



Hindi VidyaPracharSamiti's

RamniranjanJhunjhunwala College
of Arts, Science & Commerce
(Autonomous College)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the FYBVOC

Program: BVOC

Course: REAL ESTATE MANAGEMENT

Code:RJCUBVOCRE

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II**DISTRIBUTION OF TOPICS AND CREDITS****FYBVOC REM SEMESTER I**

Course	Nomenclature	Credits	Topics
RJCUBVOCRE101	Business Communication-I	6	1. Theory of Communication
			2. Obstacles to Communication in Business World
			3. Business Correspondence Theory of Business Letter Writing
			4. Language and Writing Skills
RJCUBVOCRE102	Computer Application-I	6	1. Computer hardware
			2. Internet
			3. Word 2013
			4. Excel and advance excel
RJCUBVOCRE103	Introduction to Financial Accounts	6	1. Introduction
			2. Accounting Transactions
			3. Depreciation Accounting & Trial Balance
			4. Final Accounts
RJCUBVOCRE104	Basics of Financial Services	3	1. Financial System
			2. Commercial Banks, RBI And Development Banks
			3. Insurance
			4. Mutual Funds
RJCUBVOCRE105	Business Economics -I	3	1. Scope and importance of business economics
			2. Demand analysis
			3. Supply and Production Decisions and Cost of Production
			4. Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition
			5. Pricing Practices
RJCUBVOCRE106	Introduction to Real Estate	3	1. Introduction to Real Estate
			2. Financial markets Legal aspects in real estate
			3. Documents in Real Estate
			4. Approval Process
RJCUBVOCRE107	Principles of Management	3	1. Nature of Management
			2. Planning and Decision Making
			3. Organizing
			4. Directing, Leadership, Co-ordination and Controlling

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II**FYBVOC REM
SEMESTER II**

Course	Nomenclature	Credits	Topics
RJCUBVOCRE201	Business Communication-II	6	1. Presentation Skills
			2. Group Communication
			3. Business Correspondence
			4. Language and Writing Skills
RJCUBVOCRE202	Computer Application – II	6	1. Advance Excel with Financial Functions & Macro
			2. Emerging technologies in IT
			3. PowerPoint 2013
			4. Outlook 2013
RJCUBVOCRE203	Indian Banking	6	1. Reserve Bank of India
			2. Commercial Banks
			3. Development banks
			4. Financial Instruments and Interest Rate Structure
RJCUBVOCRE204	Marketing Management	3	1. Introduction to Marketing
			2. Marketing Environment, Research and Consumer Behaviour
			3. Marketing Mix
			4. Segmentation, Targeting and Positioning and Trends In Marketing
RJCUBVOCRE205	Accounting for Managerial Decision	3	1. Analysis and Interpretation of Financial statements
			2. Ratio analysis and Interpretation
			3. Cash flow statement (Direct & Indirect Method)
			4. Working Capital
RJCUBVOCRE206	Macro Economics	3	1. Introduction to Macroeconomic Data and Theory
			2. Money, Inflation and Monetary Policy
			3. Constituents of Fiscal Policy
			4. Open Economy: Theory and Issues of International Trade
RJCUBVOCRE207	Basics of Real Estate	3	1. RERA – Act an overview
			2. Formation of Co-Operative society
			3. Repair Permission from MCGM
			4. Brokers in Real Estate Introduction to Financial Market

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-I: Business Communication I	Paper Code: RJCUBVOCRE101	60	06
UNIT I		15	
Theory of Communication			
<ul style="list-style-type: none">• Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world• Impact of technological advancements on Communication• Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine• Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)• Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication,• Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing			
UNIT II		15	
Obstacles to Communication in Business World			
<ul style="list-style-type: none">• Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers• Ways to Overcome these Barriers• Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace• Business Ethics and media, Computer Ethics• Corporate Social Responsibility• Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour			
UNIT III		15	
Business Correspondence Theory of Business Letter Writing			

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

<ul style="list-style-type: none"> • Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block • Principles of Effective Letter Writing, Principles of effective Email Writing, • Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)] 	
UNIT IV	15
Language and Writing Skills	
<ul style="list-style-type: none"> • Commercial Terms used in Business Communication • Paragraph Writing: Developing an idea, using appropriate linking devices, etc • Cohesion and Coherence, self-editing, etc • [Interpretation of technical data, Composition on a given situation, a short informal report etc.] • Activities: Listening Comprehension; Remedial Teaching; Speaking Skills: Presenting a News Item, Dialogue and Speeches Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management 	

FYBVOCREM	Semester I
RJCUBVOCRE101 Paper-I Business Communication - 1	Course Outcome : <ul style="list-style-type: none"> ➤ Students will learn effective use of various types of oral, written and digital communication modes geared to a range of business audience Learning Outcome: <ul style="list-style-type: none"> ➤ Using persuasive and professional language in speech and writing ➤ Conducting effective business research and communicating the process and findings in a range of business documents and oral presentations ➤ Planning and managing a business project and communications strategy ➤ Demonstrating advanced interpersonal communication, business etiquette and relationship building skills ➤ Communicating effectively across cultures and to a range of different business audiences (managers, clients, customers, colleagues) ➤ Embedding ethical considerations in all communication modes

