



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM EXPORT MARKETING 2023-24

Approved via Resolution No: 03 In Minutes of BOS meeting held on 22nd October, 2022

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: T.Y.B.Com (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
01	The basic concepts of marketing management, evolution of marketing, with new concepts of experiential and contextual marketing & to identify the role and responsibility of marketing manager.	Semester V – Module 1 – Introduction to Marketing
02	To design appropriate mix for successful marketing goods and services and study latest marketing trends with respect to 7p's and branding.	Semester V – Module 2 – Marketing Decisions I
03	To familiarize with the Marketing	Semester V – Module 3



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	communication (IMC) components and skills required for effective selling.	Marketing Decisions II
04	To acquaint learners new marketing career opportunities and make them understand new strategies for making marketing campaigns.	Semester V – Module 4 Key Marketing Dimensions
05	To make the students understand the role & responsibility of the Human Resource Manager, to make them understand work culture, human resource policies, interview process, different new trends in human resource management.	Semester VI – Module 1 – Human Resource Management & Module IV Trends in Human Resource Management
06	To understand the procedure of career planning and different methods and skills required for training as well as understanding performance appraisal system	Semester VI – Module 2 – Human Resource Development
07	To understand the factors affecting employee's morale and different theories of motivation and HR policies.	Semester VI – Module 3 – Human Relations

PROGRAM OUTLINE FOR B.Com

Semester	Core course	Ability enhancement course	Skill enhancement course	Discipline specific elective*	Generic elective	TOTAL CREDITS
CREDITS /COURSE	03	03	03	03	02	20
1	Accountancy and Financial Management – I	Commerce - I Business Economics -I	Business Communication - I Environmental Studies I	Mathematical and Statistical Techniques – I	Foundation Course – I	20
II	Accountancy and Financial Management -II	Commerce - II Business Economics -II	Business Communication - II Environmental Studies-II	Mathematical and Statistical Techniques – I	Foundation Course – II	
III	Accountancy and Financial Management III Financial Accounting and Auditing - Introduction to Management	Commerce III Business Economics III	Travel & Tourism Management Paper I	Business Law I	Foundation Course – III	20



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	Accounting					
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	Computer system & Applications OR Export Marketing Paper II	20



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				OR C)Rural marketing OR D)Operationa l research		
	Financial Accountin g and Auditing VIII - Cost Accountin g					
TOTAL CREDITS						120



DETAILED SYLLABUS – SEMESTER V & VI

COMMERCE - V MARKETING

Preamble

Bachelor's degree programme in commerce, Commerce V (Marketing Management) provides exposure to the students to learn the basic objectives of marketing management, to identify the role and responsibility of marketing manager. The learners get an opportunity to learn the latest trends in the marketing. At the end of the course the learners are in a position to enhance their marketing skills which in turn will help them to meet demands of industry.

The introduction of situational / practical based concepts and case studies enables student to get the thorough, true knowledge of marketing and 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: Third Year in Bachelor of Commerce (T.Y.B.COM)		Semester: V	
Course: COMMERCE: MARKETING		Course Code: BH.UCMAR503	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	3	40	60

Course Objectives:

- (1) To provide conceptual understanding of Marketing and its various components
- (2) To make the learner acquaint with designing marketing strategy for the company.
- (3) To create awareness regarding recent trends in competitive marketing environment.

Course Outcomes:

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

- (1) Understand the basic concepts of marketing management, evolution of marketing & to identify the role and responsibility of marketing manager.
- (2) Design an appropriate marketing mix in accordance with latest marketing trends.
- (3) Assist in enhancing the marketing skills to meet the demands of industry.

Unit	Description	Periods
I	Introduction to Marketing	10
	<ul style="list-style-type: none"> • Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing 	02
	<ul style="list-style-type: none"> • Marketing Research - Concept, Features, Process Marketing Information System - Concept, Components, MR vs MIS, Experiential Marketing, Contextual Marketing, 	03
	<ul style="list-style-type: none"> • Consumer Behavior - Concept, Factors influencing Consumer Behavior, Customer Loyalty - Meaning, Churn Rate 	02
	<ul style="list-style-type: none"> • Market Segmentation- Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market 	03



