

T.Y.B.Com Commerce Syllabus Semester V



Hindi Vidya Prachar Samiti's

**Ramniranjan Jhunhunwala College of Arts, Science & Commerce
(Empowered Autonomous College)**

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the T.Y.B.Com

Program: B.Com

VOCATIONAL SKILL COURSE

Program Code: RJVSCCOM351

(CBCS 2025-26)

Level 5.5

(CBCS 2025-26)

T.Y.B.Com Commerce Syllabus Semester V

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 economy 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 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, the department conducts 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.

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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 and Industrial Relations, 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.

T.Y.B.Com Commerce Syllabus Semester V

DISTRIBUTION OF TOPICS AND CREDITS

T.Y.B.COM

Vocational Skill Course

Course	Nomenclature	Credits	Topics
RJVSCCOM351	EXPORT MARKETING	4	1. Introduction to Export Marketing 2. Global Framework for Export Marketing 3. India's Foreign Trade Policy 4. Export Incentives and Assistance

T.Y.B.Com Commerce Syllabus Semester V

Title of Course: EXPORT MARKETING		Lectures
Number of Credits: <u>04</u>		60
Subject Code: RJVSCCOM351		
Module I	Introduction to Export Marketing	15
	● Concept and features of Export Marketing; ● Importance of Exports for a Nation and a Firm; ● Distinction between Domestic Marketing and Export Marketing, Factors influencing Export Marketing; ● Risks involved in Export Marketing; ● Problems of India's Export Sector ● Major merchandise/commodities exports of India (since 2020); ● Services exports of India (since 2020); ● Region-wise India's Export Trade (since 2020)	
Module II	Global Framework for Export Marketing	15
	● Trade barriers and its Types; ● Major Economic Groupings of the World ● Positive and Negative Impact of Regional Economic Groupings; ● Agreements of World Trade Organisation (WTO); ● Need for Overseas Market Research, ● Market Selection Process, ● Determinants of Foreign Market Selection.	
Module III	India's Foreign Trade Policy	15
	● FTP 2023-28 - Highlights and Implications, ● Role of Directorate General of Foreign Trade (DGFT), ● Negative list of Exports, ● Deemed Export, ● Benefits to Status Holders ● Towns of Excellence; ● Common benefits for EHTP, BTP and STP, SEZ, EOU, AEZ ● Financial Incentives available to Indian Exporters;	

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Module IV	Export Assistance and Procedure	15
	● Institutional Assistance to Indian Exporters: ➤ Federation of Indian Export Organisations (FIEO), ➤ India Trade Promotion Organisation (ITPO), ➤ Export Promotion Councils (EPCs) & Commodity Boards (CBs), ➤ Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP). ● Export Procedure: ➤ Registration with different authorities; ➤ Pre-shipment Procedure involved in Exports; ➤ Shipping and Custom Stage Formalities; ➤ Post-shipment Procedure for Realisation of Export Proceeds	

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Course Outcome :
➤ To acquaint students with the basics in export marketing, conceptual understanding and clarity of terminology used in Export Marketing. ➤ To highlight India's Export Marketing Potential; our composition and direction of exports. ➤ To give an understanding of the international trading scenario. ➤ To give an understanding about the economic significance of Export Marketing and the global market opportunities and challenges. ➤ To acquaint students with India's current Foreign Trade Policy and its impact on export marketing.
Learning Outcomes:
➤ Importance of Export Marketing ➤ Knowledge about Problems and Risk involved in Export Marketing. ➤ Understanding Global Framework for International Trade. ➤ Foreign Trade Policy 2023-28 ➤ Role of Government and Various Institutions in Export Promotion.

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Reference Books:

1. Export Policy Procedures & Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition,
2. International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition
3. Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016
4. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017
5. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
6. International Marketing and Export Management, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016
7. New Import Export Policy - Nabhi Publications, 2023
8. P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi
9. Paras Ram, Export documentation and procedure A-Z Export: What, Where, How? Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17
10. International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014

T.Y.B.Com Commerce Syllabus Semester V

PAPER PATTERN

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)

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SCHEME OF EXAMINATIONS

1. There will be One Internal Assessment Tests of 20 marks and a Project for 20 Marks.
2. One External (Semester End Exam) of 60 marks will be conducted at the end of the semester. Duration is 02 hours.
3. 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.
4. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
5. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

T.Y.B.Com Commerce Syllabus Semester V**Mapping of Syllabus to employability /entrepreneurship/ skill development**

Class	Course name & Course Code	Unit No. and topics focusing on Employability / Entrepreneurship / Skill Development	Specific activity	Relevance in Local, Regional, National and Global Development Needs
T.Y.B.Com Semester V	Export Marketing RJVS COM351	UNIT 1: Introduction to Export Marketing – Global Business Acumen – Helps professionals and entrepreneurs understand international trade opportunities. Market Research & Analysis – Develops skills in assessing export potential and global market demand. Strategic Thinking – Enables firms to optimize export strategies based on economic trends and trade data. <u>UNIT 2: Global Framework for Export Marketing –</u> International Trade Compliance – Enhances knowledge of global trade regulations and policies. Negotiation & Diplomacy Skills – Helps in dealing with foreign buyers, suppliers, and regulatory bodies. Analytical Skills for Market Selection – Develops the ability to choose profitable	Case Study Discussions Assignments	Local , Regional National and Global

