



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

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the T.Y.B.Com

Program: B.Com

Program Code: RJCUCOM

(CBCS 2021-22)

THE PREAMBLE

Why Commerce?

Commerce is as old as human civilisation. Since ancient time commerce is being practice 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 inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has 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 Government of India like 'Ease of doing', 'Atma Nibhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in 21st century.

Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economy in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even it is occupied in every field whether it science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get 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 course started with 360 students in 1981-82. With legacy of forty years, today 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 has also Ph.D. research centre in commerce. This provides vertical progression of students in higher studies in the same college campus. Department of commerce invites eminent speakers for delivering lectures on different topics to make the students understand latest trends in the industry. CORPORA a yearly department fest comprising different events is conducted to bring out hidden talent and skills among the students and also to foster entrepreneurship among the students. In addition, department conducts experiential visit to industry and different institutions which gives students an opportunity to learn practical knowledge along with bookish knowledge. Department of commerce is also offering Value added Course of 2 credits to extend the knowledge and skills of students other than academic.

Syllabus :-

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value added course that imparts practical knowledge of the subject to the students. The syllabus for commerce for all six semester 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 be in line with trends in industry. The course contents are design to improve student's employability and skills required for employability.

DISTRIBUTION OF TOPICS AND CREDITS

T.Y.B.COM

COMMERCE SEMESTER V

Course	Nomenclature	Credits	Topics
RJCUCOM501	COMMERCE- V (MARKETING)	03	1. Introduction to Marketing 2. Marketing Decisions I 3. Marketing Decisions II 4. Key Marketing Dimensions
RJCUCOM506	EXPORT MARKETING - I	03	1. Introduction to Export Marketing 2. Global Framework for Export Marketing 3. India's Foreign Trade Policy 4. Export Incentives and Assistance

COMMERCE SEMESTER VI

Course	Nomenclature	Credits	Topics
RJCUCOM601	COMMERCE - VI (HUMAN RESOURCE MANAGEMENT)	03	1. Human Resource Management 2. Human Resource Development 3. Human Relations. 4. Trends in Human Resource Management
RJCUCOM606	EXPORT MARKETING - II	03	1. Product Planning and Pricing Decisions for Export Marketing 2. Export Distribution and Promotion 3. Export Finance. 4. Export Procedure and Documentation

T.Y.B.COM SEMESTER V

Title of Course: COMMERCE - V (MARKETING)		Lectures	Credit
Subject Code: RJCUCOM501		45	03
Module I	Introduction to Marketing	12	
	Marketing Concept –Features, Functions, Evolution of Marketing Concepts, Strategic vs Traditional Marketing; Market Research –Concept, Process, Marketing Information System–Concept, Components, Data Mining–Concept, Importance; Consumer Behaviour – Concept, Factors influencing Consumer Behaviour, Market Segmentation – Concept, Bases, CRM- Concept and Techniques, Target Market –Concept, Five Patterns of Target Market Selection.		
Module II	Marketing Decisions I	11	
	Marketing mix – Concepts, Elements, Product - Product Decision Areas, Product Life Cycle –Concept, Managing Stages of PLC; Branding –Concept, Components, Brand Equity – Concept, Factors influencing Brand Equity, Packaging – Concept, Essentials of good package; Product Positioning -.Concept, Strategies, Service Positioning – Importance; Pricing - Concept, Factors influencing Pricing, Pricing Strategies.		
Module III	Marketing Decisions II	11	
	Physical Distribution – Concept, Factors influencing Physical Distribution, Supply Chain Management – Concept, Components of SCM; Promotion – Concept, Importance, Promotion Mix- Elements; Sales Management – Concept, Components, Emerging trends in Selling; Personal Selling - Concept and Process of Personal Selling, Skill sets required for Effective Selling.		

Module IV	Key Marketing Dimensions	11	
	Rural Marketing – Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing; Digital Marketing – Concept, Trends; Green Marketing – Concept, Importance; Marketing Ethics – Concept, Unethical practices in Marketing; General role of Consumer Organisations; Challenges before Marketing Managers in 21st Century; Careers in Marketing – Skill sets required for Effective Marketing; Reasons for Failure of Brands in India.		
	Course Outcome :		
	<ul style="list-style-type: none"> ➤ To provide conceptual understanding and clarity of marketing terms and strategies. ➤ To focus on different elements of marketing mix such as product, price, promotion and place. ➤ To emphasis the significance of Marketing Research, Marketing Information System, Customer Relationship Management, Market Segmentation, Branding etc. ➤ To acquaint the students with challenges of marketing in the competitive business environment including global marketing. ➤ To highlight the importance of various Careers in Marketing. 		
	Learning Outcomes:		
	<ul style="list-style-type: none"> ➤ Understanding Evolution of Marketing ➤ Importance of P's in Marketing. ➤ Brand Development ➤ Careers in Marketing 		