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	Selection, Complaint Management	
II	Marketing Decisions I	11
	<ul style="list-style-type: none"> Marketing Mix- Extended to 7 P's Concept, 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 a good package, Product/Service Positioning - Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies. 	06 03 02
III	Marketing Decisions II	11
	<ul style="list-style-type: none"> Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope, Importance, Digital Marketing-Concept, trends in Digital Marketing, Sales Management- Concept, Components, USP-concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling 	04 03 04
IV	Key Marketing Dimensions	13
	<ul style="list-style-type: none"> Marketing Sustainability and Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, Green Marketing-concept, importance Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples. H2H (Human to Human) Marketing- Concept, Importance 	06 03 04
	Total No of Lectures	45
	Reference Books / Text Books	
	<ul style="list-style-type: none"> H2H marketing text book by Philip Kotler, Uwe and Waldemar, Springer, 1st ed. 2021 ISBN No: 978-3030595302 Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and 	



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	<p>distributed by Wiley International, ISBN No. – 978-9351198253 (Recommended as Textbook for Marketing at IIM Ranchi for PG Executive Program and several B-Schools and Universities across India)</p> <ul style="list-style-type: none">• Kotler, P., Keller, K.L. Koshy, A. &Jha. M. (2009). Marketing Management: Indian Case Studies (Sixteenth Ed). Pearson Education, New Delhi. 2022• Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamorthy – Himalaya Publishing House – 14th Edition - 2019	
	<p>Details of Details of Continuous Internal Assessment (CIA) CIA-1 –20 marks CIA-2 – 20 marks -Assignments, Project, Group discussion, Online Certified Course, (SWAYAM / NPTEL), Presentations, Internships, Extension activity of the Department (more than 30 hours certified by HOD (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 – Practical / Situational Based Questions</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>	



COMMERCE - VI

HUMAN RESOURCE MANAGEMENT

Preamble

Commerce VI (Human Resource Management) will help the learners to design a human resource with respect to the recruitment and needs of training. The learners will get the better insights of interview process and training and development methods, latest trends in human resource which in turn will help the learners to get themselves adapted in the industry comfortably. Last but not the least the learners will learn about the skills in developing and managing human relations which is important in the field of human resource management which will help the learners to put their skills into practice when they themselves become the managers in any organizations.

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: Third Year in Bachelor of Commerce (T.Y.B.COM)		Semester: VI	
Course: COMMERCE: HUMAN RESOURCE MANAGEMENT		Course Code: BH.UCHRM603	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	3	40	60
Course Objectives:			
(1) To emphasize on human resource management policies and practices including design human resource plan & to study latest trends in human resource			
(2) To study about the significance of leadership, its style and traits and motivational role of HRM.			
(3) To acquaint the learner with recent trends in HRM, like HRA, HRIS, Succession Planning and Career options in HR			
Course Outcomes:			
After completion of the syllabus the learner will be able to:			
(1) Design a human resource plan keeping in mind the recruitment and needs of training			
(2) Understand the roles & responsibilities of the Human Resource Manager.			
(3) Analyze and understand the merits and demerits of different performance appraisal system and latest trends in human resource.			
(4) Develop the holistic insights in developing and managing human relations.			
Unit	Description		Periods
I	Human Resource Management		12
	• Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management		04
	• Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques		03
	• Recruitment - Concept, Sources of Recruitment Selection - Concept, process, Techniques of E-selection, Psychometric Assessment tools and Importance		05



II	Human Resource Development	11
	<ul style="list-style-type: none"> Human Resource Development- Concept, functions, Training-Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, Understudy, job rotation, vestibule training, case study, role playing, sensitivity training, in basket management games), Evaluating training effectiveness – concept, methods, HR Analytics – Concept & Importance Performance Appraisal- Concept, Benefits, Limitations, KRA AND KPI: meaning and uses, Methods Potential Appraisal-Concept, Importance Career Planning- Concept, Important Succession Planning-Concept, Need. Monitoring – Concept, Importance. Counseling – Concept, Techniques 	<p>05</p> <p>03</p> <p>03</p>
III	Human Relations	11
	<ul style="list-style-type: none"> Human Relations- Concept, Significance. Leadership –Concept, Transactional & Transformational Leadership. Motivation- Concept, Theories of Motivation, (Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X and Theory Y, Pink's Theory of Motivation) Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale, Unique HR policies for boosting Employee Morale, Organizational Citizenship behavior. Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Health & Safety Measures. 	<p>04</p> <p>04</p> <p>03</p>
IV	Trends in Human Resource Management	11
	<ul style="list-style-type: none"> HR in changing environment: Competencies- concept, classification. Learning organizations - Concept, creating an innovative organization, Innovation culture- Concept, Need, Managerial role. Trends in Human Resource: Hybrid Work Culture, Employee Engagement- Concept, Types. Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place- Introduction to Prevention of Sexual Harassment (POSH) 2013, Domestic and International HR Practices, Millennial (Gen Y and Gen Z) Competency Mapping. 	<p>03</p> <p>04</p> <p>04</p>



