

Syllabus Framework as per LOCF



Hindi Vidya Prachar Samiti's Ramniranjan Jhunjunwala College of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus Framework as per LOCF

Program: B.Com

Program Code: RJCUCOM

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THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalisation has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

Why Commerce at RJ College?

The department was established in 1981. The first batch of B.Com- aided courses started with 360 students in 1981-82. With a legacy of forty years, today the department offers both UG and PG programs in the subject of commerce with specialisation at PG level in Accountancy and Management which is affiliated to and recognised by Mumbai University. The department also has a Ph.D. research centre in commerce. This provides a vertical progression of students in higher studies in the same college campus. The Department of Commerce invites eminent speakers to deliver lectures on different topics to make the students understand the latest trends in the industry. CORPORA is an Annual departmental fest which comprises different events that bring out hidden talent and skills among the students and also foster entrepreneurship among the students. In addition, the department conducts

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experiential visits to industry and different institutions which gives students an opportunity to learn practical knowledge along with bookish knowledge. The Department of Commerce is also offering a Value added Course of 2 credits to extend the knowledge and skills of students other than academics.

Strength of Syllabus :-

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all six semesters is meticulously designed so as to make the students understand the knowledge of different fields like Business Development, Service sector, Management, HRM, Marketing, Advertising, Export Marketing and Business Law. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

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Programme Outcome

1. Bachelor's Degree in Commerce years gives comprehensive knowledge of different areas of business like Marketing, Human Resource Management, Business and Corporate Law, Economics, Finance, Accounting, Management, Tax, Mathematics, Environment studies and several other branches of Commerce that includes Investment, Insurance, and Banking. Thus, this programme helps students in building a concrete footing for advanced studies in Commerce and to stand with the requirement of business sector, insurance, and banking seeking youth fit for employment.
2. Students undergoing this programme will enable them to be equipped themselves with skill sets like communication skill, entrepreneurship skill, leadership skills, Creative skills, etc. which is much needed to stand them out in the competition.
3. Students completing this programme will be able to develop managerial knowledge, accounting knowledge, sense of ethics in business and social responsibility with a broader skill sets and encourages them to seek out audacious, innovative solutions for today's business.
4. Completion of this programme will also enable the students to formulate business problems with innovative solutions thus, molding them into future visionaries, management leaders that are compassionate yet efficient.
5. Commerce programme provides knowledge which fosters self-employability and try to meet manpower requirements of different sectors of the economy as well as industries.
6. The course provides an extreme and rigorous base for teaching, research, and allied business administrations.
7. It helps student to gain different software applications and ICT tools used for business operations that helps the learner to be competitive.
8. It develops ethical values and overall personality of the learner which is needed for personal growth as well as development of the nation.

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Programme Specific Outcome

PSO 1	A learner will gain knowledge of business process with formalities for setting up business units and entrepreneurship skills and qualities.
PSO 2	To make the learner aware about knowledge of Management, Production, Finance, Business Law and Advertising with skills and employment prospect.
PSO 3	Knowledge acquired by the students in the programme would increase understanding about commerce which will be useful for the students in their future higher studies as well acquiring the employment.
PSO 4	Students undergoing commerce course can learn business planning, decision making, business finance, Marketing, HRM etc. which will enable them to become an entrepreneur and placed themselves at better position in the industry.
PSO 5	To improve skills and personality of the students needed for perusing carrier opportunities

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Table of Mapping of Programme Specific Outcome

	FYBCOM		SYBCOM						TYBCOM			
	SEM I	SEM II	SEM III	SEM IV	SEM III	SEM IV	SEM III	SEM IV	SEM V	SEM VI	SEM V	SEM VI
	COMMERCE- I	COMMERCE- II	COMMERCE- III	COMMERCE- IV	ADVERTISING - I	ADVERTISING - II	BUSINESS LAW - I	BUSINESS LAW - II	COMMERCE- V	COMMERCE- VI	EXPORT MARKETING - I	EXPORT MARKETING - I
Disciplinary Knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Experiential learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Employability options	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Decision making skill	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Professional skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Critical thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Creativity thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research Related Skills	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Communication skill	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Leadership Qualities/Sills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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Teaching Learning Methods

The teaching learning method has been designed with student centric focus. The main aim of the teaching pedagogy is to teach domain knowledge to the students. It further aims to develop presentation ability, entrepreneurial skills, creative thinking, logical analysis and comprehensive development of the students studying the subject. The teaching learning methods include:

1. Classroom teaching is done by explain concepts, theories, case lets related to subjects and live examples.
2. Blended learning involves Online Lectures via Zoom Application.
3. Circulation of Notes in PDF form through Whatsapp groups.
4. Use of E- content like YouTube Videos, Website, Blogs, Charts, Diagrams etc.
5. Experiential visits (Industrial Visits) : based on syllabus
6. Discussion about recent socio-economic scenario.
7. Case Studies.
8. Guest lectures by eminent personalities from different areas.
9. Encourage Business skills by Business Stalls.
10. Organizing and competitions through Association activities viz., PPT Competition, Ad-Mad Show, Quiz, Elocution Competition, etc.

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Assessment Method

1. There will be 2 Internal Assessment Tests of 20 marks each, conducted in each Semester. Duration is 30 minutes.
2. One External (Semester End Exam) of 60 marks is conducted at the end of each semester. Duration is 02 hours.
3. Student must appear for at least one of the two Internal Tests to be eligible for the Semester End Examination.
4. Minimum marks for passing in the subject are 40. Minimum passing percentage is calculated on the basis of total marks obtained in Semester End Exam and Internal Assessment Tests.
5. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
6. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

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INTERNAL EXAMINATION

Marks: 40

1. There will be 2 Internal Assessment Tests of 20 Marks each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 20 marks will be 30 minutes.
3. **Each Internal Assessment Test will have 20 questions. Nature of questions may be - Multiple Choice Questions / True or False/ Match the Following.**

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SEMESTER END EXAMINATION

Marks: 60

Duration : 02.00 hrs.

Q1. Answer any one of the following: (Module I) (10 Marks)

a)

b)

Q2. Answer any one of the following: (Module II) (10 Marks)

a)

b)

Q3. Answer any one of the following: (Module III) (10 Marks)

a)

b)

Q4. Answer any one of the following: (Module IV) (10 Marks)

a)

b)

Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)

(From all modules)