Reference Books :- Commerce -V (Semester V)

- Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ
- *Richard M. S Wilson, Colin gilligan, Strategic Marketing Management, Viva BooksPvt. Ltd.,2003.*
- *Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, TataMacgraw Hill.2004.*
- Neelamegam,S.(2007) Marketing in India : Cases and Readings, Vikas, New Delhi
- *Kotler, P., Keller, K.L. Koshy, A. &Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.*
- Gandhi, J.C. Marketing a Managerial Introduction TataMcGrawHill.
- Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.
- *Sherlekar, S.A. Marketing Management. Himalaya Publishing House.*

PAPER PATTERN FOR COMMERCE- V

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.**

PAPER PATTERN FOR COMMERCE –V (MARKETING)

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)

T.Y.B.COM SEMESTER VI

Title of Course: COMMERCE - VI (HUMAN RESOURCE MANAGEMENT)		Lectures	Credit
Subject Code: RJCUCOM601		45	03
Module I	Human Resource Management	12	
	HRM – Concept, Nature / Features, Functions / Scope of HRM, Importance of HRM, Traditional and Strategic HRM; Human Resource Planning – Concept, Steps; Job Analysis – Concept, Components; Job Design –Concept, Techniques; Recruitment – Concept, Sources; Selection – Concept, Process; Techniques of E-Selection.		
Module II	Human Resource Development	11	
	HRD – Concept, Functions; Training and Development – Methods; Process of Identifying Training and Development needs, Methods of Evaluating Training Effectiveness; Performance Appraisal – Concept, Benefits and Limitations, Methods of Performance Appraisal; Career Planning – Concept, Importance; Succession Planning – Concept, Need; Mentoring – Concept, Importance; Counseling – Concept, Techniques.		
Module III	Human Relations	11	
	Human Relations – Concept, Significance, Leadership – Concept, Transactional and Transformational Leadership; Motivational Theory- Maslow's Need Hierarchy Theory; Vroom's Expectancy Theory; McGregor's X and Y Theory; Morale – Concept, Factors affecting Morale, Measurement of Employees Morale; Factors affecting EQ and SQ; Employee Grievances – Concept, Causes, Procedure for Grievance Redressal.		

Module IV	Trends in Human Resource Management	11	
	HR in changing environment- Competencies and Classification; Learning Organisation- Concept, Creating an Innovative Organisation; Innovative Culture- Concept, Need, Managerial Role in Innovative Culture; Employee Engagement – Concept, Types; Human Resource Information System- Concept, Importance; Changing Patterns of Employments; Challenges in HRM- (Employee Empowerment, Workforce Diversity, Attrition, Downsizing, Employee absenteeism, Work life Balance, Sexual Harassment at work place), Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping.		
	Course Outcome :		
	<ul style="list-style-type: none"> ➤ To emphasize on Human Resource Management policies and practices including Human Resource Planning, Recruitment and Selection. ➤ To acquaint students with HRD practices in Corporate Enterprises, Role of HR Department, Training and Development, Performance Appraisal, Potential appraisal, etc. ➤ To highlight significance of leadership, its styles and traits, and Motivational role in HRM. ➤ To acquaint students with recent trends in HRM like HRA, HRIS, Succession Planning, Career options in HR, etc. 		
	Learning Outcomes:		
	<ul style="list-style-type: none"> ➤ Understanding Human Resource Planning and Human Resource Management ➤ Knowledge about significance of Training and Development, Mentoring, Counseling etc. 		

	<ul style="list-style-type: none"> ➤ Motivational theories and its Applications. ➤ Transition in Human Resource Management. 		
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Reference Books :- Commerce - VI (Human Resource Management)

1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff
3. *Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.*
4. *Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.*
5. Greenhaus, J.H., Career Management, Dryden, New York.
6. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.
7. Aswathappa. K, Human Resource Management
8. Subba Rao, Human Resources Management.
9. *Michael Porter, HRM and Human Relations.*
10. *M.N. Rudrabasavaraj: Cases in Human Resource Management –Himalaya Publishing House – NewDelhi, 1998*
11. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
12. *Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.*
13. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
14. AswathappaK., Human Resource Management, Tata McGraw, Hill, New Delhi.
15. *H. John Bernardin and Richard W. Beatty: Performance Appraisal: Human Behavior at work – Boston: Kent, 1984*
16. *George T. Milkovich and John W. Boudream: Personnel / Human Resources Management: A Diagnostic Approach, 5thEdn. Plano, TX: BusinessPublications, 1998.*
17. *Lepak, David &Gowan, Mary. Human Resource Management. Dorling Kindersley (India).*
18. Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.
19. Sadri.J, Sadri.S, Nayak. N, A Strategic Approach to Human Resource Management, JAICO Publishing House.
20. *Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.*
21. Robbins, Stephen P. Organisational Behaviour. Pearsons Education, New Delhi

PAPER PATTERN FOR COMMERCE - VI

INTERNAL EXAMINATION

Marks: 40

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

PAPER PATTERN FOR COMMERCE –VI

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)

SCHEME OF EXAMINATIONS

1. There will be 2 Internal Assessment Tests of 20 marks each is 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 is 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.

