



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Approved via Resolution No: 04 in Minutes of BOS meeting held on 23rd May, 2023

Bharatiya Vidya Bhavan's
M.M. College of Arts, N.M. Institute of Science,
H.R.J College of Commerce.
Bhavan's College (Autonomous)
(Affiliated to University of Mumbai)



Syllabus for: F.Y.B.Com (As Per NEP 2020)
(Commerce)
Program: B.Com

Program Code: BH.B.Com

Major Subject:

Commerce I (Introduction to Business)

Commerce II (Introduction to Service Sector)

Vocational and Skill Enhancement Course (VSEC):

Semester I: Fundamentals of Advertising

Semester II: Advertising Creativity & Culture

Indian Knowledge System (IKS)

Semester I: Commerce and Law in Ancient Period

Choice Based Credit System (CBCS)
With effect from academic year 2023-24



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Approved via Resolution No: 04 in Minutes of BOS meeting held on 23rd May, 2023

Bharatiya Vidya Bhavan's
M.M. College of Arts, N.M. Institute of Science,
H.R.J College of Commerce.
Bhavan's College (Autonomous)
(Affiliated to University of Mumbai)



Syllabus for: F.Y.B.Com (As Per NEP 2020)
(Commerce)
Program: B.Com

Program Code: BH.B.Com

Choice Based Credit System (CBCS)
With effect from academic year 2023-24



Program Outcomes – UG Programme in Commerce

The B.com. programme is formulated based on the inputs received from the members of Board of Studies of Bhavan's College (Autonomous) and is geared to meet the standards prescribed by general commerce education. Our students besides studying the core subjects of accountancy and financial management, cost accountancy, commerce, business economics, business law get to choose from electives like travel and tourism, advertising, export marketing, rural marketing, operational research, direct and indirect taxation, etc. Some learning outcomes include:

PO1: Disciplinary Knowledge: The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business, like Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing

PO2: Competency in Skills: After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Administration abilities to run a Company. Students can independently start up their own business.

PO3: Social Interaction: Ability to work effectively and respectfully with diverse teams facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause. Elicit views of others, mediate disagreements and help reach conclusions in group settings

PO4: Competitive exams: The program will empower the student to appear in various competitive exams or choose a profession of their choice like CA, CS, UPSC, LL.B etc

PO5: Problem Solving: Students undergoing this programme learn to logically question assertions, to recognize patterns and to distinguish between essential and irrelevant aspects of problems. This helps them to learn behave responsibly in a rapidly changing interdependent society

PO6: Proficiency in Employments: This programme will help students to enhance their employability for Government jobs, jobs in banking, insurance and investment sectors, data analysis jobs, and jobs in various other public and private enterprises.

Program Specific Outcomes

PSO No	Programme Specific Outcomes (PSO)	Mapping of PSO to Syllabus
	The Learners are able to understand	
1	Functions, Scope and Significance of Business, Strategies adopted, New Trends in Business, Restructuring and Turnaround Strategy. Importance of project planning, Business Unit promotion and the same time importance of business environment, World and Trading Blocs.	Semester I – Module I - Introduction to Business and Module III – Project Planning



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

2	The learner will have fundamental knowledge and skills in the area of entrepreneurship and will be able to venture into entrepreneurship as a career option if she/he chooses to.	Semester I – Module IV – Entrepreneurship
3	Service Sector, its importance and various service sectors industries and trends	Semester II – Module I Introduction to Service Sector
4	Services Management, 7P's related to services and service strategies along with the case studies of the successful entrepreneurs in service sector.	Semester II – Module II – Service Management
5	The learners will be acquainted with the concept of business and WTO and Trading Blocs and their impact on Indian Business as well as recent trends	Semester I – Module II Business Environment
6	In depth the concept of retail management i.e., trends in retailing in India, Store Planning, Design & Layout as well as Mall Management its importance and Challenges. E-Commerce is the recent trend in service sector, types of e-payments with an introduction of Voice Commerce.	Semester II – Module III Retail Management & Module IV E-Commerce

PROGRAM OUTLINE FOR B.Com

For F.Y.B.Com As Per National Education Policy (NEP 2020)

Semester	Major Course	Minor	Open Elective	VSEC	AEC/ VEC/ IKS	TOTAL CREDITS
	03+03 = 06	02	04	04	02+02+02	22
I	Commerce I (Introduction to Business) AND AFM -I	NA	NA	Fundamentals of Advertising OR Accountancy	AEC = Languages VEC = Environment Studies / Ethics IKS – Commerce and Law in Ancient Period	
II	Commerce II (Introduction to Service Sector) AND AFM - II	NA	NA	Advertising Culture & Creativity OR Accountancy	AEC = Languages VEC = Environment Studies / Ethics	22

Syllabus for S.Y.B.Com & T.Y.B.Com As per Autonomous for the academic year 2023-24

Semester	Core Course	Ability Enhancement Course	Skill Enhancement Course	Discipline Specific Elective*	Generic elective	TOTAL CREDITS
	03	03	03	03	02	20
III	Accountancy and Financial Management III	Commerce III	Travel & Tourism Management Paper I	Business Law I	Foundation Course – III	20



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

	Financial Accounting and Auditing - Introduction to Management Accounting	Business Economics III				
IV	Accountancy and Financial Management IV	Commerce IV	Travel & Tourism Management Paper I	Business law -II	Foundation Course – IV	20
	Financial Accounting and Auditing - Introduction to Management Accounting-IV	Business Economics IV				
V	Financial Accounting and Auditing VII	Business Economics V	Commerce V	(A) Direct & Indirect Taxation Paper I OR (B) Entrepreneurship & M.S.S.I. Paper I OR (C) Rural marketing OR (D) Operational research	Computer system & Applications OR Export Marketing Paper I	20
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Business Economics	Commerce VI	A) Direct & Indirect Taxation Paper I OR B) Entrepreneurship & M.S.S.I. Paper II OR C)Rural marketing OR D)Operational research	Computer system & Applications OR Export Marketing Paper II	20
	Financial Accounting and Auditing VIII - Cost Accounting					
Total Credits						120



DETAILED SYLLABUS – SEMESTER I

MAJOR SUBJECT

COMMERCE I (INTRODUCTION TO BUSINESS)

Preamble

The Bachelor's Degree Programme in Commerce provides the knowledge about the basics concept of business, significance, business strategy, new trends in business. The learners will get knowledge about the project planning & business environment. Detailed study about the entrepreneurship, competencies of an entrepreneur, incentives for them adding the women entrepreneurs their problems and promotions with the help of their successful case studies which in turn will enable and learners to become and entrepreneur. Along with the concept of business and its various components it is required for the learners to have knowledge related to strategic management and its implementation.

