure.

Field Name	Type	Width
Sno	Number	3
Sname	Varchar	20
City	Varchar	15
Commission	Number	6, 2
Agent	Varchar	15

Write SQL Statement to add 10 rows.

1. Write a query that will show all the information where commission is between 750 and 1150.
2. Write a query whose output will be sname and commission whose sname begin with ‘G’.

3. Write a query that will show all the information in the ascending order of sname.
  4. Write a query to change the width of field Sname from 20 to 25.
  5. Write a query that will show the cities are either Nashik, Mumbai or Pune.
3. Write a statement to create a table named "Item" having following structure.

Field Name	Type	Width
Ino	Number	3
Iname	Varchar	20
Qty	Number	3
Rate	Number	6, 2

Write SQL Statement to add 10 rows.

1. Write a query that will show all information where rate is maximum.
  2. Write a query that will insert a column amt number(8,2) in the table.
  3. Write a query to update amt as rate\*qty
  4. Write a query to display iname whose iname is not "Printer" or "Computer"
  5. Write a query to show all information in ascending order of iname.
4. Write a statement to create a table named "Person" having following structure.

Field Name	Type	Width
Pno	Number	3
Pname	Varchar	20
Bdate	date	
City	Varchar	15
Email	Varchar	25
Ph_no	Number	10

Write SQL Statement to add 10 rows.

1. Display name & city of all persons who stay in city which contain alphabet "N"
2. Display email, which has underscore anywhere in it.

3. Display email which has "@" is anywhere in the string email.
4. Count the number of rows.
5. Delete a Person Table.

5. Write a statement to create a table named "Employee" having following structure.

Field Name	Type	Width
Empno	Number	4
Emp_name	Varchar	20
Doj	date	
Basic_Pay	Number	10, 2
Salary	Number	10, 2

Write SQL Statement to add 10 rows.

1. Emp\_name, Basic\_Pay and Salary of all Employees.
  2. Add new column bonus (number 8, 2).
  3. Update bonus column as 900 for manager, 700 for supervisor, 500 for programmer & 300 for others.
  4. Update salary of all employees using basic pay + bonus.
  5. Display information of all employees where joining date between 1-Jan-97 to 1-Jan-98.
6. Write a statement to create a table named "Inventory" having following structure.

Field Name	Type	Width
Itemno	Number	3
item_name	Varchar	20
ROL	number	3
Qty	number	3
UnitPrice	number	9, 2

Write SQL Statement to add 10 rows.

1. Show the description of the inventory table.
2. Show all the rows of item\_name and unitprice with comma separation.
3. Reduce unitprice of all items by 100/. And display modified unitprice.
4. Find out all items whose unitprice is maximum.
5. Delete records whose itemno>5.

7. Write a statement to create a table named "stud" having following structure.

Field Name	Type	Width
Rollno	number	6
name	varchar	20
Addr	varchar	30
Class	varchar	10
Sub1	number	3
Sub2	number	3
Sub3	number	3

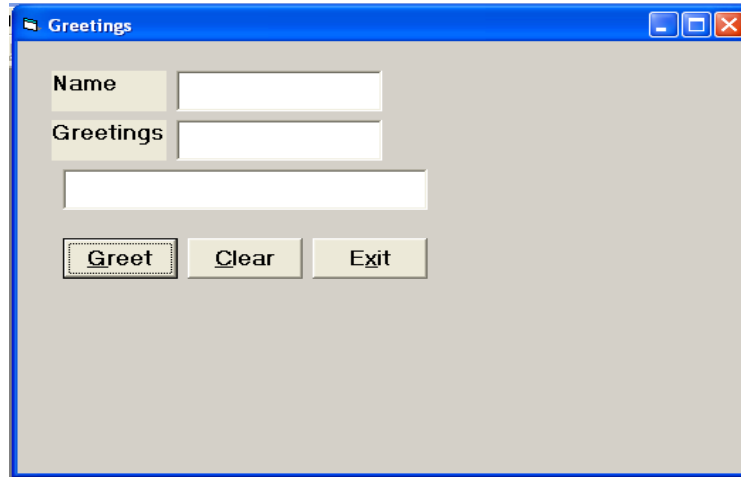
Write SQL Statement to add 10 rows.

1. Add columns given below:

Tot_marks	number	3
Percentage	number	4, 2
2. Calculate tot\_marks with sub1+sub2+sub3.
3. Calculate percentage with tot\_marks/300.
4. Display all records of S. Y. B.Com. class.
5. Change the width of name column to 25.

## List of Practicals: Term – II

1) Textbox control Demo. The name and greetings typed in 1<sup>st</sup> and 2<sup>nd</sup> Textbox should get displayed in the 3<sup>rd</sup> textbox when the user clicks on the Greet button. The Clear button should clear the textbox contents. Exit button should close the form.



2) Write program in VB to find factorial of a number using 'msgbox'.

3) Checkbox demo. The check boxes selected should get displayed in the textbox.

