### M. L. Dahanukar College of commerce

**Online Lectures on Google Meet (Official)** 

Teaching plan Teacher's course plan 2020-21

Revised Syllabus of courses of S Y B.Com Programme at Semester III & IV with effect from the Academic Year 2017-18

# Elective Courses (EC) ADVERTISING (APPLIED COMPONENT)- I

#### **Course Objective:**

- 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. It aims to orient students towards the practical aspects and techniques of advertising.
- 2. It is expected that this course will prepare students to lay down a foundation for advanced post-graduate courses in advertising

Department: Commerce Office hours: 7:30 am – 12.30

pm

Lecture hours: 48 min per lecture

Name of the teachers: 1. **Dr. (Mrs) Kanchan S. Fulmali** (2 lectures on 3 division per week

1 lecture on 1 Division)

2 Smt. Kavita Desai (1 lecture on 3 division per week

2 lectures on 1division)

Supplies: College library, Private publishers, Personal material, Internet

### **Outline of lecture schedule: 30 weeks**

	term	Semester III	45 lect	tures 15
wee	ks			
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks
1.	Module - I.	Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC	3	June 2 weeks
	Introduction to Advertising	<ul> <li>Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li> <li>Classification of advertising: Geographic, Media, Target audience and Functions.</li> </ul>	5	July 2 Weeks (12 Lectures)  Few Advertising videos  E-notes & PPT  Google Classroom
2.	Module - II.  Advertising Agency	<ul> <li>Ad Agency: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria</li> <li>Agency and Client: Maintaining Agency-Client relationship, Reasons and ways of</li> </ul>	3	July 2 weeks & 1 lecture
		<ul> <li>avoiding Client Turnover, Creative Pitch, Agency compensation</li> <li>Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.</li> </ul>	4	Aug  1 week and 1 Lectures  (11 Lectures)
		Graphics, finination, Modeling, Dubbing.	4	Lecture, PPT, e-Chart
3.	Module - III.  Economic &  Social Aspects of Advertising	<ul> <li>Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price.</li> <li>Social aspects: Ethical and social issues</li> </ul>	3	Aug 2 lecture & 2 weeks
		in advertising, positive and negative		

		influence of advertising on Indian values and culture.  • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)	4	Sept 1 week (11 Lectures)		
4	Module - IV.  Brand Building and Special Purpose advertising	<ul> <li>Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.</li> <li>Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.</li> <li>Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements.</li> </ul>	4 4	Sept 2 weeks & Oct 1 week & 2 lectures (11 Lectures)		
	Last week of October- Examination of Semester III					
Se	cond term	Semester IV weeks	45 le	ctures 15		
1	Module - I.  Media in Advertising	<ul> <li>Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media</li> <li>New Age Media: Digital Media / Internet Advertising - Forms, Significance and Limitations</li> <li>Media Research: Concept, Importance, Tool for regulation - ABC and Door-darshan Code</li> </ul>	3	Nov  2  Weeks  Dec  1 week  2 lecture  (11 Lectures)		

2 11/1	odulo II	Advertising Compaign. Consent		
P Ad	odule - II. Planning Ivertising Impaigns	Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model  • Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs  • Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies	4 4	Dec 1 lecture & 1 week Jan 2 weeks & 1 lecture
				Lectures)
3 <b>M</b> o	odule - III.	Creativity: Concept and Importance,  Creative Process Concept of Créative Prief		Jan
		Creative Process, Concept of Créative Brief, Techniques of Visualization	3	2 lectures
		• Creative aspects: Buying Motives - Types,		1 week
	damentals Creativity	Selling Points- Features, Appeals – Types, Concept of Unique Selling Preposition (USP)		Feb
	dvertising	• Creativity through Endorsements:	4	2 weeks
		Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High		
		Involvement and Low Involvement Products		(11 Lectures)
			4	
4 <b>M</b> o	odule - IV.	• Preparing print ads: Essentials of	4	
		Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.		Feb
	cution and	Creating broadcast ads: Execution Styles,		2 weeks
	lvertising	Jingles and Music – Importance, Concept of Storyboard		March
		-	4	2 Weeks

	• Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives	4	(12 Lectures)
Last Week of March- Examination of Semester IV			

#### **Reference Books**

- 1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10<sup>th</sup> Edition, McGraw Hill Education
- 2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
- 3. Strategic Brand Management Kevin Lane Keller, 4th Edition, 2013 Pearson Education Limited
- 4. Kleppner's Advertising Procedure Ron Lane and Karen King, 18th edition, 2011 Pearson Education Limited
- 5. Advertising: Planning and Implementation, 2006 Raghuvir Singh, Sangeeta Sharma Prentice Hall
- 6. Advertising Management, 5th Edition, 2002 Batra, Myers and Aaker Pearson Education
- 7. Advertising Principles and Practice, 2012 Ruchi Gupta S.Chand Publishing
- 8. Brand Equity & Advertising- Advertising's role in building strong brands, 2013-David A. Aker, Alexander L. Biel, Psychology Press
- 9. Brand Positioning Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
- 10. The Advertising Association Handbook J. J. D. Bullmore, M. J. Waterson, 1983 Holt Rinehart & Winston
- 11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 Pearson Education Limited
- 12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
- 13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
- 14. Advertising,  $10^{\text{th}}$  Edition, 2010 Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

### Teaching plan Teacher's course plan 2020-21

### **Online Lectures on Google Meet (Official)**

Subject: Accountancy & Financial Management-III

Semester: III Department: Accountancy

Class: S.Y B.Com Office hours: 7:30 am – 12.30

pm

Lecture hours: 50 min per lecture

Name of the teachers:

Ms. Pallavi Omkar Sawant- 2 lectures Per Division per week on five divisions= 10 lectures)

Mr. Samrat A. Gangurde- (2 lectures Per Division per week on five divisions= 10 lectures)