	Total	40
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(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	6	4	5	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) Finding of Case Study / Conduct of Interviews	20					
Finding the Case study relevant to the topic	02					
Analysis	03					
Solution	03					
Justification	02					
Effective Communication Skill and interactive skills	05					
Teaching aids	05					
(II) 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					
(III) Online Certified Course	20					
Details of Course/ evaluation system	05					
Documents relevant to course/completion	05					



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certificate						
Communication and Presentation skills	10					
(IV) Extension Activity of the Department – Taking care of an elderly person in their vicinity	20					
Documents relevant to the elderly person	05					
Type of help provided to the elderly person	05					
Viva voce of the learner and confirmation from the elderly person	05					
Social skills/Time management skills	05					
(V) Group Discussion	20					
Preparation and Situation Analysis	05					
Relationship Management	05					
Information Exchange	05					
Delivery Skills	05					



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Program: B.Com
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Program Outcomes – UG Programme in commerce

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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.

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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
01	The basic concepts of Export marketing and risk involved in export marketing.	Semester V Module 1- Introduction to Export Marketing
02	It will help the learners to get familiarize with the role of the government and various incentives and financial assistance in export marketing.	Semester V Module IV – Export Incentives and Assistance and Semester VI – Module III – Export Finance
03	There will be financial growth as the exporters will be enabled to deal in foreign market and global framework for carrying out Export in overseas market,	Semester V – Module II – Global Framework for Export Marketing.
04	The updated procedures and documentation	Semester VI – Module IV – Export



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	required for carrying out the export marketing which will help them in carrying out their export marketing business in future.	Procedure and Documentation
05	The learners will get the better insight with respect to the product planning and pricing decisions for export marketing which is an important aspect of the same and make them aware about the sales promotion techniques in Export Marketing.	Semester VI – Module I – Product Planning and Pricing Decisions for Export Marketing & Semester VI – Module II – Export Distribution and Promotion.

PROGRAM OUTLINE FOR BCom

Semester	Core course	Ability enhancement course	Skill enhancement course	Discipline specific elective*	Generic elective	TOTAL CREDITS
CREDITS /COURSE	03	03	03	03	02	20
I	Accountancy and Financial Management – I	Commerce - I Business Economics-I	Business Communication - I Environmental Studies I	Mathematical and Statistical Techniques – I	Foundation Course – I	20
II	Accountancy and Financial Management -II	Commerce - II Business Economics-II	Business Communication - II Environmental Studies-II	Mathematical and Statistical Techniques – I	Foundation Course – II	
III	Accountancy and Financial Management III Financial Accounting and Auditing - Introduction to Management Accounting	Commerce III Business Economics III	Travel & Tourism Management Paper I	Business Law I	Foundation Course – III	20
IV	Accountancy and Financial Management IV	Commerce IV	Travel & Tourism Management Paper I	Business law -II	Foundation Course – IV	20



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	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					



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TOTAL CREDITS						120

DETAILED SYLLABUS – SEMESTER V & VI

EXPORT MARKETING-I

Preamble

Bachelor's degree programme in commerce provides Export Marketing I & II as an applied component. The study of export marketing in semester V and VI enables the learners to have clear insight, and knowledge about various terminologies used in international marketing, foreign trade and exchange. The learners will be able to understand the need and importance of export marketing in relation to the economic significance and the global opportunities and challenges in carrying out the export business. The learners will be able to understand the various updated policies, incentives brought in to practice by Government for the smooth conduct of the export marketing.

The introduction of situational/application based and case study enables student to get the thorough, knowledge of export marketing 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: Third Year Bachelor of Commerce – (TYBCOM)				Semester: V	
Course: EXPORT MARKETING - I				Course Code: BH.UCEM506.2	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	---	---	3	40	60
<u>Course Objectives:</u>					
(i) To acquaint the learner with basics in export marketing, conceptual and understanding the various terminology used in Export Marketing.					
(ii) To give an understanding about the economic significance of Export Marketing and the global market opportunities and challenges.					
(iii) To develop learner employability and interpersonal skills.					
<u>Course Outcomes:</u>					
After completion of the syllabus the learners will be able to:					
(i) Enhance their skills in the field of export marketing.					
(ii) Analyze the principle of international business and strategies adopted by firms for exporting products globally.					
(iii) Familiarize with the role of government and various incentives provided in export marketing					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to Export Marketing				12
	(a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing.				04