The introduction of case study enables student to get the thorough, true knowledge of advertisement which will help to connect theoretical aspects to the practical world.

The evaluation of the learner's progress will be based on internal assessment and semester end examination.

Programme: First Year in Bachelor of Commerce (F.Y.B.COM)		Semester: I	
Course: Commerce I (Introduction to Business)		Course Code: BH.UCCOM.MAJ101	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
03	03	40	60
Course Objectives:			
(1) Learner will be familiarized with the basic concept of business.			
(2) Learner will understand the process of making a business plan.			
(3) Learner will understand the process of setting up business venture.			
(4) Learner will be able to identify strategy to develop and grow the organization.			
(5) Learner will be able to understand the Indian Style of Management v/s Western Style of Business.			
Course Outcomes:			
After completion of the syllabus the learner will be able to:			
(1) Understand the steps in starting the business enterprise.			
(2) Develop business plan and prepare project report.			
(3) Identify strategy suitable for growth of business organization.			
(4) Identify best practices in Indian Style and Western Style.			
Unit	Description		Lectures
I	Introduction to Business		10
	Business: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business, Business Strategy (Growth, Stability & Retrenchment),		04
	Objectives of Business: Steps in setting of business objectives,		03



	<p>classification of business objectives,</p> <ul style="list-style-type: none"> • Trends in Business: Impact of Liberalization, Privatization and Globalization, Restructuring and Turnaround Strategy 	03
II	Business Environment	11
	<ul style="list-style-type: none"> • Business Environment: Concept and Importance of business environment; Internal and External Business environment, Educational Environment and its impact. • International Trading Environment: WTO and Trading Blocs and their impact on Indian Business. • Recent Trends in Business: Augmented and Virtual Reality, Setting up online business. 	05
		03
		03
III	Project Planning	12
	<ul style="list-style-type: none"> • Project Planning: Concept and importance of Project Planning; Project Report; Feasibility Study, Types, and its importance. 	04
	<ul style="list-style-type: none"> • Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location and Role of Government in Promotion. 	04
	<ul style="list-style-type: none"> • Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, other important legal provisions. 	04
IV	Entrepreneurship	12
	<ul style="list-style-type: none"> • Introduction: Concept of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Difference between Entrepreneur Manager & Intrapreneur. 	04
	<ul style="list-style-type: none"> • The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development Centers in India. Incentives to Entrepreneurs in India. 	04
	<ul style="list-style-type: none"> • Women Entrepreneurs: Problems and Promotions, Case Studies of successful women entrepreneur. 	04
	Total No of Lectures	45
	<p>Details of Details of Continuous Internal Assessment (CIA) CIA-1 –20 marks CIA-2 – 20 marks -Assignments / Case Study, Interview Based Assignment, Online Certified Course, (SWAYAM / NPTEL), Internships, (Any One)</p>	
	<p>End Semester Examination (ESE): Equal weightage should be given to all four modules</p> <p><i>Question paper pattern:</i> Total Marks-60</p> <p>Q1. (Any Two) 15 marks A – Theory Question</p>	



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

<p>B – Theory Question C – Case Study/ Practical Problem</p> <p>Q2. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study/ Practical Problem</p> <p>Q3. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study/ Practical Problem</p> <p>Q4. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study/ Practical Problem</p>	
---	--



Commerce II (Introduction to Service Sector)

Preamble

The focus is to make learner understand and comprehend service management concepts. The Learners must be able to analyze the trends in service sector in India. At the same time the learners should be able to understand the Retail Management, Store format, store planning, Design and Layout, mall management, retail franchising where by the learners will acquire skill to start their own retail outlet in near future. The Learners will also understand the foresee changes in E-Commerce Sector, trends in e-commerce relating to different types of payment, Security setting up for e-commerce. The new trend in Voice Commerce which is also made as a part of syllabus to make the learner understand the trend and how it is applicable in-service sector.

The introduction of case study enables student to get the thorough, true knowledge of human resource management which will help them to connect theoretical aspects to the practical world.

The evaluation of the learner's progress will be based on internal assessment and semester end examination.

Programme: First Year in Bachelor of Commerce (F.Y.B.COM)		Semester: II	
Course: Commerce II (Introduction to Service Sector)		Course Code: BH.UCCOM.MAJ201	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
03	03	40	60
<u>Course Objectives:</u>			
(1) To enable learner to comprehend Service Management Concepts.			
(2) To acquaint the learner to analyze the trends in Service Sector in India.			
(3) To make the learner understand to foresee changes in E-Commerce Sector.			
(4) To apprise the learner to design an appropriate service mix when needed.			
<u>Course Outcomes:</u>			
<u>After completion of the syllabus the learner will be able to:</u>			
(1) Identify service sector which are growing.			
(2) Manage service organizations effectively.			
(3) Analyze working of different companies in different categories of service sector.			
(4) Create customer-oriented culture in the organization.			
Unit	Description		Periods
I	Introduction to Service Sector		10
	<ul style="list-style-type: none"> • Service: Meaning, Importance of service sector to the economy, • Growth of service sector in India and Globe. • Service sector industries and Trends, growth & strategic decisions taken. Banking & Insurance, Hospitality, Aviation, Health Case, Tourism, ITES 		03
			03
			04
II	Service Management		11