#### Outline of lecture schedule: 15 weeks

Firs	t term	Semester III		60 lectures 15 weeks
Sr	Topic	Sub-topics	No.	Number of week
No			Lectures per week	
1.	Module- I Partnership Final Accounts	Ms. Pallavi Omkar Sawant	10	August: 4 Weeks September: 3 Weeks
		Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year Allocation of		

		gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales/other given basis Ascertainment of gross profit prior to and after admission/retirement / death when stock on the date of admission / retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year		
2.	Module- II Piecemeal Distribution of Cash	Ms. Pallavi Omkar Sawant  Excess Capital Method only Asset taken over by a partner Treatment of past profits or past losses in the Balance sheet Contingent liabilities / Realization expenses/amount kept aside for expenses and adjustment of actual Treatment of secured liabilities Treatment of preferential liabilities like Govt. dues / labour dues etc Excluding: Insolvency of partner and Maximum Loss Method	10	September: 1 Week October: 4 Weeks November: 2 Weeks
3.	Module- III Amalgamati on of Firms	i)Realization method only ii) Calculation of purchase consideration iii) Journal / ledger accounts of old firms iv) Preparing Balance sheet of new firm v) Adjustment of goodwill in the new firm vi) Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms	10	August: 4 Weeks September :3 Weeks

4.	Module- IV	Mr. Samrat A. Gangurde	10	September: 1 Week
	Conversion/ Sale of a Partnership Firm into a Ltd. Company	<ul><li>i)Realisation method only</li><li>ii) Calculation of New Purchase consideration,</li><li>Journal / Ledger Accounts of old firms.</li><li>Preparing Balance sheet of new company</li></ul>		October: 4 Weeks  November: 2 Weeks
5.	Revision	Mr. Samrat A. Gangurde  Ms. Pallavi O. Sawant	10	November: 1 Week November: 1 Week

Teaching plan Teacher's course plan 2020-21

**Online Lectures on Google Meet (Official)** 

Subject: Accountancy & Financial Management-IV

Semester: IV Department: Accountancy

Class: S.Y B.Com Office hours: 7:30 am – 12.30

pm

Lecture hours: 50 min per lecture

Name of the teachers:

Ms. Pallavi Omkar Sawant- 2 lectures Per Division per week on five divisions= 10 lectures)

Mr. Samrat A. Gangurde- (2 lectures Per Division per week on five divisions= 10 lectures)

#### Outline of lecture schedule: 15 weeks

Seco	ond term	Semester IV		60 lectures 15 weeks
Sr	Topic	Sub-topics	No.	Number of week
No				

			Lectures	
			per week	
1.	Module- I Introduction to	Ms. Pallavi O. Sawant	10	January: 4 Weeks
	Company Accounts	Wis. I anavi O. Sawant		February: 3 Weeks
		Introduction of basic terms: Types of companies, nature and formation of companies, Shares, Debentures, Share Capital, Reserves and surplus, types of assets and liabilities, dividen, format of Balance Sheet (Only theory) Issue of shares: Different modes IPO, Private Placements, Preferential, Rights, ESO, SWEAT and ESCROW account, Issue of shares at par, premium and discount, Under subscription and Over subscription of shares, forfeiture and reissue of forfeited shares, issue of shares for consideration other than cash. (Only theory) Issue of Debentures: types of Debentures, Issue of debentures at par, premium and discount, Issue of Debentures with consideration of Redemption ,Issue of debentures for cash receivable in instalments or at a time Issue of debentures for consideration other than cash. (Only theory)		
2.	Module- II Redemption of	Mr. Samrat A. Gangurde	10	January: 4 Weeks
	Preference Shares	Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules. Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalisation of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet) Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards		February: 3 Weeks

3.	Module- III Redemption of Debentures	prescribed for them. Hence, the balance in security premium accounts not to be utilised for premium payable on redemption of preference shares.  Ms. Pallavi O. Sawant  Introduction: Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion.  (Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)	10	February: 1 Week March: 4 Weeks April: 2 Weeks
4.	Module- IV Ascertainment and Treatment of Profit Prior to Incorporation	Mr. Samrat A. Gangurde  Marginal Costing Meaning, applications, advantages, limitations, Contribution, Breakeven Analysis, Margin of Safety and Profit Volume Graph  Practical problems based on Marginal Costing excluding decision making	10	February: 1 Week March: 4 Weeks April: 2 Weeks
5.	Revision	Mr. Samrat A. Gangurde  Ms. Pallavi O. Sawant	10	April: 1 Week April: 1 Week

Teaching plan Teacher's course plan 2020-21

#### **Online Lectures on Google Meet (Official)**

#### Sem III

#### **Management Accounting and Auditing**

Subject: Management Accounting Department: Accounts

Class: S.Y B.Com Office hours: 7:30 am – 12.30 pm

Lecture hours: 50 min per lecture Name of the teachers:

• Mrs. Sumita Maday (1 Lecture Per Week in All divisions)

• Mrs. Kavita Desai (2 lectures Per week All divisions)

Basic course information: Title-Management Accounting

#### **OBJECTIVES:**

To get students acquainted with-

- Nature of Management Accounting as different from Financial Accounting
  - Analysis and interpretation of Financial Statements through ratio and comparative/trend analysis
  - Meaning, structure, classification and determination of working capital.
    - Various techniques of Capital Budgeting

#### Note:

- In Month of September 1 Week holiday on the occasion of Ganpati (Counted 3 Weeks)
- 2. In the Month of October 2 weeks for examination (Counted 2 Weeks)
- 3. In the Month of Nov. 2 weeks holiday on the occasion of Diwali (Counted 2 Weeks)
- 4. In the Mont of Dec; 1 Week holiday on the occasion of Christmas (Counted 3 Weeks)
- 5. In the Month of March 2 weeks for examination (Counted 2 Weeks)

#### Outline of lecture schedule: 30 weeks

SrTopicSub-topicsNo.Number of weeksNoLect	Firs	t term	Semester V	45 lectures 15 week	e <mark>ks</mark>
		Topic	Sub-topics	_	weeks

1.	Module- I Introducti on to Manageme nt Accountin g	Sumita Madav a) Introduction to Management Accounting- Nature, Scope and Functions, Decision Making Process, Financial Accounting v/s Management Accounting. b) Study of Balance Sheet and Income Statement / Revenue Statements in vertical form c) Relationship between items in balance Sheet and Revenue Statements d) Trend Analysis, Comparative Analysis, Common Size Statements	4 4 3	August 4 Weeks 04 Lectures September 4 Week 04 Lectures October 4 Weeks 4 lectures November 3 Weeks 3 Lectures (15 Lectures)
2.	Module II  Ratio Analysis and Interpretat ion	Ratio Analysis and interpretation  a) Balance Sheet Ratios - Current Ratio, Liquid Ratio, Stock working Capital Ratio, Proprietary Ratio, Debt Equity Ratio, Capital Gearing Ratio. b) Revenue Statement Ratio GP Ratio, Expense Ratio, NP Ratio, Operating Ratio, Stock Turnover Ratio. c) Combined Ratio Return on capital employed/ proprietors' funds/ equity capital, dividend payout ratio Debt service ratio, Debtors/Creditors Turnover Ratio. Practical questions	3	August 4 weeks 08 lectures September 1 Weeks 02 Lectures (10 Lectures)