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	(b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector.	04
	c) Major merchandise/commodities exports of India (since 2017); Services exports of India (since 2017); Region-wise India's Export Trade (since 2017)	04
2	Global Framework for Export Marketing	11
	(a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers	04
	(b) Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO)	04
	(c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection	03
3	India's Foreign Trade Policy	11
	(a) Foreign Trade Policy (FTP) 2021-26 –Major Features & Implications	02
	(b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports, EBRC (Electronic Bank Realisation Certificate)	04
	(c) Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ	05
4	Export Incentives and Assistance	11
	(a) Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC),	04
	(b) Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP)	04
	(c) Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorization Scheme; Duty Drawback (DBK); IGST Refund for Exporters	03
	Total No. of Lectures	45
	<u>Reference Books / Text Books</u>	



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	<ul style="list-style-type: none">International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 21st Edition, 2022.EXIM Policy & Handbook of EXIM Procedure – 2021-26Foreign Trade and Export Import Policy in India – Madhusudana H.S, New Century Publishing 2020	
	<p>Assessment pattern 60 :40 Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.</p>	
	<p>Details of Continuous Internal Assessment (CIA) CIA 1 – 20 marks - CLASS TEST CIA 2 – 20 marks Assignments, Projects, Group Discussion, Online Certified Course (SWAYAM / NPTEL), Presentation, Internship, Extension Activity of the Department (More than 30 hours certified by HOD) (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 – Practical / Situational Based Questions</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>	



EXPORT MARKETING-II

Preamble

The learners will also get the knowledge about the various export-import documentation procedures for smooth conduct of export marketing. Learners will get imbibed with the process of product planning, pricing decisions and promotional techniques to be undertaken for carrying out the export marketing as well as various financial aspects relating to the export. Last but not the least the learners will develop employability and interpersonal skills.

The introduction of situational/application based and case study enables student to get the thorough, knowledge of export marketing 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: Third Year Bachelor of Commerce – (TYBCOM)				Semester: VI	
Course: EXPORT MARKETING II				Course Code: BH.UCEM606.2	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	---	--	3	40	60
Course Objectives:					
(i) To make the learner understand the process of international customs clearance operations.					
(ii) Learner will become aware about export-import documentation procedures.					
(iii) Learner will get insight into basic understanding of policy framework of International Business.					
Course Outcomes:					
After completion of the syllabus the learner will be able to:					
(i) Acquire knowledge of different terminologies used in International Marketing, Foreign Trade & Foreign Exchange.					
(ii) Understand the need and importance of exports for development of the country.					
(iii) Acquaint themselves with process of product planning, pricing decisions, promotional techniques to be undertaken for carrying out export marketing.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Product Planning and Pricing Decisions for Export Marketing				12
	(a) Planning for Export Marketing with regards to Product, International Product life cycle , Branding, Packaging.				03
	(b) Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing				04
	(c) International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation				05



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM EXPORT MARKETING 2023-24

2	Export Distribution and Promotion	11
	(a) Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels	03
	(b) Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing	03
	(c) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing;	05
3.	Export Finance	11
	(a) Methods of Payment in export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade, Trade Accounts – concept, objectives - NOSTRO, VOSTRO, LORO	04
	(b) Features of Pre-Shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance.	04
	(c) Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC	03
4	Export Procedure and Documentation	11
	(a) Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; New procedure introduced by Central Board of Indirect Taxation and Customs	04
	(b) Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realisation of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking. (LUT), GST for merchant exporter.	04
	(c) Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin	03
	Total No of Lectures	45
	References Books / Text Books	
	<ul style="list-style-type: none"> • International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 7th Edition. (2020) • International Marketing Analysis and Strategy, Sak Onkrisit, John J. Shaw, Prentice- Hall of India Pvt. Ltd., 5th Edition, 2008 • International Trade Finance – Systematic & Comprehensive Overview – Indian Institute of Banking Finance 2021 • Foreign Trade – Theory, Procedures, Practices & Documentation – Dr Khushpat Jain, Apexa Jain, Himalya Publishing House, 2017 • Foreign Trade and Export Import Policy in India – Madhusudana 	