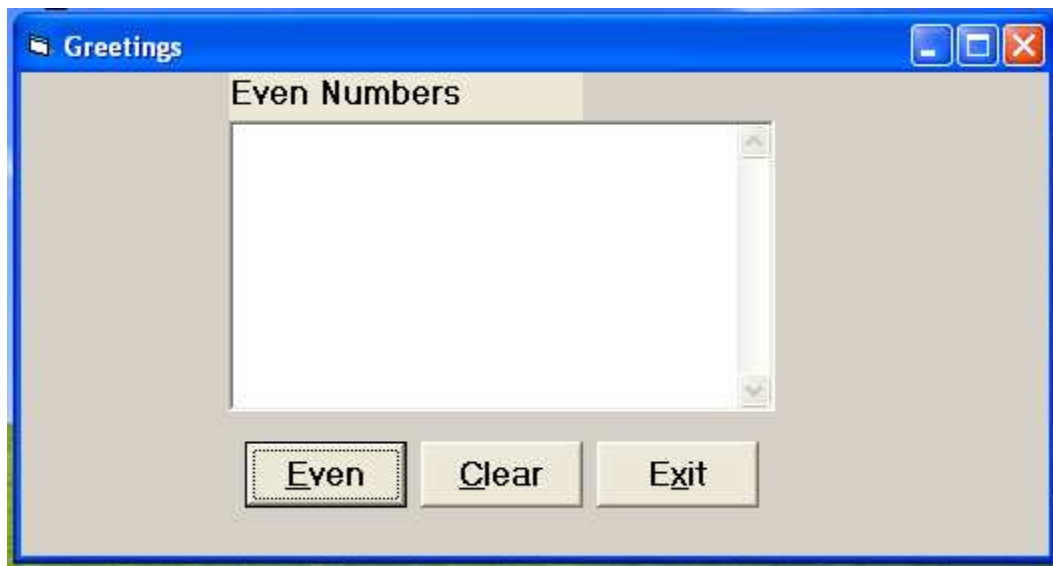


4) Write a VB program to find sum of 10 numbers.

5) Write a VB program to check whether given number is odd or even.

6) Write a VB program to accept the number from the user in text box and display multiplication table of that number into the list box.

- 7) Write a VB Program to accept the details of employee from user & store that details in to the database. Employee having fields empcode, empname, salary, dateofjoining.
- 8) Loops demo. The first 10 even numbers should get displayed in the List box.



- 9) Write a VB program to accept input from the user in text box and add that text into the list box by using command button.
- 10) Design the Login Screen, which accepts Username and Password.  
Write a VB program to check whether the Login is successful or not.

**Class: S.Y.B.Com**

**C' Component Subject: Computer Applications and Systems Management**

**List of the Expert / Participants**

1. Prof. U. S. Surve  
Head, Department of Computer Science,  
HAL College of Science & Commerce, Ozar, Nashik
2. Mr. Rohit Kulkarni  
Director, Neumanns Consultancy Pvt Ltd, Nashik
3. Mr. Ajay Kamat  
Freelancer & IT Solution Provider,  
Sawarkar Nagar, Ganagapur Road  
Nashik

**List of the Teacher Participants**

1. Prof. B. W. Khalkar  
Vice Principal, Head, Computer Department,  
B.Y.K. College of Commerce, Nashik
2. Mrs. L. M. Bhat  
Asst. Prof.  
B.Y.K. College of Commerce, Nashik
3. Mrs. S. Y. Mulay  
Lecturer,  
B.Y.K. College of Commerce, Nashik

## **List of Reference Books**

### **Term – I**

1. Understanding DBMS Prof. B. W. Khalkar, Prof. Parthasarthy,  
Master Academy
2. Understanding SQL Martin Gruber, BPB Publication
3. Oracle Developer 2000 Ivan Bayross, BPB Publication

### **Term - II**

1. Peter Norton's VB 6.0BPB Publication
2. Visual Basic 6 in 21 Days Nathan Gurewich & Ori Gurewich
3. Beginning Visual Basic 6 Peter Wright SPD

## **SYLLABUS COMMITTEE**

1. Prof. B.W. Khalkar
2. Mrs. L.M. Bhat
3. Mrs. S. Y. Mulay

## **Experts**

1. Prof. U.S. Surve  
Head, Department of Computer Science,  
HAL College of Science & Commerce, Ozar, Nashik
2. Mr. Rohit Kulkarni  
Director, Neumanns Consultancy Pvt. Ltd, Nashik.
3. Mr. Ajay Kamat  
Freelancer & IT Solution Provider,  
Swarkar Nagar, Ganagapur Road Nashik,.



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**'C' COMPONENT S.Y.B.COM**

**SUBJECT- COST AND WORKS ACCOUNTING**

**SUBJECT CODE- COWA**

**REVISED SYLLABUS FROM 2014-15**

**Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

## OBJECTIVES

5. To introduce the subject as a branch of accounting in light of its growing importance in international market.
6. To acquaint the students with the basic concepts in Cost Accounting.
7. To expose the students to the practical applicability of Costing.
8. To develop interest in the subject and motivate them to pursue professional courses in Costing.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>	<b>CONTENTS</b>	<b>NO OF LECTURES</b>	
1	<b>INTRODUCTION- Cost Accounting</b>	08	
	1.1 Origin of Cost Accounting and limitations of financial Accounting		
	1.2 Concept of cost, Costing, Cost Accountancy , Cost Accounting, Objectives of cost Accounting		
	1.3 Advantages and limitations of Cost Accounting, Difference between Financial and Cost Accounting		
2	<b>ELEMENTS OF COST</b>	08	
	2.1 Material: meaning and its classification		
	2.2 Labour : meaning and its classification		
	2.3 Overheads: meaning and its classification, Concept of cost unit and cost centre		
3	<b>COST SHEET</b>	08	
	3.1 Types of cost		
	3.2 Classification of Costs-based on function, variability and nature		
	3.3 Preparation of Cost Sheet, Tender and Quotation based on Cost Sheet		
<b>TOTAL LECTURES OF THE FIRST TERM</b>		<b>24</b>	