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3.	Module III	(Kavita Desai)		Septembert
		Working Capital Management		
		a) Concept, nature of working capital, planning of		3 weeks
		working capital		
	Working	b) Estimation of working capital requirements	4	06 lectures
	Capital	c) Operating Cycle		
	Manageme			October
	nt		4	2 Weeks
			2	04 Lectures
				(10 Lectures)
				(10 Lectures)
4.	Module IV	(Kavita Desai)		October
		Capital Budgeting		
	Capital	a) Introduction, capital budgeting process, projects		2 weeks
	Budgeting	b) Payback Period, Payback Profitability, Accounting	4	04 lectures
		Rate of Return	4	04 lectures
		c) Net Present Value, Profitability Index, Discounted Payback		November
			4	3 Weeks
			2	06 Lectures
				(10 Lectures)
1				

**Teaching plan Teacher's course plan 20**20-21

Online Lectures on Google Meet (Official)

Subject: Auditing

**Semister: IV** 

Term: IInd Department: Accountancy

Class: S.Y B.Com Office hours: 7:30 am – 12.30

pm

Lecture hours: 50 min per lecture

Name of the teachers:

Mrs. Sumita Madav (1 Lecture per week in 5 divisions)

### Mrs. Kavita Desai ( 2 Lectures per week in 5 divisions)

#### **Outline of lecture schedule: 15 weeks**

Seco	ond term	Semester V 45 lectur	es 15 wee	<mark>eks</mark>
Sr No	Topic	Sub-topics	No. Lect	Number of week
1.	Module- I  Accountin g from incomplete records	Sumita Madav  a) Basics of financial statements, definition of Auditing, Objectives, Limitations of Audit, difference between Accounting and Auditing b) Errors and Frauds c) Principles of Audit d) Types of Audit	4 4 3	January 21 4 weeks 04 Lectures February 21 4 weeks 04 lectures March 21 04 lectures April 21 03 Lectures (15 Lectures)

Module II	Kavita Desai		
Audit Planning, Procedure and Document ation	<ul> <li>Audit Planning, Procedures and Documentation</li> <li>a) Audit Planning- Meaning, Objectives, Factors to be considered, overall audit approach</li> <li>b) Audit Programme – Meaning, factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction and overall Audit Approach</li> <li>c) Audit Working Papers – Meaning, importance, Factors determining, Form and contents, Permanent and temporary Audit File, Auditor's lien on working</li> </ul>	3	January 21 4 weeks 08 Lectures February 21 1 week 02 lectures
	papers	3	(10 Lectures)
Module III	Kavita Desai		February 21
Auditing Technique s and Internal Audit Introducti on	<ul> <li>a) Test Check –Meaning, Test Check v/s Routine Check, Features, Advantages/ Disadvantages</li> <li>b) Audit Sampling –Meaning, purpose, factors to be determined, sample size, Sampling Risk, Tolerable Error and Expected Error, Evaluation of Sample Results, Auditors' Liability</li> <li>c) Internal Control- Meaning, Review of Internal Control, Internal Control Samples</li> <li>d) Internal Audit Meaning, Basic principles, objective, evaluation of internal audit by statutory auditors</li> </ul>	2	3 weeks  06 lectures  March 21  2 Weeks  04 lectures
			(10 Lectures)
		3	
		3	
	Audit Planning, Procedure and Document ation  Module III  Auditing Technique s and Internal Audit Introducti	Audit Planning, Procedures and Documentation  Audit Planning, Meaning, Objectives, Factors to be considered, overall audit approach b) Audit Programme – Meaning, factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction and overall Audit Approach c) Audit Working Papers – Meaning, importance, Factors determining, Form and contents, Permanent and temporary Audit File, Auditor's lien on working papers  Module III  Kavita Desai Auditing Techniques and Internal Audit Introduction a) Test Check –Meaning, Test Check v/s Routine Check, Features, Advantages/ Disadvantages b) Audit Sampling –Meaning, purpose, factors to be determined, sample size, Sampling Risk, Tolerable Error and Expected Error, Evaluation of Sample Results, Auditors' Liability c) Internal Control- Meaning, Review of Internal Control, Internal Control Samples d) Internal Audit Meaning, Basic principles, objective,	Audit Planning, Procedures and Documentation  a) Audit Planning, Meaning, Objectives, Factors to be considered, overall audit approach b) Audit Programme – Meaning, factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction and overall Audit Approach c) Audit Working Papers – Meaning, importance, Factors determining, Form and contents, Permanent and temporary Audit File, Auditor's lien on working papers  Auditing Techniques and Internal Audit Introduction a) Test Check –Meaning, Test Check v/s Routine Check, Features, Advantages/ Disadvantages b) Audit Sampling –Meaning, purpose, factors to be determined, sample size, Sampling Risk, Tolerable Error and Expected Error, Evaluation of Sample Results, Auditors' Liability c) Internal Control Meaning, Review of Internal Control, Internal Control, Internal Control Samples d) Internal Audit Meaning, Basic principles, objective, evaluation of internal audit by statutory auditors  3  Audit Planning, Procedures and Documentation 4  4  4  Audit Planning, Meaning, Objectives, Factors to be determined, Sample size, Sampling Risk, Tolerable Error and Expected Error, Evaluation of Sample Control, Internal Control Samples d) Internal Audit Meaning, Basic principles, objective, evaluation of internal audit by statutory auditors

4.	Module -	Kavita Desai		March 2021
7.	IV  Auditing Technique s- Vouching and Verificatio n	<ul> <li>a) Audit of Income- Cash Sale Sales on Approval, Consignment Sales, Sales Returns, Recovery of Bad Debts</li> <li>b) Audit of Expenditure – Purchase/ Purchase Returns, Rent, Insurance Premium, Telephone Expenses etc.</li> <li>c) Audit of Assets - Book Debts – Debtors, Stock – Auditors' general duties, Patents, dies, loose tools, spare parts etc.</li> <li>d) Audit of Liabilities – Outstanding expenses, bills payable, secured/unsecured loans, contingent</li> </ul>	2	2 weeks  04 Lectures  April 21  3 weeks  06 Lectures
		liabilities	2	(10 Lectures)

Teaching plan Teacher's course plan 2021-22

**Online Lectures on Google Meet (Official)** 

Revised Syllabus of courses of S Y B. Com
Programme at Semester III & IV
with effect from the Academic Year 2017-18

### **Elective Courses (EC)**

### **Business Management-Marketing Management**

#### **Course Objectives:**

- To make the learners aware about conceptual knowledge and evolution of Management.
  - o To familiarize the learners with the functions in Management.