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM EXPORT MARKETING 2023-24

	H.S, New Century Publishing 2020.	
	Assessment pattern 60 :40 Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.	
	Details of Continuous Internal Assessment (CIA) CIA 1 – 20 marks - CLASS TEST CIA 2 – 20 marks Assignments, Projects, Group Discussion, Online Certified Course (SWAYAM / NPTEL), Presentation, Internship, Extension Activity of the Department (More than 30 hours certified by HOD) (Any One)	
	End Semester Examination (ESE): Equal weightage should be given to all four modules <i>Question paper pattern:</i> Total Marks-60 Q1. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions 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 with Objective Type questions and short notes	20
02	One Assignment with Viva Voce	20
	Total	40

(B) External Examination- 60%- 60 Marks

End Semester Examination: 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	6	4	5	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) Finding of Case Study / Conduct of Interviews	20					
Finding the Case study relevant to the topic	02					
Analysis	03					
Solution	03					
Justification	02					
Effective Communication Skill and interactive skills	05					
Teaching aids	05					
(II) Internships	20					
Details of internship (write-up)	05					



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Documents relevant to completing of internships	05					
Problem Solving Skills and work ethics	05					
Viva voce	05					
(III) Online Certified Course	20					
Details of Course/evaluation system	05					
Documents relevant to course/completion certificate	05					
Communication and Presentation skills	10					
(IV) Extension Activity of the Department – Taking care of an elderly person in their vicinity	20					
Documents relevant to the elderly person	05					
Type of help provided to the elderly person	05					
Viva voce of the learner and confirmation from the elderly person	05					
Social skills/Time management skills	05					
(V) Group Discussion	20					
Preparation and Situation Analysis	05					
Relationship Management	05					
Information Exchange	05					
Delivery Skills	05					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSSI 2023-24

Approved via Resolution No: 03 In Minutes of BOS meeting held on 22nd October, 2022

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: T.Y.B.Com (Commerce)
Program: B.Com
Program Code: BH.B.Com

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



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSSI 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	Programme Specific Outcomes (PSO)	Mapping of PSO to Syllabus
01	The conceptual knowledge and evolution of entrepreneurship which will assist them in acquainting in developing an entrepreneurial project and qualities to be a good entrepreneur	Semester V Module I – Introduction to Entrepreneurship
02	The challenges faced by the entrepreneurs to make and implement financial & marketing plan for setting up the business unit.	Semester V Module II – Entrepreneurial Development and Module III – Entrepreneurial Project Development
03	It will enhance the skills of learners in specialized focus areas in entrepreneurship	Semester V – Module IV – Specialized Focus Areas in Entrepreneurship
04	The study of MSME will enable the learners to	Semester VI Module I – Introduction to



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSI 2023-24

	have the information about the procedural formalities of SSI/SME/MSME in setting up the same.	Micro, Small and Medium Enterprises & Module II – Setting-up of SSI/SME/MSME
05	The various schemes of the government for the growth and expansion of the SSI/MSE/MSME will enable the learners to get the benefit of the same for setting up their own entrepreneurial venture.	Semester VI Module III – Organization of SSI/SME/MSME & Module IV – Specialized Focus Areas in Micro, Small and Medium Enterprises.

PROGRAM OUTLINE FOR BCom

Semester	Core course	Ability enhancement course	Skill enhancement course	Discipline specific elective*	Generic elective	TOTAL CREDITS
CREDITS /COURSE	03	03	03	03	02	20
1	Accountancy and Financial Management – I	Commerce - I	Business Communication - I	Mathematical and Statistical Techniques – I	Foundation Course – I	
		Business Economics -I	Environmental Studies I			
II	Accountancy and Financial Management -II	Commerce - II	Business Communication - II	Mathematical and Statistical Techniques – I	Foundation Course – II	20
		Business Economics -II	Environmental Studies-II			
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



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	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					



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	VIII - Cost Accounting					
TOTAL CREDITS						120

DETAILED SYLLABUS – SEMESTER V & VI

PREAMBLE

Bachelor's degree programme in commerce provides Entrepreneurship & MSSI I & II as an applied component. The study of Entrepreneurship & MSSI in semester V and VI enables the learners about the evolution and conceptual knowledge about entrepreneurship. The learners will acquaint themselves with the various schemes and policies of the government to overcome the problems faced by the entrepreneur. It will also enhance the skills of the learners in setting up the entrepreneurial venture on the basis of the knowledge acquired by the learners with respect to the making the financial and marketing plan for the business unit.

The introduction of case study enables student to get the thorough knowledge of entrepreneurship and MSSI 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.