## THEORY SYLLABUS-TERM-II

THEORY SYLLABUS-TERM-II			
UNIT		CONTENTS	NO OF LECTURES
4		<b>MATERIAL CONTROL</b>	08
	4.1	Need,essential of Material control, Scientific purchasing- meaning and objectives	
	4.2	Purchase procedure and Related documents, Stock levels and recent trends in Stock Control (JIT),	
	4.3	Economic Order Quantity- Formula and Tabulation Method , Classification and Codification of Material, Role of Computer in storekeeping.	
5		<b>MATERIAL ACCOUNTING AND INVENTORY CONTROL</b>	08
	5.1	Material Accounting and Pricing of Issues(FIFO, LIFO, Simple Average and Weighted Average)	
	5.2	Inventory Control-Meaning and methods	
	5.3	Control of Waste, Scrap, defectives and Spoilage, ABC analysis	
6		<b>LABOUR COST</b>	08
	6.1	Time records- Time Keeping and Time Booking, Methods of Time Keeping and Time Booking	
	6.2	Methods of Remuneration-Time Wage System, Piece Rate System, Incentive Plans,	
	6.3	Labour Turnover- Meaning, Methods of calculation, Causes and effects of labour Turnover	
TOTAL LECTURES OF THE SECOND TERM			24

<b>LIST OF PRACTICALS-TERM-I</b>					
<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
01	Basics of Costing	To study the basic concepts of costing	Classroom Discussion	Report Writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
02	Elements of Cost	To study the elements of Cost	Guest lecture	Report writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
03	Career Opportunities in cost Accounting	To study the various career opportunities available with the subject	Guest lecture	Guest lecture and discussion	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
04	Cost Sheet	To understand the costing of product	Guest lecture	Preparation of Cost sheet	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
05	Cost Unit and Cost Centre	To understand the Cost unit and Cost centre in the organization	Library Assignment	Cost units of various Industries to be identified	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
06	Tender/Quotation	To study the preparation of Tender /Quotation	Guest Lecture & Field Work	Problem Solving preparation of Report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
07	Quotation	To study the preparation of Quotation	Guest Lecture & Field Work	Problem Solving preparation of Report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>

LIST OF PRACTICALS-TERM-II					
SR. NO	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
07	Purchase Procedure	To study the purchase procedure of materials required in the industry	Visits to Industry & Business Houses	Collection and compilation of information and preparation of report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
08	Purchase Documents	To study various documents and their Specimen	Guest Lecture or Classroom Assignment	Collection of specimens of Purchase documents	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
09	Duties of Storekeeper	To study the duties of storekeeper	Guest lecture	Preparation of a report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
10	Time Records	To study time keeping and Time Booking Methods in Industry	Guest lecture, visit or Discussion	Report Writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
10	Inventory Control Techniques	To understand the various Inventory Control Techniques	Discussion or Visit	Report writing	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
11	Methods of Remuneration	To study Time rate and Piece rate Methods of Remuneration	Guest Lecture	Collection and Compilation of information and preparation of report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>
12	Labour Turnover	To study the causes of labour Turnover	Guest lecture	Collection and Compilation of information and preparation of report	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Participation</li> <li>• Report</li> <li>• Presentation</li> </ul>

## **LIST OF REFERENCE BOOKS**

1. Cost Accounting Methods and Problems – B.K.Bhar, Academic publication.
2. Problems and Solution in Cost Accounting- Maheshwari S.N.' Sultan Chand and Company. PVT Ltd.
3. A Text Book of Cost Accounting- Arora M.N.' Vikas Publication.
4. Elements of Cost Accounting- Arora S.P.' Pitman publication.
5. Fundamentals of Costing- Dasgupta P. Premier Publication.
6. Advanced Cost Accounting- N.K.Prasad, Syndicate Pvt Ltd.

### **Syllabus Committee**

1. Dr. Mrs. C. V. Gandhi
2. Prof. R. N. Totale
3. Dr. S. V. Mahajan
4. Prof. Mrs. Indira Sundar

### **Experts:**

1. Prof. R. G. Sharangpani
2. Prof. Swati Poddar - Asst. Prof. ICWA

# **UNIVERSITY OF PUNE**

Restructuring Courses at the Undergraduate Level

**CONDUCTED BY**

**B.Y.K. College of Commerce, Nasik – 422 005**

**‘C’ COMPONENT S.Y.B.COM**

**SUBJECT- Entrepreneurship Development**

**SUBJECT CODE- ENTD**

**REVISED SYLLABUS FROM 2014-15**

## **Contents:**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

## OBJECTIVES : OBJECTIVES

1. To create awareness among the commerce students about entrepreneurship skill and techniques.
2. To motivate young students towards starting his/her own business / small scale industry by giving him basic knowledge.
3. To develop conceptual skills in entrepreneurship management and to expose the students to accept the challenge of new enterprises in this field.
4. To make the students aware of changing trends in Entrepreneurship.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
1		<b>Entrepreneurship</b>	08
	1.1	Introduction , Meaning, definition, scope functions of entrepreneur ,qualities of an ideal entrepreneur	
	1.2	Factors necessary for the successful growth of entrepreneurship, internal & External factors.	
	1.3	Difficulties in the growth of entrepreneurship	
2		<b>Role and working of supporting agencies for entrepreneurship development</b>	08
	2.1	District Industry Centre (DIC)	
	2.2	Maharashtra Centre for entrepreneurship Development (MCED) Maharashtra Industrial Development Corporation (MIDC) and other Institutions.	
	2.3	Role of Banks	
3		<b>Promotional Steps for Starting Micro Small and Medium Scale Enterprises (MSME)</b>	08
	3.1	Definition of MSME, Characteristics, & importance of MSME	
	3.2	Preparation of detailed Project Report	
	3.3	Registration License and No objection certificate	
<b>TOTAL LECTURES OF THE FIRST TERM</b>			<b>24</b>