	<ul style="list-style-type: none"> • Services Management Meaning – characteristics of service -Characteristics -Scope and Classification of Services • Marketing Mix Services – Consumer expectations, Services Mix – Product, Place, Price, Promotion, Process of Service Delivery, Physical Evidence and People. • Service Strategies - Market research and Service development cycle, Managing demand and capacity, opportunities, and challenges in service sector. <p>Case-Studies of Successful entrepreneurs in Services Sector.</p>	04 03 04
III	Retail Management	12
	<ul style="list-style-type: none"> • Introduction: Concept of organized & unorganized retailing, Trends in Retailing in India, Survival Strategy of unorganized retailer • Retail Format: Store Format, Non-Store Format, Store Planning, Design & Layout • Retail Scenario: Retail Scenario in India & Global Context – Prospects & Challenges in India. Mall Management – Retail Franchising, FDI in Retailing, Careers in Retailing, Logistic: Net Working –Importance & Challenges 	04 04 04
IV	E-Commerce	12
	<ul style="list-style-type: none"> • E-Commerce Introduction: Meaning, Features, Functions and Scope of E - Commerce-Importance and Limitations of E-Commerce, Factors responsible for the growth of e-commerce. • Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C. Present Status of E-Commerce in India: Transition to E-Commerce in India E-Transition Challenges for Indian Corporates; On-line marketing Research. • Trends in E-commerce: Internet Banking E-Gallery, E-Gateway, Rupay, Digitalization, Electronic Payment Systems, Cashless Economy, Crypto-Currency, Security of E-Commerce – Setting up internet security, maintaining secure information, encryption, Digital Signature & Other Security measures. M-Commerce & Voice Commerce – Concept, Benefits, Trends. 	04 04 04
	Total No of Lectures	45
	<p>Reference Books:</p> <p>(1) Dr. K. Karunakaran (2014); Service Marketing Text and Cases in Indian Context: (First Edition) Himalaya Publication.</p> <p>(2) Peter Mudie and Angela Pirrie (2006); Services Marketing Management; Third Edition, Elsevier.</p> <p>(3) Electronic Commerce – A Manager's Guide by Ravi Kalakota & Andrew Whintson.</p>	



<p>Website:</p> <p>(1) India retail industry presentation IBEF https://www.ibef.org/industry/indian-retail-industry-analysis-presentation</p> <p>(2) India Banking industry presentation IBEF https://www.ibef.org/industry/banking-presentation</p> <p>(3) Indian Insurance Industry presentation https://www.ibef.org/industry/insurance-presentation</p> <p>(4) Indian Tourism & Hospitality industry presentation IBEF https://www.ibef.org/industry/indian-tourism-and-hospitality-industry-analysis-presentation</p> <p>(5) Indian Health care industry presentation IBEF https://www.ibef.org/industry/healthcare-india.aspx</p> <p>(6) Indian ITES industry presentation IBEF www.ibef.org/archives/industry/indian-iT-and-iTeS-industry-analysis-reports/indian-iT-and-iTeS-industry-analysis-september-2019</p> <p>(7) Indian Entertainment industry presentation IBEF chrome extension: https://www.ibef.org/download/Media-and-entertainment-October-2017.pdf</p> <p>(8) Indian Aviation Industry presentation IBEF https://www.ibef.org/industry/indian-aviation.aspx</p>	
<p>Details of Details of Continuous Internal Assessment (CIA) CIA-1 –20 marks CIA-2 – 20 marks -Assignments / Case Study, Interview Based Assignment, Online Certified Course, (SWAYAM / NPTEL), Internships, (Any One)</p>	
<p>End Semester Examination (ESE): Equal weightage should be given to all four modules</p> <p>Question paper pattern: Total Marks-60</p> <p>Q1. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study / Practical Problem</p> <p>Q2. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study / Practical Problem</p> <p>Q3. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study / Practical Problem</p>	



Q4. (Any Two) 15 marks A – Theory Question B – Theory Question C – Case Study / Practical Problem	
--	--

Modality of Assessment

Theory Examination Pattern:

(A) Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation Type	Marks
01	Internal Class Test Brief Questions or Short Notes.	20
02	One Assignment with Viva Voce	20
	Total	40

(B) External Examination- 60%- 60 Marks

End Semester Examination (ESE) Theory: 60 marks

Duration - These examinations shall be of 2 hours duration.

EVALUATION RUBRICS (For ESE)

Unit	Knowledge	Understanding	Analysis and Critical Thinking	Total marks / unit
1	9	6	--	15
2	6	4	5	15
3	6	4	5	15
4	6	4	5	15
Total	24	16	20	60

For Continuous Internal Assessment (CIA -2)

Type of Assignment under CIA 1 and Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very Poor
(I) Assignments / Case Study	20					
Finding the Case Study relevant to the topic / Contents of the Assignment relevant to the topic selected.	07					
Organization	03					
Analysis	03					
Justification	02					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Effective Communication Skill and Interactive skills (Presentation)	05					
(II) Conduct of Interviews	20					
Making of the questionnaire	03					
Selection of the respondents	03					
Analysis of the answers of the respondents	05					
Justification	04					
Effective Communication Skill and Interactive skills	05					
(III) Internships	20					
Details of internship (write-up)	05					
Documents relevant to completing of internships	05					
Problem Solving Skills and work ethics	05					
Viva voce	05					
(IV) Online Certified Course	20					
Details of Course/evaluation system	05					
Documents relevant to course/completion certificate	05					
Communication and Presentation skills	10					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Approved via Resolution No: 04 in Minutes of BOS meeting held on 23rd May, 2023

Bharatiya Vidya Bhavan's
M.M. College of Arts, N.M. Institute of Science,
H.R.J College of Commerce.
Bhavan's College (Autonomous)
(Affiliated to University of Mumbai)



Syllabus for: F.Y.B.Com (As Per NEP 2020)
(Commerce)
Program: B.Com

Program Code: BH.B.Com

Choice Based Credit System (CBCS)
With effect from academic year 2023-24



Program Outcomes – UG Programme in Commerce

The B.com. programme is formulated based on the inputs received from the members of Board of Studies of Bhavan's College (Autonomous) and is geared to meet the standards prescribed by general commerce education. Our students besides studying the core subjects of accountancy and financial management, cost accountancy, commerce, business economics, business law get to choose from electives like travel and tourism, advertising, export marketing, rural marketing, operational research, direct and indirect taxation, etc. Some learning outcomes include:

PO1: Disciplinary Knowledge: The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business, like Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing

PO2: Competency in Skills: After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Administration abilities to run a Company. Students can independently start up their own business.