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-II: Computer Application-I	Paper Code: RJCUBVOCRE202	60	06
UNIT I		15	
Computer hardware			
<ul style="list-style-type: none">• Personal Computers• Identification/demonstration of different storage Devices like CD and CD drive, hard disk- HDD• Storing and retrieving data from various storage devices• Identification of various input and output devices.• Primary memory, RAM and ROM- Processor- CPU, it's speed-machine cycle, ports, computer buses• Different types of printers.• Introduction to trouble shooting of personal computers.			
UNIT II		15	
Internet			
<ul style="list-style-type: none">• What is internet,• Most popular internet services• Functions of internet like email, WW, FTP, UseNet, Instant messaging, internet telephony, using address book, working with task list, scheduling appointments, reminders, events			
UNIT III		15	
Word 2013			
<ul style="list-style-type: none">• Getting started, The Word window,• New documents, Document navigation, editing text, working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace, Text formatting, Character formatting, Tab settings, Paragraph formatting, Paragraph spacing and indents• Tables, creating tables, working with table content, Changing the table structure• Page layout, Headers and footers, Page setup• Graphics, adding graphics and clip art, Working with graphics• Proofing, printing, and exporting, Spelling and grammar, AutoCorrect, Printing and exporting documents			
UNIT IV		15	

Excel and advance excel

- Fundamentals of Excel, Cut, Copy, Insert, Delete, Paste Special,
- Custom Formatting, Undo, Redo,
- Excel Formulas – Basic, Useful functions and Paste Function, Calc, Comments, drawing toolbar, Edit, Replace, Delete, Clear, Essential Printing, Data Sorting, Hiding, AutoFormats, Protection & Advance Excel.

FYBVOC REM	Semester I
RJCUBVOCRE102 Paper II Computer Application-I	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ To achieve Command over Computers ➤ To become a smart and serious user of computers ➤ To use MS-office and internet confidently in daily activities and become a smart Netizen. ➤ To use various employable skills to become successful at word and businesses. <p>Learning outcomes:</p> <p><u>Computer Hardware</u></p> <ul style="list-style-type: none"> ➤ Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components. ➤ Understand the difference between an operating system and an application program, and what each is used for in a computer. ➤ Describe some examples of computers and state the effect that the use of computer technology has had on some common products. ➤ Identify the principal components of a given computer system. <p><u>Internet</u></p> <ul style="list-style-type: none"> ➤ Understand foundation of the digital revolution and allows to share information (words, images and any digital file) almost instantaneously. ➤ Understand web an easy-to-use interface to Internet resources. ➤ Understand how to access the resources on internet, to effectively communicate electronically, to efficiently locate information, to understand electronic commerce, and to use web utilities.

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	<p><u>Word</u></p> <ul style="list-style-type: none">➤ To create text-based documents➤ To create memos, letters, faxes, newsletters, annuals and brochures. <p><u>Excel</u></p> <ul style="list-style-type: none">➤ To use spreadsheets to organize, analyze, and graph numeric data such as budget and financial reports.
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FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-III: Introduction to Financial Accounts	Paper Code: RJCUBVOCRE103	60	06
UNIT I		15	
Introduction			
<ul style="list-style-type: none"> • Meaning and Scope of Accounting • Need and development, definition • Book- Keeping and accounting, Persons interested in accounting, Branches of accounting • Objectives of accounting • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) <ul style="list-style-type: none"> • AS 1: Disclosure to Accounting Policies • AS 6: Depreciation Accounting. • AS 9: Revenue Recognition. • AS 10: Accounting for Fixed Assets. • International Financial Reporting Standards (IFRS): Introduction to IFRS <ul style="list-style-type: none"> • IAS-1: Presentation of Financial Statements (Introductory Knowledge) • IAS-2: Inventories (Introductory Knowledge) <ul style="list-style-type: none"> • Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting 			
UNIT II		15	
Accounting Transactions			
<ul style="list-style-type: none"> • Accounting transactions: Accounting cycle • Journal, Journal proper, Opening and closing entries, • Relationship between journal & ledger, Rules regarding posting • Trial balance • Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book – Triple Column) • Bank Reconciliation Statement. • Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. Profit or Loss: Revenue and capital 			
UNIT III		15	

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

Depreciation Accounting & Trial Balance		
<ul style="list-style-type: none">Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).Preparation of Trial Balance: Introduction and Preparation of Trial Balance		
UNIT IV		15
Final Accounts		
<ul style="list-style-type: none">Sole Proprietor.Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.		