Department: Commerce Office hours: 7:30 am – 12.30

pm

Lecture hours: 50 min per lecture

Name of the teacher: Siddhi S Kadam

(3 lectures on 1 division per week)

Supplies: College library, Private publishers, Personal material, Internet, PPT, Videos.

#### **Note:**

- 1. In Month of September 1 Week holiday on the occasion of Ganpati (Counted 3 Weeks)
- 2. In the Month of October 2 weeks for examination (Counted 2 Weeks)
- 3. In the Month of Nov; 2 weeks holiday on the occasion of Diwali (Counted 2 Weeks)
- **4.** In the Month of Dec; 1 Week holiday on the occasion of Christmas (Counted 3 Weeks)
- **5.** In the Month of March 2 weeks for examination (Counted 2 Weeks)

### Outline of lecture schedule: 30 weeks

Fir	est term	Semester III 45 lectu	res 15 we	e <mark>eks</mark>
S r. N o.	Topic	Sub-topics	Numb er of lectur es	Number of weeks
1.	Module - I.  Marketing	<ul> <li>Marketing management: Definition, need and importance of marketing management,</li> <li>Functions of Marketing Management</li> <li>Marketing Environment: Micro and Macro</li> </ul>	4	June 2 weeks 06 lectures
	Management and Marketing Environment	Environment with specific reference to India  • Emerging Marketing opportunities in India	3	July 2 Weeks
		<ul> <li>Marketing at the bottom of the pyramid,</li> <li>growing middle class</li> </ul>	3	06 Lectures
		International marketing environment.	2	(12 Lectures)
2.	Module - II.	Marketing strategy: Definition and Features	2	June 2 weeks
	Understanding Competition and Strategic	Steps in strategic marketing planning process	3	02 lectures July 4 Weeks
	Marketing	SWOT Analysis	2	04 Lectures
		<ul> <li>Michael Porter's Five Forces</li> <li>Model</li> </ul>	2	August 4 Weeks
		Analysing competition.	2	04 Lectures
				September  1 Weeks
				01 Lectures
				(11 Lectures)

3.	Module - III.	Definition, Product Levels – Customer	2	August			
	PRODUCT	<ul><li>Value Hierarchy</li><li>Product Classification: Based on</li></ul>		4 weeks			
		durability and tangibility, consumer goods classification and industrial goods	3	08 Lectures			
		classification		September			
		<ul> <li>Product Life Cycle: Stages and features of each stage</li> </ul>	2	2 weeks			
		<ul> <li>Product Positioning: Meaning and Importance</li> </ul>	2	03 Lectures (11 Lectures)			
		Steps in Product Positioning	2				
4	Module - IV.	Meaning and objective of Pricing	2	September			
	PRICING	Factors affecting pricing decisions	3	1 week & 1 Lecture			
	FRICING			03 Lectures			
		<ul> <li>Methods of pricing: Mark-up pricing, Target-return Pricing, Perceived-value</li> </ul>	4	October			
		Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing		2 weeks			
		Ctons in Driving		04 Lectures			
		Steps in Pricing.	2				
				September			
				2 Weeks			
				02 Lectures			
				October			
				2 Weeks			
				02 Lectures			
				(11 Lectures)			
		- Online/ Offline Examination of Semester III					
Sec	cond Term	Semester IV 45 lecture	es 15 wee	eks			

1	MODULE - I	Types of middlemen	2	November
	DISTRIBUTIO	Factors affecting channel by middlemen	2	2 Weeks
	N	Functions performed by middlemen	2	04 Lectures
		Logistics: Meaning and components	2	December
		• E-marketing: Meaning, merits and demerits of	2	3 weeks
		e-marketing		06 Lectures
		• Online retailing – successful online retailers in India and abroad	2	January
				1 Week
				02 Lectures
				(12 Lectures)
2	Module - II.	• Elements of promotion mix	2	November
		Objectives of promotion and marketing	3	2 Weeks
		communication		02 Lectures
	PROMOTION	Factors affecting promotion mix decisions	2	December
		• Steps in designing a marketing communication program	2	3 weeks
		Role of social media in marketing	2	03 Lectures
		communication		January
				4 Weeks
				04 Lectures
				February
				2 Weeks
				02 Lectures
				(11Lectures)

3	Module - III.	Comparing consumer markets	3	January
	1110uult - III.	(individuals and households) with organizational buyers (Industrial /		3 Weeks
		Business houses)	2	06 Lectures
	Understanding Buyer	<ul> <li>Factors affecting consumer behaviour</li> <li>Steps in consumer purchase decision</li> </ul>		February
	Behaviour	process (with respect to high involvement and low involvement products)	2	2 weeks & 1 Lecture
		<ul> <li>Factors affecting organizational buyer behaviour</li> </ul>	2	05 Lectures
		Steps in the organizational purchase decision process (with respect to	2	(11 Lectures)
		different buying situations)		
4	Module - IV.	Services: definition and features	2	February
		Marketing mix for services marketing	2	1 weeks & 1 Lecture
	Marketing of services and	Managing service quality and productivity	2	03 Lectures
	Rural	Rural market scenario in India	1	March
	Marketing	• Factors contributing to the growth of rural markets in India	1	2 Weeks
		Challenge of Rural Marketing	1	04 Lectures
		• Strategies to cope with the challenges of rural marketing.	2	February 2 weeks
				02 Lectures
				March
				2 Weeks
				02 Lectures
				(11 Lectures)
La	st Week of March	- Examination of Semester IV		