PO3: Social Interaction: Ability to work effectively and respectfully with diverse teams facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause. Elicit views of others, mediate disagreements and help reach conclusions in group settings

PO4: Competitive exams: The program will empower the student to appear in various competitive exams or choose a profession of their choice like CA, CS, UPSC, LL.B etc

PO5: Problem Solving: Students undergoing this programme learn to logically question assertions, to recognize patterns and to distinguish between essential and irrelevant aspects of problems. This helps them to learn behave responsibly in a rapidly changing interdependent society

PO6: Proficiency in Employments: This programme will help students to enhance their employability for Government jobs, jobs in banking, insurance and investment sectors, data analysis jobs, and jobs in various other public and private enterprises.

Program Specific Outcomes

PSO No	Programme Specific Outcomes (PSO)	Mapping of PSO to Syllabus
	The Learners are able to understand	
1	To understand the advertising culture prevailing in India as well as international level. It will also assist the learners to develop skill of required in advertisement as it has multiple domains. This enables learners to understand how advertisement	Module I – Introduction to Advertising & Module 2 – Advertising Agency and Client Relationship – Semester I



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

	agency functions and its roles and introduce them to ad gurus as well as client relationship.	
2	Learners will be able to analyze the social, aspect of advertising as well as the special purpose of advertising and the different types of advertising. Learners will also be acquainted with the Regulatory bodies working in the field of advertising.	Module 3 – Social Aspect and Special Purpose Advertising – Semester I
3	The learners will familiarize with another concept of advertising i.e., the brand building, impact of technologies on advertisements. Public Relation is newly introduced topic to understand the process, importance of PR in advertising.	Module 4: Brand Building and Public Relation - Semester I
4	It will enable learner to select best media platform according to the requirement of advertisement as they will be aware of different types of media and its advantages and disadvantages.	Module 1 – Media and Advertisement – Semester II
5	It will enable them to evaluate the Pre and Post impact of Advertisement campaign and also will be able to understand the different types of campaigns.	Module 2 – Planning Advertising Campaigns & Module 4 – Execution and Evaluation of Advertising - Semester II
6	The learners will learn about the creativity through various methods in the field of advertising and various creative aspects.	Module 3 – Fundamentals creativity in Advertising – Semester II

PROGRAM OUTLINE FOR B.Com

For F.Y.B.Com As Per National Education Policy (NEP 2020)

Semester	Major Course	Minor	Open Elective	VSEC	AEC/ VEC/ IKS	TOTAL CREDITS
Credits/ Course	03+03 = 06	02	04	04	02+02+02	22
I	Commerce I (Introduction to Business) AND AFM -I	NA	NA	Fundamentals of Advertising OR Accountancy	AEC = Languages VEC = Environment Studies / Ethics IKS – Commerce and Law in Ancient Period	
II	Commerce II (Introduction to Service Sector) AND AFM - II	NA	NA	Advertising Culture & Creativity OR Accountancy	AEC = Languages VEC = Environment Studies / Ethics	22



Syllabus for S.Y.B.Com & T.Y.B.Com As per Autonomous for the academic year 2023-24

Semester	Core Course	Ability Enhancement Course	Skill Enhancement Course	Discipline Specific Elective*	Generic elective	TOTAL CREDITS
	03	03	03	03	02	20
III	Accountancy and Financial Management III	Commerce III	Travel & Tourism Management Paper I	Business Law I	Foundation Course – III	20
	Financial Accounting and Auditing - Introduction to Management Accounting	Business Economics III				
IV	Accountancy and Financial Management IV	Commerce IV	Travel & Tourism Management Paper I	Business law -II	Foundation Course – IV	20
	Financial Accounting and Auditing - Introduction to Management Accounting- IV	Business Economics IV				
V	Financial Accounting and Auditing VII	Business Economics V	Commerce V	(A) Direct & Indirect Taxation Paper I OR (B) Entrepreneurship & M.S.S.I. Paper I OR (C) Rural marketing OR (D) Operational research	Computer system & Applications OR Export Marketing Paper I	20
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Business Economics	Commerce VI	A) Direct & Indirect Taxation Paper I OR	Computer system & Applications OR	20



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

				B) Entrepreneurship & M.S.S.I. Paper II OR C)Rural marketing OR D)Operational research	Export Marketing Paper II	
	Financial Accounting and Auditing VIII - Cost Accounting					
Total Credits						120



DETAILED SYLLABUS – SEMESTER I & II

VOCATIONAL AND SKILL ENHANCEMENT COURSE (VSEC)

FUNDAMENTALS OF ADVERTISING (Semester I)

Preamble

Bachelor's degree programme in Commerce provides Advertisement subject to get exposure about the Advertisement field and their impact on the different aspects of society. This enables students to understand the advertising culture in India and at international level, making them aware recent types of advertising, the role of Ad agencies and work performed by them. It will enable them to evaluate the Pre and Post impact of Advertisement campaign and also will be able to understand the different types of campaigns. It also highlights different Ad Gurus and their contribution to this filed. It is also emphasizing on ethical and social aspects of advertising and its positive and negative impact of advertising on Indian values and culture. Public Relation is newly introduced topic to understand the process, importance of PR in advertising. At the end the learners will get acquainted with the various career's options in the field of advertising.

The introduction of case study enables student to get the thorough, true knowledge of advertisement which will help to connect theoretical aspects to the practical world.

The evaluation of the learner's progress will be based on internal assessment and semester end examination.