FYBVOC REM	Semester I Practical
RJCUBVOCRE103 PAPER III Introduction to Financial Accounts	Course Outcome: <ul style="list-style-type: none"> ➤ Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations. ➤ Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making. ➤ To record the basic journal entries. ➤ Memorize how to calculate depreciation by applying various methods. ➤ Maintain the financial statements of a business entity. Rectify errors in accounts. Learning outcomes: <ul style="list-style-type: none"> ➤ Recognize and understand ethical issues related to the accounting profession. ➤ Prepare financial statements in accordance with Generally Accepted Accounting Principles. ➤ Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements. ➤ Understand the meaning accounting and accountancy. ➤ Understand the terms used in accounting system

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	➤ Know how the accounting entries are posted in books.
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SEMESTER I		L	CR
Paper-IV Basics of Financial Services	Paper Code: RJCUBVOCRE104	06	03
UNIT I		15	
An introduction to the financial system, Overview of financial system			
<ul style="list-style-type: none">• An overview of Financial System,• Financial Markets, Structure of Financial Market (Organised and Unorganized Market),• Components of Financial System,• Major Financial Intermediaries,• Financial Products,• Function of Financial System,• Regulatory Framework of Indian Financial System (Overview of SEBI and RBI-Role and Importance as regulators).			
UNIT II		15	
Commercial Banks, RBI And Development Banks			
<ul style="list-style-type: none">• Concept of Commercial Banks-Functions,• Investment Policy of Commercial Banks,• Liquidity in Banks• Asset Structure of Commercial Banks• Non-Performing Assets• Interest Rate reforms• Capital Adequacy Norms.• Reserve Bank of India- Organization & Management,• Role and Functions Development Banks; Characteristics• Need And Emergence of Development Financial Institutions In India, Function of Development Banks.			
UNIT III		15	
Insurance			

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<ul style="list-style-type: none"> • Concept, • Basic Characteristics of Insurance, • Insurance Company Operations, • Principles of Insurance • Reinsurance • Purpose and Need Of Insurance • Different Kinds of Life Insurance Products, Basic Idea About Fire and Marine Insurance and Banc assurance 		
UNIT IV	15	
Mutual Funds		
<ul style="list-style-type: none"> • Concept of Mutual Funds, • Growth of Mutual Funds in India, • Features and Importance of Mutual Fund. • Mutual Fund Schemes, • Money Market Mutual Funds, • Private Sector Mutual Funds, • Valuation of the Performance of Mutual Funds, • Functioning of Mutual Funds in India. 		

FYBVOC REM	Semester I Theory
RJCUBVOCRE104 PAPER IV Basics of Financial Services	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ The learner will gain knowledge about Financial Service industry and difference financial product in the industry ➤ Recent Development in Banking and mutual fund industry ➤ Background of Insurance product and how it should be used as an protection instead of investment ➤ Background on different types of Mutual Fund Schemes and analysis of the funds. ➤ Focus on current financial events by discussing the relevant news/articles in the class <p>Learning Outcome:</p> <ul style="list-style-type: none"> ➤ To understand concept of Financial Services and its role and functions ➤ To understand financial products like mutual funds and insurance ➤ To understand function of Banking and Merchant Banking ➤ Role of Mutual Fund & Insurance in Financial Planning

SEMESTER I		L	CR
Paper V: Business Economics -I	Paper Code: RJCUBVOCRE105	60	03
UNIT I		12	
Scope and Importance of Business Economics			
<ul style="list-style-type: none">• Basic tools- Opportunity Cost principle• Incremental and Marginal Concepts.• Basic economic relations - functional relations• Equations- Total, Average and Marginal relations• Use of Marginal analysis in decision making• The basics of market demand, market supply and equilibrium price• Shifts in the demand and supply curves and equilibrium			
UNIT II		12	
Demand Analysis			
<ul style="list-style-type: none">• Demand Function - nature of demand curve under different markets• Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)• Relationship between elasticity of demand and revenue concepts• Demand estimation and forecasting: Meaning and significance• Methods of demand estimation: survey and statistical methods• Numerical illustrations on trend analysis and simple linear regression			
UNIT III		13	
Supply and Production Decisions and Cost of Production			

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<ul style="list-style-type: none"> • Production function: short run analysis with Law of Variable Proportions • Production function with two variable inputs • Isoquants, ridge lines and least cost combination of inputs • Long run production function and Laws of Returns to Scale • Expansion path • Economies and diseconomies of Scale • Cost concepts: Accounting cost and economic cost • Implicit and explicit cost, fixed and variable cost • Total, average and marginal cost • Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed) • LAC and Learning curve • Break even analysis (with business applications) 		
UNIT IV	13	
Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition		
<ul style="list-style-type: none"> • Short run and long run equilibrium of a competitive firm and of industry • Monopoly - short run and long- run equilibrium of a firm under Monopoly • Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising. Topics to be taught using case studies from real life examples • Oligopolistic markets • Key attributes of oligopoly • Collusive and non-collusive oligopoly market • Price rigidity • Cartels and price leadership models (with practical examples) 		
UNIT V	10	
Pricing Practices		
<ul style="list-style-type: none"> • Cost oriented pricing methods: cost plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple product pricing, transfer pricing. (case studies on how pricing methods are used in business world) 		