## THEORY SYLLABUS-TERM-II

<b>THEORY SYLLABUS-TERM-II</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
4		<b>Managing the Enterprises</b>	08
	4.1	Procedure and formalities for setting up MSME	
	4.2	Financial Management	
	4.3	Managerial Functions	
5		<b>Purchase Procedure &amp; Taxes</b>	08
	5.1	Purchasing Procedure	
	5.2	Stores Function	
	5.3	Tax incentive Schemes Sales Tax, VAT, Income Tax and LBT	
6		<b>Entrepreneurship Development in India</b>	08
	6.1	Growth and new trends in Entrepreneurship Development in India.	
	6.2	A Study of successful entrepreneur, women entrepreneur, Local foreign and service entrepreneur.	
	6.3	Study of self help group	
<b>TOTAL LECTURES OF THE SECOND TERM</b>			<b>24</b>

## LIST OF PRACTICALS – TERM – I

SR. NO.	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
01	Role of DIC in Development of Small Scale Enterprises.	To obtain primary knowledge of scheme for promotion of small enterprises.	Group of 20 students to visit DIC	Collection and compilation of information. Preparation of Visit Report	* Attendance * Leadership * Participation * Report
02	Qualities of Entrepreneur	To know the qualities of entrepreneur	Interview of Successful Entrepreneur	Collection and compilation of information. Preparation of visit report	* Attendance * Leadership * Participation * Report
03	Role of a Commercial Bank in Development of Small Scale Enterprises	various schemes and procedure of getting loan	Visit to Bank / Inviting Guest Faculty for Lecture.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
04	Role of MIDC development in Small Scale Enterprises	To get information on the role and functions of MIDC	Visit to the Corporation inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
05	Role of MCED in development in Small Scale Enterprises	To get information on roll and functions and EDP	Visit to MCED / inviting guest faculty for lecture.	Collection and compilation of information. Getting acquainted with various forms.	* Attendance * Leadership * Participation

## LIST OF PRACTICALS – TERM – I

SR. NO.	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
06	Preparation of detailed project report of small scale enterprises	To get knowledge of preparation of detailed project report of small scale enterprises.	Interaction with the management consultant.	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
07	Difficulties faced by an entrepreneur	Difficulties faced by entrepreneur	Visit to an industry or trading concern  / inviting entrepreneur as a guest lecture	Collection and compilation of information. Getting acquainted with various forms. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report

## LIST OF PRACTICALS – TERM – II

SR. NO.	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
08	Procedure for setting up a new business enterprises	To obtain primary knowledge of procedure for setting up a new business enterprises.	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report	* Attendance * Leadership * Participation * Report
09	Purchase Procedure	To obtain primary knowledge for purchase procedure in new business enterprises.	Inviting Guest Faculty for lecture	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
10	Vendor Rating	To obtain primary knowledge of Vendor rating in new business enterprises.	Inviting Guest faculty for Lecture	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
11	Self Help Group	To obtain primary information of Self help Group	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report

<b>SR. NO.</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
12	Service Industry	To obtain primary knowledge of Service Industry	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
13	Estimation of capital requirement	To obtain primary knowledge of estimation of capital requirement	Inviting Guest faculty for lecture.	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Leadership * Participation * Report
14	Successful Entrepreneur / Woman Entrepreneur	To obtain primary knowledge of factors responsible for success of a small business enterprises.	Inviting Guest Faculty for Lecture/ entrepreneur for a lecture or a Case Study	Collection and compilation of information. Preparation of Visit Report.	* Attendance * Participation * Report

### **LIST OF REFERENCE BOOKS**

1. Dynamics of Entrepreneurship, Desai Vasant, Himayala Publishing House.
2. Direct Taxes, Law and Practices, Advanced Cost and Management Accounting, Singhania Vinod, Taxmann's.
3. Cost Accountant, Saxena Vashishtha, Sultan Chand & Sons.
4. Business Entrepreneurship, Dr. Abhas H. Lokhandwala, Dr. Anwar Shaikh, Nirali Prakashan.
5. Business Entrepreneurship Environment and Organizational Behaviour, Dr. Sharad Jawadekar, Prof. Shobha Dadlani, Narendra Prakashan.
6. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand & Sons.

<b>SR. NO.</b>	<b>Syllabus Committee</b>	<b>DESIGNATION</b>
01	Dr. H. K. Kochargaonkar	Principal, BYK College of Commerce, Nasik.
02	Dr.Mrs. S.M. Zambre	HOD (Bus. Practices), BYK College of Commerce, Nasik
03	Dr. Mrs. S. V.. Rameshchandra	Vice Pricipal, BYK College of Commerce , Nasik.
04	Prof. C B. Chaudhari	Subject Teacher, BYK College of Commerce Nasik.
05	Mrs. K. S. Nikam	Subject Teacher, BYK College of Commerce
06	Dr. K. R. Shimpi	Subject Expert
07	Mr. Umeshchandra Dandgaval	Deputy Manager, DIC, Nasik
08	Mr. Sunil Gidh	Industrialist, Brains Innovations, Nasik.

## **University Of Pune**

Restructuring Courses At The Undergraduate Level

Conducted By

B.Y.K. College of Commerce, Nashik – 422 005

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- Industrial Organization and Administration**

**SUBJECT CODE- IOAD**

## REVISED SYLLABUS FROM 2014-15

### Contents :

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

### Objectives :-

- 1) To introduce the modern concept of Industrial Organization and administration.
- 2) To develop conceptual skills in the field of industrial organization and to expose the students to various practical aspects in the field of industry.
- 3) To acquaint the students with the recent trends in Business, Industry & Human resources management.
- 4) To provide the information to the students regarding the opportunities available in service sector and to motivate them to mould their personality to fit in to these career options.