Programme: First Year in Bachelor of Commerce (F.Y.B.COM)		Semester: I	
Course: Fundamentals of Advertising		Course Code: BH.UCADV.VSEC101	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
04	04	40	60

Course Objectives:

- (1) To familiarize with the basic concepts of Advertising, its role & participants in the process of Advertising.
- (2) To introduce concept of advertising agency, types of advertising agencies and services provided by them.
- (3) To make aware about the careers options and skills required to make a career in advertising field.

Course Outcomes:

After completion of the syllabus the learner will be able to:

- (1) Learners will be able to understand the advertising culture prevailing in India.
- (2) Learners will be acquainted with the ethical, social, economic and legal aspect of advertising
- (3) Learners will be able to develop skills required in the field of advertising.



Unit	Description	Periods
I	Introduction to Advertising	15
	<ul style="list-style-type: none"> • Advertising: Meaning and Concept, Features, Evolution of Advertising at National and International Level, Benefits of advertising to Business Firms and Consumers. 	05
	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC) – Concept, Features, Elements, Active Participants in Advertising. 	05
	<ul style="list-style-type: none"> • Ad Agency Classification of Advertising: Geographic, Media, Target Audience and Functions 	05
II	Advertising Agency and Client Relationship	15
	<ul style="list-style-type: none"> • Ad Agency: Concept, Features, Types of Ad Agency, Services offered, Advertising Gurus and their contributions 	05
	<ul style="list-style-type: none"> • Agency and Client: Agency Selection Criteria, Ways of avoiding client turnover, Creative Pitch, Maintaining Agency – Client relationship. 	05
	<ul style="list-style-type: none"> • Careers in Advertising: Skills required for a Career in Advertising, Insight into various Career options. <p>Case Study</p>	05
III	Social Aspect and Special Purpose Advertising	15
	<ul style="list-style-type: none"> • Social Aspects: Ethical and Social issues in Advertising, Positive and Negative Influence of advertising on Indian values and culture. 	05
	<ul style="list-style-type: none"> • Pro Bono / Social Advertising: Pro Bono Advertising, Social Advertising by Indian Government, Role of Advertising Standard Council of India (ASCI) 	05
	<ul style="list-style-type: none"> • Special Purpose Advertising: Rural advertising, Political Advertising, Industrial Advertising, Classified Advertising, Retail Advertising, Financial Advertising, Lifestyle Advertising, Internet Advertising. <p>Case Study</p>	05
IV	Brand Building and Public Relation	15
	<ul style="list-style-type: none"> • Brand Building: AIDA Model, Role of advertising in developing Brand Image and Brand Equity, Brand personality and managing brand crisis. 	05
	<ul style="list-style-type: none"> • Trends in Advertising: Media, Ad spends, Execution of advertisements, Impact of Technology on Advertisements. 	05
	<ul style="list-style-type: none"> • Public Relations: Definition of PR, Public Relation and Advertising Process of PR, Advantages and Disadvantages. <p>Case Study</p>	05
	Total No of Lectures	60
	<p>Reference Books & Text Books: (1) International Journal of Internet Marketing and Advertising by Inderscience Publishers. ISSN:1477-5212</p>	



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

	<p>(2) John Rossiter, "Advertising Communication and promotion Management", by Irwin McGraw-Hill, 1997 (3) Sangeeta Sharma & Raghuveer Singh, "Advertising Planning and Implementation, By Prentice Hall of India, 2006 (4) U.C. Mathur, "Advertising Management" New Age International Pvt ltd, 2005 (5) William Wells, Sandra Moriarty, "Advertising Principles and Practice" by Prentice Hall of India, 2002 (6) "Advertising Management Concepts and Cases" by Tata Macgraw Hill Publication Company, 2006 (7) Belch and Belch, "Advertising and Promotion" by Tata McGraw Hill Co. (8) Mahajan, J.P., and Ramki, "Advertising and Brand Management" by Anne Books Pvt Ltd, New Delhi.</p>	
	<p>Details of Details of Continuous Internal Assessment (CIA) CIA-1 –20 marks – Class Test CIA-2 –20 marks -Assignments / Case Study, Interview Based Assignment, Online Certified Course, (SWAYAM / NPTEL), Internships, (Any One)</p>	
	<p>End Semester Examination (ESE): Equal weightage should be given to all four modules</p> <p>Question paper pattern: Total Marks-60</p> <p>Q1. (Any Two) 15 marks A – Theory Question B – Theory Question C – Theory Question</p> <p>Q2. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions</p> <p>Q3. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions</p> <p>Q4. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions</p>	



ADVERTISING CREATIVITY & CULTURE (Semester II)

Preamble

The focus is to make learner understand the advertisement creativity and culture with the traditional media and New Age media, realize the importance of Advertisement and developing competencies for the same to work creatively in the field. It also emphasis on different models of communication which makes advertisements more effective. Advertising Budget, Planning advertisement campaigns, understanding impact of advertisement, several terminologies associated to it covered in the syllabus. It will enable them to evaluate the Pre and Post impact of Advertisement campaign and also will be able to understand the different types of campaigns.

The introduction of case study enables student to get the thorough, true knowledge of human resource management which will help them to connect theoretical aspects to the practical world.

The evaluation of the learner's progress will be based on internal assessment and semester end examination.

Programme: First Year in Bachelor of Commerce (F.Y.B.COM)		Semester: II	
Course: Advertising Creativity and Culture		Course Code: BH.UCADV.VSEC201	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
04	04	40	60
Course Objectives:			
(1) To gain insight into the types of media, new media options, media planning and media scheduling strategies in advertising.			
(2) To develop understanding on creative aspects of advertising as well as making of the ads.			
(3) To understand evaluation criteria in advertising.			
Course Outcomes:			
After completion of the syllabus the learner will be able to:			
(1) Learners will be able to select best media platform according to the requirement of ad			
(2) Learners will be able to develop creative skills in field of advertising			
(3) Learners will be able to evaluate the Pre and Post Advertisement campaign.			
Unit	Description		Periods
I	Media and Advertisement		15
	• Traditional Media: Concept, Role of Media in Advertisement, Traditional Media, (Print Television, Out of Home (OOH) Advantages and Disadvantages.		05
	• New Age Media: Digital Media, Internet Media, OTT Media, Interactive Media – Significance and Limitation.		05
	• Media Research: Concept, Importance, Tool for regulation – ABC and Doordarshan Code.		05