FY BVOC REM	Semester I Theory
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RJCUBVOCRE105 PAPER V Business Economics -I	<p>Course Outcome:</p> <ul style="list-style-type: none"> ➤ The learners gain knowledge and understanding of demand and impact on price in purchasing goods. ➤ Gain knowledge of market structure and fact the challenges in business. ➤ Enhancement of output and profit in business. ➤ Understanding of market barriers to entry and ways to overcome theory. ➤ The learners will be able to identify the market and enjoy surplus <p>Learning Outcome:</p> <ul style="list-style-type: none"> ➤ To give knowledge to the learners regarding demand and changes in response to changes in price. ➤ To introduce the concept of consumer is supply and forecasting their purchases. ➤ To avail of different market structure and pricing of different goods including stock market. ➤ To impart proficiency in revenue and cost conditions of the firm and breakeven point. ➤ To introduce the concept of profit and run the business in a sound footing.
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SEMESTER I		L	Cr
Paper VI: Introduction to Real Estate	Paper Code: RJCUBVOCRE106	60	03

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UNIT I	15	
Introduction to Real Estate		
<ul style="list-style-type: none"> History, Government initiatives, Types of Properties, Different types of land, Units for measurement of land, Government administration hierarchy, Roles and responsibility of government bodies, Zones and zoning, Classification of lands, FSI and calculation, Fungible FSI, TDR, DRC, Types of land 		
UNIT II	15	
Legal aspects in Real Estate		
<ul style="list-style-type: none"> Movable and Immovable property The Indian Property act, Land acquisition act, Registration act, Stamp duty act The property transfer act, The contract act, Indian forest act, The Environment protection act, Cooperate society act, The urban land ceiling act The Wealth tax, The Evidence act, The rent control act, The arbitration and conciliation act, MAHADA act, Deemed conveyance, Ready Reckoner, The consumer protection act, CRZ, SEBI, REITS, Benami Property act, 		
UNIT III	15	
Documents in Real Estate		
<ul style="list-style-type: none"> Documents in Real Estate – 7/12, 6/12, 6C, 8A, Property card, City survey plan, Agreement for sale/ Sales Deed, Mortgage deed, Lease Deed, Public notice, Gift deed, Transfer deed, MOU, Leave and License Agreement, Development Agreement, Search report, Certificate of Title, Surrender deed, Power of Attorney, Indemnity Bond, Release deed, Index II, Stamp duty and Registration for all Agreement 		
UNIT IV	15	
Approval Process		
<ul style="list-style-type: none"> Approval Process – Steps for approval, Duties and Responsibility of Revenue authorities, IOD, NOCs, Commencement certificates, Completion certificate, Occupancy certificate and their time limit. 		

FY BVOC REM**Semester I Theory**

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

<p>RJCUBVOCRE106</p> <p>PAPER VI Introduction to Real Estate</p>	<p>course Outcome:</p> <ul style="list-style-type: none"> ➤ What is Indian Real Estate, Scope, and Basic Fundamentals in Real Estate, Approval Process, Legal Aspects, and Documentations. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Student will understand Scope in Real Estate in India. Process and Terms use in Indian Real Estate. Approval and Authorities in Real Estate. Legality and Acts in Real Estate like RERA. Documentation which plays vital role in Real Estate
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SEMESTER I		L	Cr
PAPER VII: Principles of Management	Paper Code: RJCUBVOCRE107	60	03

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

UNIT I	15	
Nature of Management		
<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills • Levels of Management • Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. 		
UNIT II	15	
Planning and Decision Making		
<ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making. 		
UNIT III	15	
Organizing		
<ul style="list-style-type: none"> • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control • Centralization vs Decentralization • Delegation: Authority & Responsibility relationship 		
UNIT IV	15	
Directing, Leadership, Co-ordination and Controlling		
<ul style="list-style-type: none"> • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 		

FY BVOC REM	Semester I Theory
RJCUBVOCRE107 Paper VII Principles of Management	Course Outcome: <ul style="list-style-type: none">➤ The Learners will practice the process of management's four functions: planning, organizing, leading, and controlling.➤ The Learners will identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.➤ The Learners will evaluate leadership styles to anticipate the consequences of each leadership style.➤ Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods. Learning outcomes : <ul style="list-style-type: none">➤ To Discuss and communicate the management evolution and how it will affect future managers.➤ To Observe and evaluate the influence of historical forces on the current practice of management.➤ To Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.➤ To explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.

SEMESTER II FYBVOC REM

SEMESTER II		L	Cr
Paper-I: Business Communication-II	Paper Code: RJCUBVOCRE201	60	06
UNIT I		15	
Presentation Skills			
<ul style="list-style-type: none"> • Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation • Effective use of OHP • Effective use of Transparencies • How to make a Power-Point Presentation 			
UNIT II		15	
Group Communication			
<ul style="list-style-type: none"> • Interviews: Group Discussion Preparing for an Interview, Types of Interviews • Selection, Appraisal, Grievance, Exit • Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions • Conference: Meaning and Importance of Conference Organizing a Conference • Modern Methods: Video and Tele – Conferencing • Public Relations: Meaning, Functions of PR Department, External and Internal • Measures of PR 			
UNIT III		15	
Business Correspondence			
<ul style="list-style-type: none"> • Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) • Only following to be taught in detail: - • Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters. 			
UNIT IV		15	
Language and Writing Skills			