ENTREPRENEURSHIP AND MANAGEMENT OF SMALL-SCALE INDUSTRIES PAPER - I

Programme: Third Year Bachelor of Commerce – (TYBCOM)				Semester: V	
Course: Entrepreneurship & Management of Small-Scale Industries – I				Course Code: BH.UCMSSI505.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	---	---	3	40	60
Course Objectives:					
(1) To make the learner aware about conceptual knowledge & evolution of Entrepreneurship.					
(2) To familiarize the learner with the support mechanism of the Central, State Government, NGOs to overcome the problem of an entrepreneur.					
(3) To make the learner acquaint about Entrepreneurial Project Development.					
Course Outcomes:					
After the completion of syllabus, the learner will be able to:					
(1) Understand challenges faced by entrepreneurs, to make a financial & marketing plan for business unit.					
(2) Enhance their skills in setting up their entrepreneurial venture.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to Entrepreneurship				11



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSSI 2023-24

	<p>Unit-1:</p> <ul style="list-style-type: none"> • Meaning, Features, Need and Significance, Concept of Entrepreneur and Entrepreneurship • Importance, Significance and Growth of Entrepreneurial activity • Classification and Types of Entrepreneurs • Functions of an Entrepreneur <p>Unit-2:</p> <ul style="list-style-type: none"> • Characteristics, Qualities and Competencies of a Successful Entrepreneur – Examples of Successful Indian Entrepreneurs. • Entrepreneurship as a Career - Creating Self-employment through Entrepreneurship • Scope of Entrepreneurship • Meaning, Features, Significance, Concept of Promoters - Types of Promoters <p>Unit-3:</p> <ul style="list-style-type: none"> • Incentives and Subsidies to Entrepreneurs in India • Meaning, Features, Significance, Concept and Qualities of Intrapreneur • Meaning and Concept of Intrapreneurship • Measures to Promote Intrapreneurship <p>Differentiating the Role of: Entrepreneurs and Businessman - Entrepreneurs and Managers - Entrepreneurs and Employees, (Case Studies of Successful Entrepreneurs, Concept of Unicorns (billion-dollar valuations) and its impact in the Indian start-up industry – Examples of companies in last 5 years making the mark</p>	<p>03</p> <p>03</p> <p>04</p>
2	Entrepreneurial Development	11
	<p>Unit-1:</p> <ul style="list-style-type: none"> • Meaning, Significance and Concept of Entrepreneurial Development in India • Factors influencing Entrepreneurial Development – Pull and Push Factors • Managing the Problems faced by Entrepreneurs - Measures/Suggestions to Overcome Barriers to Entrepreneurship, Start-up India-Make in India. <p>Unit-2:</p> <ul style="list-style-type: none"> • Meaning, Concept and Inter-Linkage between: Innovation and Invention Innovation and Entrepreneurship • Role of Psychological, Social and Cultural factors in Entrepreneurial Development • Theories of Entrepreneurship - Contribution of David McClelland and Joseph Schumpeter, <p>Unit-3:</p> <ul style="list-style-type: none"> • Need and Significance of Entrepreneurial Education and Training • Meaning, Concept & Areas of Entrepreneurship Development Programme (EDP) • Role of Entrepreneurial Development Programme (EDP) and Training Centres in India, Zero Defect Zero Effect - ZED certification scheme • Role of Entrepreneurial Development Institutes in India such as 	<p>03</p> <p>03</p> <p>04</p>