II	Planning Advertising Campaigns	15
	<ul style="list-style-type: none"> • Advertising Campaign: Concept, Advertising Campaign Planning – Steps determining advertising objectives – DAGMAR Model • Media Planning: Factors determining advertising budget, Media Scheduling Strategies, Media Objectives – Reach, Frequency and GRP • Type of Advertising Campaign: Brand awareness campaign, Rebranding campaign, Influencer marketing campaign <p>Case Study</p>	<p>05</p> <p>05</p> <p>05</p>
III	Fundamentals of Creativity in Advertising	15
	<ul style="list-style-type: none"> • Creativity: Creativity and Advertisement, Key factors in successful advertisements and Importance, Concept of Creative Brief, Techniques of Visualization. • Creative Aspects: Buying Motives – Types, selling points – features, Appeals – Types, Concept of Unique Selling Proposition (USP) • Creativity through Endorsements: Endorsers Types, celebrity endorsements – Advantages and Limitations, High Involvement and Low Involvement Products <p>Case Study</p>	<p>05</p> <p>05</p> <p>05</p>
IV	Execution and Evaluation of Advertising	15
	<ul style="list-style-type: none"> • Preparing Print Ads: Essentials of Copywriting, Copy – Elements, Criteria for effective copy and its types, Layout – Principles, Illustration – Importance. • Creating Broadcast Ads: Execution Styles, Jingles and Music – Importance, Concept of Story board. • Evaluation: Advertising Copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives. <p>Case Study</p>	<p>05</p> <p>04</p> <p>04</p>
	Total No of Lectures	60
	<p><u>Reference Books & Text Books:</u></p> <p>(1) International Journal of Internet Marketing and Advertising by Inderscience Publishers. ISSN:1477-5212</p> <p>(2) John Rossiter, “Advertising Communication and promotion Management”, by Irwin McGraw-Hill, 1997</p> <p>(3) Sangeeta Sharma & Raghuvver Singh, “Advertising Planning and Implementation, By Prentice Hall of India, 2006</p> <p>(4) U.C. Mathur, “Advertising Management” New Age International Pvt ltd, 2005</p> <p>(5) William Wells, Sandra Moriarty, “Advertising Principles and Practice” by Prentice Hall of India, 2002</p> <p>(6) “Advertising Management Concepts and Cases” by Tata Macgraw Hill Publication Company, 2006</p> <p>(7) Belch and Belch, “Advertising and Promotion” by Tata McGraw Hill Co.</p>	



(8) Mahajan, J.P., and Ramki, "Advertising and Brand Management" Anne Books Pvt Ltd, New Delhi (9) Siddhesh Sawant in collaboration with Dr. Parag Ajagoankar and Dr. Anjali Patkar, "Advertising II", S.Y.B.Com Semester IV in accordance with the revised syllabus of Advertising, Seth Publishers.	
Details of Details of Continuous Internal Assessment (CIA) CIA-1 –20 marks – Class Test CIA-2 – 20 marks -Assignments / Case Study, Interview Based Assignment, Online Certified Course, (SWAYAM / NPTEL), Internships, (Any One)	

End Semester Examination (ESE): Equal weightage should be given to all four modules Question paper pattern: Total Marks-60 Q1. (Any Two) 15 marks A – Theory Question B – Theory Question C – Theory Question Q2. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions Q3. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions Q4. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions	
---	--

Modality of Assessment

Theory Examination Pattern:

(A) Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation Type	Marks
01	Internal Class Test Brief Questions or Short Notes.	20
02	One Assignment with Viva Voce	20
	Total	40



(B) External Examination- 60%- 60 Marks

End Semester Examination (ESE) Theory: 60 marks

Duration - These examinations shall be of 2 hours duration.

EVALUATION RUBRICS (For ESE)p

Unit	Knowledge	Understanding	Analysis and Critical Thinking	Total marks / unit
1	9	6	--	15
2	6	4	5	15
3	6	4	5	15
4	6	4	5	15
Total	24	16	20	60

For Continuous Internal Assessment (CIA -2)

Type of Assignment under CIA 1 and Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very Poor
(I) Assignments / Case Study	20					
Finding the Case Study relevant to the topic / Contents of the Assignment relevant to the topic selected.	07					
Organization	03					
Analysis	03					
Justification	02					
Effective Communication Skill and Interactive skills (Presentation)	05					
(II) Conduct of Interviews	20					
Making of the questionnaire	03					
Selection of the respondents	03					
Analysis of the answers of the respondents	05					
Justification	04					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Effective Communication Skill and Interactive skills	05					
(III) Internships	20					
Details of internship (write-up)	05					
Documents relevant to completing of internships	05					
Problem Solving Skills and work ethics	05					
Viva voce	05					
(IV) Online Certified Course	20					
Details of Course/evaluation system	05					
Documents relevant to course/completion certificate	05					
Communication and Presentation skills	10					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Approved via Resolution No: 04 in Minutes of BOS meeting held on 23rd May, 2023

Bhartiya Vidya Bhavan's
M.M.College of Arts, N.M. Institute of Science,
H.R.J College of Commerce.
Bhavan's College (Autonomous)
(Affiliated to University of Mumbai)



Syllabus for: F.Y.B.Com (As Per NEP 2020)
(Commerce)
Program: B.Com

Program Code: BH.B.Com

Choice Based Credit System (CBCS)
With effect from academic year 2023-24



Program Outcomes – UG Programme in Commerce

The B.com. programme is formulated based on the inputs received from the members of Board of Studies of Bhavan's College (Autonomous) and is geared to meet the standards prescribed by general commerce education. Our students besides studying the core subjects of accountancy and financial management, cost accountancy, commerce, business economics, business law get to choose from electives like travel and tourism, advertising, export marketing, rural marketing, operational research, direct and indirect taxation, etc. Some learning outcomes include:

PO1: Disciplinary Knowledge: The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business, like Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing

PO2: Competency in Skills: After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, Administration abilities to run a Company. Students can independently start up their own business.