Class	Course name	Course Code	Unit No. and topics focusing on Employability / Entrepreneurship / Skill Development
T.Y. B.COM Semester V	COMMERCE -V (MARKETING)	RJCUCOM501	<p>UNIT 1: Develops skills about CRM, Marketing Information System, Employability in MIS, Market Research skills, Data mining skill sets.</p> <p>UNIT 2: Develops skills in components of Marketing Mix, Importance of Branding, Product Life Cycle, Employability in Packaging, Branding, Product Designing, Service Positioning.</p> <p>UNIT 3: Develops Skills for Effective Selling, Employability through Salesmanship/personal selling, physical distribution, Supply Chain Management.</p> <p>UNIT 4: Skills for Effective Marketing, Rural Marketing, Green Marketing and Digital Marketing. Employability in Digital marketing, Rural Marketing, Consumer Organisations, Careers in Marketing.</p>
T.Y. B.COM Semester VI	COMMERCE- VI (HUMAN RESOURCE MANAGEMENT)	RJCUCOM601	<p>UNIT 1: Basics of Human Resource Management, Develops skills in HRP, Job Analysis, Job Design, Recruitment and Selection, E-Selection.</p> <p>UNIT 2: Understanding of HRD, Training and Development Skills, Careers in HRM and Succession Planning Skills. Employability in mentoring and counseling, Performance appraisal.</p> <p>UNIT 3: Human Relations and Leadership Skills, EQ and SQ, Understanding of Employee Grievances.</p> <p>UNIT 4: Developing HR Competencies, Learning and Innovative Organisation, Managerial Role, Challenges in HRM, Employee Engagement Skills, Changing pattern of employment.</p>

T Y B. Com Semester V	EXPORT MARKETING - I	RJCUCOM506	<p>UNIT 1: Introduction to Export Marketing – understanding the basics of export – importance of exports- knowledge on risk faced by exporters and recent trends in export of goods and services- understanding of the international trading scenario.</p> <p>UNIT 2: Global Framework for Export Marketing – Knowledge on different tax and non-tax barriers imposed in international trade- major economic groups in the world- understanding how to conduct marketing research in international market and how to select appropriate market - development of marketing research skills.</p> <p>UNIT 3: India's Foreign Trade Policy – Highlights of FTP –What items can be exported and what cannot be exported- knowledge on benefits provided by TEE, SEZ, EPZ, EOUS, STP etc.,- employability opportunities.</p> <p>UNIT 4: Export Incentives and Assistance- Different incentives available to exporter – how to claim these incentives- knowledge on different organizations set up by Government of India that assist exporter in exporting. Scope for Entrepreneurship.</p>
T Y B. Com Semester VI	EXPORT MARKETING - II	RJCUCOM606	<p>UNIT 1: Product Planning and Pricing Decisions for Export Marketing - Knowledge on deciding various strategies regarding product, place and packaging in foreign market- Knowledge on marking and labeling used in foreign trade- pricing decisions and international</p>

T.Y.B.COM COMMERCE Syllabus Semester V & VI

			<p>Pricing quotation used in international trade - Employability in the field of Marketing.</p> <p>UNIT 2: Export Distribution and Promotion – understanding the distribution channel to be selected for export- How to select proper mode of transport to minimize the cost- How to effectively promote product in foreign market - Employment in logistics and Advertising Sectors.</p> <p>UNIT 3: Export Finance – Importance of Letter of Credit- How to open Letter of Credit- How to obtain finance – Role of EXIM, SIDBI and other Commercial banks in promoting export trade - Opportunities of employment in these Financial Institutions.</p> <p>UNIT 4: Export Procedure and Documentation- Information of Detailed procedure to be followed from receiving the orders from buyers to receipt of payment- Knowledge on different documents used in Export trade and from where and how to obtain these documents - Scope of employment &/ entrepreneurship to carryout export procedures, freelance Clearing & Forwarding Agency Services, to facilitate ease in exports from procedure handling point of view.</p>
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