<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
1		<b>Industrial Organization</b>	08
	1.1	Modern – Industry - Meaning, Importance and characteristics & its role in India	
	1.2	Multinational companies ( MNCs), - Meaning, features & importance.	
	1.3	Corporate – Governance & its significance.	
		<b>Recent Trends in Business &amp; Industry</b>	
2	2.1	Business - Meaning, Characteristics & Objectives of Business.	08
	2.2	MSME :- Micro Small & Medium Scale Enterprises – meaning , Importance & Problems. Factors, Responsible for starting MSME.	
	2.3	Mergers & Acquisitions - Meaning, Need and Causes for Mergers & Acquisitions. Recent Trends in Acquisitions followed by Indian Industries.	
		<b>Quality Management</b>	
3	3.1	Total quality Management - Meaning, Need & concept of quality, Kaizen & Six Sigma.	08
	3.2	Quality Management System - ISO- 2008, 14000 Standards, Principles, Elements, Advantages & Disadvantages of ISO in the context of Indian Industries.	
	3.3	Concept of 5 ‘S’( Five ‘S’) , 7 Quality circle tools and Quality house.	
			<b>24</b>

<b>THEORY SYLLABUS-TERM-II</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
4		<b>Human Resource Management</b>	08
	4.1	Meaning, Features, importance, functions of Human resource management.	
	4.2	Recruitment – Methods of recruitment.	
		Training :- Importance & Methods of training.	
4.3	Labour Welfare Facilities & its impact.		
		<b>Current Trends in HRM.</b>	
5	5.1	Social Welfare - Corporate social Responsibility Traditional & Modern approach & its importance.	08
	5.2	Industrial Relations & its significance.	
	5.3	Rate of Attrition / Labour turnover - Meaning , importance & its impact on Industries.	
		<b>Service Sector</b>	
6	6.1	Meaning, Need & Importance of service sector	08
	6.2	Hospitality Industry - Need & importance. Tourism - Need, Importance & Scope for Development in India.	
	6.3	Logistics & Courier services –Meaning & importance Transportation - Need, Importance & role in economic development.	
			<b>24</b>

**LIST OF PRACTICALS-TERM-I**

<b>Sr. No.</b>	<b>Title of the Practical</b>	<b>Objectives of the Practical</b>	<b>Mode / Material Required</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1.	Starting of Micro, Small, Medium Scale Manufacturing / Service Unit.	To introduce the students Practical aspects of starting a new MSME Manufacturing / Service unit. These aspects will cover i) Selection of Product/ location / Finance /Marketing etc.	1) Group of 20 students visit the following agencies' LIC/MIDC/MSFC/MS SIDC/ SICOM/Lead Bank/SIDBI/ MSEB Factory Inspector  2) Interview of small entrepreneurs at their work place and collection of data on the basis of questionnaire.	Collection of data/  Preparation of Report,	1 Attendance 2. Involvement 3. Leadership displayed. 4. Report
2	Identification of factors responsible for location of a Particular Unit	understanding Various Locational factors	Survey of different type, Manufacturing / Service units, by pre-structured questionnaire.  Guest Lecture	Filling of questionnaire  Identifying the real causes for location.  Preparation of Report.	Attendance Involvement Leadership Report Group Interview
3.	Corporate Governance	To understand the objectives of Corporate Governance. To study the significance of the Corporate Governance to followed by Indian Industry.	Visit Guest Lecture Visit to Website	To prepare report on Corporate Governance of MSME Unit.	Attendance Observation Involvement Presentation

<b>LIST OF PRACTICALS-TERM-I</b>					
<b>Sr. No.</b>	<b>Title of the Practical</b>	<b>Objectives of the Practical</b>	<b>Mode / Material Required</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
4.	Mergers and Acquisition of Manufacturing / Service unit.	To understand the meaning of mergers and acquisition To study the various factors responsible for mergers & acquisition.	Guest Lectures Case study Visit to website & interviews	Filling of questionnaire Identifying the real Cases  Preparation of Report	1. Attendance 2. Involvement 3. Group discussion 4. Presentation 5, Group Interview
5.	Total Quality Management (TQM)/Six Sigma	To achieve at the solutions to different real life industrial problems. To get students involvement in the process of problem solving & decision making.	Case study / Visit Group presentation Evaluation of group presentation by the teacher. Guest lectures.	Collection of information from Newspapers like Business India. Cases of Mgt. Collection of practical Corporate cases.	Attendance Report Group discussion Presentation
6.	ISO 9000 / KAIZEN	To make the students aware about the main clauses of ISO - 9000 requirements. To understand the requisites of quality standards. To enable the students to be quality conscious.	Lectures/ Visits Guest Lectures, Interviews Evaluation of Reports	Collection of information/ data Report writing. Evaluation of the Report	Attendance Involvement Report. . Group discussion Presentation
7.	Five'S'/Seven Quality circles tools/ Quality House	1. To Create awareness among the students regarding the concept of five 'S' Quality circles / Quality House /	Lectures/ Visits Guest Lectures, Interviews Evaluation of Reports	Collection of information/ data Report writing. Evaluation of the Report	Attendance Involvement Report. . Group discussion Presentation

<b>LIST OF PRACTICALS-TERM-II</b>					
<b>Sr. No.</b>	<b>Title of the Practical</b>	<b>Objectives of the Practical</b>	<b>Mode / Material Required</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
8 9	Personnel functions (Two practicals)  Recruitment & Training	To acquaint the students with procedures and policies with reference to recruitment, selection training.	1) Visit 2) Observation 3) Interview 4) Guest Lecture	Preparation of report Visit / Observation	Attendance Involvement Leadership Report
10	Corporate Social Responsibility	To study the objective and importance of Corporate Social Responsibility To study the work undertaken by the companies in respect to CSR.	Visit Observation Discussion Website	Report	1. Attendance 2. Involvement
11	Labour Welfare Facilities	Study of Labour Welfare facilities provided to the workers	Visit Observation Discussion Website Case study	Report interview	3. Attendance 4. Involvement
12	Hotel Industry	To know the nature of Hotel industry. To study the difficulties in Hotel industry.	Visit., interview Observation. Guest Lecture. Audio Video film.	Report Group discussion Interview	Attendance Involvement Report