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<ul style="list-style-type: none"> • Promotional leaflets and fliers Consumer Grievance Letters • Letters under Right to Information (RTI) Act 	
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FY BVOC REM	Semester II Theory
RJCUBVOCRE201 Paper I Business Communication-II	<p><u>Learning Outcomes:</u></p> <ul style="list-style-type: none"> ➤ To guide the learners for presentation skills(How to make power point presentation, effective use of transparencies, Effective use of OHP) ➤ To give knowledge to the learners regarding group communication (Interview, meetings, Conference, and Public relations. ➤ To sensitize the learners to the different types Trade Letters(order , Credit and status enquiry Collection. ➤ To impart proficiency in business correspondence, language and writing skills. ➤ To identify the ethical dimension of a communication problem and to acknowledge different points of view. <p><u>Course Outcome:</u></p> <ul style="list-style-type: none"> ➤ The learners are able to write application letters and job resumes. ➤ Enhancement of language and writing skills. ➤ Learners will be able to make presentation properly. ➤ Students will be confident in interviews, meetings, conferences and public relations. ➤ Learners will gain an understanding of Business correspondence (trade letters) ➤ Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline. ➤ Students will be able to communicate effectively orally and in writing.

SEMESTER II		L	Cr
Paper II: Computer Application–II	Paper Code: RJCUBVOCRE202	60	06
UNIT I		15	
Microsoft Access			
<ul style="list-style-type: none">● Introduction to Databases● Learn all about an Access database and how it works.● 2 Introduction to Objects● Learn about each of the four objects in Access to understand how they interact with each other to create a fully functional relational database.● 3 Getting Started in Access● Familiarize yourself with the Access environment, including the Ribbon, Backstage view, Navigation pane, Document Tabs bar, and Record Navigation bar.● 4 Managing Databases and Objects● Learn how to open and close an Access database, as well as how to open, close, and save objects.● Working with Data● 5 Working with Tables● Learn how to open tables, create and edit records, and modify the appearance of your table to make it easier to view and work with.● 6 Working with Forms● Learn how to use forms to enter new records and view and edit existing ones.● 7 Sorting and Filtering Records● Learn how to sort and filter data so you can customize how you organize and view your data.● Running Queries and Reports● 8 Designing a Simple Query● Learn how to create a simple one-table query.● 9 Designing a Multi-table Query● Learn how to create a complex multi-table query.● 10 More Query Design Options● Learn how to modify and sort queries and discover different query-building options.● 11 Creating Reports● Learn how to create, modify, and print reports.● 12 Advanced Report Options● Learn how to use the Report Wizard to create complex reports and use Access formatting options to change the look of your report.● Database Design Tips● 13 Modifying Tables			

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<ul style="list-style-type: none"> Learn how to create and rearrange table fields, as well as set validation rules, character limits, and data types. 14 Creating Forms Learn how to create and modify forms using options like design controls and form properties. 15 Formatting Forms Learn how to add command buttons, modify form layouts, add logos and other images, and change form colours and fonts. 16 Designing Your Own Database Learn how to create a database from an existing template and find resources to learn more about database design. 		
UNIT II	15	
Emerging technologies in IT		
<ul style="list-style-type: none"> EDI and its application Advantages and limitations of EDI Use of EDI in financial sector- cloud computing services- advantages and limitations E commerce- types, features, security aspects-payment system 		
UNIT III	15	
Powerpoint2013		
<ul style="list-style-type: none"> Getting started PowerPoint interface Creating a basic presentation Working with slides, Editing slide content, Formatting text and lists Editing efficiently Working with shapes, creating shapes, formatting shapes, applying content to shapes. Graphics, WordArt, Pictures, Tables and charts, Smart Art Preparing and printing presentations, proofing presentations, Preparing a presentation, Printing presentations 		
UNIT IV	15	
Advance Excel		
<ul style="list-style-type: none"> VLOOKUP Pivot Table Solvers What-if-Analysis Data Validation Consolidated Financial Functions <ul style="list-style-type: none"> Future Value (FV) FVSCHEDULE 		

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

<ul style="list-style-type: none"> ○ Present Value (PV) ○ Next Present Value (NPV) ○ XNPV ○ PMT ○ PPMT ○ NPER ○ RATE ○ EFFECT ○ NOMINAL ○ SLN 	
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FY BVOC REM	Semester II Practical
RJCUBVOCRE202 Paper II Computer Application – II	Course Outcome: <ul style="list-style-type: none"> ➤ The learner gets through knowledge of working with Tally to become an Expert. ➤ The learner will understand the Inventory Management and will be able to analyse the stock movement, negative stock, pilferage etc. ➤ Access Real time Reports. ➤ Become an independent accountant. ➤ An asset to a organization in making decisions related to finance. Learning Outcomes: <ul style="list-style-type: none"> ➤ Learning data entry in Tally.ERP 9 / Computerised Accounting for different type of Business Organisations and Personal Accounting. ➤ Inventory (Stock) Management. ➤ Finding out slow moving and fast moving items and preparing re-order levels accordingly. ➤ Bank Reconciliation and Reconciling Debtors and Creditors. ➤ Learning latest Tax implementation and preparing the reports for filling Tax the returns eg. GST, Income Tax etc. ➤ Learning Finalisation of Accounts for Audit and IT. ➤ Generating MIS Reports like Cash Flow, Fund Flow and Ratio Analysis. ➤ Budget and Control, Future Planning.