Reference Books:

- 1. Philip Kotler (2003). Marketing Management: Eleventh Edition. New Delhi: Pearson Education
- 2. V. S. Ramaswani and S Namakumari (2002). Marketing: Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India

- 3. Michael Porter Competitive Advantage
- 4. Theodore Levitt Marketing Management
- 5. Fundamentals of Marketing William Stanton
- 6. Customer Driven Services Management (1999) Response Books

### Teaching plan Teacher's course plan 2020-21 Subject:

Foundation Course II Department: Economics

Class: SY B.Com Office hours: 7:30 am – 12.30 pm

Lecture hours: 48 min per lecture

• Name of the teacher: Mrs. RACHANA JOSHI 2 lectures on every division per week

• Name of the teacher: **Mr. D.D.SAVALE** 1 lectures on every division per week

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First	term	Semester III		
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks
1.	Unit 1	A) TYPES AND NATURE OF HUMAN RIGHTS	<b>12</b> 2	June – 20
		B) VIOLATIONS faced by vulnerable groups namely SC,ST,WOMEN,CHILDERN,MINORITY COMMUNITIUES,DISABLED AND ELDERELY POPULATION  C) Constitutional provisions and laws	2	
		Right to equality , Right to freedom, right against exploitation  Prevention of atrocities Act 1989,		
		Domestic violence act 2005.  Vishakha Guidelines for preventing sexual harassment at workplace 1997	1	

	Child labour act 1986		
	The Person with disability act 1995  D) Redressal Mechanism at National and state level  NHRC, NCSC,NCST, NCW,NCM	1	
2. UNIT 2		11	
Dealing with environmental concerns	A) Threats to the the environment arising from extinction loss of habitat, degradation of environment, pollution, climate change,	2	July -20
	B) Case studies	3	
	C) The concept of disaster and general effect of disasters on human life	2	
	D) Dealing with disaster-		
	E) Human right issue in addressing	2	
	disaster	2	
3. UNIT III		11	August-20
SCIENCE AND TECHNOLOGY -I	A) Development of science	2	
TECHNOLOGY -I	B) Nature of Science	2	
	C) Science and scientific temper – Significance of observation and experimentation	2	
	D) Science and superstition	3	
	E) Science in everyday life	2	

4	Module I  Soft skills  effective interperso	Effective listening , verbal and non verbal communication  Barriers to effective communication	4 erbal 2	SEPT -20 SHARE WITH MR. D.D.SAVALE
	communica	Formal, informal communication  Writing formal application  Group discussion  Leadership skills  Styles of leadership and team building	4 1 1 1 2	
N	lodule IV		3	
inte	ft skills for effective erpersonal munication	Leadership skills Styles of leadership and team building	1 1	SEPT -20 D.D.SAVALE

# M.L. Dahanukar College of commerce

Teaching plan Teacher's course plan 2020-21

Subject: Foundation Course IV Department: Economics

Class: SY B.Com Office hours: 7:30 am – 12.30 pm

Rachana Joshi 2 lectures on every division per week

D.D.SAVALE 1 lectures on every division per week

First 1	term	Semester Iv		
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks
1.	Unit I		12	Nov 20 3 <sup>rd</sup>
	Significant Rights of	A Rights of consumers	03	week and upto 2 <sup>nd</sup>
	citizens	B Rights to information	03	week of Dec 18
		C Protection of citizen's / public interest-	03	
		D Citizen's charters	03	
2.	Unit II		11	
	Approaches to	A Understanding approaches to ecology	03	Dec 20
	understanding Ecology	B Environmental Principles 1	04	3 <sup>rd</sup> week
		C Environmental Principles 2	04	Jan 21
3.	Unit III	Part A	11	Feb-21
	Science and	A Laser Technology		
	Technology II	B Satellite technology	07	
		C I.C.T.		
		D Biotechnology and genetic engineering		March -21
		Part B		
		Issues of control, Access and misuse of technology	04	
4	Unit IV		11	
		PART A		

Introduction to	A Basic information on competitive exams		
competitive Exams		04	
Mr. D.D.SAVALE	PART B		March 21
	B Soft skills required for competitive exams	07	

### M.L. Dahanukar College of commerce

### Teaching plan Teacher's course plan

Revised Syllabus of Courses of B.Com. Programme at Semester III with Effect from the Academic Year <u>2020-2021</u> Ability Enhancement Courses (AEC) 2B \* Skill Enhancement Courses (SEC) Group B 7. Business Law - I

#### **Course Objective:**

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.

Department: Business Law Office hours: 7:30 am – 12.30

pm

Lecture hours: 48 min per lecture 4 lectures on every division per week

Name of the teachers: Asst Prof. Sachin .S Joshi

#### **OBJECTIVES:**

Supplies: College library, Private publishers, Personal material, Internet

#### **Outline of lecture schedule: 30 weeks**

First 1	term	Semester III (60 lectures)		
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks

	Module - I.	Contract- Agreement-Def, Essentials of valid contract, Classification of contracts	3	June
1.	Indian Contract	Offer and Acceptance-Valid Rules, Types of offer, Communication and Revocation of Offer and Acceptance		2weeks
	Act-1872	Capacity to Contract	3	(8Lectures)
	Part-I	Consideration- Concept, Importance,legal rules, No Consideration No Contract its exceptions,	2	
		exceptions,	2	
2.	Module - II.	Unlawful Consideration	1	July 4 weeks
2.	Indian Contract	- omawidi consideration	1	4 WCCK3
	Act-1872	• Consent (Ss.13, 14-18, 39.53, 55, 66)-	3	(16Lectures)
	Part-I	Agreements in which consent is not free - Coercion, Undue Influence,		
		Misrepresentation Fraud, Mistake.Void Agreements (S. 24-30) – Concept, Void		
		Agreements under Indian Contract Act.		
		• Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of EContract& Legal Issues	3	
		in formation and discharge of E- Contract. Concept of Performance of Contract (S 37)	J	
		<ul> <li>Modes of Discharge of Contract, Remedies on breach of Contract. (73-75)</li> </ul>		
	Module - III.	• Law of Indemnity & Guarantee (Ss. 124-125,	3	
		Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee,		