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSSI 2023-24

	MSME-DI Mumbai, EDI Ahmedabad, MITCON, MCED, NIESBUD toward Entrepreneurial Development in India	
3	Entrepreneurial Project Development	11
	<p>Unit-1:</p> <ul style="list-style-type: none"> Steps in Setting-up of an Entrepreneurial Venture Idea Generation – Sources and Methods, Start-Ups - Brainstorming and Research, Design Thinking. Identification and Classification of Ideas Meaning and Concept of Environment Scanning. <p>Unit - 2:</p> <ul style="list-style-type: none"> Meaning and Concept of Project Formulation Meaning, Concept and Importance of Project Planning - Preparation of Project (Business) Plan - Points to be considered in Project Planning Components of an ideal Business Plan: Market Plan, Financial Plan, Operational Plan, and HR Plan Meaning and Concept of Project Report - Significance of Project Report - Contents of Project Report <p>Unit-3:</p> <ul style="list-style-type: none"> Meaning, Significance and Concept of Project Appraisal Aspects and Methods of Project Appraisal: Economic Oriented Appraisal, Financial Appraisal, Market Oriented Appraisal, Technological Feasibility, Managerial Competency Meaning, Concept, Significance and Importance of Feasibility Study Types and Different Areas of Feasibility Study 	<p>03</p> <p>04</p> <p>03</p>
4	Specialised focus Areas in Entrepreneurship	12
	<p>Unit-1:</p> <ul style="list-style-type: none"> Meaning, Features, Concept, Role and Importance of Women Entrepreneurs, Problems faced by Women Entrepreneurs and Need for Promotion and Assistance Agencies & Government Schemes Supporting and Promoting Women Entrepreneurs- Stand up India. <p>Unit-2:</p> <ul style="list-style-type: none"> Meaning, Features, Concept, Role and Importance of Rural Entrepreneurs Problems faced by Rural Entrepreneurs and Need for Promotion and Assistance & Suggestions to overcome. Agencies Supporting and Promoting Rural Entrepreneurs <p>Unit-3:</p> <ul style="list-style-type: none"> Meaning, Features, Role and Importance, Concept of Social Entrepreneurship Differentiating Role of Social Entrepreneurship and NGOs Problems faced by Social Entrepreneurs and Need for Promotion and Assistance – Suggestions to Overcome the Challenges faced by Social Entrepreneurs Examples of Social Entrepreneurship in India 	<p>04</p> <p>04</p> <p>04</p>
	Total No of Lectures	45
	Reference Books/ Text Books:	



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM ENTREPRENEURSHIP & MANAGEMENT OF SMALL-SCALE INDUSTRIES MSSI 2023-24

	<ul style="list-style-type: none">• Entrepreneurship and Small Business Management Dr. Khanka S.S Dr Patil C.B, Sultan Chand & Sons 2022• Essentials Managing Creativity and Innovation. Harvard Business School 2003• The Art of Business Leadership Indian Experiences S. Balasubramanian 2007• Innovation and Entrepreneurship Drucker. Peter. F, Heineman London 1985	
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Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Details of Continuous Internal Assessment (CIA)

CIA 1 – 20 marks - CLASS TEST

CIA 2 – 20 marks Assignments, Projects, Group Discussion, Online Certified Course (SWAYAM/NPTEL), Presentation, Internship, Extension Activity of the Department (More than 30 hours certified by HOD) **(Any One)**

Semester End Examination: 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 – Practical / Situational Based Questions

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



**ENTREPRENEURSHIP AND MANAGEMENT OF SMALL-SCALE INDUSTRIES
PAPER – II**

Preamble

The learners will get acquainted with the procedural as well as legal formalities for setting up SSI/ SME/MSME and even the various updated schemes of the government for the growth and expansion of SSI/MSE/MSME.

The Learners will also get familiarize with the measures to overcome the problems faced during the process of becoming an entrepreneur

The introduction of case study enables student to get the thorough knowledge of entrepreneurship and MSSSI 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: Third Year Bachelor of Commerce – (TYBCOM)				Semester: VI	
Course: Entrepreneurship & Management of Small-Scale Industries – I				Course Code: BH.UCMSSI605.2	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA) (Marks - 40)	End Semester Examination (ESE) (Marks: 60)
3	---	---	3	40	60
<u>Course Objectives:</u>					
(1) Learner will be able to understand the process of MSME.					
(2) Learner will get insight into basic understanding and legal formalities of SSI/SME/MSME.					
<u>Course Outcomes:</u>					
After completion of the syllabus the learners will be able to:					
(1) Acquaint themselves with the procedural formalities for setting up SSI/SME/MSME.					
(2) Acquire knowledge and better insight about the various schemes provided for the growth and expansion of SSI/SME/MSME.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to Micro, Small and Medium Enterprises				11