T.Y.B.Com Commerce Syllabus Semester V

		export markets based on economic and trade indicators. Entrepreneurial Expansion – Helps startups and businesses identify foreign markets for growth. UNIT 3: India's Foreign Trade Policy – Financial Planning & Export Incentives – Helps exporters maximize government benefits and subsidies. Export-Oriented Business Strategy – Develops skills in setting up and running export businesses. SEZ & EOU Business Opportunities – Encourages entrepreneurship in Special Economic Zones and Export-Oriented Units. UNIT 4: Export Incentives and Assistance- Compliance & Regulatory Skills – Ensures exporters adhere to global trade laws and documentation requirements. Supply Chain & Logistics Optimization – Develops proficiency in handling shipping, customs, and payment formalities. Entrepreneurial Resource Utilization – Helps startups connect with government export promotion institutions.		
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**Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
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Affiliated to

UNIVERSITY OF MUMBAI

Vocational Skill Course

Syllabus for the T.Y.B.Com

Program: T.Y.B.Com

Program Code: RJVSCCOM361

(National Education Policy 2020)

Level 5.5

(CBCS 2024-25)

T.Y.B.COM COMMERCE Syllabus Semester VI

THE PREAMBLE

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NEP 2020 aims at making Indian education system more employment and skill oriented. This will help the country to be competitive globally in terms of skilled manpower. In this regard commerce will play very significant role in different sectors of economy to meet the individual, social and national objectives.

T.Y.B.COM COMMERCE Syllabus Semester VI

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T.Y.B.COM COMMERCE Syllabus Semester VI**DISTRIBUTION OF TOPICS AND CREDITS**

T.Y.B.COM

COMMERCE SEMESTER VI

Course	Nomenclature	Credits	Topics	SDG GOALS
RJVSCCOM361	Advertising- II	02	1. Economic & Social Aspects of Advertising. 2. Brand Building and Special Purpose Advertising	4,8,9

LEARNING OBJECTIVES

1	To orient students about economic and social aspects in advertising
2	Get the basic knowledge of the concept of branding and about special purpose advertising.
3	To emphasize on the regulatory framework of advertising in India and the ethics to be followed in advertising.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Understanding the effect of advertising on society with social and economic aspects of advertising.	1,2,4	1,2
CO4	Get the basic knowledge of the concept of branding and about special purpose advertising.	1,2,3	4

T.Y.B.COM COMMERCE Syllabus Semester VI

Title of Course: Advertising - II		Lectures
Number of Credits: 02		30
Subject Code: RJVSCCOM361		
Module I	Economic & Social Aspects of Advertising	15
	● Effect of advertising - Consumer demand, Monopoly and Competition, Price ● Ethical and Social issues in advertising ● Forms of Unethical advertising ● Importance of Truth in advertising ● Positive and Negative effect of advertising on Indian values and culture. ● Social Advertising – Concept and Features. ● Green advertising – Concept and Features. ● Social Advertising by the Indian Government through Directorate of Advertising and Visual Publicity (DAVP). ● Role of ASCI (Advertising Standard Council of India).	
Module II	Brand Building and Special Purpose Advertising	15
	● AIDA Model. ● Brand Image – Concept, Role of advertising in developing Brand Image. ● Brand Equity- Concept, Factors influencing brand equity. ● Brand Crisis – Concept, Management of brand crisis. ● Rural Advertising – Concept, forms and Features. ● Political advertising – Concept and Features. ● Advocacy advertising – Concept and Features. ● Financial advertising – Concept and Importance. ● Corporate Image Advertising and Product Advertising. ● Types of Propaganda in advertising. ● Stages in Information Processing Model.	

T.Y.B.COM COMMERCE Syllabus Semester VI

Reference Books: Advertising - II

1. Advertising and Promotion: An Integrated Marketing Communications Perspective
George Belch and Michael Belch, 2015, 10th 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. Brand Equity & Advertising- Advertising's role in building strong brands, 2013-David A.
Aker, Alexander L. Biel, Psychology Press
7. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata
McGraw Hill Publication.
8. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 -Holt
Rinehart & Winston
9. Integrated Advertising, Promotion, and Marketing Communications, Kenneth
E. Clow and Donald E. Back, 5th Edition, 2012 – Pearson Education Limited

T.Y.B.COM COMMERCE Syllabus Semester VI

PAPER PATTERN

INTERNAL EXAMINATION

1. There will be 01 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

SEMESTER END EXAMINATION

Marks: 30

Duration: 01.00 hr.

Q.1 Answer any ONE of the following. (10)

- a) }
b) } Questions from **Module I**

Q.2 Answer any ONE of the following. (10)

- a) }
b) } Questions from **Module II**

Q.3 Write Short Notes on: (Any 2 out of 4). (10)

- a) }
b) }
c) } **One Short Note from each modules**
d) }

T.Y.B.COM COMMERCE Syllabus Semester VI**Mapping of Syllabus to employability /entrepreneurship/ skill development**

Class	Course name & Course Code	Unit No. and topics focusing on Employability /Entrepreneurship / Skill Development	Specific activity	Relevance in Local, Regional , National and Global Development Needs
T.Y. B.COM Semester VI	ADVERTISING - II RJVSCCOM361	UNIT 1: Employability in Media used for advertising and Media research, and skills to know ethical and unethical advertising. UNIT 2: Develops skills to prepare creative brands and provides employment as brand consultant , brand developer, visualizer, advertising campaigner	Case study / field project	Local, national, regional