		Contract of Indemnity vs. Guarantee, Modes		
	Special	of Discharge of Surety		
	Contracts	. • Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) — Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee		
		• Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor& Pawnee.( Ss.173, 174, 177)	6	
3.	Module - III.  Special Contracts	<ul> <li>Law of Agency (Ss. 182-185, 201-209) –</li> <li>Concept, Modes of creation of Agency,</li> <li>Modes of termination of Agency, Rights&amp;</li> <li>Duties of Principal and Agent.</li> </ul>	4	Aug 4 weeks
	Module - IV.	Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction		(16Lectures)
	The Sale Of Goods Act-	between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8),	4	
	1930	<ul> <li>Conditions &amp; Warranties (Ss. 11-25 &amp; 62,</li> <li>63) – Concept, Distinguish between</li> <li>Conditions and Warranties, Implied</li> </ul>		

	Conditions & Warranties, Concept of Doctrine of Caveat Emptor – Exceptions.  • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)	4	
4 Module  The Nego Instrum (Ammer Act-20	Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments.  • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of	6	Sept 4 weeks (16Lectures)
	Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) —Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)  Semester Examination Iv (60 Lectures)	4	October  1 week  (4 lecture)

1	Module - I.	• Company –Concept, Features, Role of	4	Nov
1		Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil.	4	2 Weeks (8Lectures)
	Indian Companies Act- 2013 Part I	Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. – Common Procedure for Incorporation of Company,	4	
2	Module - II.			Dec
	Indian Companies Act- 2013 Part II	• Memorandum of Association (MOA) & Article of Association(AOA) — Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management.	4	3 weeks
		<ul> <li>Prospectus – Concept, Kinds, Contents,</li> <li>Private Placemen</li> </ul>		(12Lectures)
		• Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members.	4	
		<ul> <li>Director – Qualifications&amp; Disqualification,</li> <li>Classification, Director Identification Number</li> <li>(DIN), Legal Position of Directors.</li> <li>Meetings – Types, Legal Provisions of</li> </ul>	4	
		Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meet		
3	Module - III.			Jan
,	Module - III.	<ul> <li>Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right &amp;</li> </ul>	4	4 weeks
		Liabilities of Members.		(16Lectures)

	Indian Partnership Act - 1932	<ul> <li>Director – Qualifications&amp; Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors.</li> <li>Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meet</li> <li>Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership &amp; Hindu Undivided Family (HUF).</li> </ul>	4		
4	Module - IV.  Consumer Protection Act, 1986 & Competition Act 2002	<ul> <li>Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution.</li> <li>Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages &amp; Disadvantages, Procedure for Incorporation.</li> <li>Extent of L.L.P Conversion of LLP, Mutual rights &amp; duties of partners, Winding up of LLP,</li> </ul>	4	Feb 4 weeks	
		<ul> <li>Distinction between LLP and Partnership.</li> <li>Consumer Protection Act – Concept, Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.</li> </ul>	4	(16ectures)	
		<ul> <li>Consumer Protection Councils &amp; Redressal Agencies – District, State &amp; Nation</li> <li>Consumer Protection Councils &amp; Redressal Agencies – District, State &amp; Nation</li> </ul>			

	Competition Act 2002 – Concept, Salient		
	Features, Objectives & Advantages.		
	<ul> <li>Abuse of Dominant Position, Competition Commission of India, AntiCompetition Agreements,</li> </ul>		
	• Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India.		
	• IPR relating to Patents – Concepts of Invention		March
	and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to		2 weeks
	working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss.	2	
Module V	104-115)		(8ectures)
IPR	• IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use,		
		2	
	Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52)		
	• IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies		
		4	

#### **Reference Books**

- 1. Law of Contract: Avatar Singh, Eastern Book Company.
- 2. Merchantile Law: by M.C.Kucchal.
- 3. Business Law: N.D. Kapoor
- 4. The Law of Contract: An Outline by Dr. NilimaChandiramani, Avinash Publications.
- 5. Law of Sale of Goods and Partnership: A Concise Study by Dr. NilimaChandiramani, Shroff Publishers. 6. The Sale of Goods Act: P. RamanathaAiyar, University Book Agency.
- 7. The Negotiable Instruments Act: Bhashyam&Adiga, Bharat Law House.
- 8. The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
- 9. Khergamvala on the Negotiable Instruments (Amendment)Act,2015,Lexis Ne
- 1. Guide to the Companies Act, 2013 by A Ramaiya, Lexis Nexis.
- 2. Company Law by G.K.Kapoor.
- 3. Company Law by N.D.Kapoor.
- 4. Company Law by P.C. Tulsian.
- 5. Law and practice of Intellectual Property in India by Dr.VikasVashishth, Bharat Law House.
- 6. Law of Partnership along with Limited Liability Partnership by Avatar Singh, Eastern Book Company. 7. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera
- 8. Consumer Protection Law and Practice by Dr.V.K.Agarwal, Bharat Law House
- . 9. Competition Law by Avatar Singh, Eastern Book Company
- 10. Competition Law in India by T. Ramappa, Oxford University Press.
- 11. Intellectual Property Rights by Narayan.
- 12. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.W

### Teaching plan Teacher's course plan 2020-2021

Subject: secretarial Practice Department: commerce

Class: SY B.Com Office hours: 7:30 am – 12.30 pm

Lecture hours: 48 min per lecture 3 lectures per week

Name of the teachers:

#### • Siddhi Kadam

• **Objectives** - To develop an understanding, at an advanced level, of the company secretary's role in putting into practice statutory provisions, rules and regulations, and observing established and best practices.