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

	➤ Accessing Data from different locations through dot net services of Tally, synchronizing the data.		
SEMESTER II		L	Cr
Paper III: Indian Banking	Paper Code: RJCUBVOCRE203	60	06
UNIT I		15	
Reserve Bank of India			
<ul style="list-style-type: none">• Organization, management and functions• Recent Monetary policy of RBI.			
UNIT II		15	
Commercial Banks			
<ul style="list-style-type: none">• Meaning, functions, Present structure• E-banking• Recent developments in commercial banking.			
UNIT III		15	
Development banks			
<ul style="list-style-type: none">• Concept, objectives, and functions of development banks• Role of development banks; IFCI, IDBI, NABARD, SIDCs, SIDBI; State financial corporations.• Non-banking financial institutions: Concept, role and functions of non-banking financial institutions• Major Sources of finance.			
UNIT IV		15	
Financial Instruments and Interest Rate Structure			
<ul style="list-style-type: none">• Shares, Debentures/Bonds including Floating Rate Bonds, Zero Coupon Bonds, Deep discount bonds. Warrants, Derivatives: Futures, Options swaps. ADRs, GDRs, IDRs• Determinants of interest rate structure; Differential interest rate; recent changes in interest rate structure• Foreign Investments: Types, trends and implications• Regulatory framework for foreign investments in India.			

FYBVOC REM	Semester II Theory
<p>RJCUBVOCRE203</p> <p>Paper III</p> <p>Indian Banking</p>	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ The Learner will able to understand Banking System & Structure ➤ Gain knowledge about various banking products & services ➤ The learner will be able to various processes & norms of Banking system ➤ With recent developments in banking the learner will know various innovations in banking Space. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ Describe the context of banking: the financial system. ➤ Explain the principles of banking. ➤ Elucidate the broad functions of banks. ➤ Understanding Banking & Financial Institution Structure in India ➤ Understanding various Banking Products & Services ➤ Learn Recent Developments in Banking Sector

SEMESTER II		L	Cr
Paper-IV: Marketing Management	Paper Code: RJCUBVOCRE204	60	03
UNIT I		15	
Introduction to Marketing			
<ul style="list-style-type: none"> ● Introduction to Marketing: ● Definition, features, advantages and scope of Marketing. ● The 4P's and 4C's of marketing. ● Marketing v/s Selling. Marketing as an activity and function ● Concepts of Marketing: ● Needs, wants and demands, transactions, transfer and exchanges. ● Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. 			
UNIT II		15	
Marketing Environment, Research and Consumer Behaviour			
<ul style="list-style-type: none"> ● Micro environment: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. ● Macro environment: Political Factors; Economic Factors; Socio Cultural Technological Factors (PEST Analysis) ● Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research. consumer/customer research; production research ● MIS: Meaning, features and Importance ● Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour 			
UNIT III		15	
Marketing Mix			
<ul style="list-style-type: none"> ● Marketing Mix: Meaning – Elements of Marketing Mix. ● Product-Product mix-product line lifecycle-product planning – New product ● Development- failure of new product-levels of product. ● Branding –Packing and packaging – role and importance ● Pricing – objectives- factors influencing pricing policy and Pricing strategy. 			

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

<ul style="list-style-type: none"> Physical distribution – meaning – factor affecting channel selection- types of marketing channels Promotion– meaning and significance of promotion. Promotion tools (brief) 		
UNIT IV	15	
Segmentation, Targeting and Positioning and Trends in Marketing		
<ul style="list-style-type: none"> Segmentation – meaning, importance, basis Targeting – meaning, types Positioning – meaning – strategies New trends in marketing – E-marketing, Internet marketing and marketing using social network Social marketing/ Relationship marketing 		

FYBVOC	Semester III Theory
RJCUBVOCFMS204	<p><u>Learning Outcome:</u></p> <p>➤ Market research, P's of Marketing, segmentation, Positioning, targeting different markets Market share.</p> <p><u>Course Outcome:</u></p> <p>➤ Here they will be learning different types markets. Why marketing play an important role in an organization. Segmentation, targeting, Branding in marketing. New trends i.e online, social media marketing.</p>
Paper-IV Marketing Management	

SEMESTER II		L	Cr
Paper V: Accounting for Managerial Decisions	Paper Code: RJCUBVOCRE205	60	03
UNIT I		15	
Analysis and Interpretation of Financial statements			
<ul style="list-style-type: none">Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited CompaniesVertical Form of Balance Sheet and Profit & Loss A/c-TrendAnalysis, Comparative Statement &Common Size.			
UNIT II		14	
Ratio analysis and Interpretation			
<ul style="list-style-type: none">Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to:Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover, Creditors Turnover RatioCombined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Pay-out Ratio, Debt Service Ratio,Different modes of expressing ratios: -Rate, Ratio, Percentage, Number.Limitations of the use of Ratios.			
UNIT III		16	
Cash flow statement (Direct & Indirect Method)			
<ul style="list-style-type: none">Preparation of cash flow statement (AccountingStandard-3(revised))			
UNIT IV		12	
Working Capital			