PO3: Social Interaction: Ability to work effectively and respectfully with diverse teams facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause. Elicit views of others, mediate disagreements and help reach conclusions in group settings

PO4: Competitive exams: The program will empower the student to appear in various competitive exams or choice a profession of their choice like CA, CS, UPSC, LL. B etc

PO5: Problem Solving: Students undergoing this programme learn to logically question assertions, to recognize patterns and to distinguish between essential and irrelevant aspects of problems. This helps them to learn behave responsibly in a rapidly changing interdependent society

PO6: Proficiency in Employments: This programme will help students to enhance their employability for Government jobs, jobs in banking, insurance and investment sectors, data analysis jobs, and jobs in various other public and private enterprises.



Program Specific Outcomes

PSO No	Programme Specific Outcomes (PSO)	Mapping of PSO to Syllabus
	The Learners will be able to understand -	
01	An overview of IKS is important for the learners to understand, its sources and vocabulary of IKS	Module I – An Overview of IKS
02	Meaning of Commerce its introduction in ancient period, introduction and growth of banking system, growth of intermediaries.	Module II – Commerce in Ancient Period – Part I
03	Different types of trading class, Transport adopted for carrying out trade, Major trade centres.	Module III – Commerce in Ancient Period – Part II
04	Merchant Corporations, Position of the Indian subcontinent in the World Economy, India begins to Reindustrialize.	Module III – Commerce in Ancient Period – Part II
05	History of Indian Legal System, Sources of Classical Hindu Law, Judicial System in Ancient period as well as the Judiciary.	Module IV – Law in Ancient Period – Part I
06	Jury System, Grounds of Litigation, Judicial Psychology in ancient period, Classification of disputes, types of punishments and how the interpretation of documents takes place.	Module V – Law in Ancient Period – Part II

PROGRAM OUTLINE FOR F.Y.B.Com As Per National Education Policy (NEP 2020)

Semester	Major Course	Minor	Open Elective	VSEC	AEC/ VEC/ IKS	TOTAL CREDITS
	03+03 = 06	02	04	04	02+02+02	22
I	Commerce I (Introduction to Business) AND AFM -I	NA	NA	Fundamentals of Advertising OR Financial Modelling	AEC = Languages VEC = Environment Studies / Ethics IKS – Commerce and Law in Ancient Period	
II	Commerce II (Introduction to Service Sector) AND AFM - II	NA	NA	Advertising Culture & Creativity OR Financial Modelling	AEC = Languages VEC = Environment Studies / Ethics	22

Syllabus for S.Y.B.Com & T.Y.B.Com As per Autonomous for the academic year 2023-24

Semester	Core Course	Ability Enhancement Course	Skill Enhancement Course	Discipline Specific Elective*	Generic elective	TOTAL CREDITS
	03	03	03	03	02	20
III	Accountancy and Financial Management III	Commerce III	Travel & Tourism	Business Law I	Foundation Course – III	20



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

	Financial Accounting and Auditing - Introduction to Management Accounting	Business Economics III	Management Paper I			
IV	Accountancy and Financial Management IV	Commerce IV	Travel & Tourism Management Paper I	Business law -II	Foundation Course – IV	20
	Financial Accounting and Auditing - Introduction to Management Accounting-IV	Business Economics IV				
V	Financial Accounting and Auditing VII	Business Economics V	Commerce V	(A) Direct & Indirect Taxation Paper I OR (B) Entrepreneurship & M.S.S.I. Paper I OR (C) Rural marketing OR (D) Operational research	Computer system & Applications OR Export Marketing Paper I	20
	Financial Accounting and Auditing VIII - Cost Accounting					
VI	Financial Accounting and Auditing VII	Business Economics	Commerce VI	A) Direct & Indirect Taxation Paper I OR B) Entrepreneurship & M.S.S.I. Paper II OR C) Rural marketing OR D) Operational research	Computer system & Applications OR Export Marketing Paper II	20
	Financial Accounting and Auditing VIII - Cost Accounting					
Total Credits						120



DETAILED SYLLABUS – SEMESTER I

**INDIAN KNOWLEDGE SYSTEM (IKS)
COMMERCE AND LAW IN ANCIENT PERIOD**

Preamble

Bachelor's degree programme in Commerce provides Commerce & Law in Ancient Period under the Title of Indian Knowledge System (IKS) wherein the learners will get an opportunity to know, understand and learn the introduction of trade and commerce, monetary transactions, growth of banks, major trade centres in ancient period, major exports and imports and many more such facts.

On the same hand the learners will also get acquainted with the legal system prevailing in India in ancient period which is commonly known as Dharamshastra, Judicial and Jury system, classification of disputes, types of punishment, interpretation of documents and moreover they will be able to understand the Judicial Psychology in Ancient period.

The evaluation of the learner's progress will be based on End Semester Examination (ESE).

Programme: First Year in Bachelor of Commerce (F.Y.B.COM)		Semester: I
Course: Commerce and Law in Ancient Period		Course Code: BH.UCLAW.IKS 101
Teaching Scheme		Evaluation Scheme (Theory)
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) Marks - 40
02	02	End Semester Examination (ESE) Marks – 60
<u>Course Objectives:pp</u>		
(1) To make the learner understand the grass root level introduction of commerce, its growth.		
(2) To make the learners acquainted with the various class of traders, merchants, major export and imports, trade centres, introduction of banking system without which the trade cannot be completed.		
(3) To familiarize the learner with their own country's Judicial and Jury system i.e., Dharmashastra prevailing in ancient period, types of disputes, punishments, interpretation of documents etc.		
<u>Course Outcomes:</u>		
<u>After completion of the syllabus the learner will be able to:</u>		
(1) Understand the trade and commerce from the grass root level, how it developed with the passage of time, currency used, banking system developed etc.		
(2) Acquire knowledge about the major export and imports, trade centers during the ancient period, types of merchants and trading class people.		
(3) Acquaint with the knowledge of Judicial and Jury system prevailing in ancient period, interpretation of documents, types of disputes prevailing in ancient period wherein the learner will understand with the passage of time the disputes have changed, types of punishments etc.		
Unit	Description	Lectures
I	Overview of IKS	06
	<ul style="list-style-type: none">Survey of IKS Domains: A board overview of disciplines included in the IKS and historical developments.	02