Basic course information: Title-Secretarial Practice

First t	erm	Semester III		
Sr.	Topic	Sub-topics	Number	Number
No.			of	of weeks
			lectures	
1.	Module - I.	Qualities , Qualification , Appointments	3	03-june
		,Termination , Removal , Role , Power & Duties-	1`	& 2 lec in july
		Secretary as a advisor to Chairman & Board-Company Secretary as a liason officer between the	1	(11 lec)
		Company and Stock Exchanges-	1	
		Company and Depository Participants (DP)-	1	
		and Company and Registrar of Companies (ROC). Secretarial Standards issued by ICSI.		
		Career as Company Secretary. Role of Company Secretary in Practice under Companies Bills 2012. Specimen	2	
		•	2	

registration & Consequences of NonRegistration, Company – Meaning, Definition, Features & Types - , Conversion of Public & Private company & Reconversion of Private & Public Company.  Filing of Periodical Returns & Penalities therein. Procedure for getting compliance certificate. Specimens.  3. Module - III. Corporate Compliance, Promotional documents:	2.	Module - II.	Procedure for formation Registration, Re-	2	4 in july
Reconversion of Private & Private Company & Reconversion of Private & Public Company.  Filing of Periodical Returns & Penalities therein. Procedure for getting compliance certificate. Specimens.  2  3. Module - III. Corporate Compliance, Promotional documents: 2 Memorandum of Association — Clauses and Alteration Article of Association — Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital — Owned & Borrowed capital — Types of shares & Debentures & Methods of Borrowings. Specimen.  4 Module - IV. Concept— Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares — Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				2	11 lec
Filing of Periodical Returns & Penalities therein. Procedure for getting compliance certificate. Specimens.  3. Module - III. Corporate Compliance, Promotional documents: 2 Memorandum of Association – Clauses and Alteration Article of Association – Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company. 3 Prospectus & Statement in lieu of Prospectus. Company Capital – Owned & Borrowed capital – Types of shares & Debentures & Methods of Borrowings. Specimen. 1  4 Module - IV. Concept – Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & Iien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens 1  Semester Examination Iv 39 Lectures  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1			,Conversion of Public & Private company &	1	
Procedure for getting compliance certificate.  Specimens.  2  3. Module - III. Corporate Compliance, Promotional documents: Memorandum of Association — Clauses and Alteration Article of Association — Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares — Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1			Reconversion of Private & Public Company.	2	
Specimens.  Specim				2	
Memorandum of Association – Clauses and Alteration Article of Association – Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1 1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				2	
Memorandum of Association – Clauses and Alteration Article of Association – Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1 1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1					
Alteration Article of Association – Table A and Alteration. Statutory documents, Statutory and Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1	3.	Module - III.		2	
Non-Statutory Books required by the company.  3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares - Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				2	
3 Prospectus & Statement in lieu of Prospectus. Company Capital - Owned & Borrowed capital  -Types of shares & Debentures & Methods of Borrowings. Specimen.  1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & Iien. Transfer & Transmission of Shares - Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				1	
Company Capital - Owned & Borrowed capital 1 -Types of shares & Debentures & Methods of Borrowings. Specimen. 1  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares - Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens 1  Semester Examination Iv 39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				1	10 lec
Borrowings. Specimen.  4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1			·	1	
4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  Semester Examination Iv  39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,				1	
4 Module - IV. Concept- Member, Shareholder and Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  Semester Examination Iv  39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,			Borrowings. Specimen.	1	
Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  Semester Examination Iv 39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1				1	
Debentureholder, Rights of Shareholder and Debentureholder, Register of Members & Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  Semester Examination Iv 39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties, 1					
Debentureholder, Register of Members & 2 Debenture Holders. Concepts of Right Issus, Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  1  Semester Examination Iv  39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1	4	Module - IV.	Concept- Member, Shareholder and	2	
Allotment, Calls, Forfeiture Surrender & lien. Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  1  Semester Examination Iv  39 Lectures  Nodule - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1  2  2 in nov Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1			_	2	
Transfer & Transmission of Shares – Procedure, Registration, stamp duty related to transfer and transmission of shares and debentures. Specimens  1  Semester Examination Iv  39 Lectures  Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1  (10 lec)  2 2 in nov 9 lec			•	2	3 in sep
transmission of shares and debentures. Specimens  1 1 2 Semester Examination Iv 39 Lectures  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1 2 3 lectures  9 lec 1			Transfer & Transmission of Shares – Procedure,	1	(10 lec)
Semester Examination Iv  39 Lectures  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,				1	
Semester Examination Iv  39 Lectures  5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,				1	
5 Module - I. Role of directors including the Chairman, the Chief Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,				1	
Executive, Nonexecutive directors, Directors duties, Appointment, retirement, resignation & removal of directors, Disqualifications of directors & penalties,  1	Seme	<u> </u>	<u>I</u>		
Appointment, retirement, resignation & removal of directors , Disqualifications of directors & penalties,	5	Module - I.	Role of directors including the Chairman, the Chief	2	2 in nov
directors , Disqualifications of directors & penalties,				2	9 lec
Directors Report , Appointment & remuneration of				1	

		auditors , Resignation of auditors, their rights &	1	
		duties. Statutory Audit Procedure.		
			1	
			1	
			1	
6	Module - II.	. Procedure in respect of statutory meeting, annual	2	3
		general meeting, extra ordinary general meeting, class meeting, Directors meeting: Board &	2	(10 lec)
		Committee meetings. Meaning & Types of motions	2	
		and Resolutions, Voting & polls, Minutes, Proxies,	2	
		Role of the company secretary before, during and after meetings.	2	
		S	2	
7	Module - III.	Dematerialization of Shares/ Securities – Concept,		3 weaks
	Ploudic III	History, Need and Importance, Procedure, Benefits	2	
		to the Parties, Agencies/ Depository Participants	2	(11 lec)
		(DP). Rematerialization. Secretarial duties related to this process. Concept – IPO and Scripts of	2	
		Companies. Listing of shares in Stock Exchanges –		
		procedure, formalities and secretarial duties.	4	
			2	
8	Module - IV.	On-line trading – Concept, BOLT - (BSE), Procedure,	1	
		Advantages and disadvantages. Miscellaneous:	2	
		Concepts, Regulations & Disclosure – Dividend, dividend reinvestment plan (DRIPS),		rah.
		•	1	Feb
		unclaimed dividends and untraceable shareholders. payment of dividends and interest. Annual report &	1	3 weeks
		Circulars of companies.	2	
			2	

	(09 Lectures)

# M L DAHANUKAR COLLEGE OF COMMERCE

TEACHING PLAN FOR A. Y.20202-2021 FIRST TERM Revised syllabus of SY B. Com Programme Semester III with effect from Academic Year 2017-18

**Department : Commerce** 

Lecture hours 48 minutes per lecture Office hours 7.30 am to 12.30 pm.
Name of the Teacher: Mrs Rohini .Sankalp Madavi 3 lectures per Division per week