<b>Sr. No.</b>	<b>Title of the Practical</b>	<b>Objectives of the Practical</b>	<b>Mode / Material Required</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
13.	logistics & Couriers	1. To study the working of transport Industry / Couriers 2. To know the self employment opportunities in logistics industry	1) Visit. 2) Interview 3) Actual field work.	1. Report 2. Group discussion 3. Interview	1. Attendance 2. Involvement 3. Report 4. Leadership
14.	Travel & Tourism Industry.	1) To study the working of tourist agencies. 2) To know the opportunities for self employment in tourism. 3) Study of specialized forms of Tourism e.g. WILDLIFE TOURISM, MEDICAL TOURISM, etc.	1) Visit. 2) Interview 3) Actual field work. 4) Visit to web site	1. Report 2. Group discussion 3. Interview	1. Attendance 2. Involvement 3. Report 4. Leadership

### **LIST OF REFERENCE BOOKS**

- 1) Business organization and Management. – R.N. Gupta – S. Chand and Publication  
New Delhi.
- 2) Business organization and Management- Dr. K. Ashwathappa and M. Yadumurthy  
Himalaya Publication House, New Delhi.
- 3) Business Environment of Strategic Management – Dr. K. Ashwathappa  
Himalaya Publication House, New Delhi.
- 4) Perspective Management.  
V.P. Michal
- 5) Total Quality Management.  
R. Kesavan C Elanchezian, B. Vijaya Ramanth  
I.K. International Publishing House Pvt. Ltd. New Delhi.
- 6) Implementing ISO 9001- 2000  
Pradeep Kumar Mathur  
Vikas Publishing House Pvt. Ltd. New Delhi
- 7) Service Management  
Himalaya Publishing House, Mumbai.
- 8) Human Resource Development and Management  
A.M. Sheikh, S Chand & Co. Ltd. New Delhi
- 9) Human Resource Management  
Dr. S.S. Khanka  
S. Chand Publishing Co. Ltd. New Delhi.

- 10) Human Resource Development and Management  
Biswanath Ghosh
- 11) Economics of Mergers and Acquisitions  
Dr. V.V. Bhate  
Booklet of Thinkline Nashik
- 12) Total Quality Management  
K Shridhar Bhatta
- 13) Total Quality Management  
S.D. Bagade
- 14) Marketing of Services  
P.S. Jha

Website

[www.msme.gov.in](http://www.msme.gov.in)

### **SYLLABUS COMMITTEE**

- 1) Prin. Dr. H.K. Kochargaonkar, BYK CC Nashik.
- 2) Prof. Dr. Mrs. S.M. Zambre- HOD- Business Practices Dept. BYK CC Nashik.
- 3) Prof. Dr. S.M. Joshi – HOD- Marketing Dept. BYK CC Nashik.
- 4) Prof. Dr. Mrs. A.P. Gharte – Associate Professor, BYK CC Nashik.
- 5) Prof. M.S. Nagbhide- Associate Professor, BYK CC Nashik.
- 6) Prof. P.S. Kulkarni – Asst. Professor- Gr.-III -BYK CC Nashik.



### **SUBJECT EXPERTS**

- 1) Prin. Dr. K.R. Shimpi- MSG College of Commerce, Nashik-5
- 2) Prof. Roland Lobo ( B.E., PGDBM, PGDCM) Consultant, Nashik.  
Ex. Marketing Manager, Crompton Greaves Ltd. Satpur, Nashik.  
Faculty J.D.C.Bytco I.M.S.R. Nashik-5.

**UNIVERSITY OF PUNE**

Restructuring Courses At the Undergraduate Level

CONDUCTED BY

B.Y.K. College of Commerce, Nashik – 422 005

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- Integrated Rural Development**

**SUBJECT CODE- ITRD**

**REVISED SYLLABUS FROM 2014-15**

**Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

## Objectives

1. To study the characteristics of Indian rural economy
2. To know the role of agriculture in development of Indian economy & scope of agricultural and rural finance in Indian economy.
3. To study the structure and functions of Local Self Government
4. To study various schemes implemented by Zilla Parishad

Unit	Contents		No. of Lectures
<b>1</b>	<b>Agriculture in Indian Economy</b>		<b>08</b>
	1.1	Role Scope and Characteristics of Rural Economy	
	1.2	Industry and agriculture interaction	
	1.3	Constraints in rural development	
<b>2</b>	<b>Integrated Rural Development</b>		<b>08</b>
	2.1	Meaning , Concept & Scope of ITRD.	
	2.2	Importance of ITRD	
	2.3	Various schemes for rural development	
<b>3</b>	<b>Panchayat Raj</b>		<b>08</b>
	3.1	Concept ,evolution and present structure	
	3.2	Grampanchayat – Administrative structure, functions , Sources of revenue and expenditure	
	3.3	Various schemes implemented by Grampanchayat	
	TOTAL LECTURES OF THE FIRST TERM		<b>24</b>

## Second Term

Unit	Contents	No. of Lectures
<b>4</b>	<b>Panchayat Samiti</b>	<b>08</b>
	4.1 Administrative structure	
	4.2 Functions	
	4.3 Various schemes implemented by Panchayat Samiti	
<b>5</b>	<b>Zilla Parishad</b>	<b>08</b>
	5.1 Administrative structure	
	5.2 Functions	
	5.3 Various schemes implemented by Zilla Parishad	
<b>6</b>	<b>Agricultural Finance</b>	<b>08</b>
	6.1 Three tier structure of agricultural finance	
	6.2 NABARD & Micro finance	
	6.3 Primary Agricultural Co-operative Society (PACS ) and Farmer Services Society (FSS)	
	<b>TOTAL LECTURES OF THE SECOND TERM</b>	<b>24</b>