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

	<ul style="list-style-type: none">• Sources of IKS: Knowledge, classification of IKS texts, a survey of available primary texts, translated primary texts and secondary resource material. Differences between a sutra, bhashya, karika and vartika texts, Fourteen/ Eighteen vidyasthanas, tantrayukti.• Vocabulary of IKS: Introduction to Panchamahabhutas, concept of a sutra, introduction to the concepts of non-translatables (Ex: dharma, punya, aatma, karma, yagna, shakti, varna, jaati, moksha, loka, daana, itihaasa, purana etc.) and importance of using the proper terminology. Terms such as praja, Janata, loktantra, prajatantra, ganatantra, swariva, suraiva, rashtra, desh)	02 02
II	Commerce In Ancient Period - Part I	06
	<ul style="list-style-type: none">• Commerce – Meaning, Introduction of Commerce, Reason for Trade Flourish in Ancient Period- Major Exports and Imports• Indigenous Banking System - Hundi – Meaning,• Intermediaries – Meaning, Rise of Intermediaries, Commission Agent, Brokers & Distributors for both Wholesale and Retail Goods	02 02 02
III	Commerce In Ancient Period – Part II	06
	<ul style="list-style-type: none">• Trading Class – Merchant and Artisan Guilds – Salient Features, Types of Merchants.• Transport – Trade Routes and Major Trade Centers• Strengthened Trading Communities, Merchant Corporations, Position of the Indian subcontinent in the World Economy, India begins to Reindustrialize.	02 02 02
IV	Law in Ancient Period – Part I	06
	<ul style="list-style-type: none">• Introduction: History of Indian Legal System – Sources of Classical Hindu Law• Judicial System in Ancient period• Rule of Law in Ancient India – Judiciary in Ancient India	02 02 02
V	Law in Ancient Period – Part II	06
	<ul style="list-style-type: none">• Jury System – Grounds of Litigation – Judicial Psychology• Law relating to witnesses – Classification of Vivada (Disputes)• Punishment – Interpretation of legal documents	02 02 02
	Total No of Lectures	30
	Reference Books / Text Books (1) Trade and Commerce in Ancient India (1968) - Balram Srivastava – Chowkhamba Publication. (2) Trade and Commerce in Ancient World (2011) ISBN-13 978-0778717447 (3) Law & Order Administration in Ancient India – R.K Gupta, The	



<p>Quarterly Indian Journal of Political Science Vol. 65, No.1 Jan-March 2004.</p> <p>(4) The Indian Legal System: An Enquiry – Mahendra Pal Singh, Niraj Kumar, ISBN – 9780199489879, Oxford University Press.</p> <p>Websites:</p> <p>Commerce:</p> <p>(1) https://www.investopedia.com/terms/c/commerce.asp</p> <p>(2) https://medium.com/@jobscaptainofficial/india-history-trade-and-commerce-in-ancient-india-c80b09733a2b</p> <p>(3) https://www.historydiscussion.net/history-of-india/crafts-commerce-and-urban-growth-during-ancient-india/2212</p> <p>(4) https://www.studytoday.net/ancient-indian-trade/</p> <p>(5) https://selfstudyhistory.com/2020/04/02/trade-and-commerce-in-early-medieval-india-part-i/</p> <p>(6) https://ithihas.wordpress.com/2014/05/17/trade-and-commerce-in-ancient-india/</p> <p>(7) https://www.toppr.com/ask/content/story/amp/trade-and-commerce-in-ancient-india-52388/</p> <p>(8) https://manasviadvisory.com/history-of-trade-and-commerce/</p> <p>Law:</p> <p>(9) https://www.legalservicesindia.com/article/1391/The-Legal-system-in-ancient-India.html</p> <p>(10) https://www.iilsindia.com/blogs/judiciary-in-ancient-india/</p> <p>(11) Judiciary In Ancient India - pdf.pdf</p>	
<p>End Semester Examination (ESE): Equal weightage should be given to all five Modules</p> <p>Question paper pattern: Total Marks-60</p> <p>Q1. (Any Two) 12 marks (Overview of IKS) A – Theory Question B – Theory Question C – Theory Question</p> <p>Q2. (Any Two) 12 marks (Commerce – Part I) A – Theory Question B – Theory Question C – Theory Question</p> <p>Q3 (Any Two) 12 marks (Commerce – Part II) A – Theory Question B – Theory Question</p>	



	<p>C – Theory Question</p> <p>Q4 (Any Two) 12 marks (Law – Part I) A – Theory Question B – Theory Question C – Theory Question</p> <p>Q5 (Any Two) 12 marks (Law – Part II) A – Theory Question B – Theory Question C – Theory Question</p>	
--	---	--

Modality of Assessment

Theory Examination Pattern:

(A) Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation Type	Marks
01	Internal Class Test Brief Questions or Short Notes.	20
02	One Assignment with Viva Voce	20
	Total	40

(B) External Examination- 100%- 60 Marks

End Semester Examination (ESE) Theory: 60 marks

Duration – This examination shall be of 02 hours duration.

EVALUATION RUBRICS (For ESE)

Unit	Knowledge	Understanding	Total marks / unit
1	6	6	12
2	6	6	12
3	6	6	12
4	6	6	12
5	6	6	12
Total	30	30	60

For Continuous Internal Assessment (CIA -2)

Type of Assignment under CIA 1 and Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very Poor
(I) Assignments	20					
Contents of the Assignment relevant to the topic selected.	07					
Organization	03					
Analysis	03					
Justification	02					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR FYBCOM (NEP) 2023-24

Effective Communication Skill and Interactive skills (Presentation)	05					
--	----	--	--	--	--	--