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<ul style="list-style-type: none"> Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. Receivables management-Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule] 	
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FY BVOC REM	Semester II Practical
RJCUBVOCRE205 Paper V Accounting For Managerial Decision	<p>Course Outcomes:</p> <ul style="list-style-type: none"> ➤ Acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> ➤ The aim of this course is to encourage the acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices. ➤ Explain the nature and the processes of businesses and how management accounting plays important roles in their decision-making scenarios. ➤ Explain how management accounting contributes to financial reporting, how it is different from financial accounting, and how management accounting ideas and practices are relevant to business decisions: short term and strategic decisions. ➤ Define and explain cost accounting terminologies and methods, their rationale of classification, and their relevance to business decisions. ➤ Apply management accounting ideas and practices in making short- term/on-going decisions in businesses.

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	<ul style="list-style-type: none"> ➤ Define and explain inventory management ideas and methods (including Just-in-Time) and their uses in business decisions. ➤ Apply management accounting ideas and practices in making strategic/long-term business.
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SEMESTER II		L	CR
Paper VI: Macro Economics	Paper Code: RJCUBVOCRE206	60	03
UNIT I		15	
Introduction to Macroeconomic Data and Theory			
<ul style="list-style-type: none"> ● Macroeconomics: Meaning, Scope and Importance. ● Circular flow of aggregate income and expenditure: closed and open economy Models ● The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare. ● Short run economic fluctuations: Features and Phases of Trade Cycles ● The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output 			
UNIT II		15	
Money, Inflation and Monetary Policy			
<ul style="list-style-type: none"> ● Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money ● Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest ● Money and prices: Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach ● Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy. ● Monetary policy: Meaning, objectives and instruments, inflation targeting 			
UNIT III		15	
Constituents of Fiscal Policy			

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<ul style="list-style-type: none"> • Role of a Government to provide Public goods- Principles of Sound and Functional Finance • Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy • Instruments of Fiscal policy: Canons of taxation- Factors influencing incidence of taxation- Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance • Union budget -Structure- Deficit concepts -Fiscal Responsibility and Budget Management Act. 		
UNIT IV	15	
Open Economy: Theory and Issues of International Trade		
<ul style="list-style-type: none"> • The basis of international trade: Ricardo's Theory of comparative cost advantage – The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types • Factors determining terms of trade - Gains from trade - Free trade versus protection • Foreign Investment: Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational Corporations • Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP. • Foreign Exchange and foreign exchange market: Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed Flexibility 		

FYBVOC REM	Semester II Theory
RJCUBVOCRE206 Paper VI Macro Economics	Course Outcomes: <ul style="list-style-type: none"> ➤ The learners gain knowledge and understanding of the economy through national income, rise in employment through investment. ➤ Gain knowledge of inflation and face the challenges arising out of inflation. ➤ Enhancement of the economy through taxation public expenditure and public debt ➤ Understanding of deficit financing to boost economic activities in a developing country. ➤ Identify the trade conditions and boost foreign investment and correct balance of payments. Learning Outcomes:

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	<ul style="list-style-type: none">➤ To give knowledge to the learners regarding trade cycles inflation and its impact on the people.➤ To avail of government fiscal policy regarding trade public expenditure and public debt and its effect on the common public.➤ To impart proficiency in foreign trade and ways to attract foreign investment.➤ To introduce the concept of different exchange rates and its impact on the economy.➤ To give different trade conditions how free trade will boost the economy.
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FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

SEMESTER II		L	Cr
Paper VII: Basics of Real Estate	Paper Code: RJCUBVOCRE207	60	03
UNIT I		15	
RERA – Act an overview			
<ul style="list-style-type: none">● RERA – Act an overview● Why RERA, before RERA, MOFA act, why this act doesn't work● RERA for Builders, RERA for consumers, RERA for brokers, Advantage, comparison between RERA and MOFA,● Maha RERA and other states RERA.● RERA registration process for Builders, Brokers and projects.			
UNIT II		15	
Formation of Co-Operative society			
<ul style="list-style-type: none">● Formation of Co-Operative society, Types of society, Procedure, Application for registration of society● Check list of documents required for registration● Registration of society and membership● Amendments in byelaws of the society for Maintenance, Insurance and Repair.			
UNIT III		15	
Repair Permission from MCGM			
<ul style="list-style-type: none">● Repair Permission from MCGM● Nature of repairs, repairs where permission is not required, repair prohibited, procedure of obtaining permission, Do's and Don't● Collapses of building- reasons of building collapses, classifications, short coming, Compulsory technical audit and report – Determination of Buildings, Collapse of Buildings● Technical Audit and Report, Scope and Procedure of Technical Audit, Contents of Technical Audit Report			
UNIT IV		15	
Brokers in Real Estate			

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<ul style="list-style-type: none"> ● Brokers in Real Estate – Brokers in India ● Qualification, RERA for Brokers ● Registration process ● Commission process ● Steps for documentation and closing of deals for Sales or Leave and License, Future of Indian brokers 	
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FYBVOC REM	Semester II Theory
RJCUBVOCRE207 Paper VII Basics of Real Estate	Course Outcomes: <ul style="list-style-type: none"> ➤ RERA, Cooperative Society, Government Bodies and their Roles and Responsibility, Role of Brokers in Real Estate. Learning Outcomes: <ul style="list-style-type: none"> ➤ Students will learn in-depth knowledge about RERA – Role of Govt., Builders and Brokers. Why and how to create Cooperative Housing Society of the benefits of owners. Role of Broker in India and how to improve it in future.