S.	Module	Particular	No of	No of
No			Lectur	weeks
			es	
1	Introduction	.Management-		June two
	to Management	Concept, Nature, Functions, Managerial Skills &	3	weeks
	ivialiagement	Competencies		July 5
		Evolution of Management Thoughts		lectures
		Classical Approach: Scientific Management – F. W. Taylor's Contribution Classical Organisation Theory: Henri Fayol's Principles Neo Classical: Human Relations Approach – Elton Mayo's Hawthorne experiments	4	
		Modern Management Approach-Peter Drucker's     Dimensions of Management, Indian Management		

		Thoughts: Origin & Significance of Indian Ethos to Management.	4	
2	Planning & Decision Making	<ul> <li>Planning - Steps, Importance, Components, Coordination – Importance</li> <li>M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components</li> <li>Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.</li> </ul>	2 4	July 7 lectures Aug -3 lectures
3	Organising	<ul> <li>Organising-Steps, Organisation Structures – Features of Line &amp; Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation.</li> <li>Departmentation - Meaning - Bases, Span of Management - Factors Influencing Span of Management, Tall and Flat Organisation.</li> <li>Delegation of Authority - Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation</li> </ul>	3	August 9 lectures Sept – 3 lectures
4	Directing &Controlling	Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication	4	Sept – 9 lectures

	• Leadership- Concept, Functions, Styles, Qualities of a	4	
	good leader.		October 3
	• Controlling – Concept, Steps, Essentials of good		lectures
	control system, Techniques of Controlling -PERT, CPM,		
	Budgetary Control, Management Audit.	4	

Total 45 lectures

#### Semester IV

S. No	Module	Particular	No of Lectures	No of weeks
1	Production & Inventory Management	<ul> <li>Production Management: Objectives, Scope</li> <li>Production Planning &amp; Control: Steps, Importance</li> <li>Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity.</li> <li>Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System – Importance</li> </ul>	4	November 6 lectures Dec 5 lectures
			4	
2	Quality Management	<ul> <li>Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features.</li> <li>Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process</li> <li>Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality</li> </ul>	4	December 5 lectures  Jan 5 lectires
			2	

3	Indian	Indian Financial Market: Structure, Primary Market –	5	
	Financial	IPO Procedure Dematerialisation: Process, Role of		
				Jan 10
	System	Depositories : NSDL and CDSL		lectures
		SEBI: Functions of SEBI, Investors protection		
		measures of SEBI. Stock Exchange – Functions,		Feb- 2
		_		lectures
		Speculators.		
		Credit Rating: Advantages, Credit Rating Agencies in	4	
		India - CRISIL, CARE, and ICRA.		
		maia Chibit, Cant, and Icha.		
			3	
4	Recent Trends	Mutual Funds- Advantages and Limitations, Types,	4	
	in Finance	Factors responsible for growth of mutual funds –		Feb -10
		Systematic Investment Plan.		
				lectures
		• Commodity Market: Categories, Derivatives Market:		Mar 3
		Types, Participants, Types of Derivative Instruments.		lectures
		a Start up Ventures Concept Sources of Funding		iectures
		• Start-up Ventures –Concept, Sources of Funding,	5	
		Micro Finance – Importance, Role of Self Help Groups.		
			3	

# M.L. Dahanukar College of commerce

## Teaching plan 2020-21

Subject: Business Economics Department: Economics

Class: SY B.Com SEM III Office hours: 7:30 am – 12.30 pm

D.D.SAVALE 2 lectures on every division per week

### **RAKESH PISE**

### 1 lecture on every division per week

First	term	Semester III		
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks
1.	Module - I	Circular flow of income:	10	June -20
	Introduction to	Measurement of National product	2	
	Macroeconomics	Trade cycle	2	
		Classical macro economics	2	July-20
		Say's law of market	2	
			2	
				D. D.SAVALE
2.	Module II	Concept of Aggregate Demand	10	
	Basic concept of	Consumption function	2	July-20
	Keynesian Economics	Investment Function	3	
		Investment multiplier effect	3	Aug-20
			2	
				D.D.SAVALI
3.	Module III		10	
	Post Keynesian Development in	IS-LM Model: Framework,	2	Aug-20
	macro economics	Inflation and unemployment	2	
				Sept -20
		Phillips curve-causes	2	
		Stagflation	2	D.D.SAVAL
		Supply side economics	2	

4	Module - IV		15	
	Money , Prices and Inflation	Money supply	2	
		Determinants of money supply	1	June -20
		Factors influencing velocity of circulation of	1	
		money	1	July -20
		Demand for money	2	
		Classical and Keynesian approaches	1	
		Keynes liquidity preference theory of interest	1	
		Friedman's restatement of demand for money	_	
		Quantity theory of money	1	Aug-20
		Fisher equation of exchange		
		Cambridge cash balance approach	1	
		Demand & cost push inflation Effect and nature of inflation	2	
		Policy measures to curb inflation	2	Sept 20
		Monetary policy and inflation targeting		
				Rakesh Pise

# M.L. Dahanukar College of commerce

# Teaching plan 2020-21

Subject: BUSINESS ECONOMICS SEM IV Department: **Economics** 

Class: S.Y B.Com Office hours: 7:30 am – 12.30 pm

D.D.SAVALE 2 lectures on every division per week

RAKESH PISE 1 lectures on every division per week

First	First term Semester IV				
Sr. No.	Topic	Sub-topics	Number of lectures	Number of weeks	
1	Module I  The Role of Government in an Economy	Concept of public finance , Meaning, scope and functions  Major Fiscal Functions  Principle of maximum social advantage  Relation between efficiency , markets and government  The concept of public goods and role of government	2 2 2 2 1 1	Nov 20 Dec-20	
2	Module II Public Revenue	Sources of Revenue Shifting of tax burden Economic Effects of taxation Redistributing and anti inflationary nature of taxation	3 3 4	Jan-21 Feb-21	
3	Public expenditure and Public debt	.Public expenditure  Significance of public expenditure  Public debt	10 4 2	Feb-21 March -21	

4	MODULE 4		15	Rakesh
	Fiscal Management and Financial administration	Contra cyclical fiscal policy and discretionary fiscal policy Budget	1 2 2	Pise Nov-20
		Structure of union budget  Deficit concepts	1	Dec-20
		Fiscal responsibility and budget management act	2 1	Jan-21
		Intergovernmental fiscal relations		
		Fiscal federalism and fiscal decentralization	2	F. b. 24
		Centre-state financial relations	2	Feb-21
		14 finance commission recommendation	1	March-21
			1	