## First Term

<b>THEORY SYLLABUS-TERM-I</b>					
<b>Sr. No.</b>	<b>Title</b>	<b>Objectives of the Practical</b>	<b>Mode of Practical</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
1	A study of preparation of questionnaire for visit	1.To know the methodology to prepare questionnaire 2.To know socio-economic and political environment of village	Lecture by expert	Report writing	1.Internal and external written and viva-voce exam 2. Attendance
2	Survey of village	1.To know and study various aspects of village 2.To observe various types of features of village related to social and economic aspects	Visit to nearby village	1. Observation 2. Report writing	1.Internal and external written and viva-voce exam 2. Attendance
3	A study of constraints in rural development	1. To know the concept of rural development 2. To know the limitations of resources in village	Lecture by expert	Report writing	1.Internal and external written and viva-voce exam 2. Attendance
4.	Functions and working of Grampanchayat	1.To know the basic structure of local government 2.To know the functions of Grampanchayat	Interview of Sarpanch	1.Interview 2.Report writing	1.Internal and external written and viva-voce exam 2. Attendance
5.	Functions and duties of Gramsevak	1.To study the functions of Gramsevak 2. To study the role of Gramsevak	Interview of Gramsevak	1.Interview 2.Report writing	1.Internal and external written and viva-voce exam 2. Attendance

6.	Functions and duties of Sarpanch and elected members	1.To know the duties of Sarpanch and elected members 2.To understand the significant role of Sarpanch and elected members	Visit to Grampanchayat	1. Observation 2.Report writing	1.Internal and external written and viva-voce exam 2. Attendance
7.	A study of agricultural allied activities	1.To understand the importance of agricultural allied activities	Visit	1.Observation 2.Interview 3.Report writing	1.Internal and external written and viva-voce exam 2. Attendance

## Second Term

<b>Sr. No.</b>	<b>Title</b>	<b>Objectives of the Practical</b>	<b>Mode of practical</b>	<b>Practical Task to be completed</b>	<b>Basis of Evaluation</b>
1	Functions and working of Panchayat Samiti	1. To know the importance of Panchayat Samiti 2.To study the functions of Panchayat Samiti	Interview of B.D.O.,Interviews of Extension officers (Agriculture ,Education etc.)	1.Interview 2.Report Writing	1.Internal and external written and viva-voce exam 2. Attendance
2	Functions and working of Zilla Parishad	1. To know the importance of Zilla Parishad 2.To study the functions of Zilla Parishad	Visit to Z.P.Interview of C.E.O.,Interviews of Extension officers (Agriculture ,Education etc.)	1.Interview 2.Report writing	1.Internal and external written and viva-voce exam 2. Attendance
3	A study of agricultural finance/PAC/FSS	1.To understand the need and importance of agricultural finance 2. To study the structure of PAC/FSS	Visit to PAC/FSS	1.Interview 2.Report writing	1.Internal and external written and viva-voce exam 2. Attendance
4	A study of functions and working of DCCB	1.To understand the need and importance of DCCB 2. To study the structure of DCCB	Lecture by expert	Report writing	1.Internal and external written and viva-voce exam 2. Attendance
5	A study of various schemes implemented by Grampanchayat	1.To know various schemes 2.To study the implementation of the schemes	Visit to nearby village / Lecture by expert	1.Observation 2.Report writing	1.Internal and external written and viva-voce exam 2.

					Attendance
6	A study of important documents	1. TO know various important documents (7/12, 6D and other documents) 2. To know the importance of these documents	Lecture by expert	Report writing	1. Internal and external written and viva-voce exam 2. Attendance
7	A study of problems in rural area	1. To know various socio-economic problems 2. To study their effects on rural development	Visit to village	1. Observation 2. Interview 3. Report writing	1. Internal and external written and viva-voce exam 2. Attendance



## List of Reference Books

1. Indian Economy  
R.Datt and K.P.M.Sundaram's  
Gourav Datt and Ashwani Mahajan  
S.Chand
- 2.Rural Economy of India  
D.P. Sharma and Vasant Desai  
Vikas Publishing House
- 3.Integrated Rural Development Programmes in India (Policy and Administration)  
Dr.A.K.Shrivastav  
Deep and Deep Publication
- 4.Rural Development in Modern India  
Kishorchandra Padhya  
B.R.Publishing Corporation
5. Rural Development in India  
V.Venkata Reddy  
Himalaya Publishing House
6. Agricultural Problems of India  
C.B.Memoria  
Kitab Mahal
- 7.Panchayat Raj  
Manoj Awale  
Anubandh Prakashan

## Websites-

1. [www.deptagriculture.nic.in](http://www.deptagriculture.nic.in)
2. [www.maharashtragovt.nic.in](http://www.maharashtragovt.nic.in)
3. [www.rural.nic.in](http://www.rural.nic.in)
4. [www.agricoop.nic.in](http://www.agricoop.nic.in)

## **Syllabus Committee**

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3. Dr. K. S. Shahane
4. Mr. H. P. Wangarwar
5. Dr. Ashlesha Kulkarni
6. Mrs. Yogini Dixit

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**UNIVERSITY OF PUNE**

Restructuring Courses At the Undergraduate Level

**CONDUCTED BY**

B.Y.K. College of Commerce, Nashik – 422 005

**'C' COMPONENT S.Y.B.COM**

**SUBJECT- PUBLIC RELATION**

**SUBJECT CODE- PUBR**

**REVISED SYLLABUS FROM 2014-15**

**Contents :**

1. Objectives
2. Syllabus and No. of Lectures
3. List of Practicals
4. Reference books
5. List of Members of the Syllabus Committee & Experts

## OBJECTIVES-

1. To expose commerce students to the philosophy, fundamentals of public relations .
2. To update the students with the scope, need & public relations in corporate
4. To acquaint the students with the world of media and related fields.
4. To train them in using these tools and techniques.