SCHEME OF EXAMINATIONS

1. Two Internal Assessment examinations of 20 marks each. Duration 30min for each. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Power point/ Audio – Visual presentation/ Oral Presentation.
2. One External (Semester End Examination) of 60 marks. Duration 2 hours.
3. Minimum marks for passing Semester End Theory Exam is 40 %.
4. Student must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
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.

REFERENCE BOOKS AND READING MATERIAL

SEMESTER– I

Business Communication – I

- Professional Communication by ArunaKoneru, McGrawHill
- Effective Business Communication by Herta a Murphy, Herbert W Hildebrandt, Jane P Thomas
- Business Communication, Lesikar and Petit, McGrawHill
- Communication Skills Handbook, Summers, Wiley, India
- Business Communication (Revised Edition), Rai and Rai, Himalaya Publishing House Business
- Correspondence and Report Writing by R. C. Sharma and Krishna Mohan, TMH.

Introduction to Financial Accounts

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi

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- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi

Basics of Financial Services

- Khan M.Y., Indian Financial System, Tata McGraw Hill Publishing Company
- Varshney P.N. & Mittal MN, Financial System, Sultan Chand & Co
- A. Avadhani , Marketing of Financial Services-
- Bhole L. M: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

- Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
- Gupta Suraj B: Monetary Economics; S. Chand and Co., New Delhi

Business Economics –I

- Business Economics - I Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
 - Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

Principles of Management:

- Principles of Management , Ramasamy , Himalya Publication , Mumbai
- Principles of Management , Tripathi Reddy , Tata Mc Grew Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao & N V Shah , AjabPustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications

SEMESTER – II

Communication & Etiquettes

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) OrganisationalBehaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.

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- Bahl, J.C. and Nagamias, S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Bangh, L.Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) Foundation of Ethics in Management Excel Books 10. Businessworld Special Collector's Issue: Ethics and the Manager
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H. New Delhi.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
- Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations
- Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
- Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H., New Delhi.
- Darrow, Richard, Forrester, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
- Dayal, Ishwar (1981) Managing Large Organizations: A Comparative Study.
- Drucker, P.F. (1970) Technology, Management and Society, Pan Books London.
- Drucker, P.F. (1974) Management Responsibilities Practices, Heinemann, London. 22. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co. Calcutta.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
- 27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
- Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
- Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
- Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32. Gupta,
- Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books

FYBVOC (REAL ESTATE MANAGEMENT) Syllabus Semester I & II

- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois.
- Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
- 36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
- Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
- Majumdar, P.K. (1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
- McQuail, Denis (1975), Communication, Longman.
- Merrihue, William (1960) Managing by Communication, McGraw Hill, New York. 41. Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
- Montagu, A and Matson, Floyd (1979) The Human Connection, McGraw Hill, New York.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
- Parry, John (1968) The Psychology of Human Communication.
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- Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
- Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
- Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
- Shekhar, R.C (1997) Ethical Choices in Business Response Books
- Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
- 53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

Accounting for Managerial Decisions

- Srivastava R M, Essentials of Business Finance, Himalaya Publications
- Anthony R N and Reece JS. Accounting Principles, Hoomwood Illinois, Richard D. Irvin
- Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases, New Delhi.
- Hingorani NL and ramanathan AR - Management Accounting, New Delhi

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- Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
- Gupta , SP - Management Accounting , SahityaBhawan , Agra .

Macro Economics

- Dornbusch R, Fischer and Startz – “Macro Economics”, (Tata McGraw Hill).
- Richard T Froyen – “Macro Economics”, (Pearson Education).
- Mankiw N G – “Macro Economics”, (Worth Publishers).
- PrabhatPatnaik (ed) – “Macro Economics”, (Oxford University Press).
- Andrew Abel and Ben Bernanke – “Macroeconomics”, (Pearson Education)
- H L Ahuja – “Macro Economics for Business and Management” (S Chand).
- A Nag – “Macro Economics for Management Students”, (Macmillan)
- Shyamal Roy – “Macro Economic Policy Environment – an analytical guide for managers”, (Tata McGraw Hill).
- Suraj B. Gupta – “Monetary Economics: Institutions, Theory and Policy”, (S. Chand)
- Robert J Carbaugh – “International Economics”, (Thomson Southwestern).
- Robert Dunn, Dana Stryck, James Ingram and Robert Dunn Jr. – “International Economics Study Guide and Workbook”, (John Wiley and Sons)
- Dominick Salvatore – “International Economics”, (John Wiley and sons).
- Paul Krugman and Maurice Obstfeld (2005) – “International Economics: Theory and Policy”, (Addison Wesley)

Marketing Management

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing

Note: In some subjects reference books are not written because professors are allowed to give to students their notes and refer websites at their discretion.