	Level	
3	Organization of SSI/SME/MSME	11
	<p>Unit-1:</p> <ul style="list-style-type: none"> • Meaning, Features, Concept of Organisation Structure of SSI/SME/MSME • Overview of Principles of Management applicable in Management of SSI/SME/MSME - Types of Organisation of SSI/SME/MSME • Problems and Prospects of SSI/SME/MSME • Legal Framework and Regulations Governing SSI/SME/MSME - Government Measures, Policy Support, Taxation Benefits for SSI/SME/MSME, CGTMSE (Credit guarantee scheme for micro and small enterprise) <p>Unit-2:</p> <ul style="list-style-type: none"> • Requirements of Capital (Fixed and Working) for SSI/SME/MSME • Factors Determining Capital (Fixed and Working) Requirements of SSI/SME/MSME • Sources of Institutional Finance to SSI/SME/MSME, MSE-CDP (Micro & Small enterprise cluster development programme) <p>Unit-3:</p> <ul style="list-style-type: none"> • Meaning, Features, Concept of Marketing Mechanism in SSI/SME/MSME • Marketing related Problems of SSI/SME/MSME - Measures to Reduce Marketing related Problems of SSI/SME/MSME • Export Potential of SSI/SME/MSME - Export Incentives available to SSI/SME/MSME – SSI/SME/MSME and Special Economic Zones (SEZs) • Role of Self-Help Groups (SHG'S) in development of SSI/SME/MSME 	<p>04</p> <p>03</p> <p>04</p>
4	Specialized Focus Areas in Micro, Small and Medium Enterprises	12
	<p>Unit-1:</p> <ul style="list-style-type: none"> • Meaning, Features, Concept, Significance of Rural Industries • Nature of activities involved in Rural Industries - Measures to Support and Promote Rural Industries • Meaning, Features, Concept, Significance and Role of Rural Artisans • Measures to Support and Promote Rural Artisans – Role of Government and Non-Government Agencies in Promoting Rural Artisans, ASPIRE (A scheme for promoting Innovation, Rural Industry and Entrepreneurship) <p>Unit-2:</p>	<p>04</p> <p>04</p>



	<ul style="list-style-type: none"> • Meaning, Features, Concept, Significance of Agro-based Industries • Nature of activities involved in Agro-based Industries - Measures to Support and Promote Agro-based Industries • Meaning, Features, Concept of Ancillary Industries • Nature of activities involved in Ancillary Industries - Measures to Support and Promote Ancillary Industries <p>Unit-3:</p> <ul style="list-style-type: none"> • Meaning and Concept of Industrial Estates • Features of Industrial Estates • Utility and Significance of Industrial Estates to SSI/SME/MSME Sector • Policy Initiatives and Measures to Revive Industrial Estates 	04
	Total No of Lectures	45
	<p>Reference Books/ Text Books:</p> <ul style="list-style-type: none"> • Micro, Small and Medium Enterprises in India – Covering all aspects of MSME – Indian Institute of Banking • Entrepreneurship and Small Business Management – Dr Khanka S.S, Dr Patil C.B, Sultan Chand & Sons, 2022 • Marketing Research and Entrepreneurship – Patil.B.S, 2009 • MSME Policy Document, Government of India – https://msme.gov.in 	
	<p>Assessment pattern 60 :40 Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.</p>	
	<p>Details of Continuous Internal Assessment (CIA) CIA 1 – 20 marks - CLASS TEST CIA 2 – 20 marks Assignments, Projects, Group Discussion, Online Certified Course, (SWAYAM/NPTEL), Presentation, Internship, Extension Activity of the Department (More than 30 hours certified by HOD) (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 – Practical / Situational Based Questions</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</p>	



	B – Theory Question C – Practical / Situational Based Questions Q4. (Any Two) 15 marks A – Theory Question B – Theory Question C – Practical / Situational Based Questions	
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Modality of Assessment

Theory Examination Pattern:

(A) Internal Assessment- 40%- 40 Marks

Sr. No	Evaluation Type	Marks
01	Internal Class Test with Objective Type questions and short notes	20
02	One Assignment with Viva Voce	20
	Total	40

(B) External Examination- 60%- 60 Marks End

Semester Examination (ESE): 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	6	4	5	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) Finding of Case Study / Conduct of Interviews	20					
Finding the Case study relevant to the topic	02					
Analysis	03					
Solution	03					



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Justification	02					
Effective Communication Skill and interactive skills	05					
Teaching aids	05					
(II) 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					
(III) Online Certified Course	20					
Details of Course/ evaluation system	05					
Documents relevant to course/completion certificate	05					
Communication and Presentation skills	10					
(IV) Extension Activity of the Department – Taking care of an elderly person in their vicinity	20					
Documents relevant to the elderly person	05					
Type of help provided to the elderly person	05					
Viva voce of the learner and confirmation from the elderly person	05					
Social skills/Time management skills	05					
(V) Group Discussion	20					
Preparation and	05					



BHAVAN'S COLLEGE (AUTONOMOUS), SYLLABUS FOR TYBCOM COMMERCE 2023-24

Situation Analysis						
Relationship Management	05					
Information Exchange	05					
Delivery Skills	05					