<b>THEORY SYLLABUS-TERM-I</b>			
<b>UNIT</b>		<b>Communication &amp; Public Relations</b>	<b>NO OF LECTURES</b>
1			08
	1.1	Communication -meaning, process ,importance in every sphere of life. cultural context,	
	1.2	Role of languages & relationship building,	
	1.3	Mass Communication –concept, Indian tradition, evolution print,electronic and digital, social media, role of technology, effects of mass communication	
2		<b>Public relations Concept, Nature, Functions &amp;Scope</b>	08
	2.1	Definitions, Art and craftsmanship, Tools & techniques	
	2.2	, Historical account Indian perspective, Internal & external publics,communicating with stakeholders	
	2.3	Interface with other management disciplines, New Trends & Ethical aspects	
3		<b>Organaization of public relations</b>	08
	3.1	Role of PR department in organization.PR agencies	
	3.2	Functions and Responsibilities, Infrastructure (facilities, equipments etc) needed, Outsourcing the job	
	3.3	Qualifications and qualities of PR officer & PR as a career.	
<b>TOTAL LECTURES OF THE FIRST TERM</b>			<b>24</b>

## THEORY SYLLABUS-TERM-II

<b>THEORY SYLLABUS-TERM-II</b>			
<b>UNIT</b>		<b>CONTENTS</b>	<b>NO OF LECTURES</b>
4		<b>Public Relations Practice</b>	08
	4.1	Defining the need, Budgeting, strategic planning of PR activities	
	4.2	Employees communication, use of traditional media formats, print, audio visual media, planning campaign,	
	4.3	Crisis communication, opinion making, image building, Evaluating effectiveness.	
5		<b>Public relations and media</b>	08
	5.1	Need of communicating with external public	
	5.2	Power of Media,Types(print, electronic, New media) Working of media organization	
	5.3	structure, funding, Interdependency with PR people, changing face of media.	
6		<b>Public relations in various organizations</b>	08
	6.1	PR for Government, private sector, local self governments	
	6.2	PR for political parties, NGO's, Educational institutes, police, Hospitals	
	6.3	PR for professional bodies ,Travel, Tourism & Religious institutes	
<b>TOTAL LECTURES OF THE SECOND TERM</b>			<b>24</b>

<b>LIST OF PRACTICALS-TERM-I</b>					
<b>SR. NO</b>	<b>TITLE</b>	<b>OBJECTIVES</b>	<b>MODE</b>	<b>PRACTICAL TASK TO BE COMPLETED</b>	<b>BASIS OF EVALUATION</b>
1	Identifying characteristics of written and oral communication	To know the difference between two.	Observation	Two page Report noting different characteristics	Data presented, understanding of the topic.
2	Study of Traditional Media	To get exposure of traditional media	Observing pravachan, keertan ,puppet show ,street play etc	Two page report	Data presented, Understanding peculiarities of traditional media
3	Working of Newspaper/Magazine	To know about various departments Team spirit ,	Visit, interview, guest lecture	Two page report containing all aspects	Data presented.
4	Working of Radio channel	To know the functioning .	Visit, interview, guest lecture.	Two page report	Data presented,
5	Studying important formats of electronic media(news, panel discussion)	To understand communicative aspects of the formats	Viewing the specific format consistently	Three page report	Presentation containing various aspects
6	Studying social Media	To know different aspects of new media	Regular visit to either facebook pages, or whats app account, twittering	Three page report	Presentation showing overall understanding
7	Listing of specific words used in Newspapers, TV news bulletins	To get the knowledge of journalistic language.	Careful reading of newspapers &viewing of TV news bulletins	Two page report	Selection of words

LIST OF PRACTICALS-TERM-II					
SR. NO	TITLE	OBJECTIVES	MODE	PRACTICAL TASK TO BE COMPLETED	BASIS OF EVALUATION
08	Study of online newspapers	To understand different aspects	Regular visits to selected sites	Two page report	Understanding of the topic
09	Organising PR Office	To know the Role, Structure & functioning	Visit, interview, guest lecture	Two page Report	Data presented
10	Interviewing PR officer	To know about his job assignments & qualities	Interview	Two page Report	Data presented
11	Introduction of Chief Guest	To know the Task	Getting bio data and other details	Actual writing & presentation in class	Understanding & Presentation
12	Planning PR Campaign	To know various steps involved	Group discussion, Drafting	Actual presentation in the class	Understanding & presentation of each member of the group.
13	Public Relations News	To know the typical features	By going through specific newspapers editions	Enlisting of minimum 10 items	Understanding & presentation
14	Interviewing media person	To know about his job profile and other aspects	Actual Interview	Two Page Report	Understanding & presentation

## List of Reference Books

1. Handbook of Public Relations in India- D S Mehata.
2. Practical Public Relations –Sam Blak.
3. The Journalistic Handbook- M V Kamat.
4. Lecture on Applied Public Relations-K R Balan
5. Corporate Public Relations-K R Balan
6. Public Relations: Concepts, Strategies and Tools-Jethwaney, Verma, Sarkar
7. Principles of Public Relations-K R Balan, C S Rayudu.
8. <http://www.adfactorspr.com/home.aspx>
9. <http://www.prsi.co.in/>(Public Relations Society of India)
10. <http://www.prsi.co.in/>

## Syllabus Committee

1. Prof. A. L. Yeolekar
  2. Prof Dilip Phadke
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